

**DATE:** January 15, 2016

**TO:** APA California Board of Directors

**FROM:** Steven A. Preston, FAICP, Co-Historian (Southern)

**SUBJECT: APA CALIFORNIA HISTORY VIDEO PROJECT**

**ACTION**

Approve production of the Chapter History video, assuming funding is available, subject to Items 1-5 below.

**REPORT**

At the October Board meeting, the Board continued action on a proposal offered by Brian Mooney to develop a video history of California Planning. Following the meeting, I was asked to provide the Board with a more precise recommendation of what we wanted.

The recommendations come both from our earlier discussions with the working committee, and from comments I have received from Board members since we met at the conference.

1. **APA California Identification**. If the Chapter is to provide funding for the project, the video must have the name and logo of APA California on it.
2. **APA California Approved Content**. If the video has the APA California name and logo associated with it, then it must reasonably tell the story which the Chapter has researched and developed.
3. **Minimum Content Required by Chapter**. The minimum content required by the Chapter will include three parallel threads:

* **Documentation of the history of California planning**. While that does not exclude references to larger national issues and themes, those should be secondary to the thread of California’s expression of planning, which we see as having a unique expression that differentiates it.
* **Documentation of the role of APA California in the national planning movement**, reflecting both APA California’s role in the development of the organized profession, and broader legislative /policy benchmarks that defined California practice.
* **Documentation of the role of planners of color** in the development of the California profession, using material gleaned from interviews with those individuals and our research. If the sound or video quality of material already obtained is insufficient for the purposes of the video, other individuals may used to voice that content, but the source material must be drawn from individuals of color who participated in the movement, not from third parties trying to comment at a distance. Wherever possible the committee would prefer using actual planners of color who were part of that history.

1. **Minimum Content Required by Producer.** The minimum content required by the video producer will include:

* **If the Chapter does not provide funding at the $15,000 level originally assigned**, then the producer (Mooney) may at his discretion produce a video of his own, but is not obligated to follow the guidelines set above.
* **If the Chapter does provide funding**, the producer agrees to include the minimum content described above.
* **In addition to the minimum content described above**, the producer may provide additional content from his research relating California practice to broader national trends, with an emphasis on disenfranchised communities and broader social equity threads.
* **In addition to the minimum content in No. 3 and 4 herein**, the video producer (Mooney) and team shall receive full credit in the beginning or end titles as determined by the producer.

1. **At the conclusion of production and before agreeing to release**, a committee of the then-sitting APA California President, Chapter Historians, PEN President, video producer Brian Mooney, and a member of the original video committee shall review and approve the final content.
2. **Both parties must set and agree to observe a timeline for completion.**

If the parties cannot agree to these terms, then the project shall be suspended until funding and a new production team are approved by the Board. The producer (Brian Mooney) would be free to pursue a video project of his own design, independently funded.