



"Places for People"
October 21-23, 2015
Hilton Tampa Downtown
www.redevelopment.net



(NOTE: all information is tentative, and AICP, IEDC, FGFOA and FL BAR CREDITS will be applied for)

Tuesday, October 20, 2015

FRA Board of Directors Meeting

3:00 p.m. – 5:45 p.m.

3rd Annual (ZEN) FRA River Boat Tour

(Boats start loading at 6:15 p.m.)

For the first time at SUNSET! Take a boat ride (six per boat) down the Hillsborough River to the bay, and watch the sunset over downtown.

<https://instagram.com/eboatstampa/>. Enjoy the under-bridge lighting displays, the recently completed Tampa River Walk, Waterworks Park and Ulele Restaurant from the comfort of one of the rented electric boats. At the end of the narrated tour (approximately 8:00 p.m.) enjoy a complementary beverage at the 360 degree waterfront restaurant/bar, Sail Pavilion, next to the docks.

<http://www.tampaconventioncenter.com/facility-information/sail-pavilion/>
\$40/person, pre-registration required please and space is limited



Wednesday, October 21, 2015

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

Sponsor: BCC Engineering, Inc.

Beverage Service (Registration area)

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

FRA Conference Registration Open

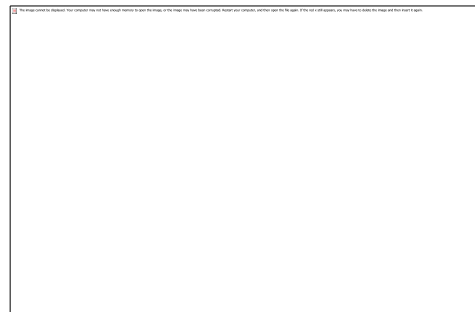
8:00 a.m. - 5:00 p.m.

MOBILE TOUR

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

Central Business/Waterfront Districts Public Art Tour

You will find out why Tampa is one of the premier downtowns known for its public art. Learn about the artists, challenges, experiences and funding of each project, from the people who are involved directly in Tampa's Arts Programs. The tour begins at City Hall and continues south through the downtown toward the Waterfront District. This tour will be part walking, part bus. Tour participants will see a large-scale photo mosaic mural, artist-designed gates, as well as other surprises along the way. Along the river walk, we will discuss and see the tallest sculpture in Florida - Lightning by Jonathan Borofsky.



Tour Host: *Melissa LeBaron, Project Coordinator, City of Tampa Art Programs*

Community Redevelopment Agency (CRA) Short Course

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

This is a general educational session designed for CRA staff, elected and appointed officials, volunteers and advisory board members. We will succinctly overview "what you need to know that you might not know" in the universe of CRAs. We will highlight some helpful practical, legal and administrative best practices for CRA policy making success. Additional registration of \$25 per person, see main conference registration form at www.redevelopment.net_top annual conference 2015. Teachers: Cliff Shepard, Esq., Shepard Smith and Cassidy, and Carol Westmoreland, FRA Executive Director
CM 3.0/CM 1.5 L/CM 1.5 E

Wednesday, October 21, 2015

Welcome Luncheon in Exhibit Hall

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

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

Exhibit Hall Open

11:00 a.m. – 6:30 p.m.

Re-Imagining State Arterials

12:30 p.m. - 1:30 p.m.

This session will highlight redevelopment efforts taking place along two major state roads: U.S. 1 in Delray Beach, and State Road 7 in Broward County. The strip commercial plazas and aging businesses along these corridors have struggled to compete with new retail centers, but strong population growth, tourist activity and a lack of available vacant land in urban centers has increased their potential for redevelopment. A fresh approach to land use and infrastructure planning was needed to transform these roads into viable mixed-use corridors that are safe and welcoming to pedestrians and transit users. The State Road 7 Collaborative is a regional effort involving 17 municipalities, while Delray Beach's efforts included FDOT, the City and the CRA. We will share how these ongoing coordinated efforts have made these transformative projects a reality.

