

**TO: APA California Chapter Board Meeting**

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

**DATE: October 22, 2016**

**SUBJECT: 2017 Chapter Conference (Sacramento Valley Section) Status**

*This is an information report. No action is required from the Chapter Board.*

BACKGROUND

The Conference Host Committee for the 2017 Sacramento Valley Conference has been working on various early tasks, including organizing calls with the VP Conferences and various Chapter contractors. Below is their status report to the Board. They are preparing for a full Board presentation in January 2017.

DISCUSSION

In addition to periodic meetings of the Conference Co-Chairs (along with Section leadership), the CHC has overseen the following general activities related to conference coordination and planning.

1. Section Board Meeting: January 30, 2016
   1. Brainstormed conference theme ideas
2. Informational Session: March 9, 2016
   1. Solicited Participation in Committee Leadership
3. Survey Monkey: March 2016
   1. Invitations to all Section members
   2. Gauged interest in volunteering
   3. Solicited thoughts on achievement of sustainability, promotion of diversity, and creation of a conference theme
4. Committee Leadership Kickoff Meeting: April 11, 2016
   1. Reviewed conference theme ideas
   2. Discussed opening reception venue candidates
5. Conference Host Committee Meeting: May 23, 2016
   1. Conducted Committee “draft”
   2. Q&A with Betsy McCullough
   3. Discussed/finalized conference theme (Capitalizing on Our Diversity)
   4. Brainstormed branding/logo ideas
6. Logo Development and Selection
   1. Worked with conference consultant to review logo ideas and imagery
   2. Retained local graphic artist to develop alternative concepts
   3. Selected and refined preferred alternative
   4. Finalized and distributed logo for use in conference collateral material (See attached.)

Following confirmation of Conference Committee leadership and overall membership, the subcommittees have been meeting as necessary to advance various initiatives related to the 2017 Conference, including many which are tied to the 2016 Conference. Following are summaries of these activities.

1. **Programs:** Co-Chairs Julia Lave-Johnston / Jeff Henderson
   1. Conducted meetings with Committee (August 11/September 6, 2016)
   2. Identified, developed, and refined conference program tracks
   3. Developed of Call for Presentations (completed) (See attached.)
2. **Sponsorship / Exhibitors:** Co-Chairs Alan Telford / Jim Harnish
   1. Reviewed of previous conference sponsorship/exhibitor solicitations
   2. Reviewed convention venue layout
   3. Developed draft sponsorship/exhibitor opportunity outline
   4. Working on flyer for distribution at 2016 conference
3. **Mobile Workshops:** Co-Chairs Janet Ruggiero / Tom Pace
   1. On-hold
4. **Volunteers:** Co-Chairs Drew Sutton / Dan Amsden
   1. On-hold
5. **Student Programs / Young Planners:** Co-Chairs Kendra Macias / Alicia Brown
   1. Convened kickoff meeting with Committee members (June 28, 2016)
   2. Coordinated with CPF leadership regarding student activities at conference
   3. Developed Survey Monkey poll for statewide distribution to student members (<https://www.surveymonkey.com/r/7SZ552F>). To be live through November.
6. **Special Events / Opening Reception:** Co-Chairs Tricia Stevens / Jeff Goldman
   1. Convened Committee meetings (June 8/July 20/September 19, 2016)
   2. Researched alternative venues and identified preferred location (R Street Block Party)
   3. Prepared overall schedule of events (including draft conference-at-a-glance)
   4. Coordinated with other Committee Co-Chairs regarding overlapping interests
7. **Publicity / Planner's Guide:** Co-Chairs Blake Roberts / Elizabeth Boyd
   1. Collaborated with CHC to identify ideas for save-the-date collateral for distribution at 2016 conference.
   2. Identified two-pronged approach for collateral: Flyers and seed packets.
   3. Coordinated with Sacramento Convention and Visitors Bureau (CVB) to sponsor flyer/postcard. CVB will cover cost and production logistics. (See attached.)
   4. Coordinated with vendor to design and order “Seed You There” seed packets. (See attached.)
   5. Working with CHC to coordinate representation in Pasadena.

Respectfully,

2017 Co-Chairs and Section Leadership