

2018 VC HOUSING CONFERENCE EVALUATION SUMMARY REPORT

Registration

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	0	easy registration - even for last minute
2	0	smooth easy registration process
3	0	
4	6	
5	47	
6	0	
Total	53	
Sum	259	
Ave	4.9	

Check In

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	0	Easy check-in
2	0	Liked multiple people at check-in
3	1	
4	3	
5	50	
6	0	
Total	54	
Sum	265	
Ave	4.9	

Exhibits

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	0	Want more exhibits
2	1	Some vendors didn't show up
3	12	A few booths were unavailable
4	16	Would have liked more exhibitors offered
5	22	
6	0	
Total	51	
Sum	212	
Ave	4.2	

Breakfast

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	1	Preferred the scrambled eggs
2	1	Want a dark roast coffee option
3	7	Unable to eat eggs & not many options
4	16	Had a hard time finding coffee
5	26	Great hot food
6	1	Yummy breakfast
Total	52	Quiche too rich, prefer scrambled eggs w/o meat
Sum	224	
Ave	4.3	

Schedule

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	0	More time for Q&A after Fienup
2	1	The breakout groups were missed
3	4	Liked networking & speed of program
4	12	Panel a little too long
5	36	Want 5 min break at 10 am
6	0	Allow more time for Q&A
Total	53	Bring back workshop options
Sum	242	Need to stop on time
Ave	4.6	Just right conference schedule
		Want 5 min break between 1st keynote and panel
		Go back to choices for different tracks/sessions and 4 choices
		Limit keynotes to 30-45 min- 1 hr. is a long time to focus on so much info

Other Comments

High A/C - it was SO cold;
 Make the power points be available to be able to take notes on them directly
 Pricing is great for sponsoring/exhibiting/attending compared with other conferences
 More elected officials
 More diverse attendees with more elected officials
 More elected in room
 Not enough elected officials
 Need women speakers
 Not enough local elected in attendance - how to get them here?

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Fienup

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	0	Loved the economic trends
2	0	Heard it before
3	2	Needs to tie to recent CA legislation
4	7	Liked keynote
5	45	Great data
6	0	Excellent
Total	54	Very relevant & thorough
Sum	259	Great presentation with message easy to understand
Ave	4.8	Depressing at first, but liked his transformation to Housing Solutions Group

Ornstein

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	0	Too short & not enough detail
2	3	Visuals would hae been helpful
3	6	Didn't do a full presentation
4	23	Pics needed
5	23	Too short and general
6	0	Unrealistic for VC b/c you can't get LIHC? to bid this product
Total	55	Needed a presentation to showcase his projects
Sum	231	
Ave	4.2	

Monti

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	1	Very clear
2	1	Not realistic and not relevant
3	3	Very informative
4	15	Great speaker with great suggestions
5	33	Dynamic and thought-provoking
6	2	
Total	55	
Sum	249	
Ave	4.5	

Cline

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	1	Great ideas
2	1	Liked his visuals
3	5	Good info but too many asides
4	18	Great
5	29	Rushed but had a unique perspective
6	1	
Total	55	
Sum	241	
Ave	4.4	

Schneipp

<i>scale</i>	<i>freq</i>	<i>comments</i>
1	0	Topic not tightly tied to housing
2	2	Excellent presentation
3	4	Loved the futurism aspect
4	9	Loved it
5	35	Needed to be a little closer to housing topic
6	2	An eye opener
Total	52	Liked keynote
Sum	239	Great fun and liked the quiz
Ave	4.6	Need to tie back to housing Seemed like just a big pitch since he works for Caltrans and Exxon Mobil Speaker was good but the topic didn't quite hit with housing Fascinating but not too housing oriented Driverless cars? Why? Always awesome Most upto date info on AV...Makes us think

