



# 2014 Annual Conference

■ **October 7-10, 2014** ■  
**Hilton Miami Downtown**  
**[www.redevelopment.net](http://www.redevelopment.net)**

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# LETTER FROM THE PRESIDENT



**Jeremy Earle,**  
ASLA, AICP  
2014 FRA President

Greetings,

On behalf of the Board of Directors and myself, welcome to the 2014 Annual Conference. Our session topics are specifically geared towards programs of all sizes, and the conference theme of “Building Thriving Communities”.

I would like to thank Conference Committee Chair Gus Gianikas and all of the members of the various committees and staff who worked hard in order to provide the most extensive educational and networking opportunities anywhere in the state. These opportunities are uniquely focused on positively transforming our respective communities. In addition, I would like to especially thank our partners, sponsors, exhibitors, speakers, and moderators who believe in our mission and consistently support our efforts. Thank you!

Although this has been a challenging year with attacks on Community Redevelopment Agencies (CRAs) state-wide, it has also been a good year, as the FRA has worked tirelessly to mitigate these attacks by raising awareness of the value of CRAs. This has mostly been accomplished by successfully working closely with local governments on CRA-related public relations and marketing promotional materials. We will continue to strive to highlight the value and need for CRAs until there is a sound level of understanding, acknowledgement, and appreciation.

Another good element to mention is that the economy is on an uptick; it is moving in the right direction and ultimately will result in CRAs making significant strides in the redevelopment of their respective communities. This is a win-win for residents, businesses, and local governments.

It has been my utmost pleasure to serve as your President and I thank you for allowing me the opportunity to work with you on moving this great organization forward. I am humbled at the trust placed in me and I have not taken it for granted for even one second, as I know that I must maintain that trust in everything that I have done and will do. I am grateful for not only the strides that have been accomplished this year, but also the friendships that I have made along the way. This experience has been a blessing and I remain committed to the FRA for as long as I am able. Together, we will continue to make a positive difference in our communities.

Kind Regards,

A stylized, handwritten signature in black ink, appearing to read 'Jeremy B. Earle'.

Jeremy B. Earle, ASLA, AICP  
FRA President 2013-2014



# CONFERENCE AT A GLANCE

## TUESDAY - OCTOBER 7, 2014

- 5:00 p.m. **Board of Directors Meeting**  
Alto
- 5:00 p.m. **Early Bird Meet-Up**  
Lobby Bar
- 6:00 p.m. **Developer and FRA Redeveloper Dinner**  
Tenor

## WEDNESDAY - OCTOBER 8, 2014

- 7:30 a.m. **Registration Desk Open**  
Overture Foyer
- 7:30 a.m. **Refreshments at Registration**  
Overture Foyer
- 8:00 a.m. **CRA Board Training**  
Concerto Ballroom D
- 8:00 a.m. **Mobile Tour - Historic Miami River**
- 8:00 a.m. **Mobile Tour - Miami Beach CRAs**
- 11:00 a.m. **Exhibit Hall Open**  
Symphony Ballroom III/IV
- 11:00 a.m. **Welcome Luncheon in the Exhibit Hall**  
Symphony Ballroom III/IV
- 12:30 p.m. **Opening Plenary Session and Legislative Update**  
Symphony Ballroom I/II
- 2:00 p.m. **Refreshment Break in the Exhibit Hall**  
Symphony Ballroom III/IV
- 2:15 p.m. **25 Great Event Ideas for Any Sized Program**  
Concerto Ballroom A
- 2:15 p.m. **Innovative Approaches to Economic Empowerment**  
Concerto Ballroom B
- 2:15 p.m. **P-A-R-K IT!**  
Concerto Ballroom C
- 3:15 p.m. **Break in the Exhibit Hall**  
Symphony Ballroom III/IV
- 3:30 p.m. **Take a BIG (Build, Innovate, Grow) Bite**  
Concerto Ballroom A
- 3:30 p.m. **Bringing Cash to the Development Deal**  
Concerto Ballroom B
- 3:30 p.m. **How Do We Get Out of the CRA Business?**  
Concerto Ballroom C
- 4:30 p.m. **Refreshment Break in the Exhibit Hall**  
Symphony Ballroom III/IV
- 4:45 p.m. **The Right Partner: Adaptive Reuse in Waterfront Development**  
Concerto Ballroom A

- 4:45 p.m. **Supporting Businesses during Construction**  
Concerto Ballroom B
- 4:45 p.m. **Market Gardens**  
Concerto Ballroom C
- 6:00 p.m. **Reception in the Exhibit Hall**  
Symphony Ballroom III/IV
- 7:45 p.m. **Shuttle to Miami Beach**

