

Date: January 19, 2017

To: APA California Chapter Board of Directors

From: Hanson Hom, APA California Chapter, Vice-President for Conferences

Subject: Consolidated Status Report for 2017 APA California Chapter Board Retreat

It is a pleasure to step into the role that was very capably filled by Betsy McCullough for the past two years. She has done a remarkable job in this position. Her guidance is captured in the updated 2016 Conference Requirement Manual. This is a comprehensive document that is a stellar resource for the Vice President for Conferences and future Conference Host Committees. I have also had a series of very beneficial conversations with Betsy to orient me to the Vice President position. Her patience and assistance have been greatly appreciated. Betsy's concluding task is the attached 2016 Annual Report for the Board's information (Attachment A).

Over the past few months, I have been introduced and involved in discussions with the 2017, 2018 and 2019 conference planning committees, I also held a debriefing meeting with the 2016 Pasadena Conference Co-Chairs. The 2016 Conference Wrap Up report from the Pasadena Co-chairs is attached to this report (Attachment B).

The Sacramento (2017), San Diego (2018) and Central Coast (2019) Sections are immersed in various stages of conference planning. The Sacramento Section status report is included as Attachment C. **Additionally, included is the proposed 2017 Conference Budget and 2017 Sponsorship Program for the Board's review and adoption.**

Update reports from the 2018 Conference Co-Chairs and the 2019 Site Selection and Ad Hoc Conference Planning Committee are included as Attachments D and E.

As part of the Board's strategic planning discussion in 2016, a number of items were discussed that relate to conference planning. I expect to continue these discussions with appropriate board members and CHC Co-Chairs. Topics include developing a comprehensive conference communications/publicity strategy, discussing methods to meet the conference needs of students, and ensuring that conference attendees are enticed to stay through the last day of the conference. Other issues that warrant further discussion include:

- Develop a Chapter-level sponsorship program whereby firms could choose to commit to a multi-year sponsorship level, which could include benefits and recognition beyond the conference setting;
- Explore the concept of a "Conference-on-the Go" Program to offer some conference sessions for a reasonable cost at convenient locations around the state for planners that are not able to attend the annual conference; and

- Consider raising the conference rate for on-site registration (perhaps \$25 higher than the late registration rate) to encourage more conference attendees to register before arriving at the conference; this could reduce the backlog at the registration booth.

Looking to the future, if healthy conference attendance continues to be the trend, the Chapter Board might consider the implications of higher attendance levels on the choice of venues that can meet our conference needs. As conferences grow in size, it also raises questions about how the structure or organization of conferences might be adjusted to address the diverse interests of attendees. The staffing required to effectively plan a conference is also a question worth exploring.

Attachments:

- A – 2016 Annual Report, Past Vice President for Conferences
- B – APA CA Conference Wrap Up Report, Pasadena
- C – Status Report, 2017 Conference
- D – Status Report, 2018 Conference
- E – Status Report, 2019 Conference

Date: January 28, 2017
To: APA California Chapter Board
From: Betsy McCullough, AICP, Past Vice President Conferences
Subject: 2016 Annual Report



Overview

The Vice President of Conferences is responsible for coordinating the annual Chapter conference. The primary function of this position is to ensure that there is a good line of communication between the conference contractors, the conference host committee, and the Chapter Board. The goal is to provide the membership with a conference program that is consistent and of high quality. The conference is the Chapter's platform to present the best planning practices from around the State in the conference sessions, and highlight the local area by offering mobile workshops to explore the region. The Chapter conference also provides networking opportunities and allows AICP members to gain continuing education credits. Consulting firms from around the State take the opportunity to exhibit their qualifications and planning successes to our attendees who include Planning Directors and managers. The annual conference is also a main source of revenue to APA California and the eight Sections. Attracting and growing conference sponsorships and attendance are equally important.

The Chapter employs a number of contractors to manage overall conference services as well as to provide organization and graphic support, accounting support, and professional development support. These Chapter contractors along with Chapter Board representatives and the many volunteers of the Conference Host Committee, work together all year to make attendees' registration and on-site experience as positive as possible.

The California Chapter's annual conference is the largest in the country and attracts attendees from outside the state for its thought-provoking content. We invite, and regularly host, officials and management of APA National. The conference program sessions presented vary from year to year, based on members' input, submitted proposals, and trending planning topics. Often the conference's Host Section members are doing work that is cutting edge, and hosting a Chapter conference is a great way for them to share with others around California. Fundamental planning knowledge important to every practicing planner is part of the program.

