



# Board Agenda Report

DATE: June 12, 2009

TO: APA California Board of Directors

FROM: Lance Schulte, AICP, Vice President for Public Information and  
Betty Croly, FAICP, Chapter Historian

BY: Steven A. Preston, FAICP, 60<sup>th</sup> Anniversary Event Committee

SUBJECT: **PROGRESS REPORT – APA CA VIDEO PROJECT AND DIVERSITY RESEARCH**

---

This subcommittee, the outgrowth of the 60<sup>th</sup> Anniversary event at last year's Hollywood conference, was assigned two responsibilities:

- Produce a video describing APACA's history;
- Research and develop information concerning the historical contributions of people of color and other minorities to the planning movement in California.

We are pleased to report continuing progress on all fronts.

## **PROGRESS TO DATE**

### **Video**

The subcommittee has met several times, developing its work plan, assigning working groups to outline and script development, research, and other tasks. It has established an effective working relationship with Royce Multimedia, the firm contracted to produce the video. A draft outline and blocking has been created, and is currently being refined by the script development team (Janet Ruggiero, Don Cotton and Betty Croly, working with Royce).

Thanks to the contributions of APA Executive Director Paul Farmer, Leadership Affairs Manager Mike Welch has delivered a half dozen videos in digital format concerning past California-based planning awards. The staff continues to cull their archives, and is supplying additional material to us as it is identified and converted. We are grateful for these contributions. We have also supplied Royce the entirety of the research documents, eight-page history booklet, and ancillary materials generated by Peter Detwiler and Larry Mintier concerning key dates in California planning history.

### **Diversity Research**

The diversity research team has identified a roster of individuals who can broaden our understanding of California's planning history by interviewing planners of color and other minorities. The first of these interviews was conducted on or about May 8, when committee member Jeannette Dinwiddie-Moore

interviewed Alvin James. The team has developed interview questions that cleave neatly to the topical outline developed by the outline and script committee.

Working under the direction of Anna Vidal and Miguel Vasquez, we have been successful in securing assistance from students at California State University, Northridge (CSUN) to comb the Chapter's archives for any additional material. We are awaiting their final report at this writing.

### **Outreach**

Through Lance's cooperation, and the efforts of Karen Roberts and Dorina Blythe, *Cal Planner* has carried two articles summarizing the Chapter's history, and carried a call for names of individuals that might be interviewed. We regret that this last component, ably developed by Miguel Vasquez, failed to generate a response, although the historical articles resulted in several e-mails to the team.

Thanks to Sande and Sadna at InsiteLogic, we have now placed much of the historical information up on the website, with more to come as the products are further developed.

### **Budget and Timeline**

**Budget.** We have not yet seen any billings at the committee level, but Mr. Royce assures us that the project is being kept within the assigned budget, and he does not expect there to be any overages incurred. To ensure maintenance of the budget target, there are no video interviews being produced; the project will rely on stock footage, photos and voice-overs. We may approach Mr. Royce to determine the suitability of our taped interviews for transfer, or over-the-phone interviews (for which there is now technology available to ensure a clean transfer of voice data.)

**Timeline.** We are about two months behind our original schedule, meaning that the video will be closing in tightly on the conference, our planned release date. Even so, I am pleased with the effort of these working volunteers, who have consistently followed through on their assignments. It has been a pleasure working with them.

### **Next Steps**

1. Royce Multimedia will work with the outline/script team to finesse the blocking and develop a refined script.
2. We will secure the balance of the materials available from APA and other resources.
3. The research and interview teams will conclude their work.
4. Royce will then begin development of the finished video material.

I would like to thank Lance for his cooperation throughout the process, as well as the following committee members: Betty Croly, Don Cotton, Roopa Dandamudi, Jeannette Dinwiddie-Moore, Amy Harbin, Derek Hull, Janet Ruggiero, David Salazar, Anna Vidal, and Miguel Vasquez. They have made this assignment a pleasure.