2018 VC HOUSING CONFERENCE EVALUATION SUMMARY REPORT

Overall

<i>scale</i>	<i>freq</i>	<i>comments</i>	<i>comments</i>
1	0	Liked the financial info	Great conference, well organized and very informative
2	0	Good conf and speakers	Provided solutions + examples - not just problems
3	4	Liked the subject	Liked the different perspectives on housing & need for innovation
4	14	Liked everything	and exploring new ways to increase housing supply
4.5	4	Liked topic- innovations	Liked variety of topics and thought-provoking subjects
5	30	Liked all speakers	Liked the location, speakers, and interesting topic on innovation
6	1	Liked Panel and AV presentation	Overall a lot of good data presented
Total	53	Liked the out-of-the-box thinking	Enjoyed the big thinkers of the panels and variety of perspectives
Sum	242	Liked opening keynote & panel	of all speakers
Ave	4.6	Great job	Really enjoy this annual conference; well rounded panel
		Great speakers...very informative	Wanted more applicable innovative solutions
		Liked the diversity and discussion	Great meeting room and audio/visual
		Liked the diversity of thought and ideas	Liked the variety of new and innovative ideas
		Topic/theme was great - many tout "leading the way/innovation" - but this conference really did offer interesting ideas related to innovation and solutions	

Suggestions

Vendor check-card to encourage visit at each table with prize for turning in filled card; or attendee bag to fill up

Innovative women

Prop 13 a housing disincentive; efforts for partial/incremental repeal

Less statistics; more innovations and solutions and examples of success

A wish list from various sectors to improve development

Innov + solutions for AH & homelessness

Drought/water effects on housing; Environmental impacts of development

Health tie-in/healthy-homes

Communication with those opposed to any new development - changing attitudes

Financing ADU

How do we impact zoning & GenPlan to allow more ADU's and micro-units; explore finance sources for second units

How to bridge historical preservation & affordable/attainable housing (can we have both/ if so, how?)

More examples on how that translates to real life

More on entitlements and how regulations adds cost to development

Panel with municipal types and their solutions changing zoning and permitting process; inclusionary panel

Make a concerted effort to get cities to the conf and speak to what they plan to do to address this housing crisis

Legislative and regulative issues (upcoming bills/legislation)

Get building/safety input

Need a realistic evaluation of what/when VC cities will DO to remove or mitigate housing costs, conditions of approval. Where are the cities in this crisis and what can they do?

Need info from the cities/officials as to what is being done or changed to improve the situation or how they are willing to parrot the change

Board of Directors

Yes Carl Morehouse

Yes Lauren Nichols (PSHH)

Maybe Andy Mack (ARC of VC)

Maybe Sandy Sanchez (HA-Ventura)

Maybe Dr. Miguel Delgado Hellester (CSUCI)

Maybe Ron Mulvihill

Maybe Maruja Clensay (City of Ventura)

Maybe Angela Barosso (CEDC)

Committees

Angela Barosso- need more info about the committees

Conference

Bonny Goetz (VCCAR)

Sandy Sanchez

Carl Morehouse

Lauren Nichols

Maruja Clensay

HIF

Javier Saucedo (VC-Reg.Energy Alliance)

Miguel Delgado Hellester

Lauren Nichols

Online

Darlene Gonzales

HOME ANNUAL VENTURA COUNTY HOUSING CONFERENCE SUMMARY REPORT

ATTENDANCE	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
Pre-registered Early-bird	59	47	25	25	34	140	62	73	46	57	57
Pre-registered Regular	22	31	57	25	25						
Exhibitor - Paid	1										
Day-of	6	2	2	9	2	3	2	3	12	5	12
TOTAL PAID TICKETS	88	80	84	59	61	143	64	76	58	62	69
Sponsor Tickets (REGISTERED)	75	91	101	94	126	96	98	135	147	138	131
Exhibitor - COMP from SPONSORS	8										
HOME, Committee, Staff, Volunteers	12	11	12	24	17	37	48	24	19	15	18
Speaker/Panelists	5	17	17	17	13	14	15	17	15	15	17
Press, Elected Officials & Misc.	5	2	1	2	4	12	17	21	20	20	3
TOTAL COMP TICKETS	105	121	131	137	160	159	178	197	201	188	169
TOTAL REGISTRATION	193	201	215	196	221	302	242	273	259	250	238
Registration-NO SHOWS	-5	-19	-14	-32	-27	-38	-32	-35	-24	-24	-25
Total On-site Attendance	188	182	201	164	194	264	210	238	235	226	213
Sponsor Tickets UNUSED	10										

