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## 2016 ANNUAL CONFERENCE

October 12-14, 2016 • Hilton Orlando I-Drive

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



# LETTER FROM THE PRESIDENT



**Diane Colonna, AICP, FRA-RA**  
2015-2016 FRA President

Dear Florida Redevelopers,

On behalf of the Board of Directors, welcome to the **2016 FRA Annual Conference!**

Congratulations and thank you to Conference Committee Chair Michael Parker and the Conference Committee who worked hard to put together a great program. As always, a special thanks to our sponsors and exhibitors who are our true partners in redevelopment. And, of course, our conference would not be a success if it wasn't for all of the session speakers and moderators who volunteer their time to share their inspirational stories.

The FRA Board continues to work on ways to improve the organization. We have continued the strategic planning process and the development of the annual action plan for the continued success of the FRA in the future.

The FRA Redevelopment Academy has progressed into a first class, professional certification program. Gail Hamilton, Academy Committee Chair, has worked with our outstanding committee members to continue to improve this great program.

It has been an honor to serve as the FRA President this past year. I have had the privilege to work with a committed and forward thinking board and great FRA staff. It has also allowed me the opportunity to learn more about the amazing work you do. And there are several FRA Board members whose terms will be ending – Gus Gianikas, Courtney Barker, Jeanette Fenton, Marjorie Ferrer, Marc Kleisley and Peter Moore. We will miss you and I thank you for your dedication to the FRA and redevelopment. It has been a pleasure working with you during the past five years.

A handwritten signature in black ink that reads "Diane Colonna". The signature is fluid and cursive.

**Diane Colonna**  
AICP, FRA-RA  
FRA President

# CONFERENCE AT A GLANCE

## TUESDAY - OCTOBER 11, 2016

- 3:00 p.m. **FRA Board of Directors Meeting**  
Key Largo BC
- 6:00 p.m. **Early Bird and New Member Get Together**  
David's Restaurant (in the hotel)

## WEDNESDAY - OCTOBER 12, 2016

- 7:30 a.m. **Coffee at Registration**  
Florida Foyers
- 7:30 a.m. **Registration Desk Open**  
Florida Foyers
- 8:00 a.m. **CRA Board Training**  
Key Largo A
- 8:00 a.m. **Mobile Tours**  
Group Arrivals/Departures on Lower Level
- 11:00 a.m. **Welcome Luncheon in the Exhibit Hall**  
Florida 1-4
- 11:00 a.m. **Exhibit Hall Open**  
Florida 1-4
- 12:45 p.m. **Welcome Plenary Session and Keynote**  
Florida 5-7
- 2:00 p.m. **Refreshment Break in the Exhibit Hall**  
Florida 1-4
- 2:15 p.m. **Working with Community Development Financial Institutions (CDFIs)**  
Key Largo BC
- 2:15 p.m. **Redeveloping with Vacant Land**  
Key West A
- 2:15 p.m. **Economic Development on a Shoe String**  
Key West BCD
- 3:15 p.m. **Refreshment Break in the Exhibit Hall**  
Florida 1-4
- 3:30 p.m. **CRA and Bank Partnerships**  
Key Largo BC
- 3:30 p.m. **Forging Partnerships for Large Scale Development**  
Key West A
- 3:30 p.m. **Students Present: Reclaiming the Public Realm**  
Key West BCD
- 6:00 p.m. **Reception in the Exhibit Hall**  
Florida 1-4

## THURSDAY - OCTOBER 13, 2016

- 7:00 a.m. **Continental Breakfast in the Exhibit Hall**  
Florida 1-4
- 7:00 a.m. **Exhibit Hall Open**  
Florida 1-4
- 7:00 a.m. **Registration Desk Open**  
Florida Foyers

- 8:30 a.m. **Acquiring Property for Development in a CRA**  
Key Largo BC
- 8:30 a.m. **Reviving a Giant**  
Key West A
- 8:30 a.m. **Techniques for CRA Compliance**  
Key West BCD
- 9:30 a.m. **Refreshment Break in the Exhibit Hall**  
Florida 1-4
- 9:45 a.m. **Transportation Expert Roundtables**  
Florida 5-7
- 11:30 a.m. **Luncheon in the Exhibit Hall**  
Florida 1-4
- 12:45 p.m. **Plenary Session and Keynote**  
Florida 5-7
- 2:00 p.m. **Refreshment Break**  
Florida Foyers
- 2:30 p.m. **Tips for DOT Redevelopment Projects**  
Key Largo BC
- 2:30 p.m. **Under the Boardwalk**  
Key West A
- 2:30 p.m. **Small Scale Neighborhood Redevelopment**  
Key West BCD
- 3:30 p.m. **Refreshment Break**  
Florida Foyers
- 3:45 p.m. **Leadership Leads to Diverse Communities**  
Key Largo BC
- 3:45 p.m. **Tales from the Trenches**  
Key West A
- 3:45 p.m. **CRA Expansions and Extensions**  
Key West BCD
- 6:30 p.m. **Awards/Academy Graduation Dinner**  
Florida 4

