



American Planning Association
California Chapter

Creating Great Communities for All

Memo

To: The APACA Chapter Board
From: Julia Lave Johnston, President
Subject: 2020 Conference Funds Distribution

This year the California Chapter moved its annual conference from an in-person event to a virtual event, entirely online. The section that had been slated to hold the conference, the Inland Empire, had already done work soliciting and reviewing sessions and reaching out to sponsors.

When it became apparent that the conference would have to be online, the Inland Empire declined to host the virtual conference. Instead, they opted to defer hosting duties to the following year, 2021. Their decision is entirely understandable. While each section is responsible for their conference, there are templates and years of knowledge about how to host an annual conference. We have repeat sponsors that return year after year. Presenters and moderators are familiar with the routine. Very little was known about holding a virtual conference. What virtual platform would we use? Would our sponsors stick with us? Would session moderators and presenters be willing to participate in a virtual conference? Would any of the sessions submitted before the world fell apart still be relevant? Would attendees sit in front of their computers for 8-10 hours a day? These were daunting questions and that was just the beginning. Because of all the uncertainty, the state decided to step in and take over the conference with the goal of hosting a Statewide conference that engaged all the sections in the planning and implementing.

If we had know how much work it would be, we might have decided to cancel the 2020 conference. But at the time, what seemed most important was to provide a conference that supported our members and helped them navigate a challenging time in the country and the profession.

I cannot express enough gratitude to the conference co-chairs, the conference committee, the young planners and students who volunteered, our sponsors, our session moderators and speakers, our Big Conversation participants, and our APA CA consultants. Everyone worked together to make this into an amazing event. It truly was a statewide team effort. To me, the conference was successful because it connected our members and provided the emotional and professional support that we value in our in person conferences and needed so much right now.

During these unprecedented times, we are having to rethink how we reach and serve our members. We did make approximately \$125,000 on the conference. But more importantly we started an important conversation about the future of the profession and its role in equity, social justice and the health of our communities.

This \$125,000 is not profit - it is the amount that APA CA depends on making from the conference for our annual operations.

I am proposing that the state retain all the conference revenue, make select reductions in other areas, and allocate funds so that we can continue the conversations on equity and social justice and provide membership services to all our members, regardless of where they live or what stage they are in the profession.

Proposed Activities	Details	Price
Fund Virtual Platforms for all Sections	Remo Zoom Webinar & Zoom Meetings	\$2,000 \$3,000 or \$4,000
Purchase an Association Management System (AMS) and a Learning Management System (LMS)	Membership data base management and services; webinar management and payment system for Chapter and Sections.	Based on membership levels- aprox. \$15,000 - \$17,000
Extend Ben Morrison's contract for a year to continue to work on digital education, social media, and set up the AMS and LMS systems.	Chapter contribution plus Section contribution of \$5 dollar per active member contribution per section. 10 hours a week for a year @ \$46.00 per hour. (total approx \$24,000)	Chapter Contribution: approx. \$5,000 annually Section contribution: approx \$19,000 annually
Upgrade Webinar sharing capacity	Vimeo Upgrade	\$84
2 student Internships (instead of scholarships): Social Media and Distance Education		5 hours per week/10 months: 200 @ \$13 hour: \$2,600 (x2)
UC Davis Bradshaw Engaged Student Scholar	Student would serve as Project Manager helping document existing mentorship programs and developing statewide programs.	TBD
	Total Chapter:	approx: \$33,284