## THURSDAY - OCTOBER 9, 2014

- 7:00 a.m. **Registration Desk Open**  
Overture Foyer
- 7:00 a.m. **Continental Breakfast in the Exhibit Hall**  
Symphony Ballroom III/IV
- 7:00 a.m. **Exhibit Hall Open**  
Symphony Ballroom III/IV
- 8:00 a.m. **Regional Stormwater Systems: Could Your CRA Use One?**  
Concerto Ballroom A
- 8:00 a.m. **Getting the Most from Your "Street Smarts"**  
Concerto Ballroom B
- 8:00 a.m. **CRAs and Nonprofits: Partnership or Peril?**  
Concerto Ballroom C
- 9:00 a.m. **Refreshment Break in the Exhibit Hall**  
Symphony Ballroom III/IV
- 9:15 a.m. **Accelerating Urban Development**  
Concerto Ballroom A
- 9:15 a.m. **Champagne Redevelopment on a Beer Budget**  
Concerto Ballroom B
- 9:15 a.m. **Make Your Nightlife Safer and More Vibrant**  
Concerto Ballroom C
- 10:15 a.m. **Refreshment Break in the Exhibit Hall and Doorprize Drawings**  
Symphony Ballroom III/IV
- 10:45 a.m. **Putting Vacant Buildings Back into Productive Use**  
Concerto Ballroom A
- 10:45 a.m. **Florida Main Street and CRAs: A Successful Partnership**  
Concerto Ballroom B
- 10:45 a.m. **Real-Time Community Gardens for Sustainability**  
Concerto Ballroom C
- 11:45 a.m. **Luncheon in the Exhibit Hall**  
Symphony Ballroom III/IV

## CONFERENCE AT A GLANCE

## SPECIAL THANKS

### THURSDAY - OCTOBER 9, 2014 *CONTINUED*

1:15 p.m.	<b>Plenary Session</b> Symphony Ballroom I/II
2:15 p.m.	<b>Refreshment Break</b> Overture Foyer
2:30 p.m.	<b>Social Media Tools and Tips for Building Thriving Communities</b> Concerto Ballroom A
2:30 p.m.	<b>Educational Redevelopment</b> Concerto Ballroom B
2:30 p.m.	<b>Traffic Capacity vs. Complete Streets: How to Work with Your FDOT District to Achieve Win-Win</b> Concerto Ballroom C
3:30 p.m.	<b>Refreshment Break</b> Overture Foyer
3:45 p.m.	<b>Projects and Partnerships for the Homeless in CRAs</b> Concerto Ballroom A
3:45 p.m.	<b>How to Capitalize on Florida's Brownfield Programs</b> Concerto Ballroom B
3:45 p.m.	<b>Reaching Out to Your Diverse Community</b> Concerto Ballroom C
6:30 p.m.	<b>Awards and Academy Graduation Dinner</b> Symphony Ballroom I/II

### FRIDAY - OCTOBER 10, 2014

7:30 a.m.	<b>Awards Showcase Breakfast</b> Symphony Ballroom I/II
9:45 a.m.	<b>Using Housing as a Redevelopment Tool</b> Concerto Ballroom A
9:45 a.m.	<b>Creating a Culture of Health One Block at a Time</b> Concerto Ballroom B
9:45 a.m.	<b>Retail Trends: Attraction and Retention</b> Concerto Ballroom C
11:15 a.m.	<b>Introductory Meeting: 2015 Conference Planning Committee</b> Picasso

The Florida Redevelopment Association extends a special thanks to our supporters.

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menglish@bcceng.com  
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(941) 720-4644  
mimparato@beaconproducts.com  
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marc@burkhardtconstruction.com  
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pmoore@chenmoore.com  
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crystal@csa-architects.com  
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colonna@mydelraybeach.com  
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lara@diettrichplanning.com  
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gkroll@finfrock.com  
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richard.stauts@floridacityfl.gov  
Contact: Rick Stauts

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info@fclf.org  
Contact: Jim Walker

**Florida Housing Coalition**  
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(850) 878-4219  
richards@flhousing.org  
Contact: Johnitta Wells

**Hallandale Beach CRA**  
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csmith@hallandalebeachfl.gov  
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klevan@kbblaw.com  
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hunter.mink@nov.com  
Contact: Jerry Mink