## FRIDAY - OCTOBER 14, 2016

- 7:00 a.m. **Annual Business Meeting and Awards Showcase**  
Florida 4-7
- 9:00 a.m. **What's Your SCIX (Social Cities Index)?**  
Key Largo BC
- 9:00 a.m. **Mills: The Opportunity of the Century**  
Key West A
- 9:00 a.m. **Brownfields to Healthfields**  
Key West BCD
- 10:00 a.m. **Refreshment Break**  
Florida Foyers
- 10:15 a.m. **Creative Village and UCF Downtown Campus**  
Key Largo BC
- 10:15 a.m. **Complete Streets Case Studies**  
Key West A
- 10:15 a.m. **Bringing Retail Back to Downtown**  
Key West BCD
- 11:45 a.m. **Adjourn**



# SPECIAL THANKS

## EVENT SPONSORS

Burkhardt Construction, Inc.  
City of Orlando DDB/CRA

## GOLD SPONSORS

GAI Community Solutions Group  
International Council of Shopping Centers  
Kimley-Horn  
Southeast Overtown/Park West CRA

## SILVER SPONSORS

Rep Services, Inc.  
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## EXHIBITORS

Ameron Pole Products  
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Calvin, Giordano & Associates, Inc.  
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Rep Services, Inc.  
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Southeast Overtown/Park West CRA  
Sternberg Lighting  
TerraCast Products  
Terracon Consultants, Inc.  
Tindale Oliver  
Vortex Aquatic Structures  
The Weitz Company, LLC  
Zonar



Orlando City Soccer Club  
Land Agreement  
City of Orlando, CRA

# EXHIBITOR AND SPONSOR LISTING

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

## **Ameron Pole Products**

### **Booth #200**

(337) 459-8557

kim.daire@nov.com

Contact: Kim Daire

Spun-cast concrete poles for outdoor lighting applications.

## **Beacon Products**

### **Booth #403**

(864) 678-1286

keaves@hubbell-ltg.com

Contact: Kevin Eaves

LED lighting and controls products.

## **Burkhardt Construction, Inc.**

### **Event Sponsor, Booth #301**

(561) 659-1400

marc@burkhardtconstruction.com

Contact: Marc Kleisley

State of Florida Certified General Contractor specializing in award winning public space projects including streetscapes, parks and promenades throughout South and Central Florida.

## **Calvin, Giordano & Associates, Inc.**

### **Booth #306**

(954) 921-7781

seichner@cgasolutions.com

Contact: Shelley Eichner

Engineering, land planning, government regulatory compliance and data technologies and developmental issues.

## **Chen Moore and Associates**

### **Booth #202**

(954) 730-0707

pmoore@chenmoore.com

Contact: Peter Moore, P.E.

Civil and environmental engineering, planning, landscape architecture, GIS, CEI.

## **City of Orlando DDB/CRA**

### **Event Sponsor, Booth #110**

(407) 246-2036

kelly.allen@downtownorlando.com

Contact: Kelly Allen

Pursuing redevelopment and revitalization activities as well as strengthening the role of Downtown Orlando as the economic center of Central Florida.

## **Cyclone Lighting**

### **Booth #104**

(514) 264-5167

eladouceur@cyclonelight.com

Contact: Eric Ladouceur

Outdoor deco functional lighting solutions to the municipal, commercial, institutional and utility markets.

## **Downtown Boca Raton**

### **Booth #402**

(561) 367-7070

iolmsted@myboca.us

Contact: Ileana Olmsted

Community redevelopment agency.

## **FINFROCK**

### **Booth #111**

(407) 293-4000

gkroll@finfrock.com

Contact: Gail Kroll

Fully integrated Design-Builder who can reduce risk and cost.

## **Florida Community Loan Fund**

### **Booth #303**

(407) 246-0846

janet@fclf.org

Contact: Janet de Guehery

Providing capital and expertise to help projects succeed and improve low-income communities.

## **Florida League of Cities**

### **Booth #412**

(850) 222-9684

msittig@flcities.com

Contact: Mark Sittig

Leading the way for the future of Florida.

## **GAI Community Solutions Group**

### **Gold Sponsor, Booth #400**

(321) 319-3133

t.kohler@gaiconsultants.com

Contact: Thomas R. Kohler

Engineering, planning, and environmental consulting firm serving the energy, transportation, development, government, and industrial markets for 55+ years.

## **International Council of Shopping Centers**

### **Gold Sponsor**

(703) 627-5158

cstewart@icisc.org

Contact: Cynthia Stewart

Representing the retail real estate industry and providing opportunities to network with important contacts and market development sites.

## **Kimley-Horn**

### **Gold Sponsor, Booth #101**

(407) 427-1695

john.coliton@kimley-horn.com

Contact: John Coliton

Engineering, planning, landscape architecture, and environmental consulting.

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

### **Booth #411**

(561) 640-0820

tbyrd@llw-law.com

Contact: Tyler Byrd

Environmental, land use, local government, legislative and governmental affairs.

# EXHIBITOR AND SPONSOR LISTING

## **Littlejohn, an S&ME Company**

### **Booth #410**

(407) 975-1273

shager@leainc.com

Contact: Sandy Hager

Planning, design, transportation, engineering, landscape architecture through a collaborative approach.

