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***“Building Thriving Communities”***

**October 7-10, 2014**

**Hilton Miami Downtown**

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

**(NOTE: all information is tentative, and AICP, ASLA, IEDC,**

**FGFOA and FL BAR CREDITS will be APPLIED FOR)**

***Tuesday, October 7, 2014***

**FRA Academy Course: *Redevelopment 101***

*9:00 a.m. - 5:00 p.m.*

*Please note: onsite registrations will not be available – please be sure to register two weeks prior to the date of this course.*

The academy is for anyone who wants to learn more about the mechanics of community revitalization. The series of courses offers a way to take specialized classes on all aspects of Florida redevelopment. You may take one class, audit or take the whole series (to get a certification). The program is designed for someone who either works with CRAs, or wants to know more about them, including staff, consultants, planners, lenders, vendors, attorneys, citizens, appointed or elected officials. The academy features a unique educational program tailored to the practice of redevelopment in Florida. Sign up <http://redevelopment.net/about/redevelopment-academy/>.

CM 6.0

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**FRA Board of Directors Meeting**

*5:00 p.m. – 6:30 p.m.*

**Early Bird Meet Up**

*6:00 p.m. – 7:00 p.m. (Hotel Lobby Area – look for FRA sign)*

Whether you are new to the FRA or a returning member, we are offering a casual way to meet other attendees on Tuesday night. Join friends and colleagues in an informal setting at the lobby bar. If you want to continue the conversations beyond, there are great restaurants in the hotel or nearby (see conference pages “What to do in Miami”).

**Developers/Redevelopment Professionals Discuss Future Projects**

*6:30 pm – 8:30 pm*

What do Developers Want?  For anyone who has a parcel or two of land in an urban area that is in need of redevelopment, this is an event for you.

This dinner reception is open to elected officials and redevelopment professionals who are seeking developers in their communities. Representatives from development companies will be our hosts and sponsors, as well as the International Council of Shopping Centers (ICSC) and the FRA. We want to connect people with development information, on both sides of the business. There is limited seating; and the cost is $99 for an individual, and $500 for sponsorship (includes two sponsor representatives).  To register or sponsor, click on the online registration form at the bottom of the main page, [www.redevelopment.net](http://www.redevelopment.net) top tab Annual Conference.

***Wednesday, October 8, 2014***

**Beverage Service (Registration area)**

7:30 a.m. - 9:00 a.m.

**FRA Conference Registration Open**

*8:00 a.m. – 5:00 p.m.*

**MOBILE TOURS**

8:00 am – 11:00 a.m.

See conference general registration form for $25-40 separate fee and please send by fax, email or mail. Space is limited.

**Miami Beach CRA Tour**

Ride with us through a historic and real time story of two Beach CRAs:  South Pointe and City Center/Historic Convention Center Village. South Pointe was sunset in 2005, but is hugely instrumental in the undertaking of infrastructure projects and leases of public property that facilitated millions in retail and residential investments. The Convention Center Village district provided the leveraging that fostered the pivotal Lowe’s Hotel development.  Within proximity of the Convention Center, linkages were established between civic, cultural and entertainment uses in the core of the city. This CRA is now preparing to tackle one of the last major projects in the district: the redevelopment the Convention Center itself and enhancement of the public spaces surrounding the Center – we will have the latest update on those plans.

***Historic Miami River Boat Tour***

Enjoy this relaxing boat ride along the historic Miami River with internationally acclaimed historian Dr. Paul George. A native Miamian, Dr. George is a Professor of History at Miami Dade College's Wolfson Campus and a historian at HistoryMiami. For over twenty years, he has led the wildly popular *city tours* program, which includes history tours of Miami-Dade, Broward, Monroe and Palm Beach Counties. Learn the story of the Miami River from the late 19th century, and the significance of the area’s earliest known inhabitants: the Tequesta Indians. While floating past Miami’s incredible downtown developments, we will hear stories of hidden neighborhoods, Caribbean freighters and long gone drawbridges.

**CRA Basics Short Course**

8:00 a.m. - 11:00 a.m.