**2018 VC HOUSING CONFERENCE SUMMARY REPORT -
TICKET SALES DETAILS**

# of Tix	Organization	Note
1	A Community of Friends	Sponsor
7	Area Housing Authority of the County of Ventura	In-Kind
6	Cabrillo Economic Development Corporation	Sponsor
5	City of Camarillo	
1	City of Ojai	
1	City of Oxnard	
2	City of San Buenaventura	
2	City of Santa Paula	
5	City of Simi Valley	
1	Coalition for Family Harmony	
1	Coastal Housing Coalition	
2	Cohen Begun & Deck LLP	
2	Community Action of Ventura County	
1	County of Santa Barbara	
13	County of Ventura	Sponsor
1	DuctTesters	
1	Flowers & Associates	
1	Follenweider+Associaties	
1	FSY Architects Inc.	
5	Housing Authority City of San Buenaventura	Sponsor
3	Jensen Design & Survey, Inc.	
2	Lauterbach & Associates Architects	
4	Many Mansions	Sponsor
1	National Center for Health in Public Housing	
2	Pardee Homes	
2	Peoples' Self-Help Housing	Sponsor
1	Re/Max Gold Coast Realtors	
1	S.L. Leonard & Associates Inc.	
1	Somis Investments	
1	Sonflow LLC	
1	Spirit of Santa Paula	
1	Stewart Title of California Inc.	
1	The Arc of Ventura County	
1	Towbes Group	
3	Ventura County Community Development Corporation (VCCDC)	
3	Ventura County Housing Trust Fund	In-Kind
1	Ventura County Regional Energy Alliance	Exhibitor

2018 VC HOUSING CONFERENCE SUMMARY REPORT - SPONSORSHIPS

	2018		2017		2016		2015		2014		2013		2012		2011	
	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$	#	\$
Title (15K)	0	\$0	0	\$0	0	\$0	0	\$0	1	\$15,000		\$0		\$0		\$0
Titanium (10K)	0	\$0	1	\$10,000	1	\$10,000	0	\$0	0	\$0		\$0		\$0		\$0
Platinum (7.5K)	1	\$7,500	0	\$0	0	\$0	0	\$0	0	\$0		\$0		\$0		\$0
Gold (5K)	1	\$5,000	1	\$5,000	3	\$15,000	2	\$10,000	1	\$5,000		\$0		\$0		\$0
Silver (2.5K)	5	\$12,500	3	\$7,500	4	\$10,000	3	\$7,500	4	\$10,000		\$0		\$0		\$0
Bronze (1.5K)	2	\$3,000	3	\$4,500	5	\$7,500	7	\$10,500	5	\$7,500		\$0		\$0		\$0
Partner (1K)	8	\$8,000	9	\$9,000	7	\$7,000	7	\$7,000	9	\$9,000		\$0		\$0		\$0
Neighbor (500)	14	\$7,000	12	\$6,000	13	\$6,500	11	\$5,500	11	\$5,500		\$0		\$0		\$0
Friend or Exhibitor (250)	0	\$0	4	\$1,000	2	\$500	3	\$750	7	\$1,750		\$0		\$0		\$0
Sponsorship Total	31	\$43,000	33	\$43,000	35	\$56,500	33	\$41,250	38	\$53,750	0	\$0	0	\$0	0	\$0
											\$50,000		\$50,900			\$50,400

	2010		2009		2008	
	#	\$	#	\$	#	\$
Title (15K)		\$0		\$0		\$0
Titanium (10K)		\$0		\$0		\$0
Platinum (7.5K)		\$0		\$0		\$0
Gold (5K)		\$0		\$0		\$0
Silver (2.5K)		\$0		\$0		\$0
Bronze (1.5K)		\$0		\$0		\$0
Partner (1K)		\$0		\$0		\$0
Neighbor (500)		\$0		\$0		\$0
Friend or Exhibitor (250)		\$0		\$0		\$0
Sponsorship Total	0	\$0	0	\$0	0	\$0
		\$63,485		\$60,250		\$59,500