## **Playmore Recreational Products and Services**

### **Break Sponsor, Booth #304**

(239) 791-2400

info@playmoreonline.com

Contact: Luke Russell

Park and playground design, sales and installation.

## **Playworx Playsets**

### **Booth #311**

(866) 502-5013

jennifer@playworx.com

Contact: Jennifer Howard

Commercial playground sales and installation for Little Tikes commercial play structures.

## **RMA**

### **Booth #205**

(954) 695-0754

accounts@rma.us.com

Contact: Alicia Alleyne

Full service economic development, planning, redevelopment firm providing staffing and consulting.

## **Rep Services, Inc.**

### **Silver Sponsor, Booth #108**

(407) 831-9658

jim@repservices.com

Contact: Jim Gibson

Providing products to help create great places for people.

## **Responsible Hospitality Institute, Inc.**

### **Booth #212**

(831) 438-1404

jim@RHIweb.org

Contact: Jim Peters

Education and training on nighttime economy management.

## **Southeast Overtown/Park West CRA**

### **Gold Sponsor, Booth #210**

(305) 679-6800

jadderley@miamigov.com

Contact: Jonelle Adderley

Community redevelopment agency.

## **Sternberg Lighting**

### **Booth #103**

(815) 341-2275

mdean@sternberglighting.com

Contact: Mark Dean

Designs and manufactures decorative and functional outdoor pole mounted lighting equipment.

## **TerraCast Products**

### **Booth #100**

(305) 895-9525

lblondin@terracastproducts.com

Contact: Lou Blondin

Manufacturer of architectural grade, decorative planters, antique style, light poles, landscape lighting and site furnishings.

## **Terracon Consultants, Inc.**

### **Silver Sponsor, Booth #106**

(813) 321-0311

cindy.cox@terracon.com

Contact: Cindy Cox

Environmental consulting, geotechnical engineering, materials testing and facilities services.

## **Tindale Oliver**

### **Booth #207**

(813) 224-8862

info@tindaleoliver.com

Contact: Andrea Sauvageot

Transit, transportation, public finance and community planning and design solutions.

## **VHB**

### **Session Sponsor**

(407) 893-4748

dgibson@vhb.com

Contact: Diana Gibson

Engineers, scientists, planners and designers improving mobility and connecting communities.

## **Vortex Aquatic Structures**

### **Booth #313**

(972) 795-5132

ecahill@vortex-intl.com

Contact: Erica Cahill

Aquatic play solutions.

## **The Weitz Company, LLC**

### **Booth #407**

(561) 687-4826

michael.thomas@weitz.com

Contact: Michael Thomas

Construction manager, general contractor, design builder.