Typically, there is a “Free Student Day” on the first weekend day of the conference while the Chapter Board meets and Pre-Conference Sessions are held. This allows students to participate in sessions geared toward their professional development without causing them to miss classes. The California Planning Foundation Student Scholarship Luncheon is also held this day. Conference educational sessions begin with the Diversity Summit followed by the evening Opening Reception.

The Chapter has now presented in-depth full-day educational sessions on the opening day of the conference four years in a row. A regular highlight of our “Pre-Conference Session” program is a Management Institute – similar to the one presented at national conferences. Other courses have included: Real Estate Pro-Forma Analysis, Urban Design, GIS Design Tools, SB 743 Implementation, Historic Preservation, and planning for natural hazards and climate change. To fulfill membership session expectations, the Board requires a series of mandatory sessions including a legislative update, Planning Commissioner sessions, an AICP exam preparation session, and Ethics CM training. In addition, our affiliate groups, the California Planning Foundation, the Planners Emeritus Network, and the California Planning Roundtable, sponsor sessions each year, showcasing the talent within these groups.



Pasadena Conference

The 2016 Chapter Conference was in Pasadena, hosted by the Los Angeles Section. The theme “Crafting Our Future: The Art of Planning” was personified by numerous mobile workshops and historic preservation education sessions highlighting the area. The conference was held at the Pasadena Convention Center and the Conference Host Committee Co-Chairs Melani Smith AICP, Meghna Khanna AICP, and Kevin Keller AICP, led a stellar group of volunteers through 24 months of conference planning, culminating in the successful conference October 23-26.

APA guests included: Valerie Hubbard, FAICP, AICP Commission Chair; Kurt Christiansen, FAICP, APA Board Member, Region VI; Marissa Aho, AICP, AICP Commission Member, Region VI; and Lance MacNiven, Student Representative, Region VI.

The attendance totaled to over 1800 students, professionals, guests, members, and non-members – plus we attracted an additional 200 non-registered speakers – who took advantage of 3½ days of learning and fun. Over 125 sessions and 20 mobile workshops were held. All of the sessions, Pre-Conference Sessions, plenary luncheons, and mobile workshops received Certification Maintenance credit approvals prior to the conference. The annual Diversity Summit fit well with the conference’s location and theme titled “The History of Diversity and Planning in California”. The Saturday evening Opening Reception at historic Pasadena City Hall featured fun, food and drink in a magnificent setting. Opening Plenary Lunch speaker Robert Egger, Founder and President of L.A. Kitchen energized the audience to think

about fresh solutions to solvable issues by ensuring that neither food nor people ever go to waste. Closing Plenary Speaker Dr. Lucile Jones shared insights and processes that can help communities and leaders work toward a more resilient future. The California Planning Foundation annual auction on Sunday evening raised money to support our student scholarship program. Monday evening closed the last full day of the conference with the Consultants' Reception – the Chapter's chance to highlight and recognize the firms and organizations that support our organizational and educational goals all year long.

The Sacramento Valley Section Conference Host Committee is well underway planning the 2017 conference "Capitalizing on Our Diversity" September 23-26. A separate report on the status of their conference planning has been provided to the Board.

Upcoming Conference Locations:

2018 Hosted by the San Diego Section
October 7-10, Sheraton San Diego Hotel & Marina

2019 Hosted by the Central Coast Section
Tentative Date: September 14-17, Fess Parker Resort, Santa Barbara

APA CA Conference Wrap Up

Pasadena, CA

October, 2016

Conference Co Chairs:

Kevin Keller

Meghna Khanna

Melani Smith

DATE & TIME:

- The late October date was later than usual for the conference. Obviously didn't affect attendance but we note that the CCAPA conference date always seems to conflict with the ULI Fall Meeting, which is a problem for some

LOCATION:

- The location in Pasadena was a draw for participants, and many attendees appreciated the walkability of the area, and ease of access to Pasadena and its many attractions, as well as the facilities associated with the conference. We had very positive interactions with Pasadena Conference Center staff and management throughout the conference. They were accessible and responsive both before and during the event. We had very little interaction with Westin Hotel staff.