This is training designed for staff, elected and appointed officials, and advisory board members. We will succinctly overview “what you need to know that you don’t know” in the universe of CRAs. We will highlight some helpful practical, legal; and administrative best practices for CRA policy making success. Additional registration of $25 per person is required and pre-registration is recommended – see main registration form.

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**Mobile Tour – Miami Beach CRA Districts**

8:00 a.m. - 11:00 a.m.

**Mobile Tour – Miami Downtown and Historic River Tour**

8:00 a.m. - 11:00 a.m.

**Welcome Luncheon in Exhibit Hall**

*11:00 a.m. - 12:15 p.m.*

Experience what this conference is all about: public and private sectors combining for an exciting dialogue about what is happening all over Florida. This is an opportunity to meet and network with fellow members and redevelop­ment partners.

**Exhibit Hall Open**

*11:00 a.m. – 7:30 p.m.*

**Opening Plenary Session**

*12:30 p.m. – 2:00 p.m.*

Presiding: *Jeremy Earle,* AICP, President, Florida Redevelopment Association and CRA Executive Director, City of Dania Beach

**Welcome**: *The Honorable Tomas P. Regalado,* Mayor,City of Miami (invited)

# **Presentation**: ***Carol Coletta,*** VP/Community and National Initiatives, **Knight Foundation**

*Carol joined the Knight Foundation in 2013 and is an expert on the development of cities. She directed ArtPlace, a unique public-private collaboration to accelerate creative place making in communities across the United States. ArtPlace brings together leading private foundations, the National Endowment for the Arts, other federal agencies and major banks. For seven years, Coletta was president and CEO of CEOs for Cities, a national network of urban leaders. Previously, she served as executive director of the Mayors’ Institute on City Design; and also ran a Memphis-based public affairs consulting firm, Coletta & Company, focused on civic issues. She has written and spoken extensively on the future of cities, including how communities develop, attract and retain talent. In 2003, Coletta was named a Knight Fellow in Community Building at the University Of Miami School Of Architecture. She graduated summa cum laude from the University of Memphis with majors in Journalism and Public Issues Management; and has completed graduate work in future studies at the University of Houston Clear Lake and in design at the Institute of Design in Chicago.*

**Legislative Update** **2015:** *William J. Peebles*, Esq., Founder; and *John Wayne* ***Smith*,** Principal, **Peebles** & **Smith**, LLC

While we are busy embarking upon or rebuilding our redevelopment programs, be assured that the legislative arena is in full action mode. What are the new laws, especially the ethics provisions passed in 2014; and have there been any interpretations or official rulings on these new rules? What is on the horizon for 2015? The upcoming “election year” can be a determining factor – and the FRA, members and partners need to continue to be strong advocates for local control.

Bill is a Tallahassee lawyer and lobbyist and has represented local government clients before the Florida Legislature since 1985.  In 1995 he started his own firm and is the lead lobbyist of the legislative team. John Wayne joined the firm in 2013 after working for many years for the Florida Association of Counties; and also for the Florida League of Cities. Among their current clients are: Broward County and the cities of Orlando, Winter Park, Kissimmee, St. Petersburg, Tampa, Islamorada and Tallahassee.  They also represent the: Florida Redevelopment Association, Florida League of Cities, Florida Association of Counties, Florida Municipal Insurance Trust, Florida Municipal Electric Association and several other trade associations.

CM 1.0

CM 1.0 Ethics

**Refreshment Break in Exhibit Hall**

*2:00 p.m. – 2:15 p.m.*

**25 Great Event Ideas for Any Sized Programs**

*2:15 p.m. – 3:15 p.m.*

In this session, attendees will hear some of the exciting new ideas in the event industry designed to help drive traffic, increase revenue and streamline event operations. Real examples will be shared in the first portion of the session with time allocated in the second half for attendees to share event ideas that have been successful for them to the group. Attendees will leave with concepts to help maximize the benefits of events for their community.

Moderator: *Suzanne Neve*, Executive Director, Florida Festivals & Events

Speakers:  *Suzanne Neve*, Executive Director, Florida Festivals & Events Association and *Joe Shipes*, Executive Vice President, Leesburg Partnership

CM 1.0

**Innovative Approaches to Economic Empowerment**

*2:15 p.m. – 3:15 p.m.*

Many CRAs prioritize investment in physical infrastructure improvements to eliminate blight in their communities. These investments are essential ingredients, but in isolation cannot repair and address market dysfunctions that lead to sluggish economic growth, particularly within areas of intergenerational poverty. What is needed is a new approach to redevelopment that connects capital investment with capacity building, which is the topic of this session, including examples in Florida.

