

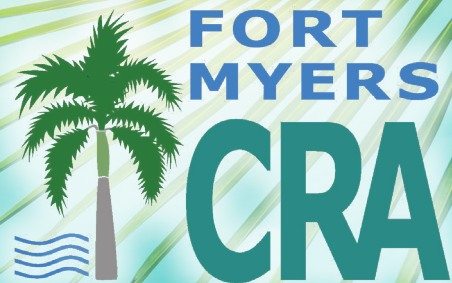
**BURKHARDT**  
CONSTRUCTION, INC.



# 2018 ANNUAL CONFERENCE

October 24-26, 2018 ■ Sanibel Harbour Marriott Resort

[www.redevelopment.net](http://www.redevelopment.net)





# LETTER FROM THE PRESIDENT



**Brenna Durden**  
2017-18 FRA President

Dear Conference Attendees:

## **Welcome to the 2018 FRA Annual Conference!**

On behalf of the entire Board of Directors, I want to thank you for attending this year's conference. I am certain you will find the program filled with topics that are both informative and relevant to your own hometowns. Thank you also to the many wonderful sponsors and exhibitors. Your support and partnership with FRA help to make the Annual Conference the "go-to" conference every year for the redevelopment community. Thanks also to the many speakers who volunteer their valuable time and so generously share their knowledge and insight with all of us! Finally, thank you to this year's Conference Committee, with special thanks to Gail Hamilton, this year's Conference Chair.

The past year was extremely busy for the FRA Board. Challenges to the statutory authority for CRAs was one of several focuses of the Florida Legislature in the last legislative session. Many of you responded to the Board's "calls to action" to help stem the tide of several bills that could have damaged redevelopment efforts in Florida. With your help and with the support of the Florida League of Cities and our legislative affairs team, these bills were not adopted. We know challenges lie ahead, and your Board remains prepared, but your voices will again make the difference.

It has been a distinct honor to serve on the Florida Redevelopment Association Board – first as a regional representative many years ago, and then as a full Board member since 2010. My year as president has flown by. I am grateful to each Board member and to all of the Committee members who are the real strength of the FRA. My deepest appreciation goes to Carol Westmoreland and Jan Piland, whose guidance year after year has made all the difference in FRA's success. Thank for the opportunity to work with all of you.

A handwritten signature in black ink that reads "Brenna M. Durden".

**Brenna M. Durden**  
FRA President

# CONFERENCE AT A GLANCE

## WEDNESDAY - OCTOBER 24, 2018

- 7:00 a.m. **Coffee at Registration**  
Outside Registration 3
- 7:00 a.m. **Registration Desk Open**  
Registration 3
- 8:00 a.m. **Mobile Tour**  
Lobby Entrance – Bottom of the Hill
- 8:00 a.m. **CRA Boot Camp**  
Island
- 11:00 a.m. **Exhibit Hall Open**  
Royal/Sabal Palm
- 11:15 a.m. **Welcome Luncheon in the Exhibit Hall**  
Royal/Sabal Palm
- 12:45 p.m. **Welcome Plenary Session and Keynote Presentation**  
Everglades BC
- 2:00 p.m. **Refreshment Break in the Exhibit Hall**  
Royal/Sabal Palm
- 2:15 p.m. **The Federal Community Reinvestment Act (CRA) for Florida's Community Redevelopment Agencies (CRAs)**  
Everglades BC
- 2:15 p.m. **Taking it to the (Complete) Streets**  
Gardenia AB
- 2:15 p.m. **Getting Your Redevelopment Project Funded in the Underserved Community**  
Camellia AB
- 3:15 p.m. **Refreshment Break in the Exhibit Hall**  
Royal/Sabal Palm
- 3:30 p.m. **No Brainer Social Media for Your CRA Community**  
Everglades BC
- 3:30 p.m. **Do's and Don'ts of Marketing and Special Events (Activating Spaces)**  
Gardenia AB
- 3:30 p.m. **Making the Right Decisions Through Land Use Economics**  
Camellia AB
- 4:30 p.m. **Refreshment Break in the Exhibit Hall**  
Royal/Sabal Palm
- 4:45 p.m. **2019 Legislative Outlook for CRAs**  
Everglades BC
- 6:00 p.m. **Board of Directors Meeting**  
Caloosa B
- 6:00 p.m. **Reception in the Exhibit Hall**  
Royal/Sabal Palm

## THURSDAY - OCTOBER 25, 2018

- 7:00 a.m. **Registration Desk Open**  
Registration 3
- 7:00 a.m. **Continental Breakfast in the Exhibit Hall**  
Royal/Sabal Palm
- 7:00 a.m. **Exhibit Hall Open**  
Royal/Sabal Palm
- 8:00 a.m. **Key Elements of a Successful Neighborhood Transformation**

