



“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 down the Hillsborough River and Bay and watch the sun set over downtown from the water.

Enjoy the highly colorful and artistic under-bridge lighting displays, the recently completed Tampa River Walk, Waterworks Park and Ulele Restaurant from the comfort of one of our electric motor boats. At the end of the narrated tour, enjoy a complementary beverage of your choice at Sail Pavilion, the Tampa Convention Center's spectacular waterfront bar, before moving on with your evening. Reservations are limited, \$40/person (BYOB on the boat).

Tour Host: *Michael M. English*, AICP, Principal Planner, BCC Engineering, Inc. and FRA Board member



Sponsored by: BCC Engineering, Inc.

Wednesday, October 21, 2015

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 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. Walking 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 tab annual conference 2015.

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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. – 7:30 p.m.

Bridging the “GAP” or How to Avoid “Going Around the People”

12:45 p.m. – 1:45 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. Let's also discuss the great ways you have found to truly engage your citizens.

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

Show Us the Money! (Financial Options for Projects)

12:45 p.m. – 1:45 p.m.

Think you know about all the sources of revenue for a redevelopment project? This session will focus on the A to Z of the many financial assistance options that CRAs may utilize in order to accomplish their redevelopment projects. We will overview all kinds of programs: state and federal financing, brownfields, housing, environmental remediation, local government assistance, pledges of revenue, land loans, swaps, sales, and planning assistance.

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

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

CM 1.0

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Legislative Update 2015

12:45 p.m. – 1:45 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. He has represented local government clients before the Florida Legislature since 1985. John Wayne is an experienced lobbyist who represented the Florida Association of Counties and the Florida League of Cities, and joined the firm in 2013.

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

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CM 1.0 Law

Refreshment Break in Exhibit Hall

1:45 p.m. – 2:00 p.m.

Federal CRA for Florida CRAs

2:00 p.m. – 3:00 p.m.

This session will explain in detail how the federally mandated Community Reinvestment Act (CRA), also called a “CRA Public File” can help city or county Community Redevelopment Agencies (CRAs) get funding for projects. These two different CRA groups have the same mission: to use their resources to meet community needs. The banks have to meet credit needs, and 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 funding your CRA projects.

Speaker: *April Adkins, AICP, Atlanta Director, Community Affairs, Federal Deposit Insurance Corporation (FDIC)*

CM 1.0

Getting Back to Neighborhood Basics

2:00 p.m. – 3:00 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. Infrastructure spending can improve the look and feel of a neighborhood, but what does it really take to get them done? We will overview a multi-year expansion of one revitalization

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area and the effect the investment is having. Also, we will talk about how small projects can get funded, for the best results.

Moderator: *Gus Gianikas*, AICP, FRA-RA, FRA President Elect, 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?

2:00 p.m. – 3:00 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. After the first year of completion, the research revealed a fascinating “mixed bag”. 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

3:00 p.m. – 3:15 p.m.

Help Determine FRA’s Destiny: Branding Exercise

3:15 p.m. - 4:45 p.m.

Nancy Walker’s motto is “we connect people to places”. What better person to work with the FRA on what steps we can take in the next three years to grow our association? She 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 help in a live session to frame the challenges and possible solutions. Come brainstorm with us!

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

Speaker: *Nancy Walker*, President, Walker Brands

Measuring the Community Benefit Initiative

3:15 p.m. – 4:45 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: *Kristyn Cox-Goodwin*, West Atlantic Redevelopment Director, Delray Beach CRA

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
CM 1.0

University of Miami Architecture Panel

3:15 p.m. – 4:45 p.m.

This session will feature an interview with Thursday morning keynoter Vicente Guallart, city architect, Barcelona, Spain. Dean Rudolphe 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.

Dinner Reception in Exhibit Hall

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

This is a great opportunity for professional networking. Great partnerships and great results come about from a continual exchange of information. 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.

Innovative Development of Affordable Housing

8:00 a.m. – 9:00 a.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

How to Build and Manage Nightlife Using Downtown Metrics

8:00 a.m. – 9:00 a.m.

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

Speaker: *Marjorie Ferrer*, Delray Beach

CM 1.0

Business Partnerships for Dealing with Panhandling and Our Homeless Citizens

8:00 a.m. – 9:00 a.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.

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

Refreshment Break in Exhibit Hall

9:00 a.m. – 9:15 a.m.

Keynote Presentation: Vicente Gualart, chief architect of the city of Barcelona, Spain,

9:15 a.m. – 10:30 a.m.

As chief architect of the city of Barcelona, **Vicente Gualart** 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. He works in the confluence of architecture, nature and technologies. 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](#) that will improve the tourism in the island (winners of 2 international competitions), or the Sharing Tower in the neighborhood of la Torre (Valencia). Gualart 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.gualart.com/>

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

Sponsored by the University of Miami School of Architecture

Refreshment Break in Exhibit Hall

10:30 a.m. – 10:45 a.m.

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From Glimmer to Glow: The Art is Downtown Lighting

10:45 a.m. – 11:45 a.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

Speakers: *Robin F. Nigh*, Manager, Art Programs, City of Tampa and *Mary Pinak*, West Palm Beach DDA

CM 1.0

What Can CRAs Do for Developers?