Moderator: *Evan Johnson*, AICP, LEED AP, Project Manager, Tindale Oliver & Associates, Inc.

Speakers:  *Jeremy Earle*, AICP, FRA President and Dania Beach CRA Executive Director; *Gypsy C. Gallardo,* Lead Designer, 2020 Poverty Reduction Plan; and *Sherod Halliburton*, President, Manatee Community Federal Credit Union

CM 1.0

**P-A-R-K IT!**

*2:15 p.m. – 3:15 p.m.*

We will describe how to create public/private funding, programs and agreements in our ubiquitous quest to solve “the parking issue” in all of our urban areas. We will discuss parking enterprise funds, how to involve the private sector in sharing the parking burden; and how to successfully manage free, paid and event parking.

Moderator: *Chris Brown*, Redevelopment Management Associates

Speakers: *Saul Frances*, Parking Director, City of Miami Beach, *Bill Finfrock*, Finfrock; and *Bud Bentley*, Assistant City Manager, City of Lauderdale–By-The-Sea

**Refreshment Break in Exhibit Hall**

*3:15 p.m. – 3:30 pm*

**Take a BIG (Build, Innovate, Grow) Bite**

*3:30 p.m. - 4:30 p.m.*

Attendees will learn how the culinary arts were successfully incorporated into targeted redevelopment areas. We will also talk about the risks and challenges they faced, who they worked with; and how. Outdoor dining platforms, an urban farm, a brewery and smart marketing all added up to a formula for real economic development results.

Moderator:  *Sharon McCormick*, Director of Marketing, Redevelopment Management Associates

Speakers:  *Teresa Lamar-Sarno*, AICP, City of Stuart CRA Administrator;

*Thondra Lanese*, Stuart Main Street Manager; and *Allison Justice*, Project Manager, Oakland Park CRA

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[**Bringing Cash to the Development Deal**](http://cp.mcafee.com/d/k-Kr410SyOqejhOqerK6zB54TsSCyCOC-MqekTzqqarbVEVvspsdFEFIFLI6zBcQsCQQkNObWrP8UToNZ9GRzV-Mg1jFZFjBZendKDSBenQVsTpZfXzCn-LO8V6WrWfnKnhd7bbf9L9InKVORQX8FGETjVkffGhBrwqrjdICXCXCM0qFrE-xVDPWHa_2v0T1pLWjBm5c8hB0za14Lrq4OYWBVA_bEupY-GOLMCng_jYdKNReWdMkhStoITKVNeJ9AtDmfbCQNNEVjdCBIrbs2_gYPVZlBvxfwqqnjh03fc6y3okcv4Qglwq83h4cNB0za14Qg2mQ9Cy2tjh1cDVEw3Lc-vlpnUjd40t-DCy8SesdW5f-EMJo)*3:30 p.m. - 4:30 p.m.*

It these times of slow economic recovery, CRAs can be real partners like never before, leveraging increment in long term funding deals. Retail interests have the market studies and their future to leverage - the CRA is asked to fill in the gaps. Franchise agreements, land, incentives, secured loans; and rebates are all on the table for deals these days; and we will look at what is and is not a good deal.

Moderator: *Jeffrey Oris*, CEcD, Director, Economic Development, City of Miami Beach

Speakers: *Elizabeth C. Burrows*, Economic Development Manager, Delray Beach CRA; *Kevin Crowder*, CEcD, Director of Economic Development, Redevelopment Management Associates and *Tim Williams,* Chair, Suwannee County Development Authority

CM 1.0

**How Do We Get Out of the CRA Business?**

*3:30 p.m. - 4:30 p.m.*

It’s a question rarely asked in the public sector, but then again, CRAs are quasi-public. And quasi private. We also operate under a specific ticking time clock where it is assumed that ultimately the job will be done. We want to do it so well, so thoroughly, so excellently, with such collaboration with City Hall and such public support that, when our work is done, we can declare victory—and go out of business. The Gainesville CRA will share candidly from their experience with a radical strategic planning process that took its project list from 294 projects to 14 community-focused initiatives and turned everything upside down.

