**FRA Annual 2012 Conference Program**

**“Small Towns/Big Towns -**

**Redevelopment Strategies at Work”**

[***http://redevelopment.net/annual-conference/2012-conference***](http://redevelopment.net/annual-conference/2012-conference)

***We have secured a reduced hotel rate of $145/night for FRA conference participants. This includes complimentary overnight self-parking for guests and complimentary wired internet access in all guest rooms and meeting areas. Reservations for the FRA group should be made prior to October 1, 2012 by contacting the hotel directly at (386) 254-8200. A credit card is required to guarantee the reservation, but no charges will be applied prior to arrival. Any cancellations must be received at least 72 hours prior to your scheduled arrival. The room block may sell out before the cut-off date of October 1, so availability is not guaranteed.*** [***www.daytonahilton.com***](http://www.daytonahilton.com)

**Tuesday, October 23, 2012**

9:00 a.m. – 4:00 p.m. **FRA Academy Certification Class:** **Redevelopment 101**

<http://redevelopment.net/member-services/redevelopment-academy>

**(Registration is open at this time)**

**Wednesday, October 24, 2012**

7:30 a.m. **Registration Desk Open**

7:30 a.m. **Refreshments at Registration**

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

**CRA Basics Board Training**

This course is designed for elected and appointed officials, and specifically CRA Board members. We welcome anyone who wants to learn about the basic legal, legislative, reporting and practical issues, as well as best practices, for CRAs in Florida. Sign up separately on the conference registration form for this class. ***http://redevelopment.net/annual-conference/2012-conference***

8:00 a.m. **Mobile Tours**

**Halifax Area CRAs**

8:00 am – 11:00 am

*Sponsored by Halifax Area CRAs*

The CRAs of Daytona Beach, Holly Hill, Ormond Beach, South Daytona, Port Orange, and Daytona Beach Shores will share how several projects in their CRA districts came about, and show you the results ranging from US 1 and A1A streetscape improvements to new hotels and parks.

**New Smyrna Beach Mobile Tour**

8:00 am – 11:00 am

*Sponsored by the New Smyrna Beach CRA*

You will tour several new projects in different stages of development, as well as learn about project details. Included are: a new 112 room Hampton Inn; a new urban beachfront park; and a retrofit of two buildings, vacant for a long time in the old downtown area; a housing complex for 33 artists, over a dozen commercial façade or redevelopment projects; a renovated beach front park; and seven streetscape projects.

We will also tour the Black Heritage Museum, and a school building adapted for re-use as the Marine Discovery Center.

*Pre-register for tours using the online registration form* ***http://redevelopment.net/annual-conference/2012-conference***

9:00 a.m. **FRA Board Meeting (open)**

11:00 a.m. **Exhibit Hall Open**

11:00 a.m. **Welcome Lunch Exhibit Hall**

12:30 p.m. **Opening Plenary and Keynote**

***Rich Luker: Building Simple Community for Redevelopment Success***

2:00 p.m. **Refreshment Break Exhibit Hall**

2:15 p.m. **Plenary Session**

**FRA Legislative Update**

While we are busy surviving with limited revenues and shifting citizen priorities, be assured that the legislative arena is in full action mode. What is on the horizon? We will particularly talk about coalition building, and the Governor’s order for a comprehensive study of all special districts, including Community Redevelopment Agencies. Don’t miss the details about your requested participation in the study and the process going forward.

Moderator: *William J. Peebles, FRA Legislative Counsel*

Speakers: *Karen Peterson, FRA Legislative Counsel; Jeffrey S. Woodburn, Florida’s Office of the Governor; and Beth Rawlins, Florida Business Watch*

3:45 p.m. **Refreshment Break Exhibit Hall**

4:00 p.m.

**Making Your Program Business Friendly**

Businesses sometimes incorrectly blame government for being the entity of “no”, due to regulations, fees and procedures. What can you do to reverse that notion and thus keep your commercial sector vibrant? We will share tried and true practices; the how and the why from a large, medium and small city.

Speakers: *Laura Gambino, Business Development Coordinator, City of Fort Lauderdale; Tanja Gerhartz, Economic Development Director, City of Winter Garden; and The Honorable Mary Lou Hildreth, Mayor, City of Keystone Heights.*

**Florida Is Moving: Transportation Update**

Florida is not building any more interstates in the foreseeable future. New passenger rail is still in the planning stages. You may be surprised to learn what is in the crystal ball of both the public and private sectors for congested corridors, ports, freight and logistics and passenger rail.

Moderator: *Melanie Weaver Carr, Office of Policy Planning, Florida Department of Transportation*

Speakers: *Robert Romig, State Transportation Development Administrator*

*Florida Department of Transportation and Jose M. Gonzalez, Vice President, Flagler/FECI*

**Our Town: Realistic Economic Development**

Florida has made a huge investment in job creation initiatives at the state and regional level, as have the big cities. But, are there tried and true basics that local officials can implement to make sure that they are doing the right things to ultimately help “make it happen”? We will discuss examples of how local business development still takes place when there is little or no money.

