

**Date:** January 17, 2018

**To:** APA California Board of Directors

**From:** 2018 Conference Co-Chairs Carey Fernandes, Brooke Peterson, and Gary Halbert

**Subject:** Quarter 1-2018 Conference Planning Update for the 2018 Annual Conference, San Diego

Planning for the 2018 conference in San Diego continues to proceed consistent with the Conference Handbook Timing Roadmap and is ahead of schedule on a number of tasks. Specifically, our Conference Host Committee has been busy working on the following:

- ✓ Final recruitment and refinement of the CHC. All subcommittee chair/co-chair positions have been filled and we have strengthened the Publicity, Student-YPG, and Sponsorships committees.
- ✓ The CHC Co-Chairs are participating in monthly Contractors Coordination Calls with the Vice President for Conferences and Chapter contractors.
- ✓ Additional CHC meetings took place in October and December 2017 and regular monthly CHC meetings have commenced as of the beginning of 2018. Topics addressed included final input on programs for the Call for Sessions, sponsorships, draft budget, mobile workshops, publicity efforts, and ongoing conference programming coordination.
- ✓ The Sponsorships Subcommittee prepared the Draft Sponsorship/Exhibitor Package and that draft package has been finalized by the 2018 Conference Co-Chairs and approved by the Chapter Vice President for Conferences. (Appendix B, Sponsorship/Exhibitor Brochure).
- ✓ The Programs Subcommittee prepared the final Call for Sessions which was released to the Chapter membership November 17, 2017. Submittal period for sessions ends January 31 and the CHC Co-Chairs will give a status report at the Board meeting.
- ✓ The Mobile Workshops Subcommittee drafted the list of mobile workshops for CHC review at the December 2017 meeting and is finalizing the Draft list (Attachment A) based on CHC input.
- ✓ CHC Co-Chairs and Betsy McCullough conducted a site visit of the opening reception location (USS Midway) and Harbor Sheraton conference site with the new conference manager, Deene Alongi, on December. The CHC continues to work with Deene regarding site/program logistics, exhibitor functional space and layout, and other miscellaneous conference planning efforts.
- ✓ The CHC drafted the 2018 Conference-At-A-Glance including all initial session and event programming based on our Sunday – Wednesday conference hotel & meeting space contracts.
- ✓ CHC Co-Chairs prepared the Draft 2018 Conference Budget for the VP of Conferences and the Chapter Board review and approval.

As 2018 efforts commence, CHC upcoming efforts will be focused on the following:

- ✓ The CHC Sponsorship Committee has received a floor plan for booths and tables in a well-placed exhibit hall and has begun contacting past sponsors. Along with the CHC, they will work to promote the conference and secure exhibitors and sponsors.

- ✓ The Mobile Workshops and Sustainability, subcommittees will continue programming efforts. Each committee is working with Conference Manager to determine needs such as transportation, catering input, venue logistics and special events.
- ✓ The Publicity Subcommittee received the handoff of social media platforms from the 2017 CHC and has developed a work program detailing Chapter-required publicity article and notices as well as a series of posts that will highlight the San Diego region iconic locations and open spaces, conference offerings, neighborhoods including downtown San Diego, as well as planners' favorite restaurants.
- ✓ The Programs Subcommittee is preparing to review sessions submitted by January 31 to develop an attractive and substantive educational program at the conference.
- ✓ Discussion has begun about Opening Keynote and Closing Keynote speakers.
- ✓ The Student Subcommittee has begun working to develop a 'Free Student Sunday' program to draw students from around the Chapter and provide both student-oriented as well as professional-contact opportunities.

## ATTACHMENT A\_DRAFT Mobile Workshop List

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1. Liberty Station
  - Walk around Liberty station, discuss issues faced in developing the plan and the politics, Coastal Commission, etc.
  - M.W. Steele could be a good speaker for this
2. Bike Tour of Coronado
  - Grab bikes out front of hotel, ride to ferry landing, take ferry across, and do a bike tour of Coronado
  - Discuss military planning, bike lanes, pushback on bike improvements/bike politics of last year, Bayshore Bikeway, etc.
3. Vista Breweries Tour
  - How breweries/tasting rooms/etc. helped revitalize downtown Vista, and then also go to more industrial brewery settings
  - Could do ½ vista breweries, ½ downtown SD breweries if we wanted. Maybe get someone from Mission Brewery to talk about their crowdfunding effort, how they got their start, etc.
4. Mission Bay Bike Tour
  - Highlight development and environmental issues at various locations around the bay, City's master plan currently underway for the area, etc.
5. Carlsbad Desalination Plant Tour
  - Speakers from Poseidon Water (Peter MacLaggan, etc)
  - Take bus to Carlsbad, or take Coaster
6. Port Master Plan Tour
  - Boat tour around San Diego Bay
7. South Bay Kayak Tour
  - APA SD just did this and it was a big hit
  - Meet at CV marina, have speakers from Salt Works, USFWS (Brian can line up), etc.
8. Tijuana Tour
  - Take a bus across the border, bus to various development projects, etc. walking Ave Revolucion, etc.
9. Tour de Mid-City
  - Balboa Park (Mike Stepner), South Park (KTUA to discuss canyon trail projects), North Park (development along El Cajon, innovative housing product types), Uptown Gateway (Sherm Harmer, etc), Hillcrest
10. Affordable Housing Tour
  - CivicSD to lead
  - Walking tour of affordable housing projects in downtown SD, both reuse and new construction