Moderator: *Anthony Lyons*, Director, City of Gainesville CRA

Speakers: *Sarah Vidal-Finn*, Manager, City of Gainesville CRA; and *Diane Gilreath*, Manager, City of Gainesville CRA

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**Refreshment Break in Exhibit Hall**

*4:30 p.m. – 4:45 p.m.*

**The Right Partner: Adaptive Reuse in Waterfront Redevelopment**

*4:45 p.m. – 5:45 p.m*.

This session will be a case study of a successful collaboration between the City of Tampa and a 100 year old Tampa business as a catalyst for significant investment; and how that project has increased the focus and investment on the waterfront and surrounding neighborhood. We will be drilling down to the RFP process and collaboration between private business, government and the non-profit sector, involving historic structures and portion of an urban neighborhood on the waterfront.

Moderator: *Shaun Drinkard*, Executive Director, Friends of the River walk

Speakers: *Ashly Anderson*, Placemaking & Urban Design Manager, Friends of the River walk; and *Michael Kilgore*, Chief Marketing Officer, Columbia Restaurant Group.

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**Supporting Businesses during Construction**

*4:45 p.m. – 5:45 p.m*.

During the first part of the session, we will be talking about one of the most common issues when both the good news and bad news is: downtown construction! We will describe and explain how to cover the risks associated with all the different aspects of a construction project in your downtown. The second part will discuss public outreach program to help businesses continue to thrive during construction. Participants will come away with a significant understanding of what it takes to successfully complete projects in their downtown business core.

Moderator: *Gus Gianikas*, AICP, FRA-RA, FRA President Elect, Assistant Planning Director, City of Mount Dora

Speakers: *Gus Gianikas*, AICP, FRA-RA, FRA President Elect and Assistant Planning Director, City of Mount Dora; and *Marc Kleisley, Burkhardt Construction, Inc.*

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**Market Gardens**

*4:45 p.m. – 5:45 p.m.*

This session will show how a Community Garden literally grew into a Market Garden. A vacant 1.6-acre lot provided a local organically grown vegetables to residents as part of an initiative to eliminate blight, promote economic development and improve community health. It is an outstanding example of how non-traditional partnerships can be created in order to fulfill the CRA’s mandate to build better communities. We will provide valuable details totally transferable to any size program.

Moderator: *Jeremy Earle*, ASLA, AICP, Executive Director, Dania Beach CRA

Speakers: *Dion Taylor*, Program Manager, ENO Consulting Group, LLC; and *J. Gary Rogers*, Executive Director, City of Lauderdale Lakes, CRA

**Dinner Reception in Exhibit Hall**

*6:00 p.m. - 7:30 p.m.*

This is a great opportunity for professional networking. Great partnerships and results come about from a contin­ual exchange of information. Visit the booths you didn’t get to at lunch; and don’t forget to bring plenty of business cards for the gift drawing boxes!

**Miami Beach Shuttle**

*7:45 p.m. – 10:45 p.m.*

You could take a personal guided tour, just for FRA attendees, of the New World Symphony’s *New World Center,* or enjoy an outdoor movie at the magnificentcity-built *SoundScape Park,* or continue on to *Lincoln Road.* Or, you can do it all! This beautiful World Center was designed by Frank Gehry, Canadian-American Pritzker Prize winning architect. The park was designed by Dutch architectural firm West Eight, with an outdoor space adjoining the theater. As part of the Wednesday night ***Cinema Series***, you will be treated to a drive-in style movie as it flickers across a 7,000-square-foot wall. The close-by Lincoln Road district offers internationally known restaurants, shopping and other attractions. The FRA bus will be shuttling between stops for the duration, beginning at 7:45 p.m. <http://www.miamibeach-usa.com/wallcast-miami-beach-soundscape-park/>

***Thursday, October 9, 2014***

**Continental Breakfast in Exhibit Hall**

7:00 a.m. - 8:00 a.m.