OVERALL POSITIVES:

- The three co-chairs had a great working relationship. Each chair took responsibility for three subcommittees and managed his or her work and ensured the committee chairs succeeded.
- The Local Host Committee benefitted from early organization, which started in December of 2014.
- The team was focused early on the budget, and stayed focused on it. Meghna Khanna took ownership of the budget document and managed it throughout the process. It was great to have the template to use.
- The team was prepared for the early marketing kick off at the Oakland conference, handing out swag (colored pencils and magnets and save the date cards), and premiering the first marketing video for the conference.
- Subcommittee heads were strong, and took ownership of their outcomes for each of their portions of the conference.

OVERALL CHALLENGES

- Sponsorship demands increased as the conference approached, though we met/exceeded them.
- Registration numbers: it was tough to have late registrations, consider raising the late registration, and having a higher on-site registration fee
- Buy additional plain lanyards/name tags from Staples as a backup – these can always be returned if they are not used
- Have pushpins and any other office or logistical supplies that might be needed on site – this could be the responsibility of the conference contractor.
- It would be very helpful, if the co-chairs could have access to internet and a printer on-site

SUBCOMMITTEE COMMENTS

(KEVIN KELLER)

Volunteers/YEPP

- Had a successful volunteer kick off event in Spring 2015, with 65 volunteers signed up.
- Per Steven Katigbak, one of the Volunteers Committee Co Chairs: I think the nature of the Volunteers committee during the conference itself is just inherently frustrating. I think Cassie and I did our best to recruit and follow-up with folks to confirm their help, but I think a stronger incentive could've been provided for volunteers. I like the idea of "volunteer 8 hours and get a free day of admission" instead of "reimbursement of full-registration costs"
- The Volunteer Committee Co-chairs were 100% active and working during the entire conference and get gold-stars.
- Angie was great, but I think she may need more staff during the Saturday registration rush to not only help answer questions but to help supervise volunteer staff.
- The committee shared that Betsy and Francine were great and were helpful when needed on the spot.
- During the conference, volunteers wished to have a better method for updating information and boards when some sessions got cancelled without notifying attendees. The app is important, but we will want to have a "sticker" or banner to paste onto the poster board next year. This year folks showed up and expected things were going to happen. The registration/admin table is in another building so it wasn't convenient for attendees to inquire with conference staff about abruptly cancelled sessions.
- The YEPP event was a success, and we carved out a small budget for that event and for the student poster competition – which was up during the opening reception. (\$250 for YEPP and \$250 for student posters)

Emerging Technologies

- The team felt it was important to showcase technology as part of the activity and draw of the exhibit hall.
- The budget for this tech lounge was essentially zero dollars – we hooked it up to the stage apparatus of the CPF auction, and relied on informal sponsorships. Next year may be an opportunity for an official marquis sponsor of the tech lounge. (AECOM was fantastic to provide virtual reality gear – the conference committee paid only for shipping to/from the event).
- This committee took a lead role on the mobile app and the social media elements of promoting the conference. The mobile app charges were very high- there may be an opportunity to shop that around for saving a few thousand dollars.
- The tech lounge also displayed a "twitter wall" on which tweets in which the live hashtag was used in online posting – and we used the laptop and screen of the CPF auction for this to not add any expense.
- The tech committee was one of the most energetic and innovative

Sponsorships

- The Sponsorship Committee co-chairs were 100% dedicated and focused and relentless in helping share opportunities to be part of the event – and they personally deserve unending praise for their dedication to rope in multiple new and pre-existing sponsors.
- The Committee, in true LA style, worked to “up the ante” for the range of sponsorships, and created a series of Marquis packages well beyond the price points of previous conferences. There were no takers of the signature sponsorship, but the upward pressure landed a \$10,000 and a many \$8k and \$6k sponsorships. The committee also bumped up these price points. The standard booths were left as is, and there may be opportunities to bump up the cost of booths a bit for the future.
- The Committee had an internal sponsorship goal of \$80k, then \$100k, then \$120k... and then surpassed that to over deliver \$150k.
- The feedback on sponsor management should focus on a higher level of service and appreciation of these valuable sponsors.
- The Committee green-lighted one free drink ticket per attendee for the consultant’s reception, which was very well received. This decision was made two weeks prior to the event, when numbers looked good. The consultant’s reception also doubled as the Awards reception, which saved expenses for the awards. The link between the Awards and the Consultants Reception (immediately following) was a hit.
- There needs to be a more centralized focus on repeat-sponsors and a shift to create an on-going core of APA California support organizations. The State Board could also be tapped as part of this effort.
- The Exhibit Hall was not central, which led to the desire to include the CPF auction and Tech Lounge in the Exhibit Hall to attract visitors.
- The Committee sent electronic thank you notes to all sponsors – trying to leave a last positive impression to encourage repeat business.

