



# Small Towns/Big Towns – Redevelopment Strategies at Work

Florida Redevelopment Association 2012 Annual Conference  
October 24-26, 2012 • Hilton Daytona Beach Oceanfront • [www.redevelopment.net](http://www.redevelopment.net)

**BURKHARDT**  
CONSTRUCTION, INC.



# Conference At A Glance

## Wednesday - October 24, 2012

- 7:30 a.m. **Registration Desk Open**  
Coquina Prefunction
- 7:30 a.m. **Refreshments at Registration**  
Coquina Prefunction
- 8:00 a.m. **CRA Basics Board Training**  
Coquina Ballroom G
- 8:00 a.m. **Mobile Tour - Halifax Area CRAs**
- 8:00 a.m. **Mobile Tour - New Smyrna Beach**
- 9:00 a.m. **FRA Board of Directors Meeting**  
Coquina Ballroom F
- 11:00 a.m. **Exhibit Hall Open**  
Coquina Ballroom DE
- 11:00 a.m. **Welcome Luncheon in Exhibit Hall**  
Coquina Ballroom DE
- 12:30 p.m. **Opening Plenary Session**  
Coquina Ballroom ABC
- 2:00 p.m. **Refreshment Break in Exhibit Hall**  
Coquina Ballroom DE
- 2:15 p.m. **Plenary Session: FRA Legislative Update**  
Coquina Ballroom ABC
- 3:45 p.m. **Refreshment Break in Exhibit Hall**  
Coquina Ballroom DE
- 4:00 p.m. **Revitalizing Your Downtown Night and Day through Tourism**  
Coquina Ballroom F
- 4:00 p.m. **Florida is Moving: Transportation Update**  
Coquina Ballroom G
- 4:00 p.m. **Our Town: Realistic Economic Development**  
Coquina Ballroom H
- 5:30 p.m. **Reception in Exhibit Hall**  
Coquina Ballroom DE

## Thursday - October 25, 2012

- 7:30 a.m. **Registration Desk Open**  
Coquina Prefunction
- 7:30 a.m. **Continental Breakfast in Exhibit Hall**  
Coquina Ballroom DE
- 7:30 a.m. **Exhibit Hall Open**  
Coquina Ballroom DE
- 8:00 a.m. **Business Improvement Districts**  
Coquina Ballroom F

- 8:00 a.m. **ICSC Alliance Presents**  
Coquina Ballroom G
- 8:00 a.m. **Building Momentum with Simple Steps**  
Coquina Ballroom H
- 9:30 a.m. **Refreshment Break and Exhibitor Doorprize Drawings**  
Coquina Ballroom DE
- 10:15 a.m. **Making Your Program Business-Friendly**  
Coquina Ballroom F
- 10:15 a.m. **Reaching Out for Investment: What Works in this Market?**  
Coquina Ballroom G
- 10:15 a.m. **Designing for Pedestrian Safety**  
Coquina Ballroom H
- 11:45 a.m. **Keynote Luncheon and Annual Business Meeting**  
Coquina Ballroom ABC
- 2:00 p.m. **CRA Plan Amendments and Updates**  
Coquina Ballroom F
- 2:00 p.m. **Accountability and Transparency in CRA Reporting**  
Coquina Ballroom G
- 2:00 p.m. **Delray Beach: Creating an Arts Destination**  
Coquina Ballroom H
- 3:30 p.m. **Refreshment Break and FRA Doorprize Drawings**  
Coquina Ballroom DE
- 3:45 p.m. **Vision Planning: Getting from Conception to Groundbreaking**  
Coquina Ballroom F
- 3:45 p.m. **Plan the Future by Understanding CRA Revenues**  
Coquina Ballroom G
- 3:45 p.m. **The Importance of Diversity to Redevelopment, Economic Development and Innovation**  
Coquina Ballroom H
- 6:30 p.m. **Awards Dinner and Academy Graduation**  
Coquina Ballroom ABC

## Friday - October 26, 2012

- 8:00 a.m. **Closing Roundtable Breakfast**  
Crystal/St. Johns

# Special Thanks

The Florida Redevelopment Association extends a special thanks to the companies and organizations whose sponsorships have made this conference possible.