**Regional Storm Water Systems – Could Your CRA Use One?**

*8:00 a.m. – 9:00 a.m.*

Learn the pros’s and con’s of regional storm water systems from a three-member panel: Downtown Titusville CDBG grants/storm water utility resources using CRA funding/regulations to successfully redevelopment a neighborhood; the City of Satellite Beach storm water system working with Patrick Air Force Base; and the City of Jacksonville Beach underground storm water system that has operated for ten years. What has worked, and what hasn’t?

Moderator: *Courtney Barker*, AICP, City Manager, City of Satellite Beach

Speakers: *Peggy Busacca*, Planning and Growth Management Director, City of Titusville; *George D. Forbes*, City Manager, City of Jacksonville Beach CRA

CM 1.0

**Getting the most from your “street smarts”**

*8:00 a.m. – 9:00 a.m.*

The Palmetto CRA and South Florida Water Management District developed the first “green” Low Impact Development (LID) street project in Florida.  Elsewhere in the state, major improvements include biking, pedestrian and traffic calming have been planned but incrementally integrated over time. In the Fort Walton Beach Community, return on investment (ROI) for CRA streetscapes grants have to be collected and analyzed. How can LID help pay for that next street improvement while improving aesthetics and the environment? How can incremental project management maximize your new street project without minimizing your cash flow?

Moderator: *Jeff Burton*, Director, Palmetto CRA

Speakers: *Jeff Burton*, Director, Palmetto CRA; *Angelo Rao*, PE, Director of Local Government Services, BCC Engineering, Inc.; and *Stella Wilson*, Planning Manager, City of Fort Walton Beach

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**CRAs and Nonprofits – Partnership or Peril?**

*8:00 a.m. – 9:00 a.m.*

With the recent downturn in the economy, funding mechanisms are becoming increasingly scarce in the public and private sector alike; and this is true for nonprofit organizations as well. What are the limitations for working with such agencies in public private programs? Many CRAs are seeing an increase in requests for funding from nonprofit agencies. Is having the mission of the organization link back to a community redevelopment plan sufficient to validate the expenditure? How much scrutiny should be placed on these requests? What can be done to implement a successful partnership from our residents’ point of view?

Moderator: *Diane Colonna*, AICP, Executive Director, Delray Beach CRA; *Tony Brown*, Executive Director, Riviera Beach CRA

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**Refreshment Break in Exhibit Hall**

*9:00 a.m. – 9:15 a.m.*

**Accelerating Urban Investment**

*9:15 a.m. – 10:15 a.m.*

Riviera Beach used a comprehensive and integrated approach to address real and perceived safety issues in their community. With the goal of attracting public, private, residential and workforce investments, the city overcame real crime trends and lingering negative perceptions of safety. The panel will discuss the development of an innovative action plan and implementation; and the significant results already obtained. Further, we will share how these tools can also be applied to resort areas, commercial corridors and historic areas.

Moderator: *Tony Brown*, Executive Director, Riviera Beach CRA;

Speakers: *Annetta Jenkins*, Director of Neighborhood Services, Riviera Beach CRA; and *Ken Stapleton*, President, Ken Stapleton & Associates

CM 1.0

**Champagne Redevelopment on a Beer Budget**

*9:15 a.m. – 10:15 a.m.*

This is a session just for small cities and counties! What is small in stature but big on success? When there is literally no money, what can you do to start up or maintain momentum and get projects done? One CRA calls it the “Little Engine That Could”. “Our program could, if we just would”….sound familiar? We will discuss several proven techniques as examples. Do you have an example of your own? Bring them to this session to share.

Moderator: *Ben Janke*, Main Street Manager, City of Lynn Haven

Speakers: *Ted Everett,* Washington County Chamber of Commerce and CRA Director, City of Chipley; *Mary Lou Hildreth*, Former Mayor, City of Keystone Heights; and *Elizee Michel*, AICP, FRA-RA, Executive Director, Westgate/Belvedere Homes CRA and *Thuy Shutt*, AIA, FRA-RA, Assistant Director, Westgate/Belvedere Homes CRA

CM 1.0

**Make Your Nightlife Safer, More Vibrant**

*9:15 a.m. – 10:15 a.m.*

Learn how to use whatever tools you have to reinvigorate downtown. This presentation will provide an overview of best practices and tactics used to plan nightlife development, how challenges have been addressed; and strategic plans for the future.