Moderator: *Kevin Crowder, CEcD*, *Economic Dev. & Intergovernmental Affairs, City of Miami Beach*

Speakers: ***Julie Conley****,* *Executive Director, Jefferson County Economic Development Council; Kevin Crowder, CEcD, Economic Dev. & Intergovernmental Affairs, City of Miami Beach*

5:30 p.m.

**Reception Exhibit Hall**

**Thursday – October 25, 2012**

7:30 a.m. **Registration Desk Open**

7:30 a.m. **Break Exhibit Hall**

7:30 a.m. **Exhibit Hall Open**

8:00 a.m.

**Reaching Out for Investment**

The Boynton Beach CRA has created an aggressive array of incentive programs and zoning tools, redeveloped hundreds of acres, and instituted economic development programs that have retained and attracted businesses. How did we get the word out to the business and development community? How do you create the environment that makes your community desirable to invest in? What marketing tools work for specific audiences? Join us and find out!

Moderator: *Kevin T. Greiner, IBI Group, Inc.*

Speakers: *Vivian L. Brooks, AICP, Executive Director, Boynton Beach Community Redevelopment Agency and Kevin T. Greiner, IBI Group, Inc.*

**ICSC Alliance Presents**

Retail Trends and Getting the Retail You Want: how do you start, what should be in the successful tool kit, and how do you get to the finish line?  What are the timelines, the steps and the best practices?  How do you motivate and work with property owners?

*Speaker: Lynn Dehlinger, Economic Development Director, City of Holly Hill*

**Building Momentum with Simple Steps**

Momentum is needed to build staff capacity, remove slum and blight, encourage private investment, build board member confidence, and pursue grant funds. We will talk about how to complete small simple projects first, measuring investment results, and controlling what you can. You will hear testimony from existing CRA’s that started small, and through momentum have achieved strong results.

Moderator: *Marc Mondell, Executive Director of Municipal Development, City of Ocala*

Speakers: *We will feature brief case studies from several small sized programs around the state.*

9:30 a.m.

**Refreshments in** **Exhibit Hall and Exhibitor Gift Drawings**

10:15 a.m.

**Revitalizing Your Downtown Night and Day through Tourism**

Florida is a destination, all over the state. How can you successfully manage the challenges that come with an economy supported by tourism? We will talk about the opportunities and ideas that have proven successful in managing and growing both night and daytime activities. This session will include inexpensive ideas for small programs that others have used to succeed, both in Florida and all around the country.

Moderator: *Marjorie Ferrer, Executive Director, Delray Beach Downtown Development Authority*

Speakers: *Marjorie Ferrer, Executive Director, Delray Beach DDA and Jim Peters, F*ounder and *President, Responsible Hospitality Institute*

**Business Improvement Districts**

“BIDS” are becoming more used in commercial urban areas - why? This session will cover what they are and aren’t, how they operate, how to set them up, and how they may be used to further redevelopment goals.

Moderator: *Terrell N. Fritz - Senior Associate, Redevelopment Management Associates*

Speakers: *Christine Burdick, President, Tampa Downtown Partnership; Mari Gallet, Executive Director, Business Improvement District of Coral Gables; and Dori DeBord Stone, AICP, Economic Development/CRA Director, City of Winter Park*

**Designing for Pedestrian Safety**

One national study recently sited Florida as notable for its poor pedestrian fatality track record – we have an eight percent higher pedestrian fatality rate than the national average. This session will present a condensed version of the Federal Highway Administration’s “Designing for Pedestrian Safety” workshop. We will also provide examples illustrating how two Florida cities have tackled urban transportation issues to provide a safer, more multimodal transportation system.

Moderator: *Michael English, AICP, Principal, Urban Planning & Design, Tindale-Oliver & Associates, Inc.*

Speakers: *Demian Miller, AICP, Associate Principal, Tindale-Oliver & Associates, Inc.*

11:45 a.m.

Lunch

**FRA Business Meeting and Keynote**

***Peter Kageyama: For the Love of Cities***

2:00 p.m.

**CRA Plan Amendments and Updates**

How do you know when to update or amend your plan? What are the benefits and potential pitfalls to changing your plan? We will discuss how to determine the best course of action, the steps to take and the statutory requirements that must be followed to insure your plan has the strategic elements that will insure it is an effective working document.

Moderator: *Jeffrey L. Oris, CEcD, President, Planning and Redevelopment Consultants, Inc.*

Speakers: *Corey W. O’Gorman, AICP, Principal, Place Planning and Design;*

*Jeffrey L. Oris, CEcD, President, Planning and Redevelopment Consultants, Inc.; and Curtis M. Ostrodka, AICP, LEED AP - VHB MillerSellen*

**Accountability and Transparency in CRA Reporting**

Governor Scott ordered a study of all special districts this year, and CRAs as dependent special districts are on that list.

