



**FLORIDA REDEVELOPMENT ASSOCIATION
2018 ANNUAL CONFERENCE**
Tentative Program

WEDNESDAY, OCTOBER 24, 2018

Mobile Tour of Fort Myers CRA (separate registration)
8:00 a.m. – 11:15 a.m.

CRA Boot Camp (separate registration)
8:00 a.m. – 11:15 a.m.

We will be covering what you need to know generally and where to go to learn more about Community Redevelopment Agencies (CRAs) in Florida. Geared towards policy setters, administrators and volunteers, this will be a review and an outline of the top issues with CRAs in Florida. We will share real life examples of how others have dealt with and met the challenges that can come up in any CRA. Space is limited.

Welcome Luncheon in the Exhibit Hall
11:00 a.m. – 12:30 p.m.

Welcome Plenary Session and Keynote Presentation
12:45 p.m. – 2:00 p.m.

The Community Reinvestment Act for Community Redevelopment Agencies
2:15 p.m. – 3:15 p.m.

Learn about the Community Investment 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 Act and understanding

about how redevelopment areas can use their plan goals and objectives to partner on your projects.

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Speakers: **April A. Atkins**, AICP, Community Affairs Specialist, FDIC; **Lisa Mifflin**, Office of the Comptroller

No Brainer Social Media for Local Small Businesses

2:15 p.m. – 3:15 p.m.

Learn how to sustain your small businesses through education about the fundamentals of marketing and analytics. We will share some valuable strategies necessary to reach new customers and develop brands. These include creative partnerships, measurable results, video testimonials, and other inexpensive but effective deliverables. You can also learn how your city, county, CRA or other program can provide small businesses with a lot of information about simple ideas and tools that help them grow their business in your community.

Speakers: **Michael Corbit**, Director of Business Development for CareerSource Palm Beach County; **Jamil Donith**, Social Media Consultant for the Boynton Beach CRA; and **Theresa Utterback**, Development Services Manager, Boynton Beach CRA

Engaging the Underserved Community

2:15 p.m. – 3:15 p.m.

Emphasis will be on reviewing the PROCESS for getting projects funded, or issue included in the plan, or supporting certain issues before a CRA Board. Our “Diversity Session” later on will dig into any ideas or suggestions on actual actions that has been effective in building trust in a community. In both sessions, you can actively engage in the discussion.

2019 Legislative Outlook for CRAs

3:30 p.m. – 5:00 p.m.

How to Deal with Construction in Support of Businesses

3:30 p.m. – 5:00 p.m.

It does not last forever it just seems that way – street construction in front of your valued and vital businesses. How can you mitigate the effects, in the best and most effective manner? Our panel will tell stories about what works and what didn’t, and why. Don’t miss the opportunity to learn from those that have been there and can still talk about it!

Moderator: **Adam Rosmell**, Burkhardt Construction

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Land Use and Economics

3:30 p.m. – 5:00 p.m.

Learn the latest on land use economics and gain an understanding about how it is an effective tool for managing growth, making smart redevelopment decisions using land value as a guide. Joe Minicozzi, Urban3's principal and innovative planner, will lead the presentation overview and guide participants in the discussion. We will also discuss a case study in Gainesville, Florida, where Urban3 conducted an analysis to put the theories to work. The practical and on-the-ground application of the study revealed benefits and challenges that come with a greater understanding of economic visualizations. Want to know what things are important to measure, and how it is customizable to your community? This information can get officials, citizens and volunteers excited about your efforts.

Speakers: **Joe Minicozzi**, Urban3, LLC; **Sarah Vidal-Finn**, Director, Gainesville Community Redevelopment Agency.

Reception in the Exhibit Hall

5:30 p.m. – 7:30 p.m.

Meet the private sector supporters of Florida redevelopment and learn what they are doing in various areas around the state. Leave your business cards to be eligible for great give-aways.

THURSDAY – OCTOBER 25, 2018

Revitalizing Communities through Strategy and Infrastructure Initiatives

8:00 a.m. – 9:00 a.m.

This session will share successful strategies to revitalize communities. We will look at case studies, one large and one small, on how redevelopment efforts resulted in more vibrant and livable communities. How they did it, through partnerships, incentives, and initiatives, is the focus of each case study. Attendees will learn about practical and readily available tools from experts in engineering, planning, and economic development.

Moderators: **Cyndi Jantomaso**, President, Haines City Economic Development Council, Inc. and **Adriana Trujillo-Villa**, Public Works Operations Manager, City of Haines City

Speakers: **Addie Javed**, Public Works Director, City of Haines City; **Tom Polk**, Impact Fee Administrator, Sarasota County; and **Kelley Klepper**, Project Manager, Kimley Horn

Analyzing Internal Data with OneNote and GIS

8:00 a.m. – 9:00 a.m.

Learn how to use OneNote and GIS online applications to integrate the myriad of plans for your city and special districts. You can get more out of both government plans and consultant reports, by matching redevelopment goals to the strategies and implementation tools you have available. Any agency with their own files on hand is welcome to contribute them to help us identify what data is important to what redevelopment strategies. We will leave with a good base knowledge on how to analyze internal data using tools readily available and demonstrate exactly how it can be done.

Moderator: **Jeffrey Burton**, CRA Director, City of Palmetto

Speakers: **Wes Benge**, Strategic Plan Specialist, City of Palmetto; **Zachary Schwartz** - GIS Specialist, City of Palmetto; and **Nicole Tremblay** - Strategic Plan Specialist, City of Palmetto

Murals and Other Ways to Succeed with Public Art in Your Community

8:00 a.m. – 9:00 a.m.