Moderator: *Marjorie Ferrer*, Executive Director, Delray Beach DDA

Speakers: *Alyce Robertson*, Executive Director, Miami DDA and *Sgt. Jason Jabcuga*, Delray Beach Police Department

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**Refreshment Break**

*10:15 a.m. – 10:45 a.m.*

**Putting Vacant Buildings Back Into Productive Use**

*10:45 a.m. – 11:45 a.m.*

This session will feature a medium sized CRA program that achieved noteworthy success in reusing large long-standing vacant buildings, a large city example of a retrofit of a circa 1902 Post Office into a hotel vacant for more than 16 years; and how a downtown block was turned into a community park. We will share the “nuts and bolts” including planning and partnerships; design and code requirements, and incentives.

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

Speakers: *George Curtis*, Development Manager, City of Live Oak; *Stephanie Ferrell*, FAIA, Ferrell Redevelopment; *The Honorable Keith Mixon*, Councilman, City of Live Oak; and *Tony Otte*, CRA/Economic Development Director, City of New Smyrna Beach

CM 1.0

**Florida Main Street and CRAs:  A Successful Partnership**

*10:45 a.m. – 11:45 a.m.*

The Florida Main Street program has been revitalizing Florida downtowns for 29 years.  Many of their efforts have been supported through a partnership with their Community Redevelopment Agency.  Florida Main Street managers will share best practices and success stories based on their relationships with CRAs.

Moderator:  *Ronni Wood*, Florida Main Street, Department of State

Speakers: *Yvonne Knowles*, Homestead Main Street; *Jessica Newman*, Main Street Wauchula; and *Doris Tillman*, Main Street Ft. Pierce

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**Real-time Community Gardens for Sustainability**

*10:45 a.m. – 11:45 a.m.*

Participants will hear about valuable “lessons learned” from individuals experienced and active in the practice of Community Gardening and Urban Agriculture. Food production programs, project planning and development within the dynamic S.E. Florida Region is robust and there are many established local and national best (and worst!) practices which will be offered to help your community expand public health and economic prosperity to the benefit of your resident population.

Moderator:  *J. Gary Rogers,* Executive Director, City of Lauderdale Lakes CRA

Speakers: *Earl R. Hahn, AICP*, Planning & Zoning Section, City of Lauderhill; Scott Strawbridge; and *Beverly Williams*, Master Gardener

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**Luncheon in Exhibit Hall/Door Prize Drawings**

*11:45 a.m. - 1:15 p.m.*

We will continue to make new friends and associates as we visit with exhibitors and other attendees. Don’t forget to get your exhibit check off cards in the bowls for lots of great gift drawings!

**Plenary Session Keynote**

*1:15 p.m. – 2:15 p.m.*

**Presiding:**  *Jeremy Earle, AICP, FRA President and Executive Director, Dania Beach CRA*

**Presentation: *Carlos Rosso*, President, Condominium Development, The Related Group**



Since joining Company in 2002, Carlos Rosso has been responsible for a broad range of activities. While Executive Vice President of Related International and as Vice President of The Related Group, he directed all aspects of residential development both in various properties in Florida and internationally in Mexico, Colombia, Argentina and Uruguay. Throughout his career Mr. Rosso has developed more than 20 properties with over 6000 units. Recently named President of Related’s Condo Development Division, he brings his depth of experience in construction, project financing, land acquisition and sales and marketing.

His broad experience in real estate includes having worked as Vice President of Real Estate Development for Investment Properties in Boston, and ten years as Project Director for Besix International, overseeing the development and construction of over ten million square feet of multi-family, hotel and office buildings in Europe, the Middle East and Africa. Mr. Rosso graduated from the Universidad de Buenos Aires with a Master’s degree in Architecture. He also earned a Master’s degree in Real Estate Development and Finance from the Massachusetts Institute of Technology (MIT).

**Refreshment Break**

*2:15 p.m. – 2:30 p.m.*

**Social Media Tools and Tips for Building Thriving Communities**

*2:30 p.m. - 3:30 p.m.*

The myriad of “social sphere” tools has quadrupled in the last year; and our citizens young and old are embracing the ease and fun of connecting with their community online. Redevelopment programs can hugely benefit from knowing how to get and hold people’s attention online. We will discuss how you can effectively use digital tools to inform, involve, inspire and invite people to support what their city, county, CRA or partner is doing to revitalize.