VC HOUSING CONFERENCE SPONSORSHIP DETAIL

2014	2015	2016	2017	2018	Sponsor	Tix	Note
\$48,500	\$41,750	\$56,750	\$44,999	\$43,000			
	\$5,000	\$10,000	\$10,000	\$7,500	Wells Fargo Bank/WF Home Mortgage		
\$2,500	\$5,000	\$5,000	\$5,000	\$5,000	Bank of America/BofA Merrill Lynch		
\$1,500	\$1,500	\$2,500	\$2,500	\$2,500	Montecito Bank & Trust		
\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	MUFG Union Bank		
\$1,000	\$1,000	\$1,000	\$1,000	\$2,500	Staples Construction Co.		
\$2,500	\$2,500	\$5,000	\$2,500	\$2,500	US Bank		
\$1,500	\$1,500	\$1,500	\$1,500	\$2,500	Ventura County Coastal Assoc. of Realtors		
\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	County of Ventura	x	
\$1,500	\$1,500	\$1,500	\$1,000	\$1,500	McCarthy Companies		
\$500	\$500	\$500	\$500	\$1,000	California Lutheran University, School of Management		
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	City of Moorpark		
\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	City of San Buenaventura	x	
\$500	\$500	\$1,000	\$1,000	\$1,000	City of Thousand Oaks		
\$1,500	\$1,500	\$1,500	\$1,500	\$1,000	Limoneira's Limco Del Mar		
				\$1,000	New Urban West, Inc.		NEW
\$250	\$500	\$500	\$500	\$1,000	Sespe Consulting		
\$1,000	\$1,000	\$1,000	\$500	\$1,000	Ventura County Transportation Commission		
				\$500	A Community of Friends	x	NEW
\$1,000	\$1,000	\$1,000	\$1,000	\$500	Brokaw Nursery		
		\$5,000	\$500	\$500	Cabrillo Economic Development Corp.	x	
\$1,000	\$1,000	\$1,000	\$1,000	\$500	CSUCI Smith School of Business & Economics		
\$250			\$250	\$500	Di Cecco Architecture Inc.		
	\$500	\$500	\$500	\$500	Farm Bureau of Ventura County		
		\$500	\$500	\$500	Hamner, Jewell & Associates Government Real Estate Services		
				\$500	Housing Authority City of San Buenaventura	x	RETURN
\$250	\$250	\$250	\$250	\$500	Many Mansions	x	
\$500	\$500	\$500	\$500	\$500	Michael Baker International		
				\$500	Pacific Western Bank		
\$500	\$500	\$500	\$500	\$500	Peoples' Self Help Housing	x	
			\$500	\$500	Southern California Association of Governments		
		\$2,500		\$500	Ventura County Economic Development Association	x	
	5000*	5000*	5000*	500*	Area Housing Authority of the County of Ventura	x	
				500*	Housing Innovations & Solutions		NEW
500*	500*	500*	500*	500*	Ventura County Housing Trust Fund	x	
2500*	2500*	2500*	2500*		Pacific Coast Business Times		
			\$1,999		Federal Reserve Bank of San Francisco		No Resp.
			\$1,000		Cohen Begun & Deck LLP	x	Tix only
\$1,000	\$1,500	\$1,500	\$1,000		Rabobank		\$ not avail.
	\$1,000	\$500	\$500		CBC Federal Credit Union		No Resp.
		\$500	\$500		Citizens Business Bank		No Resp.
		\$500	\$500		Dyer Sheehan Group, Inc.	?	No Resp.
\$500	\$500	\$500	\$250		Century Housing		No Resp.
\$1,500	\$500	\$500	\$250		Jackson Tidus, a Law Corp		No Resp.
1500*	1500*	1500*			Lauterbach & Associates	x	No Resp.
\$2,500	\$2,500	\$2,500			Chase Bank		No Resp.
		\$500			REFAT		No Resp.
	500	500			USA Properties Fund		No Resp.
\$500	\$500	\$250			Pacific Coast Land Design		No Resp.
\$250	\$250	\$250			Ventura County Civic Alliance		No Resp.
2500*	2500*				Ventura County Star		
	\$1,500				County Commerce Bank		
\$500	\$500				BIA - Los Angeles/Ventura Chapter		
	\$500				Federal Home Loan Bank of San Francisco		
\$250	\$250				City Ventures		
\$15,000					CitiBank		
\$500					Bridge Housing Corp.		
\$500					Conejo Simi Moorpark Association of Realtors		
\$500					Liv-Ability Independent Living Consultants		
\$500					Myers, Widders, Gibson & Jones, L.L.P.		
250					CBRE Commercial RE		
\$250					Fountainhead Architects		
\$250					Ventura County Community Foundation		

