**FRA ANNUAL CONFERENCE**

**OCTOBER 18-20, 2017**

[**www.redevelopment.net**](http://www.redevelopment.net)

**Tentative Program**

***NOTE: AICP credits will be sought for all sessions, according to the actual time of each event/session.***

***This program will also be credited through the IEDC and the Florida Bar.***

***TUESDAY, OCTOBER 17***

**FRA Board of Directors Meeting (members welcome)**

3:00 p.m. – 5:30 p.m.

**Early Bird Meet Up**

6:00 p.m.

***WEDNESDAY, OCTOBER 18***

**CRA Board Training**

8:00 a.m. – 11:00 a.m.

*Separate registration fee of $25 per person is required and pre-registration is highly recommended.*

This is a general educational session designed for CRA staff and elected and appointed officials, volunteer and advisory board members. It provides a succinct overview of “what you need to know” in directing the activities of a Community Redevelopment Agency. Learn some practical, legal and administrative best practices for CRA policy making success.

Instructors: ***Clifford B. Shepard****,* General Counsel, Florida Redevelopment Association and ***Carol Westmoreland****,* Executive Director, Florida Redevelopment Association

**Mobile Tour - South Daytona and New Smyrna Beach**

7:45 a.m. – 11:15 a.m.

*$40 per person separate fee and pre-registration is required. The bus will begin loading at 7:45 a.m.*

Casual dress, no walking required

(see annual conference registration form at [www.redevelopment.net](http://www.redevelopment.net))

We will showcase some very ambitious and successful CRA funded projects: A main commercial corridor re-envisioned with the undergrounding of utilities and extensive landscaping; and two declining historic commercial areas with numerous underutilized and vacant properties now completely revitalized through a menu of CRA programs. The project managers will be on hand to share the total picture, from concept to program development, complete with false starts and challenges. South Daytona will share how they used CRA, federal and state grants to make upgrades and improvements otherwise not possible. New Smyrna Beach’s numerous projects will be explained in detail, from the project RFPs to large and small grants, to partnerships for neighborhood revitalization. We will also give you digital access to “befores and afters” on this tour, so don’t forget to have a device on hand with internet access!

Tour Guides: ***Tony Otte***, CRA/Economic Development Director, City of New Smyrna Beach and ***Patty Rippey***, Redevelopment Director, City of South Daytona

**Mobile Tour: Daytona International Speedway Redevelopment Area**

7:45 a.m. – 11:15 a.m.

*$40 separate registration per person and pre-registration is required. The bus will begin loading at 7:45 a.m.*

Casual dress, no walking required

(see annual conference registration form at [www.redevelopment.net](http://www.redevelopment.net))

This TIF inspired deal with Speedway and One Daytona included the gutting of the old track and stands and tearing down a former GE plant. The redevelopment of these parcels revitalized the former blight and created a unique venue that attracts more economic development dollars than ever before. This tour is also a unique opportunity to explore the 2.5-mile world renowned International Speedway from a variety of vantage points, including a ninety-minute VIP tour that ends at the new NASCAR museum. We will also visit the new Motorsports Hall of Fame of America, showcasing spectacular displays. Learn how this world class facility continues to be a crucial engine for redevelopment and tourism in the CRA, the city, the county and the state.

Tour Guide: ***Reed Berger***, AICP, City of Daytona Beach Redevelopment Director

**Opening Lunch in Exhibit Hall**

11:15 a.m. – 12:30 p.m.

**Welcome Plenary Session and Keynote**

12:45 p.m. – 2:00 p.m.

Presiding: ***Michael Parker***, FRA President and Director, Community Housing & Human Services, City of Tallahassee

Keynote Speaker:***Rebecca Ryan***

**Workshops** 2:00 p.m. – 3:00 p.m.

**Understanding Bank CRA for Florida's CRAs**

Learn about the Community Reinvestment Act (CRA), and how city and county CRAs can partner with banks to meet community development needs. Examples of economic development, small business support, affordable housing as well as revitalization and stabilization will be discussed. The session will include a presentation and exercise in identifying bank Community Reinvestment Act opportunities. You will leave with a general knowledge of the Community Reinvestment Act and understanding about how Community Redevelopment Areas can use their plan goals and objectives to partner on redevelopment projects.

Speakers: ***April Atkins****, AICP,* Community Affairs Specialist, Federal Deposit Insurance Corporation and

***Lisa Mifflin****, CRCM* - District Community Affairs Officer, Office of the Comptroller of the Currency

**Paving Your Way to Redevelopment**

This session will explain the jargon, pros and cons, and costs of hardscape materials used in a variety of construction projects. Through videos, poster boards and slides, we will compare and contrast Florida projects for what is involved in each and what level of investment was made in its installation. Finally, we will discuss general pitfalls and lessons learned from all of the above.