Moderator: *Diane Colonna*, AICP, FRA President Elect, Redevelopment Management Associates/Margate CRA

Speakers: *Jeff Costello*, AICP, Executive Director, Delray Beach CRA and *J. Gary Rogers*, Executive Director, Lauderdale Lakes CRA
CM 1.0

Show Us the Money! (Financial Options for Projects)

12:30 p.m. – 1:30 p.m.

Think you know about the various sources of revenue and economic incentives to jump start a redevelopment project? This session will focus on a spectrum of financial assistance options that CRAs may utilize in order to accomplish their redevelopment projects. We will overview state and federal financing; transit-oriented development, housing, environmental remediation and local government assistance; pledges of revenue; land loans, swaps and sales and planning assistance, all of which serve as viable financial tools useful in achieving project goals.

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Moderator: *Toni Shamplain*, Downtown North CRA Manager, Panama City

Speakers: *Tammy L. Hillier*, GPA, Grants Writer, City of Pinellas Park; *Royce K. Jones, Esq.*, Senior Principal, Kane, Ballmer & Berkman; *Julie Romey*, Senior Principal, Keyser Marston Associates, Inc.
CM 1.0

2016 Legislative Update

12:30 p.m. – 1:30 p.m.

While we are busy embarking upon or rebuilding redevelopment programs, be assured that the legislative arena is in full action mode. What is on the horizon for 2016? Bill is a Tallahassee lawyer and lobbyist who founded the firm and has represented local government clients before the Florida Legislature since 1985. John Wayne joined the firm in 2013 and represented the Florida Association of Counties and the Florida League of Cities, as well.

Speakers: *William J. Peebles, Esq.*, Founder and *John Wayne Smith*, Principal, Peebles & Smith, LLC
CM 1.0
CM 1.0 Law

Refreshment Break in Exhibit Hall

1:30 p.m. – 1:45 p.m.

Federal CRA for Florida CRAs

1:45 p.m. – 2:45 p.m.

This session will explain in detail how the federally mandated Community Reinvestment Act (CRA), can help city or county Community Redevelopment Agencies (CRAs) build partnerships for community and economic development projects with banks. These two different CRAs have the similar focus areas: to use their resources to meet community needs. Through CRA, banks are tasked with meeting lending, service and credit needs in communities, while the cities and counties are working on quality of life needs. Come with questions on how you can directly plug into the federal CRA world and identify a lender who might be interested in partnering with you and your CRA projects.

Speaker: *April A. Atkins*, AICP, Community Affairs Specialist, Federal Deposit Insurance Corporation (FDIC)
CM 1.0

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Getting Back to Neighborhood Basics

1:45 p.m. – 2:45 p.m.

Sometimes, residential redevelopment projects get overlooked because of larger or more glamorous commercial projects. However, small projects and services that more directly address community and neighborhood concerns are also needed. Our speakers will focus on strategies to start reversing long declining residential property values. We will overview a multi-year expansion of one revitalization area and the effect the investment is having.

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

Speakers: *Rick Stauts*, Executive Director, Florida City Community Redevelopment Agency and *Ken Thomas*, Director of Housing and Economic Development and *Elizee Michel*, AICP, FRA-RA, Executive Director, Westgate/Belvedere Homes CRA, Palm Beach County
CM 1.0

Case Study: Is Return on Investment a Myth?

1:45 p.m. – 2:45 p.m.

The City of Stuart CRA redesigned Colorado Avenue, a commercial corridor in need of a facelift. The CRA also matched Community Development Block Grant (CDBG) funds to complete the total 1.8 million dollar investment. CRA Board members asked staff to measure the ultimate "ROI" of the project. We will present our findings, and share how to use the FRA toolkit on "Measuring the Benefits of Redevelopment". We will also discuss how to get a clear understanding of what a CRA project means to the bottom line, with our attendees.

