



American Planning Association
California Chapter

Making Great Communities Happen

AGENDA ITEM NO. ____

DATE: **October 13, 2010**

TO: **APA California Board of Directors**

FROM: **Steven A. Preston, FAICP, Chapter Historian – South**
 Larry Mintier, FAICP, Chapter Historian - North

SUBJECT: **(1) QUARTERLY REPORT;**
 (2) REQUEST FOR REPLACEMENT FUNDING – VIDEO PROJECT

RECOMMENDATION

1. Move approval of an appropriation of \$3,750, pending receipt of funds to be returned by Royce Multimedia in an equal amount (\$3,750). These funds, when combined with existing available funds (\$7,500) will facilitate completion of the APA-CA history video.
2. Receive and file the balance of the Historian report, which is attached starting on page 2.

REPORT

Background

Two years ago, APA California appropriated \$15,000 for production of a video that would document the history of California planning, and include some material generated by the Chapter's ongoing initiative to trace the history of planners of color. The project was contracted through the Vice President for Public Information, with day-to-day project management overseen by the Chapter Historian and 60th Anniversary Committee.

The Chapter subsequently executed an agreement with Royce Multimedia, an Orange County firm recommended by the Chapter's public relations adviser, to produce the video. Despite repeated assurances that the video was on target, the consultant failed to produce a completed video. The Committee maintained detailed records showing that it had met its obligations to the consultant, and that the consultant had failed to respond timely with work products.

During a conference call with Chapter staff and the Vice President for Public Information on August 11, Royce acknowledged that they had not produced the video, and after some difficult negotiation, agreed to reimburse the Chapter for half of the 50% down payment that the Chapter had made to initiate the project.

Analysis

The video was intended to be the first such Chapter history production to our knowledge in the country. It enjoyed widespread support among members, received inquiries from National APA and other chapters, and was prominently featured in a *Planning Magazine* column last March. We believe that completing the video is an important project for the Chapter Historian program, which only has an operational budget of \$750 total for the Northern and Southern California programs combined. Since 75% of the budget is still intact, we are requesting only that the remaining 25% that we are not able to recover be provided. (Note, however, that at this writing we have yet to receive the reimbursement check from Royce for the amount to which they agreed.)

FISCAL IMPACT

A one-time allocation of \$3,750 to the Vice President-Public Information portfolio (this is the portfolio originally charged with overseeing the contract, and we support maintaining the budget there.)

ACTION

I recommend that the Board approve the requested funding as part of the 2011 APA California budget and assign it to the project under the Vice President Public Information portfolio. If the Vice President for Public Information wishes to have it assigned elsewhere, it may also be assigned to the Chapter Historian budget.

Attachment: Progress Report – Chapter Historian Activities

ATTACHMENT CURRENT CHAPTER HISTORIAN ACTIVITY REPORT 10-18-10

ACTIVITY	UPDATE
Annual Conference	The Chapter Historians will provide a small exhibit that includes historical highlights for the Chapter, and features Brian Mooney's video detailing the John Nolen plan for San Diego, one of the outstanding California examples of a Beaux Arts City Beautiful comprehensive plan.
Archives (CSUN)	I have contacted the CCAPA Archives at CSUN to assess the status of the archives program. Robert Marshall has retired as head of the archives, and we are in communication with executives who are less familiar with the collection. Because of budget issues at CSUN, they asked us to hold off on attempting to access the collection and staff until August. We have now re-established contact with them, and are planning a visit to the archives shortly.
Archives (Berkeley)	We have made contact with UC Berkeley in an effort to determine the status of records for the California Planners Institute (1933-1948), predecessor to California Chapter. This task is ongoing; we plan a visit later

in the year to research those records.

Awards

We participated in the Annual Chapter Awards program. We regret that there were no submittals that satisfactorily met the criteria for Planning Landmark or Planning Pioneer awards this year, but we have identified a number of future candidates that we intend to pursue next year.

Cal Planner

Vice President for Public Information Janet Ruggiero has offered us the opportunity to have a periodic column in *Cal Planner* focusing on aspects of the Chapter's history. We have developed and submitted an outline of proposed topics to Janet and to Dorina Blythe, and are working with Jeannette Dinwiddie-Moore to prepare the first of these articles for an upcoming issue.

Planning Magazine/ Planners of Color Project

One of the wonderful outcomes of our 60th anniversary celebration two years ago in Long Beach was a subsidiary effort to research the history of planners of color in California, which we are hoping to include to some extent in our video.

I hope you were all able to see the 'Viewpoint' feature in the March Planning magazine, which featured our work on the video project and planners of color. We have received several complimentary calls and e-mails from outside the state in response.

Betty Croly

We have been unable to determine the whereabouts or status of former Chapter Historian Betty Croly, but are continuing to pursue leads to track her down.

Longer Term Goals

Although Larry Mintier and I had a brief opportunity to chat in January at the UCLA Land Use Law Conference, we have not gotten together in the past few months. But let me share a few other activities that are on my screen:

1. **Arrange a visit for Larry and me to view the UC Berkeley archives**, where APA California's predecessor organization, the California Association of Planners, has records going back to the 1930s.
2. **Strengthen our relationships with other planning history groups** such as the Los Angeles Regional Planning History Group (LARPHG).
3. **Strengthen our existing bonds** with APA California's Planner Emeritus Network (PEN).