Speaker: ***Adam Rossmell****,* Burkhardt Construction, Inc.

**Integrating light manufacturing into other zoning areas/urban areas**

New manufacturing as a trend in urban areas are adding jobs and tax revenue. Light manufacturers such as ice cream and chocolate makers, custom cabinetry makers and craft beer breweries are attracted by the live, work, play model for neighborhood change. Redevelopment can support the permitting of districts that allow light manufacturing uses to coexist with residential, commercial and entertainment venues.

Moderator:***Patty Rippey*,** Redevelopment Director, City of South Daytona

Speakers: ***Eric Lindstrom***, Hillsborough County; ***Rebecca Grohall***, City of Fort Pierce CRA, and ***Jeffrey Costello****,* FRA-RA, City of Delray Beach CRA,

**Refreshment Break**

3:15 p.m.

**Plenary Session and Legislative Update**

3:30 p.m. – 5:00 p.m.

Presiding: ***Brenna Durden*,** FRA President Elect, 2017 Conference Chair and Attorney, Lewis, Longman & Walker, P.A.

The criticism of redevelopment has been trending, notwithstanding proof that they are immensely successful. Is the fight over money, or merit, control, or all? We will review bills and legislative action for the 2018 session. The FRA also invites you to help us devise effective measurement tools that all CRAs can employ, and that relate the impressive work accomplished. Members will lead the discussion with examples of their measurement programs. Come to this session to hear new ideas and add your own.

Moderator: ***Kevin Crowder***, RMA

Speakers: ***Darren Gray***, City Manager, City of Clermont; ***Shannon J. Schmidt***, Economic Development & CRA Director, City of Clermont; ***Ori Baber***, CRA Project Manager, Gainesville CRA and ***Sarah Vidal-Finn***, CRA Director, Gainesville CRA

**Reception in the Exhibit Hall**

6:00 p.m. – 7:00 p.m.

**Dinner on Your Own**

**THURSDAY, OCTOBER 19**

**Workshops**

8:00 a.m. – 9:00 a.m.

**Hospitals, Healthcare and Redevelopment**

While some healthcare services are being decentralized, hospitals remain very visible and important centers of economic development. Members will learn about the forces leading to larger footprints, vacated facilities, and strategies for incorporating these in local plans.

Moderator: ***Owen Beitsch***, PhD, Senior Director, Community Solutions Group

Speakers: ***Karl Hodges***, former Vice President/Business Development Orlando Health;

***Tom Kohler***, Senior Director, Community Solutions Group; and ***Pete Sechler***, Senior Director, Community Solutions Group

**Brownfields Redevelopment as a Catalyst**

This session provides real world examples and advice on utilizing federal, state and local brownfields resources to couple with CRA projects. These support a broad range of projects including mixed use redevelopment, open/green space, and economic development projects.

Moderator: ***Miles Ballogg***, Brownfields Practice Leader, Cardno Inc.

Speakers: ***Ed Johnson***, Manager, East Tampa CRA, City of Tampa; and ***Mark Mulligan,***P.G. Environmental Department Manager, Terracon and ***Michael Sznapstajler***, Florida Brownfields Association President, and Partner, Cobb Cole P.A.

**Redevelopment Tales from the Trenches**

Redevelopment professionals will present two case studies regarding recent redevelopment projects from real world examples of CRA projects. We will showcase the lessons learned and transferable information that may be used by other redevelopment practitioners.

Moderator: ***John M Jones***, AICP, FRA-RP, Project Manager, S&ME

Speakers: ***George Kramer***, AICP, Director of Planning, S&ME; ***Nicole Travis***, CRA Executive Director, City of Lakeland CRA

**Refreshment Break**

9:00 a.m. – 9:15 a.m.

**Workshops**

9:15 a.m. – 10:15 a.m.

**Forging Bank Partnerships for the Success of Your CRA**

Banks provide lending, services, and investments for local infrastructure, affordable housing, and economic development. How can a CRA plug into these programs? We will discuss how to effectively choose and partner with a financial institution. Participants will engage with bankers on specific opportunities in their CRAs and learn about redevelopment best practices from banks. This session is a follow-up to “Understanding Bank CRA for Florida’s CRA's”. Instead of lectures in this session, we will be hosting a facilitated audience participation format.