CRAs need to file four reports each year on their revenues, expenditures and projects. Do you know what they are and who to send them to? What are these reports used for, and what happens if you are not in compliance? We will discuss in detail.

Speakers: *Jack Gaskins Jr., Department of Economic Opportunity, Special District Information Program and David T. Ward, Audit Supervisor, State of Florida Auditor General*

NOTE: If you are planning on attending just this session at the conference, we have established a separate registration fee of $25. Please download the form @ <http://redevelopment.net/annual-conference/2012-conference> and register each attendee.

**Delray Beach:  Creating an Arts Destination**

It is estimated that nonprofit arts and culture organizations in the U.S. drive a $166 billion industry—one that supports 5.7 million full-time jobs and contributes nearly $30 billion annually to government revenues.  Art and culture audiences patronize area restaurants, hotels, retail stores, parking garages, and other local businesses.  See how Delray Beach has built on its creative assets to become a popular arts destination and produce tangible economic benefits for the city.

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

*Speakers: The Honorable Thomas Carney, Vice-Mayor, City of Delray Beach and President, Creative City Collaborative (CCC); Alyona Aleksandra Ushe, Executive Director, Delray Beach CCC; and Diane Colonna, AICP, Executive Director, Delray Beach CRA*

3:30 p.m. **Refreshments in Exhibit Hall and FRA Gift Drawings**

3:45 p.m.

**VISION PLANNING - Getting from Conception to Groundbreaking**

Practical lessons on developing and implementing a vision plan for your Downtown. Using the Jacksonville Beach Downtown CRA as an example, the team will overview a comprehensive streetscape and infrastructure improvement program that starts with a community-based vision planning process. The session will cover planning, financing, and engineering and design, as well as complementary regulatory measures.

Moderator: *Steven G. Lindorff, AICP*

*Agency Administrator, CRA, City of Jacksonville Beach*

Speakers: *Gregory A. Bryla, Landscape Architect, BrylaStyle; Hayley Harrison, RLA, Hayley Harrison Landscape Architecture, Inc.; and Tara Salmieri, AICP, FBCI, President/Owner, PlanActive Studio, LLC*

**The Importance of Diversity to Redevelopment, Economic Development and Innovation**

Florida is a hugely diverse state and this diversity of citizens is one of our best redevelopment and economic development tools.  Are you using diversity to maximize your redevelopment and economic development success? We will be having very open and honest discussions on the subject of diversity in our communities and how to recognize, utilize, celebrate and

effectively support "differences in people" - the definition of diversity.

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

Speakers:  *Dr. James Baugh, Former Assistant Secretary of the U.S. Department of Housing and Urban Development and Principal of JEB Associates and Dr. Jonathan F.K. Earle, Professor Emeritus at the University of Florida and recipient of the U.S. Presidential Award for Excellence in Science, Mathematics and Engineering Mentoring.*

**Plan the Future by Understanding CRA Revenues**

Florida’s revenue limitations have taken a toll on CRA trust funds. We will cover what revenues are collected and placed into the trust fund; by whom, when, and how they are calculated. Learn about the “secrets” that may be in your revenue projections and collections. Lastly, what is the approved, complete list of allowable CRA expenses - does that change if needs and funding levels change?

Moderator: *K.* *Michael Chen, Urban Development & Mobility Solutions*

Speakers*: K. Michael Chen, UDMS*; *Kenneth Small, Financial Technical Assistance Manager,* *Florida League of Cities; and Thomas R. Kohler, Senior Principal/Vice President, Real Estate Research Consultants*

**Awards Dinner and Academy Graduation**

6:30 p.m.

**Casual Dinner and Dancing with Your “Personal DJ”!**

**Friday – October 26, 2012**

8:00 a.m. – 10:00 a.m.

**Closing Breakfast/Other Topic Roundtables and Presentations**

Grab a full buffet breakfast and either join a table conversation, or hear other topic presentations in separate rooms – If you have a suggestion for a topic email cwestmoreland@flcities.com.

***Topics***

**Small Cities and Towns: Special Challenges and Low Cost Solutions**

**Problem Solving Open Brainstorm Session**

**Brownfield Funding**

**You Pick a Topic (we will have resident “experts” on hand)**

**FDOT’s Freight and Logistics Study**

**Friday – October 26, 2012**

9:30 a.m. – 4:00 p.m.

**FRA Academy Certification Class: Budgeting, Financing and Reporting**

*http://redevelopment.net/member-services/redevelopment-academy*

***(Registration is open at this time)***

*For more information, contact Carol Westmoreland,* [*cwestmoreland@flcities.com*](mailto:cwestmoreland@flcities.com) *or 850-570-7206.*

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