## **Zonar**

### **Booth #102**

(305) 607-9257

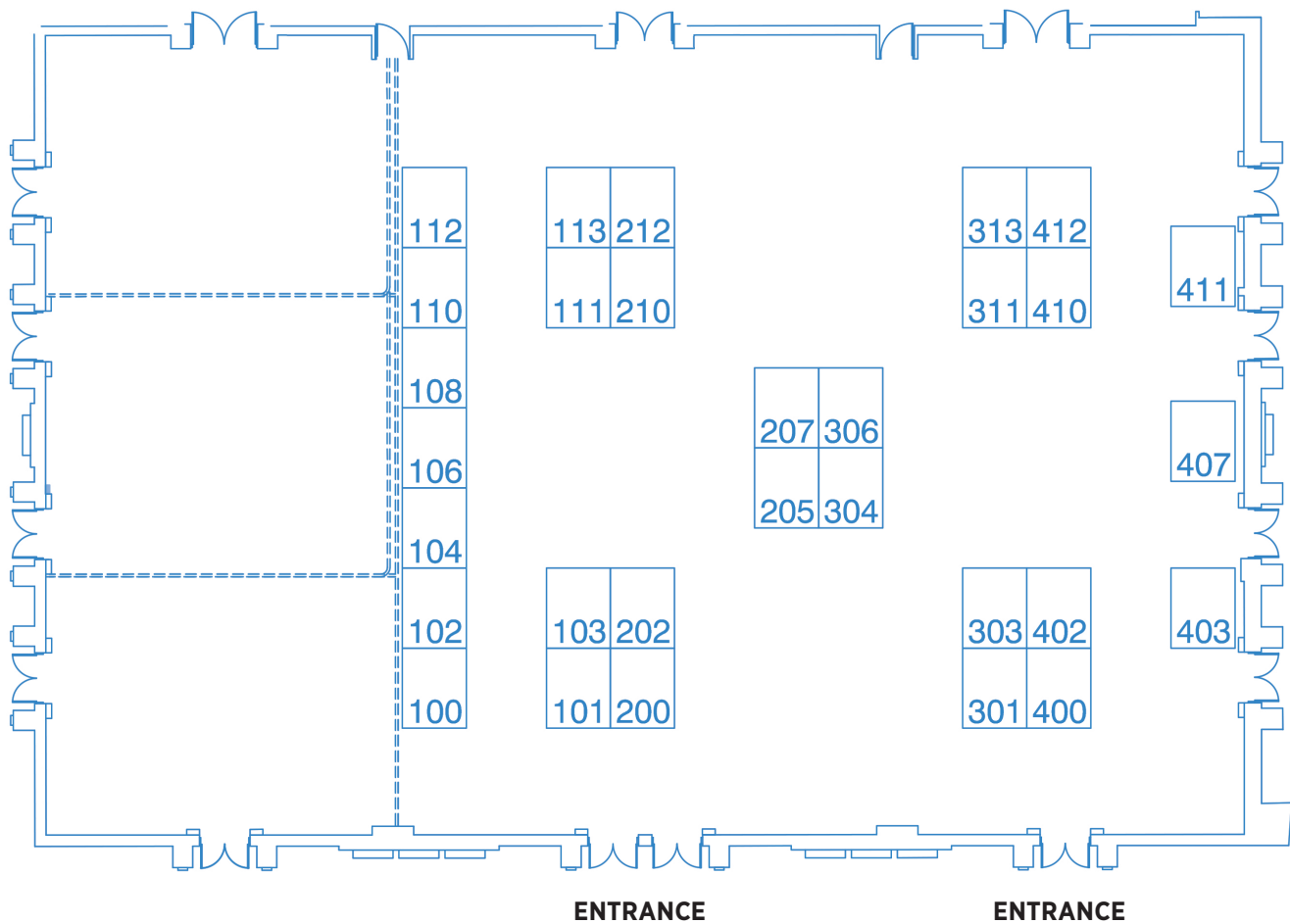
melissa@melissahege.com

krichards@gridics.com

Contact: Melissa Hege

Cloud-based automated zoning tool with 3d visualizations.

# EXHIBIT HALL FLOORPLAN



# CONFERENCE COMMITTEE

Many thanks to these individuals and their organizations for helping to make this conference possible!

## COMMITTEE CHAIR

**Michael Parker**, City of Tallahassee

## COMMITTEE MEMBERS

**April Atkins**, AICP, FDIC

**Miles Ballogg**, Cardno, Inc.

**Diane Colonna**, AICP, Margate CRA

**Kevin Crowder**, CECD, RMA

**Lynn Dehlinger**, TAG LLC

**Michael M. English**, AICP

**Gail Hamilton**, Zephyrhills CRA

**Renee A. Jadusingh**, City of Miami CRA

**Evan Johnson**, AICP, Tindale Oliver

**John Jones**, Littlejohn, an S&ME Company

**Marc Kleisley**, Burkhardt Construction, Inc.

**Margaret Kubilins**, PE, VHB

**Carol Leone**, Carol A. Leone, Attorney at Law

**James Marshal**, CRA Director, City of Palm Bay

**Sharon West McCormick**, RMA

**Demian Miller**, AICP, Tindale Oliver

**Kelly Moody**, AICP, LEED AP, Orlando DDB/CRA

**Jeff Oris**, CECD, City of Miami Beach

**Angelo Rao**, P.E., City of Lakeland

**Jason Reynolds**, AICP, Orange County

**Patty Rippey**, City of South Daytona

**J. Gary Rogers**, Lauderdale Lakes CRA

**Gerald Snell**, Avon Park Southside CRA

**Rick Stauts**, Florida City CRA

**Ken Thomas**, City of Leesburg



# GENERAL INFORMATION

**WELCOME** to the 2016 Annual Conference of the Florida Redevelopment Association!

## CONFERENCE LOCATION

Hilton Orlando I-Drive  
6001 Destination Parkway  
Orlando, FL 32819

## REGISTRATION DESK HOURS

Wednesday, October 12, 7:30 a.m. - 6:00 p.m.  
Thursday, October 13, 7:00 a.m. - 3:00 p.m.

## REGISTRATION PACKAGES

**Three-day registration** includes all workshops and meal functions scheduled for the conference.

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

**Note** that the mobile tours and CRA board training are **not** included with any package and must be purchased separately.

*Name badges must be worn to gain access to all conference events.*

## ADDITIONAL TICKETS

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

## WIRELESS ACCESS

**Network:** FRA\_2016

**Password:** eventwifi

## CONTINUING EDUCATION CREDITS

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

### The 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.

### International Economic Development Council



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).



**Clermont Downtown and Waterfront Master Plan**  
City of Clermont/  
GAI Consultants, Inc./  
Community Solutions Group



# SCHEDULE OF EVENTS

## TUESDAY - OCTOBER 11, 2016

### FRA Board of Directors Meeting

3:00 p.m. - 6:00 p.m.

Key Largo BC

This meeting is open to all FRA members.

### Early Bird/New Member Orientation

6:00 p.m. - 8:00 p.m.

David's Restaurant (in hotel)

New to redevelopment, or the FRA? We want to welcome you, and encourage you to pop in to say hello. This is a casual atmosphere, and there will be plenty of information about the program and how to best take full advantage of opportunities. Feel free to bring your significant others, and anyone interested in the conference or learning more about the FRA! (*Cash bar, light hors d'oeuvres*)

## WEDNESDAY, OCTOBER 12, 2016

### Coffee at Registration

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

Florida Foyers

*Sponsored by Rep Services, Inc.*

### Registration Desk Open

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

Florida Foyers

### CRA Board Training

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

Key Largo A

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

This is a general educational session designed for CRA staff, elected and appointed officials, volunteers and advisory board members. It provides a succinct overview of "what you need to know that you don't know" in the universe of CRAs. Learn some helpful practical, legal and administrative best practices for CRA policy making success.

