***PROFESSIONAL DEVELOPMENT COMMITTEE - PRE CONFERENCE SESSIONS***

Dan Fox – Chair

The Professional Development Committee is currently working on developing program topics, program outlines and obtaining commitments from potential speakers. At this time, four (4) potential pre-conference sessions are currently being considered:

**Session 1: Management from the Ground Up (Session from Visalia) - Allison Crump**

This session will focus on early to mid- career planners seeking to advance into management. Verbal commitments have been received from Stephen A. Preston, FAICP, Janet M. Ruggiero, FAICP and Laura Stetson, AICP to conduct a similar session to what was held in Visalia.

**Session 2: Form Based Code/Urban Design – Dan Fox**

This session will provide an opportunity to roll up your sleeves and look beyond the pretty pictures and learn how to administer and implement form based codes. Verbal commitments have been received from Tony Perez @ Opticos. Additional potential speakers are being contacted.

**Session 3: Real Estate Finance/Pro-Formas – Daniel Chuong**

This will be a hands-on, nuts & bolts type session to understand real estate finance and development pro-formas. A verbal commitment from Paul Marra @ Keyser Master has been received. Additional potential speakers are being contacted.

**Session 4: Civic Tech – Suzanne Schwab**

This session will focus on the latest technology available to planners, such as public engagement, social media, GIS, 3-D modeling, photo simulations, presentation and other electronic tools.

***Volunteers Committee***

Jim Basham, Chair

The Volunteers Committee has 15 planners willing to volunteer their services.  These planners can assist other committees and provide services at the conference. The Committee is also exploring opportunities for conference attendees to do a community service project at the Bolsa Chica Wetlands in Huntington Beach.

***Special Events Committee***

Sheri Vander Dussen, Chair

**Keynote Speakers**

The Committee extended invitations to two keynote speakers.

* Charles Phoenix agreed to speak, but expects to be compensated. He typically charges $10,000 but offered to reduce his fee to $8,000. The Committee decided not to provide that level of compensation, and he will be advised of our decision this month.
* Phil Koeghan, host of The Amazing Race, has expressed interest in speaking. However, given his interest in exploring opportunities that arise, he will not commit this far in advance. The Committee is concerned that we cannot “advertise” his attendance, and that he will drop our conference from his schedule if he does get an opportunity to work on an interesting project. We also believe he will expect compensation, even if it is in the form of a donation to his favorite charity, but he will not discuss terms till he agrees to participate. So the Committee has decided to search for another keynote speaker. We are thinking about trying to accommodate him if he decides in the future that he will participate as we think he would be a great addition to the conference.

The Committee has decided to pursue the following keynote speakers:

* A Disney Imagineer or a local college professor with expertise in Disney history
* Shaheen Sadeghi, developer of The Lab and the Camp in Costa Mesa and the Packing House and Center Street Promenade in Anaheim, who will talk about retail trends, demographics, the desire for authenticity, and sustainability in foods and construction
* If these don’t work out, we will invite Carol Rodoni with Bamboo Consulting. She gave a great presentation on the economic/financial outlook for the state and region at an Orange County event in 2009 and was well received.

**Scavenger Hunt**

The Committee has decided not to host a golf tournament due to the limited attendance at recent tournaments. A 5K run was discussed, but it would be rather expensive to pull off due to the need for security personnel from Disney and the City. We also expect a number of participants to bring their families since the conference is in the Disneyland Resort, so we wanted to provide a family-friendly special event. The Committee will be developing a scavenger hunt to encourage conference attendees to explore the conference venue, including Downtown Disney. We expect this to be an opportunity for planners and their friends or family to follow clues to obtain information. Successful completion of the hunt would make the conference attendee(s) eligible for prize drawings. We are working with representatives from Disney to develop the clues. Our hope is that merchants in Downtown Disney will donate prizes.