SUBCOMMITTEE COMMENTS

(MELANI SMITH)

Opening Reception/Special Events

- We set a low budget of just over \$70,000 for the event, and generally stuck to it. We increased the budget during the process when we decided to give attendees a drink ticket, which was well received.
- The Pasadena City Hall was a special venue. Given that it is City owned, a partnership with City was required, and beneficial. The City was able to facilitate the event, waive a number of permit fees, and minimize the amount of police and fire department support that was required. Having City of Pasadena planners on the Committee was key to our success.
- Because the event was outdoors, in the street, there was a heightened risk of rain, and a back up plan for rain was prepared, which would have been a more costly and less fun option. The City required each attendee who wished to drink alcohol to be ID’d at the event, which slowed down the process of getting people into the event, and having fun.

- Every facet of the space needs to be considered, including ADA access, and any trip hazards that might be present in the area.
- A great space, such as the City Hall courtyard reduces the need for any budget expenditures on decorations, in our case the tents and the lighting were the only real expenses we had for décor. We also made a low cost projection of the APA CC logo, which can be reused over and over, and has been given to the Sacramento conference organizers.
- LOVED Kiersten Perry at HPN Global. Couldn't have asked for better help and HPN staff.

Keynote Speakers

- The committee came up with a list of possible speakers. Melani had a personal contact with one speaker, which made it easy to settle on him, and get his agreement to speak. Marissa Aho had a personal contact with the other, which facilitated securing her as a speaker. Both were well received. Remembering the inevitable conflict between speakers and attendee conversations, it is worth reminding plenary event attendees that out of respect to the speaker, conversations should be kept to a minimum. It was difficult to hear, particularly in the opening plenary. However, generally the audio visual consultant for the event was stellar, and gave both the plenary sessions and the program sessions a high level of service.

Mobile Workshops

- The committee was ambitious with the number of Mobile Workshops it took on, but ended up cancelling down to about the usual number of workshops. Many committee members took on planning and hosting mobile workshops themselves, there was not a general "call" for workshops.
- It was interesting that the transportation workshops didn't do that well. The time and cost were likely factors about why several didn't do well, but it seemed like there was more interest in housing than transportation.

Marketing

- The committee was small and not the most engaged in the conference. However, the videos that were produced introducing the conference and the keynote speakers were good and helpful.
- The APA CA chapter and the local sections should make a concerted effort to beef up social media presence. Though our marketing and emerging technology committees set up twitter, Facebook and LinkedIn feeds, they had relatively few followers.
- Working with Dorina on marketing materials was relatively easy, although a lot of direction was required in order to work successfully with her. Her conference schedule should be adjusted to reflect both the dates that various marketing items go to press, as well as the prior dates that each item is due to Dorina. There was initially some confusion about this.

SUBCOMMITTEE COMMENTS

(MEGHNA KHANNA)

Programs

- The Programs that were submitted were equally distributed among committee members for review and the members utilized an online scoring system to rate all the programs, which

worked really well. The Programs Committee Chairs along with Meghna reviewed all proposals. An average score of all the ratings was then utilized to shortlist the proposals.

- The Committee Chairs and Meghna monitored the Gmail account for regular request for changes and prepared kept track of the requested changes utilizing an excel file, which worked really well.
- A few submittals were submitted through the Gmail account instead of APA's Program submittal website, so maybe we need to provide more clear instructions on submitting only through APA website.
- The initial emails that went out to moderators seemed to give a few moderators the idea that if they submitted their session presentations in advance, they would be waiting for them in their presentation rooms when they reached the conference. Of course this was not the case, but it caused confusion for some presenters, and should be avoided next year.

Planners Guide/Orientation Tour

- The Planners Guide/Orientation Tour committee divided section write ups and utilized google docs to compile different sections. Maps and formatting was assigned to two people, which worked out perfectly, as these members were able to control the look and graphic style. The committee decided to design and format the Planners Guide and ended up saving design fee. Meghna did the final review and edited most of the maps/graphics and coordinated with Dorina on printing of the Guide.
- The Orientation Tour route was decided based on committee members' knowledge of the area and after understanding various landmarks and key destinations. The committee did several dry runs to ensure the route could be covered under the allocated 3 hours and make necessary changes/adjustments. Initially the tour was being offered on two days, but due to limited sign up, the Sunday tour was cancelled.