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sales@repservices.com  
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bill.hankins@retailstrategies.com  
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lgriffin@statecontracting.com  
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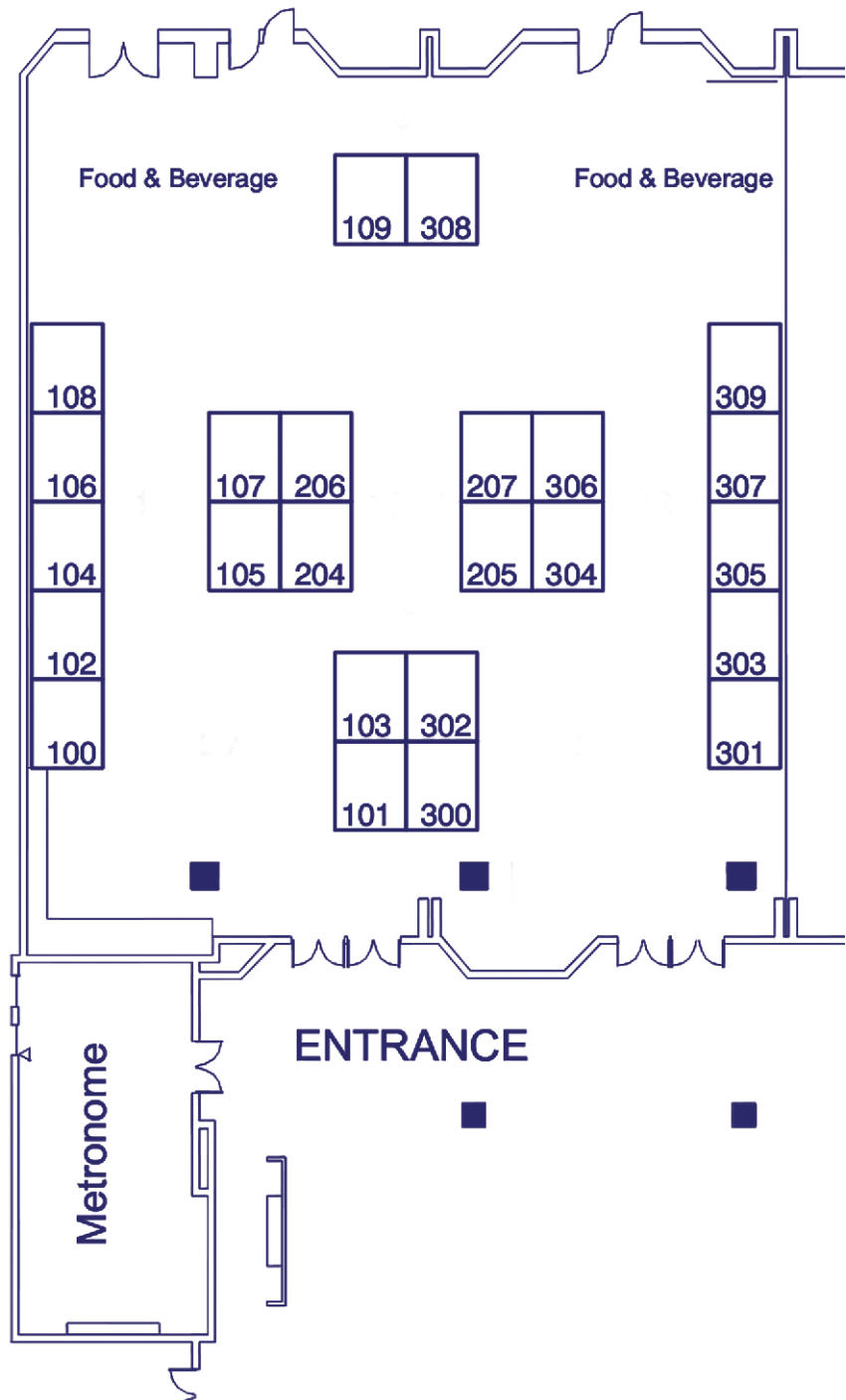
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(813) 224-8862  
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## EXHIBIT HALL FLOORPLAN





# CONFERENCE COMMITTEE

## Thank You!

### COMMITTEE CHAIR

**Gus Gianikas**, AICP, FRA-RA, City of Mount Dora

### MEMBERS

**Courtney Barker**, AICP, City of Satellite

**Jeff Burton**, Palmetto CRA

**Diane Colonna**, AICP, Delray Beach CRA

**Kristyn Cox-Goodwin**, Delray Beach CRA

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**Rick Stauts**, Florida City CRA

**Ronni Wood**, Florida Main Street



**Downtown Streetscape Improvement Program**  
City of Mount Dora CRA and Burkhardt Construction, Inc.



# GENERAL INFORMATION

## CONFERENCE FACILITIES

The conference will take place at the **Hilton Miami Downtown**. All events will take place in the **Symphony** and **Concerto Ballrooms** unless otherwise noted.