- 8:00 a.m. **Partnering for Success with Citizen Surveys**  
Gardenia AB
- 8:00 a.m. **Meeting Your CRA's Plan Through Bank Partnerships**  
Camellia AB
- 9:00 a.m. **Refreshment Break in the Exhibit Hall**  
Royal/Sabal Palm
- 9:15 a.m. **Revitalizing Communities Through Strategy and Infrastructure Initiatives**  
Everglades BC
- 9:15 a.m. **Good Properties Gone Bad – Redevelopment of Environmentally Challenging Sites**  
Gardenia AB
- 9:15 a.m. **Community Development Financial Institutions as Partners in Redevelopment**  
Camellia AB
- 9:45 a.m. **PACE Financing: An Innovative Economic Development Tool**  
Camellia AB
- 10:15 a.m. **Refreshment Break in the Exhibit Hall**  
Royal/Sabal Palm
- 10:30 a.m. **How to Succeed with Public Art in Your Community**  
Everglades BC
- 10:30 a.m. **Retail Therapy: It's Not Only the Numbers that Count!**  
Gardenia AB
- 10:30 a.m. **Analyzing Internal Data with OneNote and GIS**  
Camellia AB
- 11:30 a.m. **Luncheon in the Exhibit Hall**  
Royal/Sabal Palm
- 1:30 p.m. **Plenary Session and Keynote Presentation**  
Everglades BC
- 2:45 p.m. **Refreshment Break**  
Outside Registration 3
- 3:00 p.m. **CRA Finance for Practitioners**  
Everglades BC
- 3:00 p.m. **Expert Reveal: Redevelopment Housing**  
Gardenia AB
- 3:00 p.m. **Diversity in our Community**  
Camellia AB
- 6:30 p.m. **Awards and Academy Graduation Dinner**  
Royal/Sabal Palm

## FRIDAY - OCTOBER 26, 2018

- 7:00 a.m. **Registration Desk Open**  
Registration 3
- 7:30 a.m. **Breakfast, Annual Business Meeting and Awards Showcase**  
Sabal A
- 10:30 a.m. **Plenary Session and Keynote Presentation**  
Sabal A
- 12:00 p.m. **Adjourn**

# SPECIAL THANKS

## EVENT SPONSORS

Burkhardt Construction, Inc.  
Fort Myers Community Redevelopment Agency



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## GOLD SPONSORS

Calvin, Giordano & Associates, Inc.  
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# EXHIBITOR AND SPONSOR LISTING

Please thank these sponsors and exhibitors for their support of the FRA!

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(561) 659-1400  
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marc@burkhardtconstruction.com  
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Construction management and design  
build services for streetscape and  
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(954) 921-7781  
Contact: Shelley Eichner  
seichner@cgasolutions.com  
Website: cgasolutions.com  
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architecture, planning, project  
management, survey/mapping,  
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**Cardno, Inc**

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miles.ballogg@cardno.com  
Website: cardno.com  
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delivering sustainable solutions  
around the world.

**Chen Moore and Associates -  
Booth #204**

(954) 730-0707  
Contact: Jose Acosta  
jacosta@chenmoore.com  
Website: chenmoore.com  
Civil and environmental engineering,  
planning, landscape architecture,  
GIS, CEI.

**Florida Brownfields Association -  
Booth #112**

(850) 402-2954  
Contact: Amanda Bowen  
Website: floridabrownfields.org  
Statewide association focusing on the  
redevelopment of brownfields.

**Florida Community Loan Fund -  
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(407) 246-0846  
Contact: Nelson Black  
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Website: fclf.org  
Providing flexible financing and staff  
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**Florida League of Cities - Booth #207**

(850) 222-9684  
Contact: Molly Button  
mbutton@flcities.com  
Website: floridaleagueofcities.com  
United voice for Florida's municipal  
governments. Administrator of  
insurance, investment, pension, loan  
and equipment financing programs.

**Florida League of Cities - Booth #205**

(850) 222-9684  
Contact: Mark Sittig  
marksittig@flcities.com  
Website: floridaleagueofcities.com  
Nationwide leader of service to local  
government.

**Fort Myers Community  
Redevelopment Agency -  
Booth #313, Event Sponsor**

(239) 321-7100  
Contact: Michele Hylton-Terry  
mhterry@cityftmyers.com  
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Bringing new direction, energy  
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redevelopment areas.

