AGENDA ITEM\_\_\_O-2\_\_\_

**TO: APA Chapter Board**

**FROM: Kurt Christiansen, AICP**

**Vice President of Conferences**

**DATE: October 5/6, 2012**

**SUBJECT: 2014 Conference Update**

The Orange Section will be hosting the 2014 Chapter Conference in Anaheim, California, at the Disneyland Hotel and Resort, September 13 - 16, 2014. The 2014 Conference planning is well underway. The Board previously approved Sheri Vander Dussen and Jennifer Lilley as Conference Co-Chairs. All of our Chairs have been selected for the various Committees, and are as follows:

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| **2014 APA CONFERENCE CHAIRS** |
| Dave Barquist |   | Budget |
| Gayle Ackerman |   | Hospitality |
| Dana Privitt |   | Local Section Liaison |
| Don Lamm |   | Local Sponsorships |
| Pamela Sapetto |   | Local Sponsorships |
| Andy Perea |   | Mobile Workshops |
| Joel Rosen |   | Mobile Workshops |
| Dan Fox |   | Professional Development |
| Amy Stonich |   | Programs |
| Jennifer Lilley |   | Promotion/Marketing; Conference Co-Chair |
| Sheri Vander Dussen |   | Special Events; Conference Co-Chair |
| Amber Gregg |   | Student Programs |
| Lindsay Horn |   | Sustainability |
| Jim Basham |   | Volunteer Committee |

The Local Host Committee has more than 50 volunteers with several others offering their time and skills still today.

**Theme/Logo:**

After canvassing the Orange Section membership for theme suggestions, and receiving more than 40 submissions, and voting on the top 10, the Orange Section has selected “California’s Adventures in Planning” as the theme for the 2014 Chapter conference. We felt this was a great nod to our conference location while really allowing us to highlight the many facets of the planning field. From the theme we asked our sponsor, RRM Design to build a logo that would not only reflect the theme but represents California and the various Sections of our organization. Our logo depicts each of the 8 sections as well as provides an overall look and feel that is uniquely California.

**Conference Format/Schedule:**

The 2014 Local Host Committee is working to reimagine the State Conference. The Orange Section is proposing a new conference format that would allow attendees to obtain the same CM credits with the previous conference format while only having to attend 3 conference days. This proposal is an attempt to refresh and reinvigorate the membership and to respond to input and requests to provide affordable, accessible and efficient use of time to attain CM credits from the membership. The proposed changes will allow for attendees to get out and experience the region while still supporting the various programs and events at the conference. We have coordinated with a group of attorney volunteers that will be working to bring a whole track of credited programs that will encourage the attendance of those in the legal profession. We have a focus on improving the student sessions to ensure they are meaningful and inclusive of the professional level conference materials. We are working on A-list speakers and a Saturday professional development day that will be attractive and enticing to the membership. The following is a list of the significant changes proposed by the Orange Section:

Saturday Conference Day: No official program on Saturday.

APA CA Board meeting, Pre-Conference Training, Free Student Conference/Scholarship Luncheon, and possible mobile workshops or special events would take place on Saturday. Typically the Diversity Submit and Opening Reception would occur on this day.

Diversity Submit:

 The Submit is proposed to be held on Sunday afternoon, prior to the opening reception.

Opening Reception:

Move Opening Reception to first full day (Sunday) of the conference. The Orange Section is proposing a Disney experience. California Adventure closes early on Sundays and makes it easier to arrange this event.

Consultant Reception/CPF Auction:

It is proposed to combine these events and move them from an evening program to an afternoon program on Monday. Silent Auction would begin on Sunday morning and continue to Monday, just prior to live auction. The Consultant Wine and Cheese Reception would be changed to a Consultant Dessert Reception.

Exhibit Area:

Set up for the exhibit area would be on Saturday. Exhibit area would be open all day on Sunday to the 3:00 pm on Monday, following the Consultant Dessert Reception.

Evening Program on Saturday and Monday:

No official events or programs would take place after 6:00 pm on Saturday or Monday. This would be left open for attendees to explore Orange County. Transportation off-site might be provided. Attendees could venture to the beach, sporting events, cultural events, and shopping experiences.

Awards Luncheon:

The Local Host Committee is proposing to have this as the closing event of the conference, on Tuesday.

The Board must approve the proposed schedule. It is important that input is received from CPF on the changes to the auction format.

In addition, the Orange Section is coordinating with a group of attorney volunteers that will be working to bring a whole track of credited programs that will encourage the attendance of those in the legal profession. A focus will be placed on improving the student sessions to ensure they are meaningful and inclusive of the professional level conference materials. The Local Host Committee will work with the Chapter Vice President of Professional Development on A-list speakers and a Saturday professional development day that will be attractive and enticing to the membership.