## REGISTRATION DESK HOURS

The registration desk will be open as follows:

Wednesday - October 8      7:30 a.m. - 7:00 p.m.  
Thursday - October 9      7:00 a.m. - 4:30 p.m.

## REGISTRATION PACKAGES

Three-day registration includes all workshops and meal functions scheduled for the conference. One-day registrations include workshops and meal functions scheduled for that day only. **Note that the mobile tours are NOT included with any package and must be purchased separately.**

Name badges must be worn to gain access to all conference events.

## ADDITIONAL TICKETS

Additional tickets for all meal functions may be purchased at the FRA conference registration desk.

## WIRELESS ACCESS

The wireless internet connection can be accessed by selecting the Hilton Meetings network.

## CONTINUING EDUCATION CREDITS



### American Institute of Certified Planners

AICP members can earn Certification Maintenance (CM) credits for many activities at this event.

When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at [www.planning.org/cm](http://www.planning.org/cm).

### Florida Bar

This event has been accredited for Continuing Legal Education by the Florida Bar for:

- 28** General CLE Credits
- 21** Business Litigation
- 28** Government Law
- 28** Real Estate
- 28** Government and Administrative Practice Certification Credits.



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

### International Economic Development Council

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEdD).

Clearwater Community  
Redevelopment Agency  
Capitol Theatre





# SCHEDULE OF EVENTS

## TUESDAY - OCTOBER 7, 2014

### Board of Directors Meeting

5:00 p.m. - 6:00 p.m.

*Alto*

*This meeting is open to all FRA members.*

### Early Bird Meet-Up

5:00 p.m. - 7:00 p.m.

*Lobby Bar*

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 (look for the FRA sign). If you want to continue your conversations afterward, there are great restaurants in the hotel and nearby.

### Developer and FRA Redeveloper Dinner

6:00 p.m. - 8:30 p.m.

*Tenor*

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 event is for you. This reception is open to elected officials and redevelopment professionals who are seeking developers in their communities. Representatives from development companies, the International Council of Shopping Centers and FRA will be your hosts and sponsors. We want to connect people with development information, on both sides of the business.

*Additional registration of \$99 per person is required and pre-registration is required.*

## WEDNESDAY - OCTOBER 8, 2014

### Refreshments at Registration

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

*Overture Foyer*

*Sponsored by Kimley-Horn*

### Registration Desk Open

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

*Overture Foyer*

### CRA Short Course

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

*Concerto Ballroom D*

This training is designed for staff, elected and appointed officials, and advisory board members. It provides a succinct overview of “what you need to know that you don’t know” in the universe of CRAs. Learn some helpful practical, legal and administrative best practices for CRA policy making success.

**CM | 3**

**CM | 1.5 | Law**

**CM | 1.5 | Ethics**

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

*Additional registration of \$25 per person is required and pre-registration is required.*

### Mobile Tour - Historic Miami River

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

*Sponsored by BCC Engineering, Inc.*

*The tour will meet near the FRA registration desk in the Overture Foyer at 7:45 a.m. Additional registration of \$40 per person and pre-registration is required.*

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 more than 20 years, he has led the museum's 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, enjoy stories of hidden neighborhoods, Caribbean freighters and long-gone drawbridges.

# SCHEDULE OF EVENTS

## WEDNESDAY - OCTOBER 8, 2014 *CONTINUED*

### Mobile Tour - Miami Beach CRAs

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

*Sponsored by the City of Miami Beach*

*The bus will load at the hotel's valet entrance beginning at 7:45 a.m. Additional registration of \$25 per person and pre-registration is required.*

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 was 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 leverage that fostered the pivotal Loew'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 – you'll receive the latest update on those plans.

### Welcome Luncheon in the Exhibit Hall

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

*Symphony Ballroom III/IV*

*Sponsored by Diettrich Planning, LLC, Florida City CRA and Lewis, Longman & Walker, P.A.*

Experience what this conference is all about: public and private sectors combining for an exciting dialogue about what is happening all over Florida. Don't miss this opportunity to meet and network with fellow members and redevelopment partners.