**FRA Redevelopment Academy -  
Booth #312**

(850) 701-3622  
Contact: Jan Piland  
jpiland@flcities.com  
Website: redevelopment.net  
A unique educational program designed  
to promote a prerequisite level of  
knowledge and professionalism in the  
field of community redevelopment. The  
courses are open to anyone interested  
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practice in Florida.

**GAI Consultants | Community  
Solutions Group - Booth #302,  
Gold Sponsor**

(321) 319-3133  
Contact: Tom Kohler  
t.kohler@gaiconsultants.com  
Website: gaiconsultants.com/  
communitiesolutions  
GAI's Community Solutions Group is  
an idea-driven strategic consulting  
practice integrating design, planning  
and economics.

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Contact: Kelley Klepper  
kelley.klepper@kimley-horn.com  
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Engineering, planning, landscape  
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(904) 353-6410

Contact: Brenna Durden  
bdurden@llw-law.com  
Website: llw-law.com  
Legal services: redevelopment,  
environmental, land use, permitting,  
zoning, real estate.

**Playmore Recreational Products  
and Services - Booth #113**

(888) 886-3757

Contact: Luke Russell  
info@playmoreonline.com  
Website: playmoreonline.com  
Playgrounds, shelter, shade and site  
furnishings, design and build.

**RB Oppenheim Associates -  
Booth #106**

(850) 386-9100

Contact: Jessie Johnson  
jjohnson@rboa.com  
Website: rboa.com  
Public relations, marketing, digital  
media and web design.

**RMA - Booth #103**

(954) 695-0754

Contact: Kim Briesemeister  
info@rma.us.com  
Website: rma.us.com  
Full service economic development,  
planning, redevelopment firm  
providing staffing and consulting.

**S&ME, Inc. - Booth #206,  
Gold Sponsor**

(407) 975-1273

Contact: John Jones, AICP, FRA-RP  
jjones@smeinc.com  
Website: smeinc.com  
S&ME is an interdisciplinary  
firm offering planning, design,  
transportation, engineering and  
landscape architecture.

**Site Tour 360 - Booth #305**

(352) 284-4545

Contact: Mike Vorce  
info@sitetour360.com  
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Custom Google street view, venue  
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**Stantec Consulting Services, Inc. -  
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Contact: Jared Beck  
jared.beck@stantec.com  
Website: stantec.com  
Community planning, development  
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ana.castilla@td.com  
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Offering a full range of retail, small  
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**Terracon - Booth #100,  
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Contact: Belinda Richard  
belinda.richard@terracon.com  
Website: terracon.com  
Terracon is an employee-owned  
engineering firm providing  
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**Tindale Oliver - Booth #301**

(813) 224-8862

Contact: Evan Johnson, AICP  
ejohnson@tindaleoliver.com  
Website: tindaleoliver.com  
Transit, transportation, public finance  
and community planning + design  
solutions.

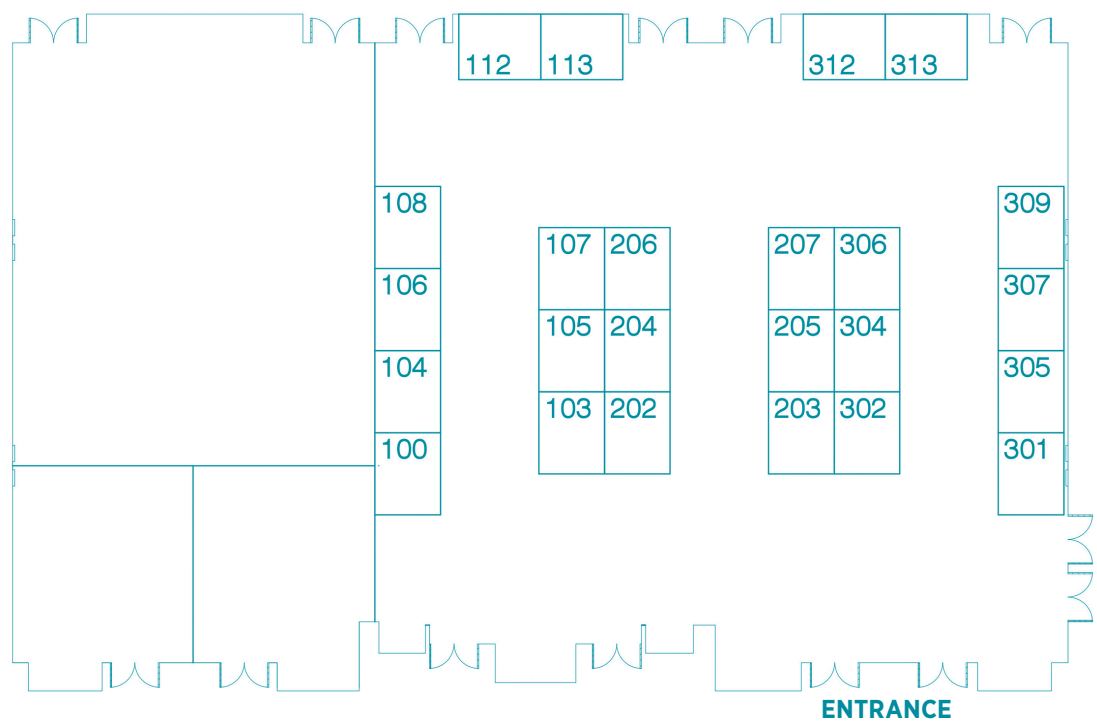
**Underground Refuse Systems, Inc. -  
Booth #108**