Moderator: ***April Atkins****,* AICP, Community Affairs Specialist, FDIC

Presenter: ***Janet Hamer*,** Vice President, Community Development Manager, North and Central Florida, TD Bank

**Doing Well by Doing Good: Using Water Quality Improvements in Redevelopment Projects**

We will share a case study of how a city and a CRA partnered on water quality projects that benefit the environment and encourage redevelopment. Regulations to restore water quality in Florida can act as barriers to the redevelopment of obsolete projects. Water quality enhancement projects help meet current standards and encourage new development and land uses as part of the redevelopment plan. The case study projects resulted in a water amenity downtown and a nutrient credit bank that eases permitting for redevelopment.

Speakers: ***Katherine R. English***, Partner, Pavese Law Firm; ***Saeed Kazemi****, P.E.*, City Manager, City of Fort Myers and ***Leigh Scrabis***, CRA Executive Director, City of Fort Myers

**Who’s Hungry: The Food Industry and Community Development**

The food industry is a key component of cultural tourism and economic development. This innovative session will explore means and methods CRA’s can employ to attract restaurants and other elements of the food industry to help your community redevelopment efforts thrive. Speakers will present case studies from successful restaurant/food industry initiatives. Attendees can use these examples as models for efforts they may want to employ in their CRA's.

Moderator: ***Renée A. Jadusingh***, Esq., LL.M., Staff Counsel for the Southeast Overtown/Park West CRA

Speakers: ***Emily Marcus,*** City of Pompano Beach CRA; ***Kathleen Margoles****,* Oakland Park and ***Clarence Woods,*** Director, City of Miami

**Refreshment Break**

10:15 a.m. – 10:30 a.m.

**Workshops**

10:30 a.m. – 11:30 a.m.

**Creating Destination Playgrounds by Leveraging Both Public and Private Funding**

This session will share a successful model that was used by the City of Jacksonville and its citizens. By leveraging both public and private resources, they were able to create an inclusive, modern style destination playground that galvanized an entire community in both giving and play.

Moderator:  ***Daryl Joseph****,* Director of the Parks, Recreation and Community Services, City of Jacksonville

Speakers: ***Kim Clontz***, Charitable Giving Professional and Community Rainmaker; ***Stacy Moseley***, CPSI, Playground Designer for Kompan Playgrounds; *John Zell*. VP of Development, The Community Foundation for Northeast Florida

**CRA Master Planning: A Story of Two Communities From Vision to Implementation**

An innovative master plan is an essential tool for all successful CRAs. Learn how two communities developed an exceptional vision and are bringing it to fruition. Collaborate in a workshop format to develop implementation strategies while learning state-of-the-art community engagement techniques.

Moderator: ***Taryn Sabia***, Director, Florida Center for Community Design and Research, USF

Speakers: ***Marie Dauphinais***, Director of Planning & Redevelopment, City of Oldsmar; ***JoAnne Fiebe****,* Assistant Research Professor, Florida Center for Community Design and Research, USF and ***Taryn Sabia***, Director, Florida Center for Community Design and Research, USF

**CRA Extension: A Small Town Experience**

The High Springs CRA was set to expire in December 2016. We will be presenting a case study of the unique challenges faced by a small town CRAs as it relates to CRA modifications and extensions. We will be discussing what went well and what didn't, the steps necessary for all CRA extensions, and how intergovernmental relationships need to be fostered and maintained before, during, and after a CRA extension.

Speakers: ***Courtney Johnson***, CRA Attorney, High Springs CRA and ***Amanda Arnold Rodriguez, MPA,*** Executive Director, City of High Springs CRA

**Lunch in the Exhibit Hall**

11:30 a.m. – 12:45 p.m.

**Plenary Session**

1:00 p.m. – 2:15 p.m.

Presiding: ***Michael Parker***, FRA President and Director, Community Housing & Human Services, City of Tallahassee

Keynote Speaker:***Lenora Billings-Harris, CSP***

**Workshops**

2:15 p.m. – 3:15 p.m.

**Engaging the Underserved Community**

Moderator: ***James Benderson***, CRA Project Manager, City of Winter Haven

Speakers: ***Belinda Williams-Collins***, AICP, City of Deland Senior Planner;

***Scott Evans***, AICP, Executive Director, City of Riviera Beach CRA and ***Patrice Ruffin***, AICP, Director of Community Development, City of Brookhaven, Georgia

**Economic Success Using Branding, Marketing and Social Outreach**

Nighttime Sociability is more than a brand. It can be an economic driver of urban revitalization and development.  Cities nationwide have invested in walkable and bike-friendly infrastructure, but what about nighttime visibility? This session explores the basic building blocks of the nighttime economy, including innovation in lighting practices.