10:45 a.m. – 11:45 a.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

Re-Imagining State Arterials

10:45 a.m. – 11:45 a.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

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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 include 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, Redevelopment Management Associates/Margate CRA

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

Luncheon in Exhibit Hall / Door Prize Drawings

11:45 a.m. - 12:45 p.m.

Continue to network as we visit 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!

Plenary Session Keynote

1:00 p.m. – 2:00 p.m.

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

Presentation: *Fred Kent*, founder and president of the nonprofit organization Project for Public Spaces (PPS)

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

Traveling over 150,000 miles a year, providing technical assistance to all types of communities, and teaching over 10,000 people in Placemaking 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.

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Refreshment Break

2:00 p.m. – 2:15 p.m.

Transportation Roundtables: Experts' Brain Drain

2:15 p.m. – 3:45 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 as much as yours. Topics include: complete streets, FDOT grants, pedestrian priority zones, transit, bikeways, bike sharing and the master planning approach, Vision Zero programming, walkability, streetscapes, CRAs funding of transportation projects, and a unique grassroots approach to effecting transportation changes locally. Our experts have a LOT of combined transportation solutions experience, so take advantage of it while you can!

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; *Dennis Haynes*, Burkhardt Construction, Inc.; *Dirk Danley*, FDOT; *Jean Duncan*, City of Tampa; *Katherine Eagan*, Hillsborough Area Regional Transit (HART); *Leigh Ebby-Scrabis*, City of Fort Myers; *Ed Johnson*, City of Tampa; *Suzanne Monk*, FDOT; *Angelo Rao*, P.E., City of Lakeland; *Alyce Robertson*, Miami DDA; *Steve Tocknell*, Tocknell Planning and *Carin Watkins*, FDOT

Sponsor: BCC Engineering, Inc.

Refreshment Break

3:45 p.m. – 4:00 p.m.

The Early Years Need Not Be the “Wonder” Years

4:00 p.m. – 5:00 p.m.

Starting a new CRA can be an overwhelming endeavor, but with knowledge and persistence there is success. If you are thinking of creating a CRA, already in the process of starting a CRA, or have created a CRA but need a jump start, this session is for you. Learn from those cities who have successfully navigated the process. Panelists from three cities each with

different perspectives will provide you valuable information to help in whatever stage of the process you are in.

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

Speakers: *Samantha Bishop*, Economic Development Director, City of Edgewater; *The Honorable Trish Pfeiffer*, City Commissioner, City of Bartow and *Steve Lindorff*, AICP, City of Jacksonville Beach
CM 1.0

How to Engage Your Community

4:00 p.m. – 5:00 p.m.

We invite you to join a lively discussion on how to bring divergent groups together to support a local redevelopment plan, project, 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, Council Member, Florida Advisory Council on Small and Minority Business Development

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

Moderator: *Gerald Snell*, Avon Park CRA

Team Discussion Leaders: *Kristyn Cox-Goodwin*, *Jeremy Earle*, *Tameka Dorsett*, *Brianca Johnson*
CM 1.0

How to Successfully Work with Merchants

4:00 p.m. – 5:00 p.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.

Speakers: *Marjorie Ferrer*, Delray Beach and *Ronni Wood*, Florida Main Street Coordinator, Florida Department of State
CM 1.5

Awards and Academy Graduation Ceremony Dinner

6:30 p.m. – 8:30 p.m.

Sponsored by: Burkhardt Construction, Inc.

Friday, October 23, 2015

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. Join us in welcoming our newest as well as current Board members to the FRA, with your membership vote during the brief annual business meeting.

Presenters: *2015 FRA Award Winners and the FRA Board of Directors*
CM 2.0

Case Study: Choosing the Right Partnerships

9:30 a.m. – 10:30 a.m.

This session will overview the selection process for innovative public, private, and nonprofit partners to implement your CRA Plan and promote your redevelopment area. There are low cost ways to engage stakeholders to help educate, promote, and fund its revitalization efforts. Small programs this is for you! This kind of collaboration in one small budget program yielded \$15 million in grants for flood mitigation, affordable housing, health, environmental initiatives and economic development projects in the last two years. Come see how they did it, for ideas you can use back home.

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

Speakers: *Alexis A. Barbish*, CEO/Product Facilitator, Rooney's Beer Company; *Elizee Michel*, AICP, FRA-RA, Executive Director, Westgate/Belvedere Homes CRA and *Ginny Powell*, Environmental Program Supervisor, Palm Beach County ERM
CM 1.0

Purpose Built Communities in Florida

9:30 a.m. – 10:30 a.m.

Purpose Built Communities works to transfer their model for holistic revitalization by transforming neighborhoods and changing 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 now involved in Orlando, providing a blueprint for breaking the cycle of intergenerational poverty and building brighter futures.

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Speaker: *Ethan Davidson*, Vice President of Communications, Purpose Built Communities
CM 1.0

Art as Place-Making

9:30 a.m. – 10:30 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 vigorously discussed.

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

Speakers: *Raphael Clemente*, Executive Director, West Palm Beach Downtown Development Authority; *Jesse Bailey*, Walkable West Palm Beach Blogger and *Sherryl Muriente*, MURP, Associate AIA, Instructor, School of Urban and Regional Planning at Florida Atlantic University
CM 1.0

Adjourn

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