## Event Sponsors

Burkhardt Construction, Inc.  
Kimley-Horn and Associates, Inc.  
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## Keynote Sponsors

Dania Beach CRA  
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## Session Sponsors

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## Exhibitors

AARP Florida  
AECOM Technical Services, Inc.  
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Banner Works of Florida, Inc.  
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Safe Mobility for Life Coalition  
Stantec  
Team Volusia Economic Development Corporation  
VHB MillerSellen  
Viva Florida 500  
Wade Trim



# Exhibitor and Sponsor Listing

The generous contributions of all these companies and organizations are greatly appreciated. Please take the time to express your personal appreciation to all sponsors and exhibitors for their support of redevelopment. A copy of the exhibit hall floorplan follows this listing.

## **AARP Florida**

### **Booth #107**

(954) 602-2253

[yrodriguez@aarp.org](mailto:yrodriguez@aarp.org)

Contact: Yolanda Rodriguez

## **AECOM Technical Services, Inc.**

### **Booth #302**

(407) 843-6552

[pete.sechler@aecom.com](mailto:pete.sechler@aecom.com)

Contact: Peter C. Sechler, RLA, AICP

## **AMEC**

### **Booth #209**

(863) 667-2345

[stephanie.dasher@amec.com](mailto:stephanie.dasher@amec.com)

Contact: Stephanie Dasher

## **Banner Works of Florida, Inc.**

### **Booth #212**

(407) 322-9327

[cindy@bannerworksfl.com](mailto:cindy@bannerworksfl.com)

Contact: Cynthia Roberts

## **Booth, Ern, Straughn & Hiott, Inc.**

### **Session Sponsor**

(352) 343-8481

[renn@besandh.com](mailto:renn@besandh.com)

Contact: Rob Ern

## **Burkhardt Construction, Inc.**

### **Event Sponsor**

(561) 659-1400

[dennis@burkhardtconstruction.com](mailto:dennis@burkhardtconstruction.com)

Contact: Dennis Haynes

## **Cardno TBE**

### **Break Sponsor - Booth #104**

(727) 531-3505

[marc.mariano@cardno.com](mailto:marc.mariano@cardno.com)

Contact: Marc Mariano

## **Chen Moore and Associates**

### **Booth #201**

(954) 730-0707

[pmoore@chenmoore.com](mailto:pmoore@chenmoore.com)

Contact: Peter Moore, P.E.

## **Dania Beach CRA**

### **Keynote Sponsor - Booth #301**

(954) 924-6800

[jearle@ci.dania-beach.fl.us](mailto:jearle@ci.dania-beach.fl.us)

Contact: Jeremy Earle, ASLA, AICP

## **Downtown Diva**

### **Booth #202**

(617) 548-6330

[jennifer@downtown-diva.com](mailto:jennifer@downtown-diva.com)

Contact: Jennifer Rose

## **FINFROCK**

### **Booth #306**

(407) 367-2452

[lchristensen@finfrocdmc.com](mailto:lchristensen@finfrocdmc.com)

Contact: Linda Christensen

## **Florida Brownfields Association**

### **Booth #103**

(850) 402-2954

[becky@nstephens.com](mailto:becky@nstephens.com)

Contact: David Latham

## **Florida Department of Transportation**

### **Booth #310**

(850) 414-4817

[melanie.carr@dot.state.fl.us](mailto:melanie.carr@dot.state.fl.us)

Contact: Melanie Weaver Carr

## **Fort Myers CRA**

### **Break Sponsor**

(239) 321-7100

[lscrabis@cityftmyers.com](mailto:lscrabis@cityftmyers.com)

Contact: Leigh Scrabis

## **GAI Consultants, Inc.**

### **Keynote Sponsor -**

### **Booths #204 & #303**

(407) 423-8398

[l.tuscan@gaiconsultants.com](mailto:l.tuscan@gaiconsultants.com)

Contact: Richard A. Cima, P.E.

