



Date: February, 2020

To: APA California Board of Directors

From: Steven A. Preston, FAICP, Chapter Historian
J. Laurence Mintier, FAICP, Chapter Historian
Marc Yeber, ASLA, Vice President, Marketing and Membership

Subject: **APA California's 75th Anniversary**

While APA California traces its roots as far back as 1933, the organization we know today began its journey as a chapter of the former American Institute of Planners on January 1, 1948, making California the third oldest chapter in what is now APA. The year 2023 will mark the 75th anniversary of APA California.

At the Board's January meeting and retreat, Vice President for Marketing and Membership Marc Yeber suggested that it is not too soon to begin planning for that event, and offered a series of suggestions concerning initiatives that the Chapter might undertake to celebrate, promote and market the Chapter's anniversary. During that discussion, we suggested that it might be appropriate to form a planning committee that could work together to ensure that all relevant parties have an opportunity to participate in the planning process.

At the President's suggestion, we have developed this report to provide an outline of what that process might look like.

Past Celebrations of the Chapter's History

We do not have any indication that there were any regular celebrations of APA California's history in the early years of the California Chapter. Although the Chapter had discussed a history and archives program for more than 20 years before, the first formal appointment of a Chapter Historian did not occur until at least 1984. There have been three celebrations of the Chapter's history in the years since then:

50th Anniversary 1998 The Chapter's 50th anniversary was celebrated with a beach party at Salt Creek Beach in connection with the 1989 Chapter conference in, "Mirrors and Reflections," in Costa Mesa. A giant 50th anniversary cake was rolled out to mark the occasion, and several hundred conference goers enjoyed live music and dancing on the beach. At that same event, funding for the Chapter's first archives program was secured when an impromptu fundraising drive was launched at the party, garnering more than \$2400 in the first hour, and prompting the Chapter Board to allocate the balance of \$10,000 necessary to fund the archive.

60th Anniversary 2008 Hosted during the APA California Conference in Hollywood, APA California's 60th anniversary featured a 50th Anniversary Luncheon, a slide show of the Chapter's history, and the bestowing of honors to Betty Croly, FAICP on more than 25 years as Chapter Historian. The Chapter issued an eight-page commemorative booklet tracing the Chapter's story, distributing copies to all attendees. This event also spun

off a related effort to trace the history of California's planners of color, a process that is still ongoing.

70th Anniversary 2018 For the Chapter's 70th anniversary, a host of events were staged at the Chapter Conference on Harbor Island in San Diego. Working with the San Diego Conference Committee, events and sessions were designed to highlight the anniversary, and a series of historical articles appeared on both the conference app and in *California Planner*. The Chapter Historians created a full-size timeline of the Chapter's history which was displayed in the main conference hall, along with allied exhibits documenting the Chapter's Planning Landmarks and Planning Pioneers. The 2008 commemorative booklet was updated and published as a 12-page digital publication.

Committee Membership

Rather than establishing goals up front, we propose that the committee be formed and have the opportunity to outline its goals and targets. It is important, however, that the committee be formed in such way as to ensure that all entities with an interest have an opportunity to participate, and that the project include diversity and equity as underlying principles. We therefore recommend that this planning effort include the following parties:

Current Chapter President	The currently serving Chapter president should be invited to participate, and may extend that authority to the Immediate Past President or the President-Elect to represent them. Julia Lave Johnston has already indicated her interest in serving.
Chapter Historians	The two Chapter Historians, representing Northern and Southern California, who would be responsible for historical research, archives, one or more featured history sessions at the conference including the Betty Croly Memorial Lecture. We hope to work with the Administration, Public Information and Marketing VPs to create an online, digital, interactive history timeline that would replace much of the older historical material on the APA California website. We are also interested in collaborating on Marc Yeber's proposal to write and publish an official history of the Chapter.
Planners Emeritus Network President	The PEN President or designee should participate. PEN serves an important role as the successor to the California Planning Historical Society, and also sponsors a by-right session at the annual conference.
Vice President for Conferences	While the official date of the Chapter's anniversary is January 1, our celebrations have typically been mounted in connection with the fall Chapter Conference. Since these events would have both programming and cost implications for the conference, we recommend that the VP for Conferences participate.
Vice President for Marketing and Membership	The Vice President for Marketing and Membership has proposed an exciting array of potential opportunities for the anniversary, including a published history, anniversary memorabilia, and communications.

Vice President for Public Information	Since Cal Planner and the Chapter's communications remain the principal vehicle for reaching members, the VP for Public Information should be invited to participate.
Vice President for Diversity and Equity	Early conference history efforts did not adequately reflect the diversity of either our membership or the communities we serve. In order to ensure that equity and inclusion are reflected in our programming, we recommend that the Vice President for Diversity and Equity serve on the committee.
2023 Conference Representative	A co-chair or high-ranking member of the Conference Committee, once it is organized, should participate.
Section Directors or Historians	A representative of the Section Directors (or, if they choose, their Historians) may wish to serve on the committee. 2023 will also mark the 75 th anniversary of the three founding sections of the Chapter – Northern, Central and Los Angeles (formerly Southern).
APA California Archives (Ex-Oficio)	The archives staff, located at Oviatt Library on the campus of California State University Northridge, would play an integral role in the process, although it is unlikely they would attend planning meetings. Their input would be critical to access key historical records, and the archives may be contacted to mount an exhibit in connection with the anniversary.

The committee should also be prepared to consult with staff, with the Vice President for Administration concerning budget, and others as needed to ensure that we are reaching out broadly.

Recommendations

We recommend that the Board establish an ad hoc planning committee to develop and present a recommended plan for the Chapter's 2023 anniversary, as follows:

1. The committee will be convened in Summer, 2020 by the Chapter Historians;
2. The committee will meet by phone conference as needed over the next year (except when in conjunction with a scheduled Board meeting or conference), and
3. The committee will present a preliminary outline of recommendations no later than July 1, 2021, with initial recommendations to be approved in conjunction with the FY 2022 budget (adopted in December, 2021 or January, 2022).