(407) 973-4141

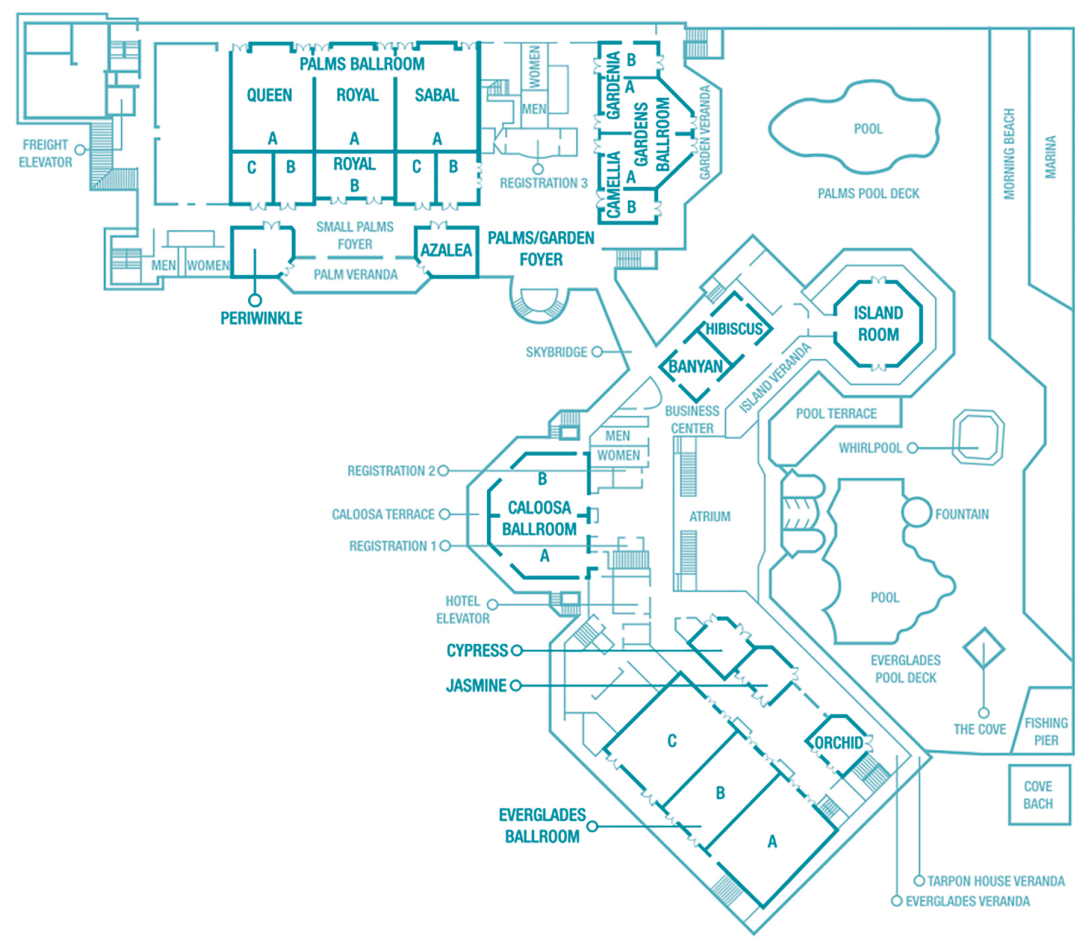
Contact: Jay Wheeler  
jay@undergroundrefuse.com  
Website: undergroundrefuse.com  
Underground and above ground waste  
management system.



# EXHIBIT HALL FLOORPLAN



# SANIBEL HARBOUR MARRIOTT RESORT



# GENERAL INFORMATION

## CONFERENCE FACILITIES

Sanibel Harbour Marriott Resort  
Fort Myers, Florida

## REGISTRATION DESK HOURS

Wednesday, October 24 7:00 a.m. - 6:00 p.m.  
Thursday, October 25 7:00 a.m. - 3:00 p.m.  
Friday, October 26 7:00 a.m. - 12:00 p.m.