Speakers: *The Honorable Jeffrey Krauskopf*, Vice Mayor, City of Stuart and *Teresa Lamar-Sarno*, AICP, City of Stuart CRA Administrator
CM 1.0

Refreshment Break in Exhibit Hall

2:45 p.m. – 3:00 p.m.

Help Determine FRA's Destiny: Branding Exercise

3:00 p.m. - 4:30 p.m.

Walker Brand's motto is "we connect people to places". What better way to connect FRA with steps we can take in the next three years to grow our association? Nancy will lead us through some big thinking on what redevelopment practitioners in Florida will need in the future, and how FRA can

meet those needs. Especially if you have not filled out the FRA branding online survey, we need your

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assistance to frame the challenges and possible solutions. Come brainstorm with us!

Introduction: *Gus Gianikas*, AICP, FRA-RA, FRA President, Assistant Director, Planning and Development, City of Mount Dora

Session Leader: *Nancy Walker*, President, Walker Brands

Measuring the Community Benefit Initiative

3:00 p.m. - 4:30 p.m.

Two south Florida communities have embraced the concept of a Community Benefit Agreement/Plan to improve the economic and social status of residents impacted by redevelopment. One included a local hiring program and an assessment of the level of services and/or economic benefit in the RFP response criteria. As a result, a Community Benefits Agreement was entered into between the developer and community stakeholders. The other city adopted a Community Benefit Plan for small and large projects. The plan developed for this project includes a uniquely "designed" internship program for middle through college age students.

Moderator: *The Honorable Joy Cooper*, Mayor, City of Hallandale Beach

Speakers: *Choli Aronson*, AIA, LEED AP BD+C, Community Benefit Plan Coordinator, Currie Sowards Aguila Architects; *Jennifer Frastai*, Assistant City Manager, City of Hallandale Beach; *Kristyn Cox-Goodwin*, West Atlantic Redevelopment Director, Delray Beach CRA and *The Honorable Anthony Sanders*, Commissioner, City of Hallandale Beach
CM 1.0

Bridge the "GAP" to Avoid "Going Around People"

3:00 p.m. - 4:30 p.m.

We all think we know what's best for the community but sometimes we do not stop and listen. When this results in a community struggle, there is usually a communication gap between local governmental entities and the community it serves. This program delves into authentic communication and public engagement. We will share how to listen, how to remove self to become one with the community, and how to develop strategies that open the lines of communication.

Speaker: *Petula Burks*, Public Affairs Director, City of Miami Gardens
CM 1.0

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Dinner Reception in Exhibit Hall

5:00 p.m. - 6:30 p.m.

This is a great opportunity for professional networking as you check off your visits to each booth on the exhibitor's card in order to be eligible for the gift drawings tomorrow. All of these businesses support the FRA and the services we provide to you, so we appreciate you greeting and thanking them on behalf of all FRA members!

Thursday, October 22, 2015

Continental Breakfast in Exhibit Hall

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

Opening Plenary Session and Keynote

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

Introduction: *Charles C. Bohl*, Associate Professor and Director, graduate program in Real Estate Development and Urbanism (MRED+U) at the University of Miami's (UM) School of Architecture

Keynote Presentation: *Vicente Guallart*, Chief Architect, Barcelona, Spain

As chief architect of the city of Barcelona, **Vicente Guallart** developed the strategic vision of the transformation of the city and its major development projects. He was the first manager of Urban Habitat, a new department encompassing the areas of urban planning, housing, environment, infrastructures and information technologies. In 2001, he founded the Institute of Advanced Architecture of Catalonia (IAAC), one of the best Architectural Master Schools

in the world. Some of his projects are the Denia Mountain (reconstruction of an old quarry, in an environment that holds an old Arab castle, selected for the [Venice Biennale](#) 2004), 3 ports in the North of [Taiwan](#) (winners of 2 international competitions), and the Sharing Tower in the neighborhood of la Torre (Valencia). Guallart Architects has also developed projects such as the the Sociopolis neighborhood in Valencia, and the Gandia Sharing Blocks. He is the author of the books *Geologics* and *The Self-Sufficient City* and co-author of the *Metapolis Dictionary of Advanced Architecture*. His work has been exhibited at the Biennale of Venezia, MOMA and AIA in Washington. He will talk about a blueprint for the world to come, a world built around cities and their renewed capabilities to become productive again, based on the principles of local self-sufficiency and global connectivity. <http://www.guallart.com/>