### Exhibit Hall Open

11:00 a.m. - 7:30 p.m.

*Symphony Ballroom III/IV*

### Opening Plenary Session and Legislative Update

12:30 p.m. - 2:00 p.m.

*Symphony Ballroom I/II*

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

**Keynote Presentation:** *Carol Coletta*, Vice President, Community and National Initiatives, Knight Foundation



**Carol Coletta** 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.

**Legislative Update:** *William J. Peebles*, Founder, Peebles & Smith, LLC; 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? Have there been any interpretations or official rulings on these requirements? What is on the horizon for 2015? An election year can be a determining factor; FRA, its members and partners need to continue to be strong advocates for local control.

**CM | 1.0**

**CM | 1.0 | Ethics**

### Refreshment Break in the Exhibit Hall

2:00 p.m. - 2:15 p.m.

*Symphony Ballroom III/IV*

*Sponsored by Booth, Ern, Straughan & Hiott, Inc.*

# SCHEDULE OF EVENTS

## 25 Great Event Ideas for Any Sized Program

2:15 p.m. - 3:15 p.m.

*Concerto Ballroom A*

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. Attendees will leave with concepts to help maximize the benefits of events for their community.

**CM | 1.0**

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

## Innovative Approaches to Economic Empowerment

2:15 p.m. - 3:15 p.m.

*Concerto Ballroom B*

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.

**CM | 1.0**

**Moderator:** *Evan Johnson*, AICP, LEED AP, Project Manager, Tindale Oliver

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

## P-A-R-K IT!

2:15 p.m. - 3:15 p.m.

*Concerto Ballroom C*

This session will describe how to create public/private funding, programs and agreements in the ubiquitous quest to solve “the parking issue” in urban areas. Discussion will include parking enterprise funds, how to involve the private sector in sharing the parking burden and how to successfully manage free, paid and event parking.

**CM | 1.0**

**Moderator:** *William Finfrock*, President, FINFROCK

**Speakers:** *Bud Bentley*, Assistant City Manager, City of Lauderdale-By-The-Sea; *Chris Brown*, Principal, Redevelopment Management Associates, LLC; and *Saul Frances*, Parking Director, City of Miami Beach

## Break in the Exhibit Hall

3:15 p.m. - 3:30 p.m.

*Symphony Ballroom III/IV*

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

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

*Concerto Ballroom A*

Attendees will learn how the culinary arts were successfully incorporated into targeted redevelopment areas. The session will also review 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.

**CM | 1.0**

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

**Speakers:** *Allison Justice*, Project Manager, Oakland Park CRA; *Teresa Lamar-Sarno*, AICP, CRA Administrator, City of Stuart; and *Thondra Lanese*, Main Street Manager, City of Stuart



# SCHEDULE OF EVENTS

## WEDNESDAY - OCTOBER 8, 2014 *CONTINUED*

### **Bringing Cash to the Development Deal**

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

*Concerto Ballroom B*

In these times of slow economic recovery, CRAs can be real partners like never before, leveraging increments 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. This session will look at what is, and is not, a good deal.

**CM | 1.0**

**Moderator:** *Jeffery L. Oris*, CECd, Economic Development Director, City of Miami Beach

**Speakers:** *Elizabeth C. Burrows*, Economic Development Manager, Delray Beach CRA; *Kevin S. Crowder*, CECd, Director of Economic Development, Redevelopment Management Associates, LLC; and *Tim Williams*, Consultant and Former Director, City of Live Oak CRA

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

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

*Concerto Ballroom C*

It's a question rarely asked in the public sector, but then again, CRAs are quasi-public....and quasi-private. CRAs also operate under a specific ticking 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 down to 14 community-focused initiatives and turned everything upside down.

**CM | 1.0**

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

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

### **Refreshment Break in the Exhibit Hall**

4:30 p.m. - 4:45 p.m.

*Symphony Ballroom III/IV*

*Sponsored by Calvin Giordano & Associates*

### **The Right Partner: Adaptive Reuse in Waterfront Development**

4:45 p.m. - 5:45 p.m.

*Concerto Ballroom A*

This session will provide 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. Learn how that project has increased the focus and investment on the waterfront and surrounding neighborhood. The session will drill down into the RFP process, including collaboration between private business, government and the nonprofit sector involving historic structures and a portion of an urban neighborhood on the waterfront.

**CM | 1.0**

**Moderator:** *Shaun Drinkard*, Executive Director, Friends of the Riverwalk

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

### **Supporting Businesses during Construction**

4:45 p.m. - 5:45 p.m.