**CM | 3**

**CM | 1.5 | Law**

Instructors: **Clifford B. Shepard**, General Counsel, Florida Redevelopment Association; and **Carol Westmoreland**, Executive Director, Florida Redevelopment Association

### Mobile Tour - Downtown Orlando Arts Tour

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

#### Group Arrivals/Departures on Lower Level

*Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m.*

The CRA and City of Orlando have long committed to promoting arts and culture within the Downtown core, including investments in theater, galleries, and public art. This walking tour includes a guided stroll featuring the "See Art Orlando" program around Lake Eola Park. We will also see the City Arts Factory, [www.orlandoslice.com/group/cityartsfactory](http://www.orlandoslice.com/group/cityartsfactory), and the popular Mad Cow Theater, [www.madcowtheatre.com/](http://www.madcowtheatre.com/). The places we will see are great examples of the importance of engaging local support and philanthropy for arts, and how art can fuel economic development.

Tour Hosts: **Thomas C. Chatmon, Jr.**, Executive Director of the DDB/CRA; **Barbara Hartley**, Executive Director, Downtown Arts District/City Arts Factory; and **Jennifer Quigley**, Board Member of See Art Orlando

### Mobile Tour - Welcome to Maynard Evans High School

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

#### Group Arrivals/Departures on Lower Level

*Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m.*

We will be touring "Evans High School - A Community School" and learning about their unique partnership programs. The school is the focal point for several public-private partnerships that contribute to school achievement, local economic development, job training and placement, and business development. Through these unique partnerships, relationships are built between businesses, organizations and schools, to enhance student learning and promote school improvement. Children's Home Society of Florida, Orange County Public Schools, UCF's College of Health and Public Affairs, and True Health are but a few of the partners. As their principal says: "Evans has become a hub of the community, and we are seeing a transformational effect of the community school ingredients as they interact with each other."

# SCHEDULE OF EVENTS

## WEDNESDAY, OCTOBER 12, 2016 (CONTINUED)

### Welcome Luncheon in the Exhibit Hall

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

Florida 1-4

*Sponsored by GAI Community Solutions Group; International Council of Shopping Centers*

Experience what this conference is all about: public and private sectors combining for an exciting dialogue about what is happening all over Florida. Don't miss this opportunity to meet and network with fellow members and redevelopment partners.

### Exhibit Hall Open

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

Florida 1-4

### Welcome Plenary Session and Keynote

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

Florida 5-7

Presiding: **Diane Colonna**, AICP, FRA-RA, Executive Director, Margate CRA and President, Florida Redevelopment Association

Keynote Speaker: **Valeria Piaggio**, VP, Head of Polycultural Insights, KANTAR Futures



Ms. Piaggio is a dynamic and revealing speaker who will help us understand and navigate the demographic shifts happening in the country and in Florida. When we learn how to “understand, anticipate and shape change” in markets, our citizens (clients) win. Ms. Piaggio is the conceptual leader and chief consultant for the Kantar Futures’ “Polycultural America” subscription offer – the first and only unified multicultural and general market consumer insights service. Before joining Kantar Futures, she spent ten years at Iconoculture, and grew its multicultural practice. She also managed the Cultural Fluent network, and was the Lead Global Consumer Strategist. She started her career in Argentina, her home country, where she held various positions in the areas of education and communications.

**CM | 1.25**

### Refreshment Break in the Exhibit Hall

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

Florida 1-4

*Sponsored by Terracon Consultants, Inc.*

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

### Working with Community Development Financial Institutions (CDFIs)

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

Key Largo BC

What are Community Development Financial Institutions (CDFIs) and why should redevelopment officials seek them out? This session will provide an overview of CDFIs and participants will hear from statewide CDFI and opportunities for economic and community development partnership for redevelopment areas.

**CM | 1.0**

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

Speakers: **Inez Long**, Black Business Investment Fund of Florida; **Janet de Guehery**, Communications and Marketing Manager, Florida Community Loan Fund; and **Mary Fellows**, Neighborhood Lending Partners

### Redeveloping with Vacant Land

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

Key West A

Explore with us how to determine what to do with key government owned vacant land. A case study of the “West Lots” in the City of Miami Beach will be used to illustrate the need and appropriateness of public input and “buy-in”, how to determine what uses your local market will bear, and potential methods for determining when and how to release a developer RFP to make it all happen.

**CM | 1.0**

Moderator/Speaker: **Jeffrey L. Oris**, CECD, Economic Development Division Director, City of Miami Beach

# SCHEDULE OF EVENTS

Speakers: **Phil Gonot**, Vice President, PMG Associates, Inc.; and **Corey O’Gorman**, AICP, President, PLACE Planning and Design, Inc.

## Economic Development on a Shoe String Budget

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

Key West BCD

Eight cities collaborated on developing the brand “Rediscover US 1 – America’s Business Highway.” We did this to attract and foster interest in the historic corridor, for the sake of our economic growth. We instituted a few fun and innovative programs, together as a group, which were not expensive. It was something that drew attention and expanded our support system at every step – we did it and so can you.