## **IBI Group**

### **Session Sponsor - Booth #210**

(954) 974-2200

[pstjohn@ibigroup.com](mailto:pstjohn@ibigroup.com)

Contact: Patrea St. John

## **Jacksonville Beach Community Redevelopment Agency**

### **Break Sponsor**

(904) 247-6231

[slindorff@jaxbchfl.net](mailto:slindorff@jaxbchfl.net)

Contact: Steve Lindorff

## **Kimley-Horn and Associates, Inc.**

### **Event Sponsor - Booth #101**

(561) 845-0665

[alissa.waite@kimley-horn.com](mailto:alissa.waite@kimley-horn.com)

Contact: Alissa Waite

## **Lewis, Longman & Walker, P.A.**

### **Session Sponsor**

(904) 353-7619

[bdurden@llw-law.com](mailto:bdurden@llw-law.com)

Contact: Brenna Durden

## **Littlejohn Engineering Associates, Inc.**

### **Booth #102**

(407) 975-1273

[jjones@leainc.com](mailto:jjones@leainc.com)

Contact: John M. Jones

## **Neighborhood Lending Partners**

### **Booth #304**

(813) 879-4525

[kbyrem@nlp-inc.com](mailto:kbyrem@nlp-inc.com)

Contact: Debra Reyes

**Nov-Ameron Pole Products**

**Booth #105**

(276) 676-1138  
hunter.mink@nov.com  
Contact: Jerry Mink

**Petticoat-Schmitt Civil Contractors, Inc.**

**Event Sponsor**

(904) 751-0888  
rschmitt@petticoatschmitt.com  
Contact: Ryan Schmitt

**Rep Services, Inc.**

**Booth #309**

(407) 831-9658  
sales@repservices.com  
Contact: Jim Gibson

**Safe Mobility for Life Coalition**

**Booth #308**

(850) 644-8115  
skiedrowski@fsu.edu  
Contact: Stefanie Kiedrowski

**Stantec**

**Booth #203**

(813) 223-9500  
tiffanie.reynolds@stantec.com  
Contact: Tiffanie Reynolds

**Team Volusia Economic Development Corporation**

**Booth #110**

(386) 265-6332  
ksymolon@teamvolusiaedc.com  
Contact: Kerry Symolon

**Tindale-Oliver & Associates**

**Break Sponsor**

(813) 224-8862  
menglish@tindaleoliver.com  
Contact: Michael English, AICP

**VHB MillerSellen**

**Break Sponsor - Booth #311**

(407) 839-4006  
costrodka@vhb.com  
Contact: Curtis M. Ostrodka, AICP,  
LEED AP