## REGISTRATION PACKAGES

**Three-day registration** includes all workshops and meals scheduled during the conference.

**One-day** registrations include workshops and meals scheduled for that day only.

**Note** that the mobile tour and CRA boot camp are **not** included with any package and must be purchased separately. Students and guests, exhibitors and sponsors may attend the sessions without registering. However, meals, including breaks and receptions, are not included. *If you would like to purchase tickets to meals, including breaks and receptions, please visit the registration desk. \* Name badges must be worn to gain access to all conference events.*

## \*ADDITIONAL TICKETS

Additional tickets for all meals may be purchased at the FRA conference registration desk.

## WIRELESS ACCESS

### Available THURSDAY ONLY

Username: FRAAC Password: CRASRULE18

## CONTINUING EDUCATION CREDITS

### International Economic Development Council



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).

### American Institute of Certified Planners



Certification  
Maintenance

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 [planning.org/cm](http://planning.org/cm).

### Florida Bar

This event has been accredited for Continuing Legal Education by the Florida Bar for:

- 28** General CLE Credits
- 21** Business Litigation
- 28** Government Law
- 28** Real Estate
- 28** Government and Administrative Practice Certification Credits



DELRAY BEACH ART WAREHOUSE





# SCHEDULE OF EVENTS

## WEDNESDAY, OCTOBER 24, 2018

### Registration Desk Open

7:00 a.m. - 6:00 p.m.

### Registration 3

### Coffee at Registration

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

### Outside Registration 3

### Mobile Tour – Fort Myers CRA

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

### Lobby Entrance

*Separate registration of \$49 per person and pre-registration is required. The bus will begin loading at 7:45 a.m. and will depart at 8:00 a.m. sharp.*

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 boomtown. 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."

Tour Guide: **Natalie S. Dunham**, Marketing and Promotions Manager, Fort Myers CRA and **Don Paight**, Founding Fort Myers CRA Executive Director & Associate, CRE Consultants

**CM | 3.0**

### Community Redevelopment Agency (CRA) Boot Camp

8:00 a.m. - 11:15 a.m.

### Island

*Separate registration of \$49 per person is required and pre-registration is recommended.*

Bring the combat boots – we will cover what you need to know about your Florida CRA before you take another step, soldier! We will share facts, dispel fantasy and make sense of CRAs for you. Bring your questions, and you will take home reliable information to help you carry out your role in the CRA process. Geared toward policy setters, administrators and volunteers, this will be about the top answers to the top questions about running a CRA in Florida. Space is limited.

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

**CM | 3.0**

### Exhibit Hall Open

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

### Royal/Sabal Palm

### Welcome Luncheon in the Exhibit Hall

11:15 a.m. - 12:30 p.m.

### Royal/Sabal Palm

*Sponsored by Calvin, Giordano & Associates, Inc.*

### Welcome Plenary Session and Keynote Presentation

12:45 p.m. - 2:00 p.m.

### Everglades BC



### How Can We Move the Needle on Poverty in our Cities?

Keynote Speaker: **Gypsy C. Gallardo**, MPP, CEO, Urban Market Analytics, and CEO, The 2020 Plan

Presiding: **Brenna Durden**, FRA President and Shareholder, Lewis, Longman & Walker, P.A.

**CM | 1.00**

### Refreshment Break in the Exhibit Hall

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

### Royal/Sabal Palm

*Sponsored by Florida Community Loan Fund*

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

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

### Everglades BC

Learn about the Community Reinvestment Act (CRA) and how city and county 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 projects.

**CM | 1.0**

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

# SCHEDULE OF EVENTS

## WEDNESDAY, OCTOBER 24, 2018 CONTINUED

### Taking it to the (Complete) Streets

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

#### Gardenia AB

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

### Getting Your Redevelopment Project Funded in the Underserved Community

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

#### Camellia AB

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” will continue the discussion, when you can also actively engage.

**CM | 1.0**

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

Speakers: The Honorable **John H. Christian**, Commissioner, City of Leesburg; **Tony Otte**, CECD, CRA/Economic Development Director, City of New Smyrna Beach; and **Sandra R. Wilson**, Deputy City Manager, ICMA-CM, MBA, SPHR, City of Ocala

### Refreshment Break in the Exhibit Hall

3:15 p.m. - 3:30 p.m.