Diversity/Sustainability

- At the kickoff event the committee had some good ideas about sustainability; however as the planning progressed they ended up focusing almost exclusively on diversity. A lot of their sustainability ideas were covered by other committees (in the selection of materials to pass out or not, recycling at the venue, etc.). Consider having a dedicated sustainability committee if that feels important, but don't include it with Diversity.
- Provide a better sense of what is needed from volunteers in the beginning to ensure their participation and to maintain their interest throughout the process. As part of the Diversity Summit planning, regular subcommittee conference calls or in-person meetings worked well.
- For future conferences we should have a Diversity track from the beginning as well as having it as a criteria for program selection, as it was for this conference. Future conferences should have a diversity track and diversity weaved throughout.

OTHER COMMENTS

The committee also benefitted from engaging with a few key local APA members who had a great deal of experience in conference planning. These comments were shared by one of our Advisors, Steve Preston:

- The organizational structure seemed fine to me, and the early diagram showing how the committees all related to each other was a useful tool that I kept on my desk throughout the planning.
- You folks, the chairs, had very tough roles, and I'm not sure you got the level of kudos and support you needed.

- Like many of these processes, we started off strong, went through a period that felt like doldrums, and then picked up to a glorious finish at the end.
- For years the sections have used people who previously had done conferences to do the next conference hosted by that section. I'm thinking that worked against us here – in the eight years since LA would have last hosted a conference, MANY things have changed, and some of those places where there were conflicts appeared to me to have occurred because those who had served previously wanted to do the conference the way they remembered – but there are all sorts of more recent procedures that govern us now, new conference contractors, direct board member oversight, etc. In some ways it would be better to have an all new team and give them a half-day of training, something which the State should do, to show what changes and policies are in place.
- Don't laugh when I say this, but yes: Having four 'advisers', which seemed like a good idea for continuity when we started, made it much harder for all of you, especially when you are already answering to the Director of Conferences. Too many cooks. I'm sorry (I, at least) wasn't of more help to you. And redundant when you have a State board officer assigned to that role.
- I do think we could have done a better job of engaging with volunteers throughout, keeping them involved and motivated. Regular communications to all volunteers were too few.
- Big concern: The Chapters' and Sections' overreliance on conference revenue as a fundamental underpinning of the Chapter and Section budgets is unfortunate. It stifles creativity in the planning process, limits your ability to make smart choices, and distorts the conference to cleave to profit motive instead of outstanding programming. For its part, that same overreliance (by which the Chapter has lost many of its other traditional revenue sources) is misshaping the State budget; for my part I think it's time to have a bigger discussion about what role this conference should play in financing the Chapter.
- I think some of the conference committee meeting process (the evening meetings, not the monthly lunch meetings) could have been better structured, and some/more of those meetings should have occurred in Pasadena.
- I think the products, programs and events were outstanding. The Planners Guide was impressive.
- It looked to me that because of changes in staffing of the committee, the sponsorship folks had a tough time. I'm assuming we met our targets in the end, but sponsorships are tough and there is lots of competition for them. They stuck it out and I know lots of folks tried to help with leads.
- There seemed to be confusion between the contractor and some committees over appropriate roles and points of engagement. I think we could strengthen our e-mail push marketing.
- Good hotel, good venues. I heard there were exhibitor complaints about the exhibit hall not being on a direct course between the two conference center halls, but honestly – I thought the space was wonderful, the final floorplan great. Well done.

Date: January 12, 2017

To: APA California Board of Directors

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

Subject: Conference Planning Update for the 2018 Chapter Conference, San Diego

Planning for the 2018 conference in San Diego is well underway is successfully on schedule based on the tasks and actions set forth in the Conference Handbook Timing Roadmap. As Conference Host Committee (CHC) Co-chairs, we want to share with you on what has occurred so far and what we anticipate moving forward near-term.