**CM | 1.0**

Speakers: **Penny Cruz**, Principal Planner, City of Port Orange; **Tony Otte**, FRA-RA, CRA/Economic Development Director, City of New Smyrna Beach; and **Patty Rippey**, Redevelopment Director, City of South Daytona.

## Refreshment Break in the Exhibit Hall

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

Florida 1-4

*Sponsored by Playmore Recreational Products and Services*

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

## CRA and Bank Partnerships

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

Key Largo BC

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 both seek to use their resources to meet community needs. Banks are tasked with meeting lending, service and credit needs in communities through the CRA, 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.

**CM | 1.0**

Speakers: **April A. Atkins**, AICP, Community Affairs Specialist, Federal Deposit Insurance Corporation (FDIC); **Janet Hamer**, Community Development Manager, TD Bank; and **Iris Jones**, VP and CRA Officer, Seacoast Bank

## Forging Partnerships for Large Scale Development Projects

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

Key West A

The City of Miami Southeast Overtown/Park West CRA will discuss our bond issuance for new construction projects, our residential rehabilitations including tenant relocation, the Miami World Center TIF agreement, the All Aboard Florida Train Platform and the MDM Convention Center TIF agreement. Also, we will share the details of the community benefits negotiated in our development agreements.

**CM | 1.0**

Speakers: **Renée A. Jadusingh**, Esq., LL.M., Staff Counsel for the Southeast Overtown/Park West CRA; **Neil Shiver**, Assistant Director, Southeast Overtown/Park West CRA; and **Clarence E. Woods III**, MBA, Executive Director, Southeast Overtown/Park West CRA

## Reclaiming the Public Realm

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

Key West BCD

Walkability is indispensable to the design of healthy communities. Not only does a walkable public realm provide a multitude of social benefits, but environmental and economic benefits can be measured as well. Student presenters will facilitate an interactive discussion with conference attendees on walkability and urban redevelopment. We will apply walkability concepts such as image ability, enclosure, human scale, transparency and complexity to a “Mills 50” street segment. The presenters will discuss the results of their walkability analysis and compare the results of the attendees’ interactive discussion with their recommendations.

**CM | 1.0**

Presenters: **Kelly Carson**; **Lauren Damiano** and **Trina Gilliam**, students of the UCF Master of Science in Urban and Regional Planning program.



# SCHEDULE OF EVENTS

## WEDNESDAY, OCTOBER 12, 2016 (CONTINUED)

### Exhibit Hall Reception

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

Florida 1-4

*Sponsored by Downtown Orlando CRA*

We will provide you with ample sustenance and **great opportunities** for professional networking! Great partnerships and results come about from a continual exchange of information. Visit the booths you didn't get to at lunch, and don't forget to bring plenty of business cards for daily gift drawings.

## THURSDAY, OCTOBER 13, 2016

### Continental Breakfast in the Exhibit Hall

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

Florida 1-4

*Sponsored by Southeast Overtown/Park West CRA*

### Exhibit Hall Open

7:00 a.m. - 12:45 p.m.

Florida 1-4

### Registration Desk Open

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

Florida Foyers

### Acquiring Property for Development in a CRA

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

Key Largo BC

This session is designed to give you the answers you need to critical questions: How do we best inform the decision to acquire property? How are project objectives and goals established/communicated/adopted? How do we attract investors and/or partners to the process be they public, private, non-profits or foundations? What types of incentives are appropriate, and when is the appropriate time to explore those options, without "giving away the house"?

Speakers: **Kim Briesemeister**, Principal and Co-Founder, RMA (RMA); **Diane Colonna**, AICP, FRA-RA, Executive Director, Margate CRA and President, Florida Redevelopment Association; and **J. Gary Rogers**, Executive Director, City of Lauderdale Lakes CRA

**CM | 1.0**

### Reviving a Giant: Overcoming Neighborhood Revitalization Challenges (Large Scale)

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

Key West A

The Pine Hills neighborhood of Orange County was once "snazzy" and "dressed to the nines" in rural Orlando. There were fancy homes, new schools, ample shopping and luxurious amenities. Declining populations, disinvestment and increased crime replaced the good times. This area is the size of a small city and very optimistic about their "makeover." Having to deal with funding issues, we will share what we have learned about effective strategies to make Pine Hills cohesive and great again.

**CM | 1.0**

Speakers: **Jason Reynolds**, AICP, Chief Planner, Orange County; and **Michelle A. Owens**, Executive Director, Pine Hills Neighborhood Improvement District

### Techniques to Comply with State Requirements for CRAs

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

Key West BCD

Is your CRA in compliance with all of the state reporting mandates for CRAs? Are you aware of the statutory requirements effective as of October 2015 for CRAs in their capacity as dependent special districts? If not, or you're just not sure, join us in this session reviewing basic CRA reporting requirements and outlining new rules for dependent special districts.