#### Royal/Sabal Palm

*Sponsored by Terracon Consultants, Inc.*

### No Brainer Social Media for Your CRA Community

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

#### Everglades BC

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 | 1.0**

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; **Thuy Shutt**, Assistant Director, Boynton Beach CRA; and **Theresa Utterback**, Development Services Manager, Boynton Beach CRA

### How to Succeed with Public Art in Your Community

10:30 a.m. - 11:30 a.m.

#### Everglades BC

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**

Presenters: **Russell Etling**, Cultural Affairs Manager, City of Gainesville; the Honorable **Debra Ann Worley**, Councilmember, Town of Lake Placid; and **Barbara Anderson Hill**, Hill Fine Art Consulting, Inc. and Emeritus Board Member, Florida Association of Public Art Professionals

### Making the Right Decisions through Land Use Economics

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

#### Camellia AB

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



# SCHEDULE OF EVENTS

study in Gainesville, Florida, where an analysis put the theories to work. The practical and on-the-ground application of the study revealed the 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 | 1.0**

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

## Refreshment Break in the Exhibit Hall

4:30 p.m. - 4:45 p.m.

**Royal/Sabal Palm**

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

## Plenary Session and Legislative Update

4:45 p.m. - 5:45 p.m.

**Everglades BC**

Presiding: **Gail Hamilton**, FRA President-Elect, 2018 Conference Chair and CRA Director, City of Zephyrhills

## 2019 Legislative Update: Political Best Practices

This session will review what we can see as of today on the horizon for CRAs in the 2019 Florida Legislative Session. Our FRA lobbyists and members will share some tips on how to be effective at home and at the capitol. Come ready with your questions and comments, war stories, and successes. The slogan for the 2018 session of the FRA was “Redevelopment Works”. We have to convince so many people that it does work LOCALLY. Do you know how to “keep it local” in your community, before something becomes an issue in the hallowed halls of the state houses? This is a not-to-be-missed meeting about how you can stay in the know and assist in the FRA legislative effort.

**CM | 1.0 | Law**

Speaker: **William J. Peebles**, P.A., Peebles Smith & Matthews, and FRA Legislative Lobbyist

## FRA Board of Directors Meeting

6:00 p.m. - 7:30 p.m.

**Caloosa B**

This meeting is open to all FRA members.

## Exhibit Hall Reception

6:00 p.m. - 7:30 p.m.

**Royal/Sabal Palm**

*Sponsored by the Fort Myers Community Redevelopment Agency and Burkhardt Construction, Inc.*

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 the conference registration.

Exhibitor door prizes will be drawn during the reception.

**You must be present to win!**

## THURSDAY - OCTOBER 25, 2018

### Registration Desk Open

7:00 a.m. - 3:00 p.m.

**Registration 3**

### Continental Breakfast in the Exhibit Hall

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

**Royal/Sabal Palm**

*Sponsored by GAI Consultants / Community Solutions Group*

### Exhibit Hall Open

7:00 a.m. - 1:00 p.m.

**Royal/Sabal Palm**

### Key Elements of a Successful Neighborhood Transformation

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

**Everglades BC**

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” and 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

### Partnering for Success with Citizen Surveys

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

**Gardenia AB**

Getting input from citizens on current and future projects can be a powerful tool, but gathering information can be a

# SCHEDULE OF EVENTS

## THURSDAY, OCTOBER 25, 2018 CONTINUED

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

### Meeting Your CRA's Plan Through Bank Partnerships

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

**Camellia AB**

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; **Aileen Pruitt**, Florida Market Manager, Community Development, PNC Bank; and **Thais R. Sullivan**, VP, Regional CRA/Community Lending Officer, Valley National Bank

### Refreshment Break in the Exhibit Hall

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

**Royal/Sabal Palm**

*Sponsored by TD Bank*

### Revitalizing Communities Through Strategy and Infrastructure Initiatives

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

**Everglades BC**

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**, CRA Project Manager, 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.

**Gardenia AB**

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**, MPA, FRA-RA, Director, Palmetto Community Redevelopment Agency

Speakers: **Miles Ballogg**, Brownfields Practice Leader, Cardno; **Carrie L. Kruchell**, PG, Environmental Manager, Florida Department of Environmental Protection; **Frank L. Hearne**, Esquire, Mechanik Nuccio Hearne & Wester, P.A.; **Patricia Goense**, Brownfields Coordinator, South District, Florida Department of Environmental Protection; and **Mark Mulligan**, P.G., Environmental Manager, Terracon

### Community Development Financial Institutions as Partners in Redevelopment

9:15 a.m. - 9:45 a.m.

**Camellia AB**

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 | 0.5**

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



# SCHEDULE OF EVENTS

## **PACE Financing: An Innovative Economic Development Tool**

9:45 a.m. - 10:15 a.m.

