



FLORIDA REDEVELOPMENT ASSOCIATION
2018 ANNUAL CONFERENCE
Tentative Program

WEDNESDAY, OCTOBER 24, 2018

Mobile Tour of Fort Myers CRA (separate registration fee)
8:00 a.m. – 11:15 a.m.

Take a walk back in time through the beautiful, historic Fort Myers River District. As you wander streets lined with the same bricks that Thomas Edison and Henry Ford strolled during their visits to Fort Myers, you will learn the fascinating history of this turn-of-the-century boom town. Immerse yourself in the ambitions and rivalries of the sometimes unruly, often stubborn, but always visionary early builders of Fort Myers. Once you've learned the history, you will zoom forward into the 21st Century with an exclusive insider's tour of several redevelopment projects. Led by the Fort Myers CRA's staff, you will view established successes and new ventures in the making. The Fort Myers River District Tour will engage your senses, your thoughts and your emotions as you experience "The City of Palms".

Community Redevelopment Agency (CRA) Boot Camp (separate registration fee)
8:00 a.m. – 11:15 a.m.

We will be covering what you need to know about your Florida CRA before you take another step! This is a review and fact sharing, but also "bring your questions" and "the group responds" kind of session. You will also learn where to get reliable information to help you carry out your role in the CRA process. Geared towards policy setters, administrators and volunteers, this will be about the top answers to the top questions about running a CRA in Florida. The best advice sometimes is how others have successfully met the challenges. Space is limited.

Speaker and Facilitator: *Carol Westmoreland*, Executive Director, Florida Redevelopment Association

WEDNESDAY, OCTOBER 24, 2018

Welcome Luncheon in the Exhibit Hall

11:15 a.m. – 12:30 p.m.

Welcome Plenary Session and Keynote Presentation

12:45 p.m. – 2:00 p.m.

CM 1.0

Keynote Speaker: **Gypsy C. Gallardo**, M.P.P.,
CEO, Urban Market Analytics, A division of The Power Broker Media Group



Refreshment Break

2:00 p.m. – 2:15 p.m.

Exhibit Hall

The Federal Community Reinvestment Act (CRA) for Florida's Community Redevelopment Agencies

2:15 p.m. – 3:15 p.m.

Learn about the Community Reinvestment Act (CRA) and how city and county Community Redevelopment Agencies (CRAs) can partner with banks to meet community development needs. Examples of economic development, small business support, affordable housing as well as revitalization and stabilization will be discussed. The session will include a presentation and exercise in identifying bank Community Reinvestment Act opportunities. You will leave with a general knowledge of the Act and understanding about how redevelopment areas can use their plan goals and objectives to partner on your projects.

CM 1.0

Speakers: **April A. Atkins**, AICP, Community Affairs Specialist, Federal Deposit Insurance Corporation; and **Lisa Anne Mifflin**, NBE, CRCM, Southern District Community Affairs Officer, Office of the Comptroller of the Currency

WEDNESDAY, OCTOBER 24, 2018

Partnering for Success with Citizen Surveys

2:15 p.m. – 3:15 p.m.

Getting input from citizens on current and future projects can be a powerful tool, but gathering information can be a difficult undertaking for staff. Learn how the City of Zephyrhills partnered with the University of South Florida to create a dynamic citizen survey, using GIS technology designed and carried out by students.

CM 1.0

Moderator: **Gail K. Hamilton**, CRA Director, City of Zephyrhills and FRA President Elect

Speakers: **Jensen Hackett** and **Kevie DeFranc**, USF Interns; and **Steve Spina**, City Manager, City of Zephyrhills

Getting Your Redevelopment Project Funded in the Underserved Community

2:15 p.m. – 3:15 p.m.

The goal of this forum is to provide examples of **why** it's important to be engaged in the local government budgeting process. How to plug into the process, as a stakeholder, and how to get your projects funded, will be discussed. Local decisions are made based on funding, but a lot of times it's also based on public participation. So, we need to make sure the residents are focused on the funding, and not rely on just having a seat at the table. Our "Diversity Session" on will dig into any In both sessions, you can actively engage in the discussion.

CM 1.0

Moderator: **Ken Thomas**, Manager, Housing & Redevelopment, City of Leesburg

Speakers: The **Honorable John H. Christian**, Commissioner, City of Leesburg; and **Tony Otte**, CEcD, CRA/Economic Development Director, City of New Smyrna Beach

Refreshment Break

3:15 p.m. – 3:30 p.m.

Exhibit Hall

WEDNESDAY, OCTOBER 24, 2018

Making the Right Decisions through Land Use Economics

3:30 p.m. – 4:30 p.m.