**Viva Florida 500**

**Booth #211**

(850) 245-6360  
kerri.post@dos.myflorida.com  
Contact: Kerri Post

**Wade Trim**

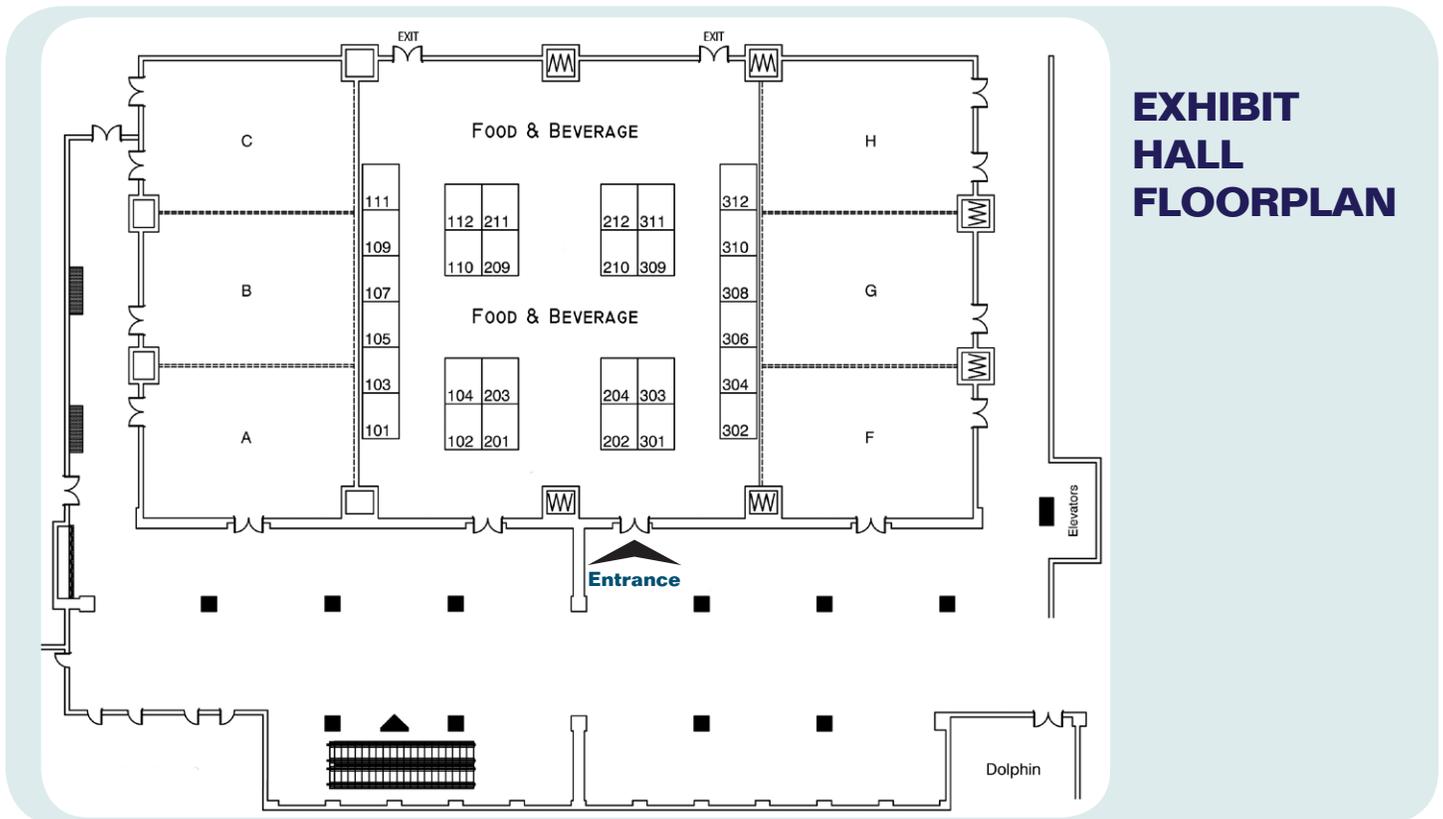
**Booth #112**

(813) 882-8366  
csquires@wadetrim.com  
Contact: Crystal Squires

**William J. Peebles, P.A.**

**Break Sponsor**

(850) 681-7383  
office@billpeebles.com  
Contact: William J. Peebles



# Conference Committee

## Committee Chair

**Steven G. Lindorff**, AICP, Jacksonville Beach CRA

## Committee Members

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

**Michael English**, AICP, Tindale-Oliver & Associates

**Marjorie Ferrer**, Delray Beach Downtown Development Authority

**Terrell N. Fritz**, Redevelopment Management Associates

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

**Marc Mondell**, AICP, City of Ocala

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

**Patty Rippey**, City of South Daytona

**Tony Otte**, New Smyrna Beach CRA

# General Information

**WELCOME** to the 2012 Annual Conference of the Florida Redevelopment Association. Please check your program carefully to determine in advance the exact location of all conference functions.

## Conference Facilities

The conference will take place at the Hilton Daytona Beach Oceanfront. All events on Wednesday and Thursday will take place in the Coquina Ballroom on the third floor of the north tower. Friday's closing breakfast will take place on the lobby level of the south tower in the St. Johns and Crystal sections of the Grand Ballroom.

## Registration Desk Hours

The registration desk will be open as follows:

Wednesday - October 24      7:30 a.m. - 6:30 p.m.

Thursday - October 25      7:30 a.m. - 4:00 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.

**Student registration** includes all general sessions and break-out sessions. Tickets for all meal functions 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.



## 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).



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 (CEcD).

# Schedule of Events

**Wednesday  
October 24**

## **Refreshments at Registration**

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

Coquina Prefunction

*Sponsored by the Fort Myers CRA and VHB MillerSellen*

## **Registration Desk Open**

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

Coquina Prefunction

## **CRA Basics Board Training**

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

Coquina Ballroom G

This course is designed for elected and appointed officials, 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.

