

# Santa Barbara LAFCO

## **Report on the 2016 CALAFCO Annual Conference in Santa Barbara**

November 5, 2015



# 2016 CALAFCO Annual Conference

- ▶ As the Commission is aware, the 2016 CALAFCO Annual Conference will be held at the Fess Parker Doubletree Hotel in Santa Barbara on October 26-28, 2016.
- ▶ Staff participated in the first conference call with CALAFCO Executive Director Pamela Miller on Wednesday, October 21<sup>st</sup> to discuss host LAFCO responsibilities.



# Development of a Conference Theme

- ▶ One of our responsibilities is to come up with a theme for the Conference. Recent conference locations and themes have been:
- ▶ 2015 – Sacramento – **Confluence...LAFCO: Merging Ideas with Solutions!** (this played off the confluence of the American & Sacramento Rivers, which is in Sacramento)
- ▶ 2014 – Ontario – **LAFCO The Next 50 Years: Shaping communities for tomorrow with innovative ideas today** (following up from the LAFCO 50-year anniversary – looking to the future)
- ▶ 2013 – Squaw Valley – **Clarity of Vision: The Golden Age of LAFCO** (playing off the clarity of Lake Tahoe and the 50<sup>th</sup> anniversary of LAFCO)
- ▶ 2012 – Monterey – **The Power of Partnerships**
- ▶ 2011 – Napa – **Exploring New Boundaries**



# Conference and SBLAFCO Logo

- ▶ One of CALAFCO's requests for the Conference is to develop a Conference Logo. An example of the 2015 Conference Logo based on the Conference theme "Confluence...LAFCO-Merging Ideas...with Solutions!" is included with the attached 2015 Conference Announcement and Sponsorship Information.
- ▶ There is also a need for Santa Barbara LAFCO to create a "better" Commission Logo. We may be able to do this in-house or with the help of a graphic artist. CALAFCO also has access to talented graphic artists. Our current logo is severely lacking and needs to be revised.
- ▶ The new logo would be used for "Save the Date" flyers, advertising the Conference, the mobile workshop and the Wednesday evening special event. The new logo would also be used for SBLAFCO letterhead, staff reports, the website, and other uses.




# Mobile Workshop and Special Events

- ▶ Every year the host LAFCO organizes a Mobile Workshop on Wednesday morning before the Conference begins. The Mobile Workshop is an opportunity for the host LAFCO to showcase one or two unique locales or facilities that benefit the local environment. In the case of Santa Barbara County, there are an unlimited number of opportunities to travel and show off the County. It will be our responsibility to decide which area and/or facilities to showcase.



# Sponsorships

- ▶ CALAFCO generally takes the lead in recruiting Conference Sponsorships. Attached is a letter from CALAFCO and a Sponsorship Form from the 2015 Annual Conference. If possible, it would be extremely helpful to send a list of potential local sponsors to CALAFCO. For the first time this year, CALAFCO has funded a part-time sponsorship position on its staff.



# 2016 Annual Conference Program Planning Committee

- ▶ On October 21, 2015, Pamela Miller sent out an e-mail to all Executive Officers in the State asking for volunteers to serve on the 2016 Annual Conference Program Planning Committee. The deadline for LAFCO staff, Commissioners and Associate Members to volunteer is November 6, 2015. David Church, San Luis Obispo LAFCO Executive Officer, for the second year in a row, has volunteered to chair the Planning Committee.



# CALAFCO Executive Director Visit

- ▶ Lastly, Pamela Miller will be visiting Santa Barbara LAFCO for our December 10, 2015 meeting in Santa Maria. At the meeting she will be discussing the 2016 Annual Conference as well as CALAFCO in general. In addition, she has arranged for a December 9, 2015, visit to the Fess Parker Doubletree Hotel with SBLAFCO staff, to take a look at the facility, meeting rooms, and special event locations.