



<b>FRIDAY</b>		
<b>2:30pm</b> 15 minutes	<b>Retreat Kick-off</b> Introductory comments and discussion.	Hing Wong, Marissa Aho, Kurt Christiansen
<b>2:45pm</b> 45 minutes	<b>The value of APA and the AICP Credential</b> Why are we members of APA and what do we value? Why do people join APA and what do they value about being members? What would you like to get through your involvement? What would you like to give to others through your involvement? Have we missed anything in the subject we are going to discuss during the retreat?	Dave Ward, Marissa Aho, Kurt Christiansen
<b>3:30pm</b> 45 minutes	<b>Review of the Current Development Plan</b> How are we doing with the current plan? What has been accomplished and what needs to be changed?	Brooke Petersen, Hing Wong
<b>4:15pm</b> 45 minutes	<b>Identify Top Issues</b> Brainstorm, discuss and review the top issues and priorities raised over the last year. Perform a rank/prioritization exercise where each Board member gets 5 stickers, and choose their top 10-20 issues (posted around the room). Create a list of the top issues.	Marissa Aho, Kurt Christiansen
<b>5:00pm</b>	<b>END OF DAY ONE</b>	
<b>SATURDAY</b>		
<b>9:00am</b> 15 Minutes	<b>Recap of Friday</b>	Marissa Aho, Kurt Christiansen
	<i>Two one-hour group discussions (at 9:15am and 11:00am) Divide into 3 groups. Each group will discuss 1 topic for 30 minutes. Groups will reconvene and each group will take 5 minutes to report out and 5 minutes to see if entire group wants to add anything. Board members can choose which discussion they would like to join for the first 30 minutes.</i>	
<b>9:15am</b> 1 hour	<b>Program</b> <ol style="list-style-type: none"> <li><b>Awards and Recognition</b> – How do we recognize planning and our members? Discussion could be about awards program, Great Places in America and Great Places in California, FAICP, Leadership, PEN Awards. This topic could also include mentoring future APA leaders.</li> <li><b>Professional Development</b> – Are we providing enough professional development opportunities, separate from the Conference? Topics could include delivery of professional development programs, hot topics, sharing programs, etc.</li> <li><b>Policy and Legislation</b> – What are the hot issues for 2015 and beyond? Topics could include legislative conference, using our members to lobby, etc.</li> </ol>	Kristen Asp  Betsy McCullough  Sande George, John Terrell

<b>10:15am</b> 45 minutes	<b>Annual APA California Conference</b> <b>Lessons Learned from previous conferences. Brainstorming for the future.</b>	Kurt Christiansen, Betsy McCullough
<b>11:00am</b> 1 hour	<b>Membership</b> <ol style="list-style-type: none"> <li><b>Students, Universities, and Young Planners</b> – How to retain our students after the free year. Are we providing students with what they need or want? How do we engage planning schools and faculty?</li> <li><b>Commission and Board Representatives</b> – How do we grow membership? Are we providing these members with what they need or want? Topics could include the League of Cities and Counties, Citizen Academy, training institutes.</li> <li><b>Marketing</b> – How do we retain members and promote membership? Who are we competing with for members? Can we grow membership by promoting APA Divisions? Issues could include planning firms, diversity, etc.</li> </ol>	Carol Barrett, Shannon Baker  Scott Lafaver, Marc Yeber  Virginia Viado
<b>Noon</b>	<b>Lunch</b>	
<b>12:15pm</b>	<b>Section Directors and Section Directors Elect Meeting</b> (in separate room)	
<b>1:00pm</b> 30 minutes	<b>Section/State Support Discussion of the Top Issues (From Friday)</b> Identify which top issues the Chapter should lead and the Sections support and which top issues the Sections should lead and the State should support. Brainstorming for the future.	Dave Ward, Marissa Aho, Kurt Christiansen
<b>1:30pm</b> 30 minutes	<b>Communication</b> Where do we go from here with our website? What is working and what is not? How is the new <i>Cal Planner</i> being received? How about the Section newsletters? Any changes or suggestions? Brainstorming for new ideas. Issues could include news story sharing, advertising, finding authors for stories. Are we using technology and social media the best way? Topics could include social media policy, email blasts, use of survey software such as Mind Mixer, and ways we communication with our member, and how they want to be communicated with.	Marc Yeber
<b>2:00pm</b> 45 minutes	<b>Partnerships</b> Where we are and where do we go from here? Brainstorming – Important links and what are the priority partners.	Brooke Petersen, Hing Wong, Marissa Aho, Kurt Christiansen
<b>2:45pm</b> 15 minutes	<b>The Road Ahead</b> Wrap-up and next steps.	Marissa Aho, Kurt Christiansen
<b>3:00pm</b>	<b>END OF DAY TWO</b>	