Speaker: *Michael Winn*, Digital Opps, a Division of RBOA

CM 1.0

**Educational** **Redevelopment**

*2:30 p.m. - 3:30 p.m.*

A unique partnership between Florida State University, The Seminole Boosters, the City of Tallahassee and the Tallahassee Community Redevelopment Agency led to a $23 million mixed use development called College Town. That development helped spark more than $200 million in redevelopment activity in the Tallahassee CRA. The partnership continues to grow and has led to plans for the Madison Mile joint project, which will include a convention center hotel. We will be talking about land swaps, deal making, political leadership; and strategies that could be utilized in other communities.

Moderator:  *Michael Parker,* Director, Economic and Community Development, City of Tallahassee

Speakers:  *Will Butler,* President and Founder, Real Estate In Sync; and *Alan Hooper*, LEED AP, President Hooper Construction Inc.; *Vivian Brooks,* Executive Director, Boynton Beach CRA

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**Refreshment Break**

*3:30 p.m. – 3:45 p.m.*

**Projects and Partnerships for the Homeless in CRAs**

*3:45 p.m. – 5:15 p.m.*

Businesses are demanding; and citizens are supporting, downtown areas becoming more proactive about truly supporting our homeless citizens. A very painful reminder to tourists and everyone else who frequent the area, they are not receiving the services and shelter they need. The politics, the partnerships and the process of how some CRAs have sought solutions to the issue that “everyone complains about, but can never seem to change”, will be discussed.

Moderator: *Jaimie Ross*, President, Florida Housing Coalition

Speakers: *Reed Berger,* City of Daytona Beach CRA; and *Michael Parker*, Economic Development Director, City of Tallahassee; and *Ekaterini Gerakios-Siren*, Community Development Manager, City of Clearwater CRA

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**How to Capitalize on Florida’s Brownfield Programs**

*3:45 p.m. – 5:15 p.m.*

Members of the Florida Brownfields Association will discuss what CRAs, developers, real estate professionals and other interested parties should know about the current program in Florida. We will start with a brief overview to update you on the program and funding opportunities. Then, a city with experience in implementing the program will highlight case studies and show “how it was done” successfully. We will then have a mock public hearing so that municipalities will learn firsthand how to hold public meetings as part of the brownfields program designation process.

Moderator: *Nadia Locke*, E Sciences and FBA President Elect

Speakers: *Michael Sznapstajler*, FBA President; and Attorney, Cobb Cole;

*Janet Peterson*, Bureau Veritas and FBA Board Member; and *Nick Mimms*, Deputy City Manager, City of Fort PierceCM 1.0

**Reaching Out to Your Diverse Community**

*3:45 p.m. – 5:15 p.m.*

There are so many different social groups in the areas that we redevelop. By design, redevelopment focuses on people who at a minimum share "a geography" - location is a uniting force. Whether you are involved in a CRA, DDA, non-profit, housing program, empowerment zone, grant, loan, or Main Street program, this session has something for you; and you have something to share. We want to discuss best practices for inclusiveness, communication and implementation.

Moderator: *Gerald Snell*, Avon Park

Speakers: *Gina Duncan*, Transgender Inclusion Director, [Equality Florida](http://www.linkedin.com/company/equality-florida?trk=ppro_cprof) and President, Duncan Global, Inc.; *Dr. Bridget S. Lee*, CPSD, CPM, MCA, Diversity Coordinator, Orlando Utilities Commission; *Dr. Celia Earle*, Vice-President, Brown and Caldwell

Group Leaders: *Jeremy Earle, ASLA, AICP*, Executive Director, Dania Beach CRA; *Toni Shamplain*, Manager, Downtown North CRA, City of Panama City; and *Kristen Cox-Goodwin*, Special Project Administrator, Delray Beach CRA

CM 1.0

**Awards and Academy Graduation Dinner**

*6:30 p.m. – 8:30 p.m.*

**Friday, October 10, 2014**

**Annual Business Meeting/FRA Awards Showcase**

*7:30 a.m. – 9:45 a.m.*

Join us for “breakfast and learn” about the projects in the 2014 Best Book. Do you wonder how you could do something like that in your area, or how you could win an FRA award for your project? Our winners are invited to be as creative as they dare in sharing their stories: videos, local celebrities, testimonials, anecdotes, statistics, articles, etc. related to the project.