EXHIBIT TABLE SPACE AS OF 9/30/18

Level	Space	Organization
	4	A Community of Friends
	4	Area Housing Authority of the County of Ventura
sub	4	House Farm Workers! (Brokaw Nursery)
	4	California Lutheran University, School of Management
	4	Housing Innovations & Solutions
	4	Many Mansions
	4	Michael Baker International
	4	Ventura County Housing Trust Fund
	4	Hamner, Jewell & Associates Government Real Estate Services
sub	4	Habitat for Humanity (County of Ventura)
speaker	4	Renaissance Downtown USA
	4	Cabrillo Economic Development Corp.
sub	4	Westside Community Council (City of San Buenaventura)
	4	McCarthy Companies
	4	Sespe Consulting
speaker	4	Leap of Faith
sub	4	National Assoc. of Women in Construction (SCAG)
	4	New Urban West, Inc.
	4	Peoples' Self Help Housing
	8	Staples Construction Co.
	8	US Bank
	8	Ventura County Coastal Assoc. of Realtors
	8	Wells Fargo Bank / WF Home Mortgage
500	4?	Ventura County Economic Development Association
5000	n	Bank of America
2500	n	MUFG Union Bank
speaker	n	Roesling Nakamura Terada Architects
500	n	CSUCI Smith School of Business & Economics
500	n	Farm Bureau of Ventura County
1000	n	Limoneira's Limco Del Mar
500	n	Pacific Western Bank
	n	Di Cecco Architecture Inc.
1000	n	City of Moorpark
1000	n	City of Thousand Oaks
500	n	Housing Authority City of San Buenaventura
2500	n	Montecito Bank & Trust
500	n	Southern California Association of Governments
1000	n	Ventura County Transportation Commission

8' 6 possible - 3 confirmed
 4' 20 possible - 18 confirmed

2018 VC HOUSING CONFERENCE SUMMARY REPORT - INCOME AND EXPENSE

INCOME

	2018	2017	2016	2015	2014	2013
Sponsorships	\$0	\$43,000	\$56,500	\$41,250	\$53,730	\$50,000
Ticket Sales (Gross)	\$0	\$8,140	\$8,435	\$9,130	\$9,380	\$10,900
Other Income	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL INCOME	\$0	\$51,140	\$64,935	\$50,380	\$63,110	\$60,900

EXPENSES

Conference Coordinator		\$11,000	\$10,996	\$11,000	\$10,000	
HOME Executive Director		\$2,000	\$2,000	\$2,000	\$2,500	
Speakers Fee, Travel & Accommodations		\$0	\$1,000	\$0	\$366	
VCOE Facility Rental		\$1,937	\$2,110	\$2,242	\$1,975	
Equipment/Linen Rental (Party Pleasers)		Pd by FRB-SF		\$331	\$338	\$400
Marketing-Graphic Design Contractor		\$2,400	\$2,300	\$2,350	\$2,400	
Web-Site Expense		\$0	\$580	\$225	\$349	
Online Processing Fee		\$506	\$664	\$567	\$389	
Mailer Printing & Postage		\$1,014	\$1,074	\$904	\$903	
Printing - Program Book		\$558	\$675	\$726	\$726	
Postage (incldes return Mailers-Req Postage)		\$17	\$69	\$61	\$111	
Printing & Photocopying		\$107	\$0	\$0	\$318	
Office Supplies (Conference Badges)		\$186	\$112	\$239	\$82	
Event Food (Marie Callenders)		Pd by FRB-SF		\$1,353	\$1,390	\$1,502
Travel/Meetings-Event Logistics		\$0	\$0	\$230	\$465	
Food (Conference Planning Meetings)		\$886	\$0	\$100	\$449	
POST Event Expenses (WRAP Meeting)		\$349	\$0	\$222		
Other Expenses (Contigencies)				\$0	\$1,500	
Signarama - Poster Board		\$115				
LifeSigns (ASL Interpreter)		\$356				
TOTAL PAID EXPENSES	\$0	\$21,430	\$23,264	\$22,593	\$24,434	\$27,282

GROSS PROFIT

	\$0	\$29,710	\$41,671	\$27,787	\$38,676	\$33,618
% change from prior year		-29%	50%	-28%	15%	9%

Pd by FRB-SF

Equipment Rental (Party Pleasers - Table Linens)	\$242
Event Food (Marie Callenders)	\$1,358
LifeSigns (ASL Interpreter)	\$356