We will focus on the nuts and bolts of an effective tool for making smart redevelopment decisions - using land value and economic analysis/projections. We will also discuss a case study in Gainesville, Florida, where an analysis put the theories to work. The practical and on-the-ground application of the study revealed benefits and challenges that come with a greater understanding of economic factors. Want to know what things are important to measure, and how it is customizable to your community? This information can get officials, citizens and volunteers excited about your efforts.

CM 1.5

Speakers: *Joe Minnicozzi*, Urban3, LLC and *Sarah Vidal-Finn*, Director, Gainesville Community Redevelopment Agency

No Brainer Social Media for Your CRA Community

3:30 p.m. – 4:30 p.m.

Learn how to engage small businesses and residents within your redevelopment area through social media. We will be using one example in Boynton Beach, in partnership with their local workforce office, and another statewide example of what was done for the FRA legislative advocacy statewide campaign. We will share valuable strategies for marketing and analytics necessary to reach new “customers” whether they are buying a product, volunteering or supporting CRA projects. These include creative partnerships, measurable results, video testimonials, and customized training modules. Come share your experiences and successes that worked for your community!

CM 1.5

Moderator and Speaker: *Jessie Johnson*, Vice President & Account Supervisor, RB Oppenheim Associates

Speakers: *Michael Corbit*, Director of Business Development for CareerSource Palm Beach County; *Renee Roberts*, Social Media and Communications Specialist, Boynton Beach CRA; and *Theresa Utterback*, Development Services Manager, Boynton Beach CRA

WEDNESDAY, OCTOBER 24, 2018

Do's and Don'ts of Marketing & Special Events (Activating Spaces)

3:30 p.m. – 4:30 p.m.

Many CRA's sponsor or produce events, programs and campaigns to activate public spaces and reinvent blighted commercial districts. This session will highlight creative strategies to ensure statutory compliance while producing engaging community events or campaigns designed to further your CRA goals. We will talk about tweaking your program to tighten up the criteria or other aspects to focus on economic development. Attendees will gain valuable insight to ensure that their existing or future event programs and marketing campaign strategies contain the specific elements necessary to meet or exceed statutory guidelines.

CM 1.0

Moderator: **Robert Ironsmith**, AICP, Director of Economic Development and Housing, City of Dunedin

Speakers: **Sharon West McCormick**, Director of Business Attraction & Marketing, RMA and **Claudia McKenna**, Esq., CRA Attorney, Community Redevelopment Legal Services; and **Brenda Thrower**, FRA-RA, Economic Development Specialist, City of Tampa, Ybor City Development Corporation

2019 Legislative Outlook for CRAs

4:30 p.m. – 5:30 p.m.

Our FRA lobbyists will share what they see in store for the 2019 legislative session.

CM 1.5

Reception in the Exhibit Hall

5:30 p.m. – 7:30 p.m.

Meet or reconnect with the private sector members of the FRA, and key supporters of Florida redevelopment! They will provide visuals of the neat things they are doing in various areas around the state – you provide business cards to be eligible for drawings with great giveaways. This is a fun, informal event with light food and beverages included with conference registration.

THURSDAY – OCTOBER 25, 2018

Key Elements of Successful Neighborhood Transformation

8:00 a.m. – 9:00 a.m.

We will present examples of how redevelopment transforms neighborhoods, not just commercial areas. The presentation will include how a holistic approach that addresses the environmental, built and social aspects of communities can work. In these examples, areas came alive through great design, community support and walkable, flexible spaces. We will address the “what”, but also the “how” that resulted in significantly revitalizing these neighborhoods.

CM 1.0

Moderator and Speaker: **Jon Ward**, Executive Director, West Palm Beach Community Redevelopment Agency (CRA)

Speakers: **Felix C. Deloatch**, Director of Florida Operations, Torti Gallas; **Tom Gallas**, Chief Executive Officer and National Capital Planning Commissioner, CPA, LEED AP BD+C, Torti Gallas

Taking it to the (Complete) Streets

8:00 a.m. – 9:00 a.m.

The session will describe how a four-lane undivided roadway was successfully transformed into a “complete street”. This case study will overview the public process, as well as the government side. Our partners will share the pitfalls and opportunities for creative coordination in capital project planning. We will also discuss how to plug into resources available from the Florida Department of Transportation for complete streets, what the program is, and examples of how it works at the local level.

CM 1.0

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

Speakers: **DeWayne Carver**, AICP, State Complete Streets Program Manager, Florida Department of Transportation; **Blake Drury**, Director, Planning and Urban Design, Community Solutions Group; and **Kyle Dudgeon**, FRA-RA, Assistant Director, Planning/CRA, City of Winter Park

THURSDAY – OCTOBER 25, 2018

Meeting Your CRA's Plan Through Bank Partnerships

8:00 a.m. – 9:00 a.m.