**Camellia AB**

By promoting the PACE program to developers, CRAs and municipalities can help create jobs and spur economic development, while also reducing the burden on public utilities and encouraging energy-efficient design and construction.

**CM | 0.5**

Speaker: **Joseph R. Bonora**, Managing Partner, Catalyst Management, Inc.

## **Refreshment Break in the Exhibit Hall**

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

**Royal/Sabal Palm**

*Sponsored by Florida Community Loan Fund*

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

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

**Gardenia AB**

Many CRAs 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; **Claudia McKenna**, Esq., CRA Attorney, Community Redevelopment Legal Services; and **Brenda Thrower**, FRA-RA, Economic Development Specialist, City of Tampa, Ybor City Development Corporation

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

10:30 a.m. - 11:30 a.m.

**Gardenia AB**

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 the development of new and creative retail space.

**CM | 1.0**

Speaker: **Lynn Dehlinger**, Sr. Economic Development Manager, Associate Broker, RMA, and P3 Florida Co-Chair, International Council of Shopping Centers; **Paul Rutledge**, Senior Vice President, Retail Advisory Services, Jones, Lange Lassalle IP, Inc.; and **Lisa Sbuttoni**, President and CEO, Fort Myers River District

## **Analyzing Internal Data with OneNote and GIS**

10:30 a.m. - 11:30 a.m.

**Camellia AB**

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,



AFTER

# SCHEDULE OF EVENTS

## THURSDAY, OCTOBER 25, 2018 CONTINUED

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 ocular information and how you can help validate CRA performance and value.

**CM | 1.0**

Moderator: **Jeffrey Burton**, MPA, FRA-RA, Director, Palmetto to 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

### Luncheon in the Exhibit Hall

11:30 a.m. - 1:15 p.m.

**Royal/Sabal Palm**

*Sponsored by S&ME, Inc.*

Don't miss the drawings, as some very cool prizes are furnished by our exhibitors! This will also be your last chance to connect with the business members of the FRA about what they can do for your redevelopment program.

**(And, yes, you must be present to win!)**

### Plenary Session and Keynote Presentation

1:30 p.m. - 2:45 p.m.

**Everglades BC**



#### **"Who is Doing What to Reimagine Cities, and How?"**

Keynote Presentation: **Neda Navab**, Associate Director, Urban Systems, at Sidewalk Labs

Presiding: **Brenna Durden**, FRA President and Shareholder, Lewis, Longman & Walker, P.A.

**CM | 1.0**

### Refreshment Break

2:45 p.m. - 3:00 p.m.

**Outside Registration 3**

*Sponsored by Stantec Consulting Services, Inc.*

### CRA Finance for Practitioners

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

**Everglades BC**

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 and 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**, PhD, AICP, FRA-RA, Assistant City Manager, City of Hallandale Beach

Speakers: **Faith Finn**, Financial Management Analyst, Hallandale Beach CRA; **Shawn Mitchell**, Budget and Procurement Manager, City of Alpharetta, Georgia; **Jeffrey Oris**, CECd, PARC Consultants; **Nickens Remy**, Fiscal Operations Manager, City of Hallandale Beach; and **Carol Westmoreland**, FRA Executive Director

### Expert Reveal: Redevelopment Housing

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

**Gardenia AB**

The topic is housing in redevelopment areas, with a particular focus on affordable and workforce housing. The four panelists have a variety of experience in housing development from both the public and private sector. They will share insights on how CRAs can most successfully support affordable/workforce housing development through a variety of approaches. The moderator will guide the discussion, but the audience will be encouraged to join the conversation and pick the brains of the expert panel. Our goal is that participants leave this session with new insight on the best tools and tricks available to get affordable/workforce housing built in their communities.

**CM | 1.5**

Moderator: **Evan Johnson**, AICP, Leep AP, Senior Project Manager, Tindale Oliver Design

Panelists: The Honorable **Steven B. Grant**, Mayor and CRA Board Chair, City of Boynton Beach; **Eric Haynes**, President, Schumer Development Corp.; **Ashon Nesbitt**, Technical Advisor/Research Analyst, Florida Housing Coalition; and **Rick Stauts**, Executive Director, Florida City CRA

### Diversity in our Community

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

**Camellia AB**

The session seeks to build on the national dialogue regarding racism, discrimination and bias by understanding how these issues affect local communities and CRAs from a redevelopment perspective. Primary topics of discussion will include economic development, community policing, food deserts/access to healthy foods, housing, disaster recovery and education/community benefits plans. We will



# SCHEDULE OF EVENTS

have topic tables and take notes to share with the whole group about the discussions. Attendees are encouraged to actively participate, come with an open mind and be ready to go back to their respective communities with concrete solutions for how they can better serve and transform them.