*Concerto Ballroom B*

The first part of this session will discuss one of the most common issues when both the good news and bad news is – downtown construction! The speakers 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 of the session will discuss public outreach programs 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.

**CM | 1.0**

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

# SCHEDULE OF EVENTS

## Market Gardens

4:45 p.m. - 5:45 p.m.

*Concert Ballroom C*

This session will show how a community garden literally grew into a market garden. A vacant 1.6-acre lot provided 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. Learn valuable details totally transferable to any size program.

**CM | 1.0**

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

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

## Reception in the Exhibit Hall

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

*Symphony Ballroom III/IV*

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 gift drawings.

## Shuttle to Miami Beach

7:45 p.m. - 10:45 p.m.

*The bus will load at the hotel's valet entrance beginning at 7:45 p.m. The last bus will leave Miami Beach at 10:30 p.m.*

Take time to enjoy the sights and sounds of Miami Beach. Take a personal guided tour, just for FRA attendees, of the New World Symphony's **New World Center** designed by Frank Gehry, Canadian-American Pritzker Prize winning architect. Enjoy an outdoor movie at the magnificent city-built **SoundScape Park**, designed by Dutch architectural firm West Eight, with an outdoor space adjoining the theater. As part of the Wednesday night Cinema Series, you'll be treated to a drive-in-style movie as it flickers across a 7,000-square-foot wall. Or continue on to **Lincoln Road**, offering internationally known restaurants, shopping and other attractions. The choice is yours!

## THURSDAY - OCTOBER 9, 2014

### Continental Breakfast in the Exhibit Hall

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

*Symphony Ballroom III/IV*

*Sponsored by Cardno, Inc.*

### Exhibit Hall Open

7:00 a.m. - 1:15 p.m.

*Symphony Ballroom III/IV*

### Registration Desk Open

7:00 a.m. - 4:30 p.m.

*Overture Foyer*

### Regional Stormwater Systems: Could Your CRA Use One?

8:00 a.m. - 9:00 a.m.

*Concerto Ballroom A*

Learn the pros's and con's of regional stormwater systems from a three-member panel. You'll hear about the City of Satellite Beach's current activities relating to the development of stormwater facilities in a build-out CRA; the innovative City of Jacksonville Beach underground stormwater system that has successfully operated for nearly 20 years; and how funding sources and CRA land in Tavares were combined to improve the water quality of a downtown lake. What has worked, and what hasn't?

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

**Speakers:** *Courtney Barker*, AICP, City Manager, City of Satellite Beach; *George D. Forbes*, City Manager, City of Jacksonville Beach CRA; and *Dottie Keedy*, Director of CRA and Community Services, Lake County BOCC

**CM | 1.0**

### Getting the Most from Your "Street Smarts"

8:00 a.m. - 9:00 a.m.

*Concerto Ballroom B*

The Palmetto CRA and the 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 integrated incrementally over time. In Fort Walton Beach, return on investment (ROI) for CRA

# SCHEDULE OF EVENTS

## THURSDAY - OCTOBER 9, 2014 *CONTINUED*

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?

**CM | 1.0**

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

### **CRA's and Nonprofits: Partnership or Peril?**

8:00 a.m. - 9:00 a.m.

*Concerto Ballroom C*

With the recent downturn in the economy, funding mechanisms are becoming increasingly scarce in the public and private sectors alike. 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?

**CM | 1.0**

**Moderator:** *Diane Colonna*, AICP, Executive Director, Delray Beach CRA

**Speakers:** *Tony Brown*, Executive Director, Riviera Beach CRA; and *David N. Tolces*, Attorney, Goren Cherof Doody & Ezrol, P.A.

### **Break in the Exhibit Hall**

9:00 a.m. - 9:15 a.m.

*Symphony Ballroom III/IV*

### **Accelerating Urban Investment**

9:15 a.m. - 10:15 a.m.

*Concerto Ballroom A*

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, its implementation, and the significant results already obtained. Further, they will share how these tools can also be applied to resort areas, commercial corridors and historic areas.

**CM | 1.0**

**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

### **Champagne Redevelopment on a Beer Budget**

9:15 a.m. - 10:15 a.m.

*Concerto Ballroom B*

This is a session geared specifically toward 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? Does "Our program could, if we just would..." sound familiar? One CRA calls it the "Little Engine That Could." This session will provide examples of several proven techniques. Do you have an example of your own? Bring them to this session to share.