Accomplishments so far:

- ✓ The Site Selection Committee was formed and co-chairs worked with the Chapter Site Selection Committee in December 2015 to select the conference site: the Sheraton San Diego Hotel & Marina on Harbor Island
- ✓ The Conference Co-Chairs, indicated above, were officially appointed by the APA California Chapter Board in January 2016
- ✓ October 7 – 10, 2018, were selected as the dates of the conference
- ✓ The Conference Co-Chairs, together with the VP for Conferences and HPN selected and confirmed the USS Midway as the location for the Opening Reception
- ✓ Report to San Diego Section at January Retreat – additional involvement anticipated.
- ✓ The Co-Chairs have been actively recruiting members for the CHC and some subcommittee chairs have been assigned as follows:
 - Conference Co-chairs: Carey Fernandes, Gary Halbert, Brooke Peterson
 - Special Events/Opening Reception Subcommittee - Laura Black, City of San Diego
 - Mobile Workshops Subcommittee - Brian Grover, Dudek & Associates
 - Volunteer Subcommittee - Sharon Singelton, KTU+A
 - Chairs/Co-chairs for the Programs, Sponsorship, Student Programs, Diversity, and Sustainability Subcommittees have not yet been identified.

Next Steps:

- ✓ Official establishment of the Conference Host Committee and Kick-off Meeting – March 2017
- ✓ Development of a conference theme and logo to place on giveaways in Sacramento as well as draft call for presentations and exhibit map/sign-ups - Prior to the September 2017 Chapter conference
- ✓ Continued recruitment of Chairs/co-chairs will be sought for the typical subcommittees that operate during the conference. We recognize all of these positions, particularly Programs and Sponsorship are crucial to the quality and financial success of the conference and will ensure early and consistent on-going effort in these areas.
- ✓ Several subcommittees will begin their work prior to September: the Programs Subcommittee and the Sponsorships Subcommittee are the most critical to become operational by summer 2017.

Past Experience of 2018 CHC members (so far):

- Carey Fernandes / Gary Halbert / Brooke Peterson - 2018 Co-Chairs
- Betsy McCullough – Programs Committee Chair (intended to participate in multiple areas of the 2018 conference)
- Sharon Singleton – 2010 Volunteers Chair
- Carey Fernandes – 2010 Programs Committee, Opening Reception Committee
- Laura Black – 2010 Programs Committee, Special Events/Open Reception Chair
- Sarah Lozano – 2010 Sustainability Chair
- Mario Osorio – 2010 Young Planners Group Chair

Date: January 11, 2017

To: APA Board of Directors

From: David Ward, Chris Williamson and Hollee L. King - Ad Hoc 2019
Conference Planning Committee
Hanson Hom, APA California Chapter, Vice President for Conference

Subject: Status Report on 2019 APA California Chapter Conference

The Central Coast Section spent fall 2016 outreaching and soliciting the membership about the 2019 conference and interest in participating on the conference committee. Key Board members also hosted a lunch with the former host committee from the 2011 conference to gain insights and their thoughts as we craft the new committee. As of January 2017 we have built enough members to participate that we have about 4 or more people deep in each subcommittee, have established a creative team to work early in 2017 to develop the conference theme, graphics and keynote speaker ideas/individuals, and have an advisory team of former conference committees as resource.

Currently we are selecting the lead person per subcommittee and the actual co-chair selection where we have several individuals considering these important roles. The Section board meets in person on January 22 where finalization of the host committee is a key agenda item and the Section Director intends to report out during the State Board retreat later that same week.

The Past and Current VP for Conferences have been working with the 2019 Central Coast Section Site Selection Committee and with Angie Spearman and Paul Miller of HPN to recommend a site for the 2019 conference. Two sites that could possibly accommodate the anticipated level of conference attendance were considered: Cal Poly San Luis Obispo and Fess Parker Resort and Conference Center in Santa Barbara. It has been determined that the Fess Parker Resort has the conference facilities and hotel accommodations that would best fit our needs. Fess Parker was also the site for the 2011 conference hosted by the Central Coast Section. HPN is in active discussions with the Fess Parker conference planner on contract terms for the date of September 14-17, 2019.

Conference attendance is expected to exceed the level in 2011, so the Site Selection Committee is exploring ways to maximize the conference capacity at the Fess Parker Resort; this also includes considering off-site locations for certain conference activities. The Committee, Past and Current VP for Conferences, and HPN staff will be meeting with the facility planner at the Fess Parker Resort on January 24. The purpose of the site visit is to confirm how the facility can best be configured to meet our conference needs. Based on the outcome, we expect to present a firm proposal for consideration by the APA Chapter Board in several months.