**CM | 1.5**

Moderator: **Gerald Snell**, Chairman of the Avon Park Southside Advisory Board

Group Leaders: **Jeremy Earle**, PhD, AICP, FRA-RA, Assistant City Manager, City of Hallandale Beach; **Toni Shamplain**, FRA-RA, Downtown North CRA Manager, City of Panama City; **Ken Thomas**, FRA Board Member, Director of Housing & Redevelopment, City of Leesburg; and **Gerald Snell**, Avon Park Southside Advisory Board

## Awards and Academy Graduation Dinner

6:30 p.m. - 9:00 p.m.

**Royal/Sabal Palm**

*Sponsored by the Fort Myers Community Redevelopment Agency and Burkhardt Construction, Inc.*

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.

**FRIDAY, OCTOBER 26, 2018**

## Registration Desk Open

7:00 a.m. - 12:00 p.m.

**Registration 3**

## Breakfast, Annual Business Meeting and Awards Showcase

7:30 a.m. - 10:15 a.m.

**Sabal A**

### Continental 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!

### Annual Business Meeting

8:30 a.m.

Help us congratulate our new and returning FRA Board members.

### FRA Annual Awards Showcase

9:00 a.m. - 10:15 a.m.

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

**CM | 1.0**

Moderator: **Toni Shamplain**, FRA Treasurer and Downtown North CRA Manager, City of Panama City

Presenters: **2018 FRA Award Winners**

## Plenary Session and Keynote Presentation

10:30 a.m. - 12:00 p.m.

**Sabal A**



### “Is it Possible to Align Inclusive Growth with Economic Development?”

Keynote Presenter: **Joseph Parilla**, Fellow, Brookings Metropolitan Policy Program

Presiding: **Brenna Durden**, FRA President and Shareholder, Lewis, Longman & Walker, P.A.

**CM | 1.0**

## Adjourn

12:00 p.m.



**LIVE OAK HERITAGE SQUARE**



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2011 Marc Mondell  
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2014 Gus Gianikas, AICP, FRA-RA  
2015 Diane Colonna, AICP, FRA-RA  
2016 Michael Parker  
2017 Brenna Durden

# COMMUNITY REDEVELOPMENT AGENCIES



**Community redevelopment agencies (CRAs)** are incredibly successful tools for breathing new life into communities that have been neglected or forgotten. Their purpose is to eradicate physical blight in its many forms – through local leadership and a publicly vetted redevelopment plan. There are no state or federal monies spent by CRAs. Revenues used by CRAs come from **FUTURE** property value increases in the area – called “increment” because they are incremental increases in value, from year to year.

The redevelopment plan is created by the community and implemented according to that public plan. CRAs are uniquely designed to address our citizens’ specific needs for revitalization. The steady rebirth of a neighborhood, commercial area or community is guided by the citizens of the area through the CRA plan, budget and hearings.

Further, CRAs are **TRANSPARENT**. There are several annual CRA reports required by state law, including independent audits.

While a CRA nurses an area back to health through a strategic blend of redevelopment initiatives, it provides the building blocks for other stakeholders to join in the process. The end result, at the end of the CRA term, is a more vibrant, livable and healthy community for all its citizens. The economy is better, businesses are supported, public areas are safe and clean, and it is a place where people want to take out-of-town guests when they visit.

The **Florida Redevelopment Association (FRA)** looks forward to working with any interested parties to provide information on CRA legal practices, challenges and successes. We are continuously educating members (and anyone interested in community redevelopment) through the academy course and professional certification program, workshops, annual conferences and webinars offering best practices and expert advice. You may visit [www.redevelopment.net](http://www.redevelopment.net) for more information on how we serve our members and the exceptional work CRAs are doing in Florida.

## KEY FACTS:

- » Redevelopment efforts are key to revitalizing housing and commercial areas.
- » Redevelopment supports vital community assets identified by the local community.
- » CRAs are a recurring funding source for infrastructure, crime prevention and business growth.

For further information, contact Carol Westmoreland, FRA Executive Director, at (850) 570-7206, visit [www.redevelopment.net](http://www.redevelopment.net), or follow Florida Redevelopment Association on Facebook or @FLRedevel on Twitter.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# JOIN US ON THE MYFRA NETWORK



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This event is recognized by the Florida Bar for CLE credits.

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**SAVE THE DATE:**

**2019 FRA Annual Conference ■ October 16-18, 2019**

Hilton Tampa Downtown