Financial Institutions provide lending, services and investments for local infrastructure, affordable housing and economic development. How can a CRA plug into these programs? We will discuss how to effectively choose and partner with a financial institution. Participants will engage with panelists on specific opportunities in their CRAs and learn about redevelopment best practices from our panelists. This session is a follow-up to “Understanding Bank CRA for Florida’s CRAs”. Instead of lectures in this session, we will host a facilitated audience participation format.

CM 1.0

Moderator: *April A. Atkins*, AICP, Community Affairs Specialist, FDIC

Presenters: *Ana Castilla*, Vice President, Community Development Manager, TD Bank; and *Aileen Pruitt*, Florida Market Manager, Community Development, PNC Bank

Refreshment Break

9:00 a.m. – 9:15 a.m.

Exhibit Hall

Community Development Financial Institutions as Partners in Redevelopment

9:15 a.m. – 10:15 a.m.

What is a CDFI? There are many in Florida, and one near you might be an entity that can help fund your CRA projects. How can the public sector reach out effectively to a CDFI to form a CRA partnership? What are the best practices to prepare and be ready to avail your CRA of the opportunity? We will ask several folks who work with CDFIs and CRAs to bridge the understanding gap, answer questions and provide references.

CM 1.0

Moderator: *Lisa Anne Mifflin*, NBE, CRCM, Southern District Community Affairs Officer, Office of the Comptroller of the Currency

Panelists: *James Walker*, Loan Officer, Florida Community Loan Fund and *Thais R. Sullivan*, VP, Regional CRA/Community Lending Officer, Valley National Bank

THURSDAY – OCTOBER 25, 2018

Revitalizing Communities through Strategy and Infrastructure Initiatives

9:15 a.m. – 10:15 a.m.

This session will share case studies, one large and one small, on how redevelopment efforts resulted in more vibrant and livable communities. How they did it, through partnerships, incentives, and initiatives, is the focus of each case study. Attendees will learn about practical and readily available tools from experts in engineering, planning, and economic development.

CM 1.0

Moderators: *Cyndi Jantomaso*, President, Haines City Economic Development Council, Inc. and *Adriana Trujillo-Villa*, AICP, CPM, Public Works Operations Manager, City of Haines City

Speakers: *Jane Waters-Thomas*, Public Works, City of Haines City; *Tom Polk*, Impact Fee Administrator, Sarasota County; and *Kelley Klepper*, Project Manager, Kimley Horn

Good Properties Gone Bad - Redevelopment of Environmentally Challenging Sites

9:15 a.m. – 10:15 a.m.

This interactive discussion will consider the challenges of redeveloping brownfield sites – and the variety of remedies. How do you create a vibrant catalyst site for your community? How clean is clean? We will leave with an understanding of redevelopment options for sites with environmental issues, and potential funding resources for the cleanup and revitalization of an existing site.

CM 1.0

Moderator: *Jeffrey Burton* M.P.A. FRA-RA, Director, Palmetto Community Redevelopment Agency

Speakers: *Miles Ballogg*, Brownfields Practice Leader, Cardno; *Carrie L. Kruchell*, P.G., Environmental Manager, Florida Department of Environmental Protection; *Frank L. Hearne*, Esquire, Mechanik Nuccio Hearne & Wester, P.A.; *Larry Lallo*, Economic Development Manager, City of Cocoa CRA; *Mark Mulligan* P.G., Environmental Manager, Terracon

THURSDAY – OCTOBER 25, 2018

Refreshment Break

10:15 a.m. – 10:30 a.m.

Exhibit Hall

Analyzing Internal Data with OneNote and GIS

10:30 a.m. – 11:30 a.m.

Learn how to create a cross-sectional analysis tool to align your city/county comprehensive plan, development policies, and other important documents with your adopted community redevelopment plan. This is a great tool that keeps a vast amount of relevant information at your fingertips. Also, get a sneak peek at the new state-wide GIS CRA boundaries map from the team that created it. See how it is being used to prove CRA benefits on a state-wide level, how it is relevant to other data such as the state-wide brownfield oculus information, and how you can help validate CRA performance and value.

CM 1.0

Moderator: **Jeffrey Burton** M.P.A. FRA-RA, Director, Palmetto Community Redevelopment Agency

Speakers: **Wes Benge**, Strategic Plan Specialist, City of Palmetto; **Zachary Schwartz**, GIS Specialist, City of Palmetto; and **Nicole Tremblay**, Strategic Plan Specialist, City of Palmetto

How to Succeed with Public Art in Your Community

10:30 a.m. – 11:30 a.m.

Art can inspire emotions, and CRAs are inspired by (great) minds. The joining of the two can result in the “wow factor” for any area in any community. We will review and discuss three case studies of cities that use murals and other art to revitalize an area and attract economic investment. Come see what can be done with artists to create stunning art to rebuild an area. We will share the “how” of what happened, and we invite you to join in the conversation!