This session will review and discuss the current trends, best practices and critical issues for public art programs in urban settings. Working with transportation groups, private developers and local officials will be discussed. Come see what can be done with artists to create stunning murals. We will talk about it all – join in the conversation and bring your questions!

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Moderator and Speaker: **Melissa LeBaron Davies**, Project Coordinator for Arts Programs, City of Tampa; **Jorge Camejo**, CRA Director, City of Hollywood CRA

Key Elements of Successful Neighborhood Transformation

9:15 a.m. – 10:15 a.m.

We will present examples of how to successfully transform a neighborhood. The presentation will include how a holistic approach that addresses the environmental, built and social aspects of communities can work. In these examples, areas came alive through great design, and walkable, flexible spaces. They were also designed to adapt to changing markets. Don't think it will work for you? Join us!

Speakers: **Felix Deloatch**, Senior Associate, Associate AIA; **Troy McGhee**, Principal, AICP, LEED AP; and **Tom Gallas**, Chief Executive Officer and National Capital Planning Commissioner, CPA, LEED AP BD+C

Good Properties Gone Bad - Redevelopment of Environmentally Challenging Sites

9:15 a.m. – 10:15 a.m.

This interactive discussion will consider the challenges of redeveloping brownfield sites – and the variety of remedies. How do you create a vibrant catalyst site for your community? How clean is clean? We will leave with an understanding of redevelopment options for sites with environmental issues, and potential funding resources for the cleanup and revitalization of an existing site.

Speakers: **Frank L. Hearne**, Esquire, Terracon; **Stephanie Seawright**, Project Manager, City of Gainesville CRA; **Mark Milligan** P.G., Environmental Manager, Terracon; and **Brad Tompa** P.G., Environmental Manager, Terracon

Taking it to the (Complete) Streets

9:15 a.m. – 10:15 a.m.

The session will describe how a four-lane undivided roadway was successfully transformed into a “complete street”. The project was completed in May 2017 at \$1.875 million. This case study will overview the public process, including takeaways for proper communication with the public, advisory boards, partners, and agencies. We will hear from these partners about the pitfalls, resources, and opportunities for creative coordination in capital project planning. The experience gained from this project will be passed on to you, including tips on urban design theory for complete street making.

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Speakers:

Kyle Dudgeon, Economic Development/CRA Manager, City of Winter Park; TBA

Do's and Don'ts of Marketing & Special Events (Activating Spaces)

10:30 a.m. – 11:30 a.m.

Many CRA's sponsor or produce events, programs and campaigns to activate public spaces and reinvent blighted commercial districts. This session will highlight creative strategies to ensure statutory compliance while producing engaging community events or campaigns designed to further your CRA goals. Attendees will gain valuable insight to ensure that their existing or future event programs and marketing campaign strategies contain the specific elements necessary to meet or exceed statutory guidelines.

Speakers: **Sharon West McCormick**, Director of Business Attraction & Marketing, RMA and **Claudia McKenna**, Esq., CRA Attorney, Community Redevelopment Legal Services

Meeting Your CRA's Plan through Bank Partnerships

10:30 a.m. – 11:30 a.m.

Our panel of Community Development Financial Institutions (CDFI's) as partners in redevelopment will share what resources they have for a city, county or community seeking loan support and resources. We will discuss community development loans, small business loans and technical assistance of all kinds. Learn how to plug into your financial community as a CRA or governmental entity.

Moderator: **Lisa Mifflin**, Office of the Comptroller

Lunch in the Exhibit Hall

11:30 a.m. – 1:15 p.m.

1:30 p.m. – 2:45 p.m. **Keynote Presentation**

Neda Navab, Associate Director, Urban Systems, at Sidewalk Labs

Supporting Diversity: Gaining and Keeping the Community's Trust

3:00 p.m. – 4:30 p.m.

LDRs and CRAs

3:00 p.m. – 4:30 p.m.

Are there any examples of “relief” given to CRA’s from land development regulations in a municipal or county comprehensive plan. For instance, are there any CRA’s that have separate or different heights, densities, set-backs from the rest of the City to which they belong? In some cities, certain land uses are allowed only in CRA areas. How is this working out?

Moderator: **Joan Oliva**, CRA Director, City of Lake Worth

Speakers: **Elizee Michel**, CRA Director, West Gate Belvedere Palm Beach County; **Karissa Rojas-Norton**, CRA Manager, City of Largo; and Redevelopment Planner regarding top ten things to know.

Expert Reveal: Redevelopment Housing

3:00 p.m. – 4:30 p.m.

The topic is housing in redevelopment areas, and not necessarily affordable, but all kinds of housing. Our five panelists from the public and private sector will each be asked to answer questions of our moderator, and the audience, relative to how CRAs most successfully can support housing redevelopment projects. Whether infill, workforce, market or luxury, we will pepper the panelists with our incisive questions while we have this rare opportunity to pick their brains!

Moderator: **Evan Johnson**, Tindale Oliver, Senior Project Manager

Awards Dinner

This year we are jazzing up the ceremony to be a celebration that is a lot of fun for all. We will recognize the winners of the 2018 Redevelopment Awards, and graduates of the FRA Academy.

FRIDAY - OCTOBER 26, 2018

Breakfast

7:30 a.m. – 9:00 a.m.

No worries, you don’t have to appear at this hour, but beverages and a full hot breakfast will be waiting!

Business Meeting

8:30 a.m.

Awards Showcase

9:00 a.m. – 10:15 a.m.

A fast paced and fun celebration of the details of our winners’ successes, big and small.

10:30 am Keynote Presentation
Joseph Parilla, Brookings Metropolitan Policy Program

12 noon ADJOURN