**CM | 3**

**CM | 1.5 | Law**

**CM | 1.5 | Ethics**

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

## **Mobile Tour – Halifax Area CRAs**

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

*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. See the results firsthand, ranging from U.S. 1 and A1A streetscape improvements to new hotels and parks.

*The bus will load at the north tower entrance beginning at 7:45 a.m. Pre-registration is required.*

## **Mobile Tour – New Smyrna Beach**

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

*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; 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 beachfront park; and seven streetscape projects. You will also tour the Black Heritage Museum and a school building adapted for re-use as the Marine Discovery Center.

*The bus will load at the north tower entrance beginning at 7:45 a.m. Pre-registration is required.*

## **FRA Board of Directors Meeting**

9:00 a.m. - 11:00 a.m.

Coquina Ballroom F

*This meeting is open to all FRA members.*

## **Welcome Luncheon in the Exhibit Hall**

11:00 a.m. - 12:30 p.m.

Coquina Ballroom DE

*Sponsored by Petticoat-Schmitt Civil Contractors, Inc.*

Come see 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 – bring plenty of business cards for the gift drawings!

## **Exhibit Hall Open**

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

Coquina Ballroom DE

## **Opening Plenary Session: Building Simple Community for Redevelopment Success**

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

Coquina Ballroom ABC

*Sponsored by Dania Beach CRA*

Presiding: *Marc Mondell*, AICP, President, Florida Redevelopment Association; Executive Director, Municipal Development, City of Ocala

Keynote Presentation: *Rich Luker, Ph.D.*, The Luker Company

## **Refreshment Break in Exhibit Hall**

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

Coquina Ballroom DE

*Sponsored by Cardno TBE and the Jacksonville Beach Community Redevelopment Agency*



**Rich Luker** has been studying American life for more than 25 years. His earliest research examined the role of media use in adolescent social development - the topic of his doctoral dissertation at the University of Michigan. He is best known for his creation of the ESPN Sports Poll which began in 1994. Luker began to develop strategies to reinvigorate the American community in 2001. The most successful to date is the NCAA Division II strategy highlighted on the Web site [www.diicommunity.org](http://www.diicommunity.org). Luker is currently developing similar strategies for high schools through the National Federation of State High School Associations and through Minor League Baseball. In 2009, Luker published *Simple Community*, which documents the loss of the American community and provides a way for American companies to invest in restoring community.

### Plenary Session: FRA Legislative Update

2:15 p.m. - 3:45 p.m.

Coquina Ballroom ABC

Sponsored by *Lewis, Longman & Walker, P.A.*

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 talk particularly 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.

**CM | 1.5 | Law**

Moderator: *Karen Peterson*, FRA Legislative Counsel, William J. Peebles, P.A.

Speakers: *Terry E. Lewis*, Shareholder, Lewis, Longman & Walker, P.A.; *William J. Peebles*, FRA Legislative Counsel, William J. Peebles, P.A.; and *Beth Rawlins*, President, Florida Business Watch

### Refreshment Break

3:45 p.m. - 4:00 p.m.

Coquina Ballroom DE

Sponsored by *Tindale-Oliver & Associates* and *William J. Peebles, P.A.*

### Revitalizing Your Downtown Night and Day through Tourism

4:00 p.m. - 5:30 p.m.

Coquina Ballroom F

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

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.

**CM | 1.5**

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

### Florida Is Moving: Transportation Update

4:00 p.m. - 5:30 p.m.

Coquina Ballroom G

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 for congested corridors, ports, freight, logistics and passenger rail.

**CM | 1.5**

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

Speakers: *Juan Flores*, State Freight and Logistics Administrator, Florida Department of Transportation; and *Robert Romig*, State Transportation Development Administrator, Florida Department of Transportation

### **Our Town: Realistic Economic Development**

4:00 p.m. - 5:30 p.m.  
Coquina Ballroom H

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 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.