CM 1.0

Moderator and Speaker: **Robin Nigh**, Manager of Art Programs, City of Tampa; **Sarah Vidal-Finn**, Director, City of Gainesville CRA, and the **Honorable Debra Ann Worley**, Councilmember, Town of Lake Placid

THURSDAY – OCTOBER 25, 2018

Retail Therapy: It's Not Only the Numbers that Count!

10:30 a.m. – 11:30 a.m.

Learn how your City can position itself to offer the unique, authentic sense of place that retailers and developers look for today. Placemaking is all about building dynamic and engaging environments that can inspire and create a sense of place or community. As retailers become more reliant on experiences and a sense of place to engage customers, their locations are reflective of this new demand. Florida's consumer economy has been expanding rapidly thanks to strong population growth and tourism. This trend is expected to continue and to drive development of new and creative retail space.

CM 1.0

Speaker: ***Lynn Dehlinger***, RMA, International Council of Shopping Centers Private Sector P3 Florida Co-Chair

Lunch in the Exhibit Hall

11:30 a.m. – 1:15 p.m.

1:30 p.m. – 2:45 p.m. **Keynote Presentation**

Neda Navab, Associate Director, Urban Systems at Sidewalk Labs

CM 1.0



Refreshment Break

2:45 p.m. – 3:00 p.m.

FRA Registration Area

THURSDAY – OCTOBER 25, 2018

Supporting Diversity: Gaining and Keeping the Community's Trust

3:00 p.m. – 4:30 p.m.

As a follow-up to the “Getting Your Redevelopment Project Funded in the Underserved Community”, we will hold a group discussion about the how’s of success with this topic. Come to this session with ideas or suggestions on actual actions that have been effective in building trust in a community.

CM 1.5

Group Leaders: *Toni Shamplain*, FRA-RA, Downtown North CRA Manager, City of Panama City; *Ken Thomas*, Manager, Housing & Redevelopment, City of Leesburg; and *Gerald Snell*, Avon Park Southside Advisory Board

Expert Reveal: Redevelopment Housing

3:00 p.m. – 4:30 p.m.

The topic is housing in redevelopment areas, and not necessarily affordable, but all kinds of housing. Our five panelists from the public and private sector will each be asked to answer questions of our moderator, and the audience, relative to how CRAs most successfully can support housing redevelopment projects. Whether infill, workforce, market or luxury, we will pepper the panelists with our incisive questions while we have this rare opportunity to pick their brains!

Moderator: *Evan Johnson*, Tindale Oliver, Senior Project Manager

Panelists: The *Honorable Steven B. Grant*, Mayor and CRA Board Chair, City of Boynton Beach; *Eric Haynes*, President, Schumer Development Corp; *Jaimie Ross*, Executive Director, Florida Housing Coalition; and *Rick Stauts*, Executive Director, Florida City CRA

CM 1.5

THURSDAY – OCTOBER 25, 2018

CRA Finance for Practitioners

3:00 p.m. – 4:30 p.m.

There is a separate language for CRA finance from other types of funds. Not only are the funds set aside for projects in the redevelopment plan, but CRAs must by law do things differently. How does a CRA deal with bond issues, financial controls, cost allocation, valuation of assets, lines of credit and loans, city property transfers, audits, and how can you as a practitioner, be ready for any of these issues if they arise? This session is designed to be full of answers to these and other questions.

CM 1.5

Moderator: **Jeremy Earle**, Ph.D., AICP, FRA-RA, Assistant City Manager, City of Hallandale Beach

Speakers: **Faith Finn**, Financial Management Analyst, Hallandale Beach CRA; and **Shawn Mitchell**, Budget and Procurement Manager, City of Alpharetta, Georgia; **Jeff Oris**, CEcD, PARC Consultants; and **Carol Westmoreland**, FRA Executive Director

Awards Dinner

6:30 p.m. – 9:00 p.m.

This year we are jazzing up the ceremony! Music, dancing, and celebrating with our great redevelopment community. Everyone is invited to “dress up” to make great memories and photos. We will be recognizing ALL the great projects submitted for the 2018 Redevelopment Awards this year, and our proud graduates of the FRA Academy. You may reserve tables by emailing spedrosa@flicities.com in advance.

FRIDAY - OCTOBER 26, 2018

Breakfast

7:30 a.m. – 9:00 a.m.

No worries, you don't have to appear at this hour, but beverages and a full hot breakfast will be waiting!

FRA Business Meeting

8:30 a.m.

Awards Showcase

9:00 a.m. – 10:15 a.m.

A fast paced and fun celebration of the details of our winners' successes, big and small.

Keynote Presentation

10:30 am – 12:00 noon

Joseph Parilla, Brookings Metropolitan Policy Program
CM 1.0



For further information, visit www.redevelopment.net or contact Carol Westmoreland at cwestmoreland@flcities.com.

Adjourn