**CM | 1.0**

Moderator: **Carol A. Leone**, P.L.L.C., Attorney at Law

Speakers: **Gus Gianikas**, AICP, FRA-RA, Senior Planner, City of Ocala, and Past President, Florida Redevelopment Association; **Nathalie McCrate**, Marketing Coordinator, Oelrich Construction Inc.; and **Michael Parker**, Director, Economic and Community Development, City of Tallahassee

**CM | 1.0**

### Refreshment Break in the Exhibit Hall

9:30 a.m. - 9:45 a.m.

*Sponsored by Rep Services, Inc.*

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

# SCHEDULE OF EVENTS

## Transportation Roundtables: Experts' Advice on Your Projects

9:45 a.m. - 11:00 a.m.

Florida 5-7

Top experts from around the state bring years of experience and knowledge to you, about the best ways to solve your transportation challenges. You will have time after their initial summaries to discuss these topics at length in an informal individual setting. Bring your poster boards, maps, and other information to discuss your current or future transportation projects. Whether it is planning, implementation, funding or new trends, we have solutions and resources.

**CM | 1.0**

Moderators: **Michael M. English**, AICP; and **Angelo Rao**, P.E., Manager, Traffic Operations, City of Lakeland

Table Experts: **Elizabeth Alden**, AICP, Executive Director, Hillsborough County Metropolitan Planning Organization (MPO); **Harold W. Barley**, Executive Director, Metroplan Orlando; **Katharine Eagan**, AICP, Chief Executive Officer, Hillsborough Area Regional Transit Authority (HART); and **Rusty Roberts**, Brightline Florida

## Luncheon in the Exhibit Hall

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

Florida 1-4

*Sponsored by Kimley-Horn*

Continue to make new friends and associates as you meet with exhibitors and other attendees over lunch. The last of the exhibitor door prizes will be drawn during this break.

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

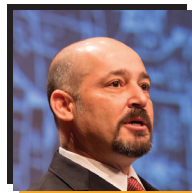
## Plenary Session and Keynote

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

Florida 5-7

Presiding: **Diane Colonna**, AICP, FRA-RA, Executive Director, Margate CRA and President, Florida Redevelopment Association

Keynote Presentation: **Joe Minicozzi**, Urban3



Mr. Minicozzi is the principal of **Urban3**, a consulting firm created by Asheville real estate developer, Public Interest Projects. Urban3's work in pioneering geospatial representation of economic productivity has prompted a paradigm shift in under-

standing the economic potency of urbanism and the value of well-designed cities. Their studies for municipalities across the United States and Canada have affected the reevaluation of public policy and a broader understanding of market dynamics created by tax policy. Joe is a sought after lecturer on city planning issues and his work has been featured in numerous journals and at international conferences. He is a founding member of the Western North Carolina-based, nonprofit Asheville Design Center. He holds a Bachelor of Architecture from the University of Miami and Master of Architecture and Urban Design from Harvard University.

**CM | 1.0**

## Refreshment Break

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

Florida Foyers

*Sponsored by Terracon Consultants, Inc.*

## Tips and Pointers for Successful DOT Redevelopment Projects

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

Key Largo BC

*Sponsored by VHB*

Don't miss this rare opportunity to hear about the details of the FDOT project process and how to stay engaged throughout - the FDOT way is changing. Kaizen - Change for the Good! We will feature case studies of projects where community needs are incorporated into design during the process instead of post-construction. We will give the local perspective on what happens when a six-lane roadway is coming through your downtown and wrap up with lessons learned and best practices.

**CM | 1.0**

Moderator: **Margaret A. Kubilins**, PE, ENV SP, VHB

Speakers: **Ben Janke**, AICP, FRA-RA, CRA Director, City of Lynn Haven; **Brenda Young**, MS, PE, Modal Development Office, FDOT D5; and **Stephen L. Benson**, AICP, CNU-A, Government Liaison Administrator, FDOT D7

# SCHEDULE OF EVENTS

## THURSDAY, OCTOBER 13, 2016 (CONTINUED)

### Under the Boardwalk: Creating Public Space on the Florida Coast

2:30 p.m. – 3:30 p.m.

Key West A

Hear the details about how the Hollywood boardwalk transformed and now connects the community of Hollywood Beach. Included will be the public policy development process, how to accomplish creative design solutions, the use of innovative materials, results oriented stewardship, and a great outdoor public - private project.

**CM | 1.0**

Speakers: **Susan Goldberg**, Deputy Director, City of Hollywood CRA, and **Marc Kleisley**, Vice President of Operations, Burkhardt Construction, Inc.

### What the Heck Happened to My Neighborhood? (Small Scale)

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

Key West BCD

Our panel of people who have “done it and been there” will discuss the reasons for a small urban neighborhood’s decline, and what strategies are effective to turn it around. This includes infill housing, foreclosure of dilapidated structures, rehabilitation, utilization of a demolition program and much more. Their experience with what has worked and how to start things rolling will inspire you to get your program started.

Moderating: **Ken Thomas**, MPA, Housing and Redevelopment Manager, City of Leesburg

Speakers: **Keith Bowers**, Director, Florida A&M Small Business Development Center; and **Nancy Wesoff**, Executive Director, Pasco County Housing Authority

**CM | 1.0**

### Refreshment Break

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

Florida Foyers

### Leadership in Diversity

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

Key West BCD

Join us for an always lively discussion on how to bring divergent groups together to support a local redevelopment project, plan or program. Our guest speaker will frame the challenges and best practices for bringing communities together. Then our leaders will facilitate small discussion groups about how to make good goals and intentions a reality back home.