Sponsored by the University of Miami School of Architecture and AIA Tampa Bay

Refreshment Break in Exhibit Hall

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

Thursday, October 22, 2015

Second Plenary Session

Vicente Guallart: An Interview Session/Architecture Panel

9:15 a.m. – 10:15 a.m.

This session will feature an interview with keynoter Vicente Guallart, architect, Barcelona, Spain. Dean Rodolphe el-Khoury, University of Miami School of Architecture, and Charles C. Bohl, Director of the University of Miami Graduate Program in Real Estate Development and Urbanism, School of Architecture, will be asking the questions of Mr. Guallart in this unique and informal setting.

CM 1.0

Refreshment Break in Exhibit Hall

10:15 a.m. – 10:30 a.m.

Third Plenary Session and Keynote

10:30 a.m. – 11:45 a.m.

Presiding: *Gus Gianikas*, AICP, FRA-RA, FRA President, Assistant Director, Planning and Development, City of Mount Dora

Introduction: *Diane Colonna*, AICP, FRA President Elect, RMA/Executive Director, City of Margate CRA

Keynote Presentation: *Fred Kent*, Founder and President of the nonprofit organization Project for Public Spaces (PPS)

Traveling over 150,000 miles a year, providing technical assistance to all types of communities and teaching over 10,000 people in place making techniques, **Fred Kent** gives major talks across North America and internationally. Over the past 37 years, Fred has worked on hundreds of projects all over the globe. He is a leading authority on revitalizing city spaces and one of the foremost thinkers in livability, smart growth and the future of the city. He is known throughout the world as a dynamic speaker and prolific ideas man.

Luncheon in Exhibit Hall/Door Prize Drawings

11:45 a.m. – 12:45 p.m.

Continue to network with exhibitors and other attendees. Don't forget to get your exhibit check off cards and business cards in for lots of great gift drawings!

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Innovative Development of Affordable Housing

12:45 p.m. – 1:45 p.m.

During this session attendees will learn how the Hallandale Beach Community Redevelopment Agency launched an innovative project to build new single family homes and how it successfully accomplished the goal of providing affordable housing opportunities to income-eligible, first time homebuyers. Additionally, we will show how the development of these new housing units is a redevelopment tool that created physical, economic, and social improvements to the area.

Speakers: *Diana M. Wolfson, MSM*, Real Estate / Property Management Coordinator, Hallandale Beach CRA; *Lovern Parks*, CRA Specialist, Hallandale Beach CRA and *Carolyn M. Allen-Smith*, Administrative Assistant, Hallandale Beach CRA
CM 1.0

Business Partnerships for Dealing with Panhandling and Our Homeless Citizens

12:45 p.m. – 1:45 p.m.

For those communities of all sizes struggling with concerns about panhandling and homeless behaviors that keep customers and investors away, this session will provide fresh ideas and perspectives. Panelists will discuss innovative partnerships between business and social service interests to improve safety perceptions related to panhandling and homelessness. New housing finance models, revenue redirect programs, physical improvements, communications strategies, and comprehensive service models involving business partners will be reviewed.

Speakers: *Ken Stapleton*, President, The Safedesign™ Institute and *Kevin Lawler*, Principal, NK Ventures LC
CM 1.0

Flood Management in Redevelopment Areas

12:45 p.m. – 1:45 p.m.

A lot has changed with the Federal Emergency Management Agency (FEMA) in one year. Despite intense lobbying and citizen complaints, the agency has stayed on the course of supporting insurance companies in recovering the real cost of flood insurance/damages throughout the country. The Community Rating System, which guides flood insurance rates for property, was revamped as of April 1, 2015, and although there will be higher insurance rates, local governments can help. Communities also have the opportunity to register with

the national and state emergency management offices, and if they meet mitigation criteria, their citizens can save on flood insurance.

