



American Planning Association  
**California Chapter**

*Creating Great Communities*

**TO:** APA California Board of Directors

**FROM:** Bob Lagomarsino, AICP, VP for Conferences  
Stephanie Roxas, AICP, and Amber Gregg

**DATE:** September 24, 2021

**SUBJECT:** Proposed 2022 APA California Conference Co-Chairs, Theme, and Logo

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**RECOMMENDED ACTION:**

Approval of the following items concerning the 2022 APA California Conference:

1. Conference Co-Chairs: Stephanie Roxas, AICP, and Amber Gregg
2. Theme: Celebrating CommUNITY
3. Conference Logo

**BACKGROUND**

The Orange Section will be hosting the 2022 APA California Conference from October 1 to 4, 2022, at the Anaheim Marriott. The purpose of this memo is to request formal Board approval of the Conference Host Committee (CHC) Co-Chairs, conference theme, and logo for the conference.

Section I.C.1 of the APA California Conference Planning Handbook (Conference Handbook) provides the following guidance concerning the selection and ratification of CHC Co-Chairs:

The Section hosting the conference should nominate two or three CHC Co-Chairs. The goal is to have a balance of public and private sectors members on the CHC, and ideally to have each sector represented among the co-chairs.

Section V.A.1 of the Conference Handbook provides further guidance concerning the development and selection of a conference theme and logo:

The conference theme and logo distinguish your conference from others. The conference theme should reflect your region and highlight your local activities and assets. After forming the CHC, creating a theme and logo are initial tasks.

The Conference Handbook further stipulates that the selected theme is subject to APA California Board approval which may occur either at a meeting or by email vote.

While the Conference Handbook recommends the selection of Co-Chairs 24 months prior to the conference and development of a conference theme and logo 18 months prior, the disruptions associated COVID-19 have pushed the schedule back by several months.

## Conference Co-Chairs

The Orange Section has nominated two CHC Co-Chairs: Stephanie Roxas, AICP, and Amber Gregg.

Stephanie Roxas has been involved with the past two virtual conferences as the Programs Co-Chair for the 2020 conference and serving on the Chapter Conference Committee for the 2021 conference. Over the past few months, Stephanie has worked to begin preparations for the 2022 conference and identify priority tasks, including recruitment of a Co-Chair and other key CHC Subcommittee roles. Prior to Stephanie's appointment to the Chapter Executive Board, she served on the Orange Section Board in a variety of leadership capacities.

Amber Gregg has been an active APA member for nearly 20 years. For the last three years, she has served on the Orange Section Board as the Legislative Liaison and on the APA California Legislative Review Team. The last time the conference was in Anaheim, Amber served as the Student Day Co-Chair along with her husband and fellow planner Sean Nicholas. Amber has been a municipal planner since 2002, and in 2018 she established her own planning consulting firm, Amber Gregg, Inc.

This will not be the first time Stephanie and Amber have worked together. They first met as part of the planning efforts of the 2014 CA-APA Conference on the Student Day Subcommittee. Several years later, as the City Planner of San Clemente, Amber enthusiastically hired Stephanie as the Senior Planner. They look forward to working together again and delivering a great conference in 2022.

## Conference Theme and Logo

The proposed conference theme is "Celebrating CommUNITY."

As the first in-person conference in three years, the conference will celebrate coming together as planners and a profession as a whole. The theme recognizes the hard-won victories and achievements in planning that required collaboration, cooperation, and creative problem solving to navigate the last two years. The theme underscores the "unity" aspect as these planning achievements would not have been possible without it.

The conference logo, shown below, is intended to convey a sense of positivity, optimism, energy, and fun. These cornerstones will continue to guide the messaging and associated branding of the 2022 APA California Conference. For additional logo details please refer to Attachment 1.



**FISCAL IMPACT**

No fiscal impact.

**OTHER INFORMATION**

Attachment 1, Proposed Logo for 2022 CA-APA Conference



# APA 2022 CALIFORNIA CONFERENCE

Branding color palette

## Primary Logo

This logo should be used whenever possible.



APA CALIFORNIA CONFERENCE

OCTOBER 1-4, 2022 ★ ANAHEIM MARRIOTT

## Horizontal Logo

This logo should be used when primary logo can not.



APA CALIFORNIA CONFERENCE

OCTOBER 1-4, 2022 ★ ANAHEIM MARRIOTT

## Secondary Logo

This logo should be used in smaller applications.

APA California logo - all white






## Fonts

Mostra Nuova Heavy

Myriad Pro Black

Myriad Pro Semi-Bold

## Color Palette

	HEX	RGB	CMYK
	ADE7E7	173/231/231	29/0/11/0
	97E8FF	151/232/255	34/0/2/0
	5BC8FF	173/231/231	29/0/11/0
	47ABFF	71/171/255	60/23/0/0
	296ACC	41/106/204	82/60/0/0
	F4864C	244/134/76	0/58/77/0
	47A140	71/161/64	75/13/100/1