Presenters: *2014 FRA Award Winners, FRA President, Board of Directors*

CM 1.5

**Using Housing as a Redevelopment Tool**

*9:45 a.m. – 11:15 a.m.*

Planners, administrators, funders and local officials are invited to hear about successful and proven strategies for dealing with derelict housing. Topics will include acquiring tax certificates, requesting tax deed sales, buying properties from the bankruptcy courts, using an Unsafe Structure Board process for demolition, bidding at foreclosure sales; and other non-traditional methods. Also discussed will be partnering with a local Housing Authority to construct new public housing and working with Habitat for Humanity to rehabilitate existing housing. We will also talk about setting up a “Housing Incubator” – what?

Moderator: *Lisa Nicholas*, Redevelopment Coordinator, City of RockledgeSpeakers: *Kenneth Thomas*, Director of Economic Development and Housing, City of Leesburg; *Tony Otte*, Executive Director, New Smyrna Beach CRA and *Rick Stauts*, Executive Director, Florida City CRA

CM 1.5

**Creating a Culture of Health One Block at a Time**

*9:45 a.m. – 11:15 a.m.*

Health is especially important to the built environment. This session will highlight two current case studies and provide insight on how to use healthy community design tools and principals in your community. Hear about the Urban Land Institute’s “Ten Principles for Building Healthy Places” and Healthy Community Design principles. Learn how public officials, schools, businesses; and community activists in Jacksonville have used Health Impact Assessment (HIA’s) and the Ten Principles to revitalize the Brentwood neighborhood just north of downtown. In Orlando, the Parramore Comprehensive Neighborhood Plan will share how they are using healthy community design principles to revitalize the community and address long standing issues, from chronic disease to homelessness.

Moderator: *Brenna Durden,* Attorney, Lewis, Longman & Walker, P.A.

Speakers: *Dawn Emerick,* Ed. D, Principal/Owner, Impact Partners, LLC*;* *James Sellen*, MSP, Principal, VHB; *Paul Lewis*, AICP, Chief Planning Manager, City of Orlando; and *Curtis M. Ostrodka*, AICP, LEED AP, Senior Project Manager, VHB

CM 1.5

**Retail Trends – Attraction and Retention**

*9:45 a.m. – 11:15 a.m.*

What is the retail industry outlook for 2015? What are the trends? Which retailers are expanding, contracting, consolidating?  How are some changing their business models? What are the hottest new retailers on the horizon? How do you target the right retailers for your community?  What tools are cities using? What are some of the best practices cities are employing to attract AND keep retailers?

Moderator: *Bill Hankins*, Vice President of Business Development, Retail Strategies, LLC

Speakers: *Lisa Nicholas*, City of Rockledge CRA; *Debra Sinkle Kolsky***, Acquisitions & Financing,** Redevco Corporation; and *Michael A. Bedke*, Partner, DLP Piper and Director, Florida Real Estate Practice Group

CM 1.5

**Introductory Meeting**

**2015 Conference Planning Committee**

*All members welcome!*

*11:15 a.m. – 1:00 p.m.*

**Saturday, October 11, 2014**

**FRA Academy Course: *Capital Project Management***

*9:00 am – 5:00 pm*

*Please note: onsite registrations will not be available – please be sure to register two weeks prior to the date of this course.*

The academy is for anyone who wants to learn more about the mechanics of community revitalization. The series of courses offers a way to take specialized classes on all aspects of Florida redevelopment. You may take one class, audit or take the whole series (to get a certification). The program is designed for someone who either works with CRAs, or wants to know more about them, including staff, consultants, planners, lenders, vendors, attorneys, citizens, appointed or elected officials. The academy features a unique educational program tailored to the practice of redevelopment in Florida. Sign up <http://redevelopment.net/about/redevelopment-academy/>.

CM 6.0

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