**CM | 1.0**

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

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

### **Making Your Nightlife Safer and More Vibrant**

9:15 a.m. - 10:15 a.m.

*Concerto Ballroom C*

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 develop-



# SCHEDULE OF EVENTS

ment, how challenges have been addressed, and strategic plans for the future.

**CM | 1.0**

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

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

## Refreshment Break in the Exhibit Hall and Doorprize

### Drawings

10:15 a.m. - 10:45 a.m.

*Symphony Ballroom III/IV*

*Sponsored by Kane, Ballmer & Berkman, a law corporation*

Some great gifts will be raffled off by drawing from the names of people who have visited each exhibitor's booth. The drawings will begin at 10:20 a.m.

## Putting Vacant Buildings Back into Productive Use

10:45 a.m. - 11:45 a.m.

*Concerto Ballroom A*

This session will feature projects from three different CRAs. A small city CRA had three different vacant buildings with unique challenges that they were able to creatively and effectively redevelop into a successful pediatric medical office, a viable two-unit commercial outlet and a community event park converted from a flood-damaged downtown block. A medium sized CRA program achieved noteworthy success in reusing large, long-standing vacant buildings. Finally, you'll hear a large city example of a retrofit of a circa 1902 post office into a hotel vacant for more than 16 years. Speakers will share the "nuts and bolts" including planning and partnerships, design and code requirements and incentives.

**CM | 1.0**

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

## Florida Main Street and CRAs: A Successful Partnership

10:45 a.m. - 11:45 a.m.

*Concerto Ballroom B*

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

**CM | 1.0**

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

**Speakers:** *Yvonne Knowles*, Executive Director, Homestead Main Street; *Jessica Newman*, CRA Coordinator, City of Wauchula; and *Doris Tillman*, Manager, Main Street Fort Pierce

## Real-Time Community Gardens for Sustainability

10:45 a.m. - 11:45 a.m.

*Concerto Ballroom C*

Participants will hear about valuable "lessons learned" from individuals experienced and active in the practice of community gardening and urban agriculture. Southeast Florida has a robust number of food production programs, project planning and development. There are many established local and national best (and worst!) practices that will be offered to help your community expand public health and economic prosperity to the benefit of your residents.

**CM | 1.0**

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

**Speakers:** *Earl R. Hahn*, AICP, City Planner, City of Lauderhill; *Scott Strawbridge*, Director, Development and Facilities, Housing Authority of the City of Fort Lauderdale; and *Beverly Williams*, Master Gardener, Lauderdale Lakes Community Garden Club

## Luncheon in the Exhibit Hall

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

*Symphony Ballroom III/IV*

Continue to make new friends and associates as you meet with exhibitors and other attendees over lunch.

# SCHEDULE OF EVENTS

## THURSDAY - OCTOBER 9, 2014 *CONTINUED*

### Plenary Session

1:15 p.m. - 2:15 p.m.

*Symphony Ballroom I/III*

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

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



Since joining the Related Group 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 6,000 units. Recently named president of Related's Condo Development Division, he brings his depth of experience in construction, project

### Refreshment Break

2:15 p.m. - 2:30 p.m.

*Overture Foyer*

*Sponsored by Quentin L. Hampton Associates, Inc.*

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

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

*Concerto Ballroom A*

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. This session 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.

**CM | 1.0**

**Speaker:** *Michael D. Winn*, Chief Digital Officer, DigitalOpps, RB Oppenheim Associates

### Educational Redevelopment

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

*Concerto Ballroom B*

A unique partnership between Florida State University, the Seminole Boosters, the City of Tallahassee and the Tallahassee CRA led to a \$23 million mixed use development called College Town. This session will discuss land swaps, deal making, political leadership and strategies that can be utilized in other communities.

**CM | 1.0**

**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.

### Traffic Capacity vs. Complete Streets: How to Work with Your FDOT District to Achieve Win-Win

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

*Concerto Ballroom C*

Listen to a transportation district administrator, city administrator and multimodal experts talk about the growing importance of finding acceptable solutions to competing transportation priorities. This session will showcase how partnerships between cities, CRAs and the FDOT have successfully negotiated transportation impacts, including "through traffic," maintaining capacity, road widening, traffic calming, pedestrian safety and more, all through positive interaction.

**CM | 1.0**

**Moderator:** *Michael M. English*, AICP, Principal Planner, BCC Engineering, Inc.

**Speakers:** *Demian Miller*, AICP, Principal, Tindale Oliver; *Marc Mondell*, AICP, Assistant City Manager, City of Ocala; *Gus Pego*, Secretary, District 6, Florida Department of Transportation; and *Angelo Rao*, P.E., Director of Local Government Services, BCC Engineering, Inc.