***Special Events Committee CON’T***

**Opening Reception**

The Committee has developed plans for a rather spectacular opening reception to take full advantage of the conference venue. The plan includes a private showing of the “World of Color” show at Disney California Adventure, as well as time to explore “Cars Land.” Conference participants will be able to network during a reception at the Disneyland Hotel prior to entering the theme park. We are sensitive to the cost of this reception and have divided it into segments that can be implemented based on attendance and sponsorships. This matter is more fully discussed in the budget narrative.

**Breakfast Roundtables**

Depending on the timeslot desired by the CPF for its auction, the Committee may organize breakfast roundtables one morning. The roundtables will give conference participants the opportunity to meet with experts in a desired field, ranging from creating organizations for planning officials in a certain geographic area to leadership to community outreach and more. These roundtables would be in a conversational format vs. a presentation. The committee has discussed the possibility of having Phil Koeghan speak at this event if he determines he is available to participate.

***Hospitality Subcommittee***

Gayle Ackerman, Chair

The committee has developed a plan for a Saturday Night event to invite those that are in town to attend to meet others and enjoy what the Orange Section has to offer. Specifics are still being worked out but the plan will include a sporting event, concert or other nearby attraction. This will be an extra cost to attendees but all details will be planned so that if someone is looking for something to do there is an organized opportunity tailored and ready to go. The committee is also working on developing a "Night on the Town" concept for Monday night. To allow attendees to know where they can go for the evening, the committee will be putting together suggestions, similar to a concierge service but geared to planners, to offer ideas of what is available to do and how to get there. The suggestions will be targeted for those traveling alone, families, couples and young professionals. Suggestions will be made available that are free of charge, for a small fee and some that come with a price but are unique to the Orange Section. Transportation and other details are being worked through and will be coordinated to allow ease for the participants. The goal will be to host this information on the mobile app so that attendees can easily coordinate plans.

***Programs Subcommittee***

Amy Stonich, Chair

The programs committee consists of 27 planning professionals inclusive of one attorney who is overseeing the law programs and MCLE credits. The group has met on a monthly basis to coordinate conference program ideas. Representatives of the mobile workshops and student programs have also been included in the meetings.

The group has been split up into separate subcommittee groups based on the proposed tracks which were set in time for the Call for Presentations in November. Since that time, the subcommittees have been proactively approaching potential presenters to encourage submittals.

A portion of the group has also been organized for review of presentation submittals in February.

***Mobile Workshops Subcommittee***

Joel Rosen and Andy Perea, Co-Chairs

The Committee is working with the Programs Committee to develop some compatible programming…for instance, a session on a particular project that relates to a mobile workshop on the same project. While this approach will require some careful allocations in the schedule, it could provide attendees with a more in-depth opportunity to explore a place or project. The committee has assembled a list of ideas and is recruiting leaders for mobile workshops that will allow attendees to experience interesting places and innovative projects.

***Student Programs Subcommittee***

Amber Gregg, Chair

The Programs Committee is reaching out to local universities for assistance in creating programs on Saturday, as well as Sunday. Faculty will be invited to submit proposals for regular and student sessions. The committee is looking into hosting a student alumni event or mixer at the conference. Local APA sections are being asked to consider dedicating funds for scholarships to allow students to attend the conference on Sunday.

***Local Sponsorships***

Don Lamm and Pamela Sapetto, Co-Chairs

The committee has secured one sponsor for $10,000. It is focused on finalizing the sponsorship package for the conference. This subject is discussed in more detail in the budget report.

***Marketing Subcommittee***

Jennifer Lilley, Chair

We are focusing on a promotion campaign. The committee will be preparing a video to feature on the State and local websites. The goal is to focus on the "Adventures in Planning" and highlight in a fun and creative way the new format for the conference and the many benefits a member has of coming to a State Conference. The committee is also working on the next round of the "pin exchange." The goal is to reach out to consulting firms, schools, vendors and even cities to create collectible pins for distributing and trading at the conference. The committee plans to release a letter that will explain the pin exchange concept and how groups, individuals, and organizations can participate.