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Because Florida has so much coast and inland water issues, everyone can benefit from knowing how to be proactive with this issue.

Speaker: *Elizee Michel*, AICP, FRA-RA, Executive Director, Westgate/Belvedere Homes CRA
CM 1.0

Refreshment Break

1:45 p.m. – 2:00 p.m.

What Can CRAs Do for Developers?

2:00 p.m. – 3:00 p.m.

We will share the basic and general do's and don'ts that can make or break a (re)development deal. We talk a lot about being "development friendly", but what little things can a government or CRA do to actually support that claim? What is realistic for a small city? We will be discussing how to get the word out, and how to put a deal structure together, from a developer's perspective. The intent is to provide insight on how delays, outdated zoning, and "negative administration" can be changed to line up with the stated community vision. We will welcome your ideas as well, for effective deal making.

Moderator: *Eric L. Haynes*, CEO, Inner Urban Holdings, LLC

Speakers: *Maurice Egozi*, Principal, CFO, Pointe Development Companies;
Eric L. Haynes, CEO, Inner Urban Holdings, LLC and *Greg Brewton*,
President, Greg Brewton & Associates
CM 1.0

From Glimmer to Glow: The Art in Downtown Lighting

2:00 p.m. – 3:00 p.m.

This session will focus on how public art can create a buzz, put your city in the spotlight, and raise its visibility to the creative and tourist markets. Looking closely at Lights on Tampa featured in the Tuesday evening tour, this session will also include methods and processes for funding, resources and partnerships, whether you have an art program established or not.

Moderator: *Raphael Clemente*, Executive Director, West Palm Beach Downtown Development Authority

Speaker: *Robin F. Nigh*, Manager, Art Programs, City of Tampa

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How to Engage Your Community

2:00 p.m. – 3:00 p.m.

We invite you to join a lively discussion on how to bring divergent groups together to support a local redevelopment project, plan or program. Our guest speakers will frame the challenges and some best practices. Then our leaders will facilitate small discussion groups about how to make good goals and intentions a reality back home.

Introduction: *Julius D. Davis*, PE, LEED-AP, Member, Florida Advisory Council on Small and Minority Business Development

Speaker: *Deric C. Feacher*, City Manager, City of Winter Haven

Moderator: *Gerald Snell*, Chairman, Southside District CRA, Avon Park

Team Discussion Leaders: *Kristyn Cox-Goodwin*, West Atlantic Redevelopment Director, Delray Beach CRA; *Jeremy Earle*, AICP, ASLA, FRA-RA, Deputy Director, Department of Sustainable Development, City of Fort Lauderdale and *Toni Shamplain*, Downtown North CRA Manager, Panama City
CM 1.0

Refreshment Break

3:00 p.m. – 3:15 p.m.

Transportation Roundtables: Experts' Advice on YOUR Projects

3:15 p.m. – 5:00 p.m.

This plenary session is designed to give all attendees the opportunity to get answers to questions and dilemmas, no matter the type and status of your transportation project(s). The table topics will be marked and as you visit around, you might learn from others' questions and discussions also. Topics include: complete streets, FDOT grants, pedestrian priority zones, transit, a large scale ped/bike bridge, bike sharing through the master planning approach, Vision Zero programming, walkability, multi-modalism, streetscapes, CRA funding of transportation projects, and practical ways to get grassroots advocacy off the ground. Our experts have a LOT of combined transportation solutions experience, so take advantage of it while you can!