# SCHEDULE OF EVENTS

## Refreshment Break

3:30 p.m. - 3:45 p.m.

*Overture Foyer*

## Projects and Partnerships for the Homeless in CRAs

3:45 p.m. - 5:15 p.m.

*Concerto Ballroom A*

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.

**CM | 1.0**

**Moderator:** *Jamie Ross*, Executive Director, Florida Housing Coalition

**Speakers:** *Reed Berger*, AICP, Redevelopment Director, Daytona Beach CRA; *Ekaterini Gerakios-Siren*, Community Development Manager, Clearwater CRA; and *Robert G. Marbut, Jr.*, Ph.D., Founder, Marbut Consulting

## How to Capitalize on Florida’s Brownfields Program

3:45 p.m. - 5:15 p.m.

*Concerto Ballroom B*

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. The session 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. The session will conclude with a mock public hearing so that municipalities can learn firsthand how to hold public meetings as part of the brownfields program designation process.

**CM | 1.0**

**Moderator:** *Nadia Locke*, P.E., President-Elect, Florida Brownfields Association and Associate, E Sciences

**Speakers:** *Ed Johnson*, Urban Development Manager, Tampa CRA; *Janet Peterson*, Board Member, Florida Brownfields Association and Senior Project Manager, Bureau Veritas; and *Michael O. Sznajstajler*, President, Florida Brownfields Association and Associate, Cobb Cole

## Reaching Out to Your Diverse Community

3:45 p.m. - 5:15 p.m.

*Concerto Ballroom C*

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.

**CM | 1.0**

**Moderators:** *Gerald Snell*, Board Member, Avon Park Southside CRA; and *Kristyn Cox-Goodwin*, Special Projects Administrator, Delray Beach CRA

**Speakers:** *Gina Duncan*, Transgender Inclusion Director, Equality Florida, and President, Duncan Global, Inc.; *Dr. Celia Earle*, Vice-President, Brown and Caldwell; and *Dr. Bridget S. Lee*, CPSD, CPM, MCA, Diversity Coordinator, Orlando Utilities Commission

**Team Leaders:** *Kristyn Cox-Goodwin*, Special Project Administrator, Delray Beach CRA; *Brianca Johnson*, Community Development Coordinator, H.O.M.E.S.; and *Toni Shamplain*, Program Manager, Panama City Downtown North CRA

## Awards and Academy Graduation Dinner

6:30 p.m. - 8:30 p.m.

*Symphony Ballroom I/IV*

*Sponsored by Burkhardt Construction, Inc.*



# SCHEDULE OF EVENTS

## FRIDAY - OCTOBER 10, 2014

### Awards Showcase Breakfast and Annual Business Meeting

7:30 a.m. - 9:45 a.m.

*Symphony Ballroom I/II*

Join us for breakfast and learn more 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.

**CM | 1.5**

### Using Housing as a Redevelopment Tool

9:45 a.m. - 11:15 a.m.

*Concerto Ballroom A*

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. The session will also discuss setting up a "Housing Incubator" – what?

**CM | 1.5**

**Moderator:** *Lisa Nicholas*, Redevelopment Coordinator, City of Rockledge

**Speakers:** *Tony Otte*, CRA & Economic Development Director, City of New Smyrna Beach; *Rick Stauts*, Executive Director, Florida City CRA; and *Kenneth Thomas*, Director of Economic Development & Housing, City of Leesburg

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

9:45 a.m. - 11:15 a.m.

*Concerto Ballroom B*

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 (HIAs) 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.

**CM | 1.5**

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

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

### Retail Trends: Attraction and Retention

9:45 a.m. - 11:15 a.m.

*Concerto Ballroom C*

What is the retail industry outlook for 2015? What are the trends? Which retailers are expanding, contracting or 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?

**CM | 1.5**

**Moderator:** *Chuck Branch*, Principal, Retail Strategies, Inc.

**Speakers:** *Michael A. Bedke*, Partner, DLP Piper and Director, Florida Real Estate Practice Group; *Davon Barbour*, Community and Economic Development Director, City of Hollywood; and *Debra Sinkle-Kolsky*, Acquisitions and Financing, Redevco Corporation

### Board Meeting and Introductory 2015 Conference Planning Committee

11:15 a.m. - 1:00 p.m.

*Picasso*

*This meeting is open to all FRA members.*

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