**Giveaways/Marketing:**

The conference promotional item at the Visalia conference is lapel type pins with the Conference logo. This pin will be the first in a series of pins that we hope to giveaway and sell prior to the 2014 conference. This is proposed to be similar to Disney’s collectible pin series that allows visitors to purchase and trade pins. The conference logo pin and then 8 section pins will allow members to have a collectible piece of memorabilia and perhaps even trade and collect the whole series. In addition we have talked about other marketing opportunities for collectible pins to increase the value and desirability.

In addition to the pin for Visalia, the printer working with the 2013 Conference Committee has generously donated printing 1,000 postcards (the image is again the conference logo depicted as a postcard design – greetings from . . . ) that attendees will be able to pick up at the Conference promotion table. Dorina (GranDesigns) has graciously and generously donated the postage so that attendees can send a postcard to a co-worker, friend other member reminding them and inviting them to the 2014 conference. This is a great promotional idea and we are so grateful to Dorina and the printer for their help and support to make this happen. As a follow up and marketing/fundraising idea a postcard series in line with the pins will be developed so that each section and the state will have a unique post card they could use for communications about local events and information. Mailing lists for our members will be made available so postcards can be sent out from the conference.

**Budget and Sponsorships:**

Sponsorship and Exhibitor information is being finalized. A new booklet format will be used to highlight sponsorship and exhibitor opportunities. The Vice President of Conferences and the Local Host Committee is reviewing the types and monetary levels for sponsorships and exhibitors. Once that is completed the conference budget will be finalized and forwarded to the Chapter Executive Committee for approval.

**Draft APA 2014 Conference Schedule**

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| Date/time | Event | CM Credit |
| **Friday** |  |  |
| 6:00 p.m. -8:00 pm | Board Dinner | n/a |
|  |  |  |
| **Saturday** |  |  |
| 8:00 a.m. – 5:00 p.m. | Board Retreat |  |
| Student Program |  |  |
| * Morning TBA
 | Student sessions | n/a |
| * Lunch
 | Student lunch | n/a |
| * Afternoon TBA
 | Student sessions | n/a |
| Professional Development | Optional training | TBD |
| Morning - TBD | Optional fun activity – fundraiser for CPF? | n/a |
| 12:00 p.m. -6:00 p.m. | Consultants Arrive and Setup | n/a |
| 12:00 p.m. – 6:00 p.m. | Registration  | n/a |
| 6:00 pm - on  | Night on the Town  | n/a |
| **Sunday** |  |  |
| 8:00 a.m.– 6:00 p.m. | CPF Silent Auction Open/Live Auction Items Advertised | n/a |
| 8:00 a.m. -9:30 a.m. | Registration | n/a |
| 8:00 – 9:30 a.m. | Session Block #1 | 1.5 |
| 9:45-11:15 a.m. | Session Block #2 | 1.5 |
|  |  |  |
| 11:15-11:45 | Consultant Booths Area open |  |
| 11:45-1:15 | Plenary Lunch | 1.0 |
| 1:30-3:00 | Session Block #3 | 1.5 |
| 3:15-4:45 | Session Block #4 | 1.5 |
| 5:00-6:15 | Diversity Summit | 1.5 |
| 4:45 – 6:15 | Consultant Booth Area Open | n/a |
| 7:00-11:00 p.m. | Opening Reception | n/a |
| **Monday** |  |  |
| 8:00 a.m.– 6:00 p.m. | CPF Silent Auction Open | n/a |
| 8:00 a.m. – 9:30 a.m. | Session Block #5 | 1.5 |
| 9:45 a.m.-11:15 a.m. | Session Block #6 | 1.5 |
| 11:30 a.m.-1:00 p.m. | Plenary Lunch | 1.0 |
| 1:00 p.m. -2:00 p.m. | CPF Live Auction | n/a |
| 1:30 p.m.-2:30 p.m. | Consultant Dessert reception | n/a |
| 2:00 p.m. – 2:30 p.m. | Silent Auction Closes (option) | n/a |
| 2:45 p.m.-4:15 p.m. | Session Block #7 | 1.5 |
| 2:45 p.m. – 5:00 pm | Consultants Pack Up | n/a |
| 6:00 – on | Night on the Town | n/a |
| 9:00 pm - ?  | Planning Band | n/a |
| **Tuesday** |  |  |
| 8:00-9:30 | Topical breakfast | 1.5 |
| 9:45-11:15 | Session Block #8 | 1.5 |
| 11:30-1:00 | Session Block #9 | 1.5 |
| 1:15-3:00 | Awards Lunch | 1.5 |
| Total CM credits possible |  | 19.0 |