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Moderator: *Michael M. English*, AICP, Principal Planner. BCC Engineering, Inc. and *Angelo Rao*, P.E., Manager, Traffic Operations, City of Lakeland

Table Experts: *Diana Alarcon*, City of Fort Lauderdale; *Elizabeth Alden*, AICP, Hillsborough County MPO; *Charles Barmby*, City of Lakeland; *Dirk Danley*, Florida Department of Transportation; *Jean W. Duncan*, P.E., City of Tampa; *Katherine Eagan*, Hillsborough Area Regional Transit (HART); *Leigh Ebby-Scrabis*, City of Fort Myers; *Michael M. English*, AICP, Principal Planner. BCC Engineering, Inc.; *Dennis Haynes*, Burkhardt Construction, Inc.; *Ed Johnson*, City of Tampa; *Marc Kleisley*, Burkhardt Construction, Inc.; *Suzanne Monk*, Florida Department of Transportation; *Angelo Rao*, P.E., City of Lakeland, *Eric Reil*, Miami Downtown Development Authority; *Steve Tocknell*, AICP, Tocknell Planning Services, LLC and *Carin Watkins*, Florida Department of Transportation
Sponsor: BCC Engineering, Inc.

Awards and Academy Graduation Ceremony Dinner

6:30 p.m. – 8:30 p.m.

Sponsor: Burkhardt Construction, Inc.

Friday, October 23, 2015

Breakfast

Annual Business Meeting/FRA Awards Showcase

7:30 a.m. – 9:30 a.m.

Wake up with the winners of the 2015 Best Book awards! They will be sharing the details of how they did it, versus what they did. We will also share tips on how you can apply and win an FRA award for your project next year. We invite you to also join us in welcoming our newest, as well as current, FRA Board members for 2015-16, during a brief annual business meeting.

Moderator: *Gail Hamilton, CRA Director, City of Zephyrhills*

Presenters: *2015 FRA Award Winners and the FRA Board of Directors*

CM 2.0

Art as Place-Making

9:30 a.m. – 11:00 a.m.

It harnesses the power of creativity, emotion and innovation, and can transform the public realm from mundane to marvelous. It is what our children, visitors and investors remember about a city, whether they grew up with an iconic landmark, pass it on the way to work, or see it on their way to the airport, cruise ship or walking down a street. Art tells a story and connects people to a place. We will show you examples from downtown West Palm Beach and other locales that demonstrate the overwhelming difference that art makes in how the public realm is perceived and experienced. The site selection process, and how to gain support, will be also be discussed.

Moderator: *The Honorable Shanon Materio, Commissioner, City of West Palm Beach*

Speakers: *Raphael Clemente, Executive Director, West Palm Beach Downtown Development Authority and Sherryl Muriente, MURP, Associate AIA, Instructor, School of Urban and Regional Planning at Florida Atlantic University*

CM 1.0

How to Successfully Work with Merchants

9:30 a.m. – 11:00 a.m.

What tried and true methods are effective to help merchants help themselves? We coach, partner with and communicate with our merchants for better relationships and better business. Their success is our success, but the “us and them” mentality is sometimes hard to get through. We will share all kinds of ideas and tell you what works (most of the time) in what situations.

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Moderator: *Laura Simon*, Associate Director, Delray Beach DDA

Speakers: *Marjorie Ferrer*, Downtown Consultant, Delray Beach; *Sharon McCormick*, Marketing Director, Redevelopment Management Associates and *Ronni Wood*, Florida Main Street Coordinator, Florida Department of State
CM 1.5

Purpose Built Communities

9:30 a.m. – 11:00 a.m.

Purpose Built Communities works to transfer their model for holistic revitalization to communities throughout the Southeast. Through the transformation of neighborhoods, they seek to change lives in struggling areas. It grew out of the wildly successful revitalization of East Lake Meadows in Atlanta, Georgia. Established in 2009, Purpose Built Communities is providing a blueprint for breaking the cycle of intergenerational poverty and building brighter futures.

Speakers: *Ethan Davidson*, Vice President of Communications, Purpose Built Communities and *Eddy Moratin*, Executive Director, LIFT Orlando
CM 1.0

Adjourn

Please check www.redevelopment.net top tab annual conference for registration information, other event schedules, and any updates to this program. For more information, contact Carol Westmoreland at cwestmoreland@flcities.com.