**CM | 1.5**

Moderator: *Kevin Crowder*, CEcD, Economic Development and Intergovernmental Affairs, City of Miami Beach

Speakers: *Julie Conley*, Executive Director, Jefferson County Economic Development Council; *David Dickey*, Director of Community and Economic Development, City of Winter Haven; and *Christine A. Ross*, MBA, MS, IOM, Executive Director, Bonita-Estero Economic Development Council

### **Reception in Exhibit Hall**

5:30 p.m. - 7:30 p.m.

Coquina Ballroom DE

*Sponsored by Kimley-Horn and Associates, Inc.*

This is a premier event for participants. FRA is comprised of great partnerships and results are gained in the continued exchange of information in the exhibit hall. Visit the booths you didn't get to at lunch, and don't forget to bring plenty of business cards to qualify for gift drawings.

**Thursday  
October 25**

### **Continental Breakfast in Exhibit Hall**

7:30 a.m. - 8:30 a.m.

Coquina Ballroom DE

*Sponsored by the Fort Myers CRA*

### **Exhibit Hall Open**

7:30 a.m. - 3:45 p.m.

Coquina Ballroom DE

### **Registration Desk Open**

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

Coquina Prefunction

### **Business Improvement Districts**

8:00 a.m. - 9:30 a.m.

Coquina Ballroom F

“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.

**CM | 1.5**

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

### **ICSC Alliance Presents**

8:00 a.m. - 9:30 a.m.

Coquina Ballroom G

Big changes created by the economy have also opened new doors for retail. What are today's trends that the national retailers are tracking and how can your city benefit? What retailers are actively expanding NOW? All these questions and more will be answered in this session.

**CM | 1.5**

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

### **Building Momentum with Simple Steps**

8:00 a.m. - 9:30 a.m.

Coquina Ballroom H

Momentum is needed to build staff capacity, remove slum and blight, encourage private investment, build board member confidence and pursue grant funds. This session, via brief case studies, will discuss how to complete small, simple projects first, measure investment results and control what you can. You will hear testimony from existing CRA's that started small and, through momentum, have achieved strong results.

**CM | 1.5**

## Thursday October 25

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

### **Refreshment Break and Exhibitor Doorprize Drawings**

9:30 a.m. - 10:15 a.m.

Coquina Ballroom DE

*Sponsored by the Jacksonville Beach Community Redevelopment Agency*

Some great gifts will be raffled off by drawing from the names of people who have visited each exhibitor's booth. You must be present to win! The drawings will begin at 10:00 a.m.

### **Making Your Program Business-Friendly**

10:15 a.m. - 11:45 a.m.

Coquina Ballroom F

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.

**CM | 1.5**

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

### **Reaching Out for Investment: What Works in this Market?**

10:15 a.m. - 11:45 a.m.

Coquina Ballroom G

*Sponsored by IBI Group*

The recession has severely limited the ability of CRAs across the state to successfully market properties and secure redevelopment investment. Successfully facilitating, soliciting and marketing properties for private redevelopment requires careful and comprehensive pre-solicitation and predevelopment preparation, using a very different process and approach. Together, IBI Group and the Boynton Beach CRA undertook the redevelopment of the Boynton Beach Historic High School, a Historic Register Eligible property that stood vacant for over 20 years. Find

out how did they got the word out, created an desirable investment environment and created marketing tools that really worked. This session will be a case study on these features, and more, of a successful revitalization program.

**CM | 1.5**

Speakers: *Vivian L. Brooks*, AICP, Executive Director, Boynton Beach CRA; and *Kevin T. Greiner*, Senior Development Planner, IBI Group

### **Designing for Pedestrian Safety**

10:15 a.m. - 11:45 a.m.

Coquina Ballroom H

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

**CM | 1.5**

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

Speakers: *Jean Duncan*, Transportation Manager, City of Tampa; and *Demian Miller*, AICP, Associate Principal, Tindale-Oliver & Associates

### **Annual Business Meeting and Keynote Luncheon: For the Love of Cities**

11:45 a.m. - 2:00 p.m.

