

**DATE: October 3, 2015**

**TO: APA California Chapter Board Meeting**

**FROM: Betsy McCullough, AICP, Vice President of Conferences**

**SUBJECT: 2016 Chapter Conference (Los Angeles Section) Pasadena**

*This is an informational report from the off-and-running 2016 Conference Host Committee. The 2016 Chapter Conference is hosted by the Los Angeles Section in Pasadena on October 22-25, 2016. The conference theme is “The Art of Planning: Crafting our Future”.*

*The CHC will make a presentation to the Board on October 3. Their budget will be presented for initial approval at the January 2016 Board meeting.*

**BUDGET**

The Conference Co-chairs continue to work with Betsy McCullough, Vice President of Conferences, on the draft budget. The Conference Host Committee is very mindful of ensuring that conference expenses will be controlled and sponsorship opportunities will be maximized to reach the minimum target of at least $100,000 in net revenue.

The Conference Co-chairs have also started to work with several of the Chapter’s conference contractors and will soon discuss session solicitation, meeting space needs, graphics needs and contracts for venues and additional services.

**LEADERSHIP STRUCTURE**

The 2016 Pasadena Conference team continues to host regular monthly meetings led by Conference Co-Chairs Melani Smith of Meléndrez, Meghna Khanna with the Los Angeles Metropolitan Transit Authority, and Kevin Keller, with the office of Los Angeles Mayor Eric Garcetti, along with the 18 Committee Co-Chairs and select former Chapter officers who have been involved with previous Chapter conferences. 2016 Conference planning will be conducted through 9 Conference Committees, each led by two committee co-chairs and supported by a team of eager volunteers. The following are the various committees along with their respective co-chairs:

**Diversity & Sustainability**

Veronica Siranosian (AECOM) & Anna Vidal (City of Los Angeles)

**Emerging Technology**

Shannon Davis (Meléndrez) & Amalia Merino (City of Los Angeles)

**Mobile Workshops**

Steven Gerhardt & Michael Kennedy (Fehr & Peers)

**Planners Guide & Orientation Tour**

Jason Killebrew (City of Pasadena) & Nicholas Maricich (City of Los Angeles)

**Programs & Sessions**

Patricia Diefenderfer (City of Los Angeles) & Elisa Paster (Glaser Weil)

**Publicity & Marketing**

Tim Halbur (Gensler) & Josh Stephens (California Planning & Development Report)

**Special Events**

Jessie Barkley (PCR Services Corporation) & Esmeralda Garcia (MIG)

**Sponsorship**

Gabriela Juarez (City of Los Angeles) & Tricia Robbins Kasson (Rosenheim & Associates)

**Students & Young and Emerging Professionals**

Cassandra Gogreve (USC/Metro) & Steven Katigbak (City of Los Angeles)

**CONFERENCE SITE VISIT**

The CHC Co-Chairs and various Committee Co-Chairs, along with Betsy McCullough and Angie Spearman of HPN, visited the 2016 Conference site on July 31. The group toured the conference hotel, including its various meeting and ballroom spaces, potential locations for special events, and the Pasadena Convention Center. Consensus from the group was that space is constrained at Convention Center and creative solutions will be needed to accommodate the expected attendance levels, locate optimum placement for exhibitor booths, and place the plenary sessions.

**LOGO**

With the help of volunteer graphic designer Raymond Dang, from Metro, the group has crafted a final conceptual logo, now being finalized to guideline specifications. The logo design features iconic Pasadena elements, including the Colorado Street Bridge and the San Gabriel Mountains. A modular approach is being developed to incorporate a variety of independent elements, such as the information about the conference hotel, the conference dates, and various thematic icons, into the logo to make it usable for a variety of uses. Bright and bold colors with modern yet playful font make the logo a standout.

**CONFERENCE PROMOTION**

Along with development of logistics, the focus of Conference and Committee Co-Chairs is on promoting the 2016 Conference at the upcoming 2015 State Conference in Oakland. Booth staffing, promotions, and design are being developed.