Moderator: ***Sharon McCormick****,* RMA

Speakers: ***Charles Rudd***, CRA Manager, City of Maitland*;* ***Marjorie Ferrer****,* Downtown Management Consulting

**Retail Therapy:  Changing Concepts, Hot New Retailers, and How to Attract them to your City!**

The role of entertainment retail—especially food & beverage, has changed. The heightened focus on crafting and curating guest experiences has created mixed-use environments that act as a “third place” to gather and build community. The International Council of Shopping Centers (ICSC) retail industry experts will focus on the changing concepts in the retail and restaurant market. All the keys you need to attract retail and restaurants to your community will be covered!

Moderator:  ***Lynn Dehlinger***, ICSC Private Sector P3 Florida Chair

Panelists:    ***David Barilla*,** Assistant Director of the Orlando DDB/CRA and *Kevin Crowder*, CEcD, Director of Economic Development, RMA

**Refreshment Break**

3:15 p.m. – 3:30 p.m.

**Workshops**

3:30 p.m. – 5:00 p.m.

**Let’s Talk, Listen and Take Action - Constructive Conversations to Build Community Collaboration**

Are you ready to go beyond **just** talking about bias, sexism, racism, and other “isms”? Are you ready to engage with others within an environment of diversity and inclusion? What does inclusiveness and diversity from a community-building point of view look like? We will learn a constructive technique called **S.T.O.P.** tmand explore the Transformational Diversity Management Principles™ based on the work of Lenora Billings-Harris, CSP, that explain the relationship of unconscious bias on our actions. This is **NOT** a lecture. It is a workshop in which you will play an integral part in sharing and learning. We will discuss issues affecting your community from the perspective of federal, state and local governments. You will leave with actionable tactics and strategies to continue the conversation leading to collaborative actions.

Presented by: ***Lenora Billings-Harris****, CSP*

Committee Participants: ***Jeremy Earle****,* Ph.D., AICP, FRA-RA, Assistant City Manager, City of Hallandale Beach*;* ***Toni Shamplain****,* Panama City Beach, Manager, CRA North and***Gerald Snell****,* Avon Park Southside CRA

**Community Partners for Workable Visioning Projects**

A natural and successful match is obtainable for the asking when students, as part of their graduation requirements, help redevelopment projects with their design, data collection, or other needs. Usually, the university does the supervision and monitoring of outcomes, with the public entity. The quality of work, cost savings and versatility of results can benefit our redevelopment programs in ways that would not have been otherwise possible. This session will share the results of student aided projects in North and Southwest Florida. If your alma mater or local college is not represented, what might they provide through a partnership with your city or county?

Moderators: ***Jeff Burton****,* Director, CRA, City of Palmettoand***Nancy Clark****,* Assistant Director, Center for Hydro-generated Urbanism, University of Florida

Speakers: ***Students***from theUniversity of Central Florida, the University of Florida and the University of South Florida

**Selling City Property as a Catalyst for Redevelopment**

Many cities, counties and CRAs have property that they are hoping to sell to achieve the objectives and goals of the redevelopment plan. How does a sale really come through? What marketing is most effective, what are ideal partners and resources, and what about the RFP process? We will cover the elements and processes for the sale of property for a hotel, townhouse subdivision and five residential lots to catalyze redevelopment.

Moderator**: *Tony Otte***, FRA Board Member, CRA/Economic Development Director, City of New Smyrna Beach

Speakers**:** City of New Smyrna Beach Redevelopment and Real Estate Team

**Awards Program**

6:00 p.m.

**FRIDAY, OCTOBER 20, 2017**

**Plenary Sessions**

**Annual Business Meeting**

8:30 a.m. – 9:00 a.m.

Join us in welcoming our newest, as well as current, FRA Board members for 2017-2018 over coffee and a light breakfast.

**Keynote**

9:00 a.m. – 10:00 a.m.

Presiding: ***Michael Parker***, FRA President and Director, Community Housing & Human Services, City of Tallahassee

Keynote Speaker:***Amy Liu****,* Brookings Institute

**Awards Showcase Presentations**

10:15 a.m. – 12:00 p.m.

The winners of a 2017 FRA Award will each make a presentation about the details of what they did and how they did it. What was the biggest challenge? How was it overcome? What was the biggest lesson learned? What was the one good thing that happened that they did not plan for? They will also bring poster boards and other information about their projects.

***FRA 2017 Award Winners***

***ADJOURN***