Coquina Ballroom ABC

*Sponsored by GAI Consultants, Inc.*

Presiding: *Marc Mondell*, AICP, President, Florida Redevelopment Association; Executive Director, Municipal Development, City of Ocala

Keynote Presentation: *Peter Kageyama*, Author and Community Development Expert



Author **Peter Kageyama** looks at what makes cities lovable, what motivates citizens to do extraordinary things for their places and how some cities use that energy to fill in the gaps that “official” city makers have left when resources disappear. Peter will speak about how we can turn peoples’ emotional engagement with their place into tangible action and use that excitement and energy as a much needed community development resource.

He is an internationally recognized expert on community development and grassroots engagement. He is the author of *For the Love of Cities*, which explores in detail the value of emotional engagement with our cities, how that connection is created and nurtured, and how it can be turned into a development resource for places. As the co-founder and producer of the Creative Cities Summit, an interdisciplinary event that brings together citizens, thought leaders and practitioners around the big idea of the city, Peter has been a central connector in the field of place and community making. He is the former President of Creative Tampa Bay, a grassroots community change organization based in the Tampa Bay region. He has spoken all over the world about bottom up community development and the amazing people that are making change happen. His book, *For the Love of Cities*, was recently recognized by Planetizen as a Top 10 Book for 2012 in urban planning, design and development.

## **CRA Plan Amendments and Updates**

2:00 p.m. - 3:30 p.m.

Coquina Ballroom F

How do you know when to update or amend your plan? What are the benefits and potential pitfalls to changing your plan? This session 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 ensure it is an effective working document.

**CM | 1.5**

Speakers: *Corey W. O’Gorman*, AICP, Principal, Place Planning and Design; *Jeffrey L. Oris*, CEcD, President, Planning and Redevelopment Consultants, Inc.; and *Barry Wilcox*, AICP, NCICP, LEED GA, Senior Project Manager, Planning, VHB MillerSellen

## **Accountability and Transparency in CRA Reporting**

2:00 p.m. - 3:30 p.m.

Coquina Ballroom G

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 specific reports and information each year with state and local agencies. 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? This session will cover all of this in detail.

**CM | 1.5**

*NOTE: This session is also approved for one hour of finance credit through the Florida League of Cities (CPE Sponsor ID #0004654).*

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

## **Delray Beach: Creating an Arts Destination**

2:00 p.m. - 3:30 p.m.

Coquina Ballroom H

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.

**CM | 1.5**

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

**Thursday  
October 25**

**Refreshment Break and FRA Doorprize Drawings**

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

Coquina Ballroom DE

Sponsored by William J. Peebles, P.A.

FRA door prize winners will be announced during this break – you must be present to win!

**Vision Planning: Getting from Conception to Groundbreaking**

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

Coquina Ballroom F

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

**CM | 1.5**

Moderator: *Steven G. Lindorff*, AICP, Administrator, Jacksonville Beach CRA

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

**Plan the Future by Understanding CRA Revenues**

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

Coquina Ballroom G

Florida's revenue limitations have taken a toll on CRA trust funds. This session 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?

**CM | 1.5**

Speakers: *K. Michael Chen*, FL DBE, MBE/SBE, President, Urban Development and Mobility Solutions; *Thomas R. Kohler*, Senior Principal/Vice President, Real Estate Research Consultants; and *Ken Small*, Financial Technical Assistance Manager, Florida League of Cities

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

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

Coquina Ballroom H

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? Join us for a very open and honest discussion on the subject of diversity in our communities and how to recognize, utilize, celebrate and effectively support "differences in people" – the definition of diversity.

**CM | 1.5**

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

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

**Awards Dinner and Academy Graduation**

6:30 p.m. - 9:30 p.m.

Coquina Ballroom ABC

Sponsored by *Burkhardt Construction, Inc.*

Celebrate the BEST of redevelopment as we announce the 2012 FRA Award Winners and congratulate our second class of members graduating from the FRA Redevelopment Academy. Enjoy a casual dinner then prepare to dance to the irresistible tunes spun by DJ Randy Ray!

**Friday  
October 26**

**Closing Roundtable Breakfast**

8:00 a.m. - 10:00 a.m.

Crystal/St. Johns

Enjoy breakfast while joining in on a discussion of your choice. Topics will include:

- Brownfield Funding
- Problem-Solving Open Brainstorm Session
- Small Cities and Towns: Special Challenges and Low Cost Solutions

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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 (CEcD).