**CM | 1.0**

Guest of Honor: **The Honorable Jerry L Demings**, Orange County Sheriff

Discussion Leaders: **Gerald Snell**, Southside Chairman, Avon Park CRA; **Jeremy Earle**, AICP, ASLA, FRA-RA, Deputy Director, Sustainable Development, City of Fort Lauderdale; and **Toni Shamplain**, Downtown North Program Manager, FRA-RA, Panama City CRA

### Tales from the Trenches

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

Key West A

We will discuss redevelopment infill case studies from two Florida community redevelopment agencies of different sizes and at different stages of their redevelopment processes. These case studies will examine the collaborative nature of redevelopment projects involving developing a Vision, working with Florida Community Redevelopment Agencies, local governments and private sector developers. Case studies will present the different perspectives of redevelopment projects viewed through the prisms of the Designer, the Municipality and the Developer.

**CM | 1.0**

Panel Moderator: **John Jones**, AICP, CRP, Project Manager, Littlejohn, an S&ME Company

Panelists: **Todd Bleakley**, Vice President North Florida Development, Mill Creek Residential; **Jay Hood**, AICP, Director of Landscape Architecture, Littlejohn; **Doug Metzger**, AICP, Project Manager, City of Orlando; **Peter Sechler**, AICP, PLA, Lead Designer, GAI-Community Solutions Group; **Venny Torre**, CEO, Torre Construction; and **Bob Turk**, Economic Development Director and CRA Coordinator, City of Sanford

### CRA Extensions and Expansions

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

Key West BCD



# SCHEDULE OF EVENTS

Many CRAs in Florida will be nearing the end of their terms in the next ten years. Several have already “renewed” their agreements with the city or county. In addition, changing economic conditions can spur the expansion of an area. We will be sharing the experience of three perspectives on how to begin these processes, how to stay engaged, and how to best succeed. Our panel includes a county, a city in a charter county and a smaller city in a non-charter county.

**CM | 1.0**

Moderator: **Kevin Crowder**, Director of Economic Development, RMA

Speakers: **Brenna Durden**, Attorney, Lewis, Longman and Walker; and **Jorge Fernandez**, CRA Coordinator, Miami Dade County

## Awards and Academy Graduation Dinner

6:30 p.m. - 10:00 p.m.

**Florida 4**

*Sponsored by Burkhardt Construction, Inc.*

Plan to stay longer and bring your dancing shoes, as the FRA is spicing up the program this year with a D.J. and a fun interactive digital photo booth. After we honor our winners and graduates, it's time for more celebration!

## FRIDAY, OCTOBER 14, 2016

### Awards Showcase and Annual Business Meeting

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

**Florida 4-7**

#### Annual Business Meeting

7:30 a.m. - 8:00 a.m.

Join us in welcoming our newest, as well as current, FRA Board members for 2016-2016 during a brief annual business meeting.

#### FRA Annual Awards Showcase

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

Wake up with the winners of the 2016 Best Book awards! As you enjoy your coffee and light breakfast, you can meet and talk with the people who were directly involved in the projects that won. They are bringing displays, poster boards and other information about their successful nominations...details of what they did and how they did it.

**CM | 1.0**

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

Participants: **2016 FRA Award Winners**

### What's Your SCIX (Social Cities Index)?

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

**Key Largo BC**

There are six easy steps for creating change and establishing a solid, measurable partnership with communities online and offline. Technology distracts us from the world around us, which drives actual behavior and we can be more engaged! Hear real life examples of strategies that can help to harness the cultural shifts in your community.

**CM | 1.0**

Speakers: **Sharon West McCormick**, Director of Business Attraction and Marketing, RMA; and **Terra Sperro**, CEO, RealTime Marketing Group

### The Millennial Generation: The Demographic Opportunity of the Century

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

**Key West A**

Everything that's important to the pursuit of long term economic success within a city or community depends on understanding how “millennials” live, work, play and spend their money. By sheer demographic size, over the next 10 years they will be reshaping everything from communities, to marketplace, to workplaces all around the world. We will discuss their unique consumer and workforce preferences, where they want to live, and why you may want to consider this demographic shift in planning your redevelopment efforts going forward.

**CM | 1.5**

Speaker: **James Marshal**, Director of Economic Development and CRA, City of Palm Bay

### Brownfields to Healthfields

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

**Key West BCD**

New federally qualified Health Centers opened in Central Florida have resulted in increased access to care for communities underserved for decades. The East Tampa CRA also developed a “healthfields” approach to qualify for another

# SCHEDULE OF EVENTS

## FRIDAY, OCTOBER 14, 2016 (CONTINUED)

Center. Duval County is removing contamination at brown-field/land reuse sites in support of fresh food access in a Health Zone One (high need). We will discuss how they did it, and what can you take back home about these projects to implement locally.

**CM | 1.0**

Moderator: **Miles Ballogg**, Brownfields Practice Leader, Cardno Inc.

Speakers: **Melanie Kendrick**, Program Administrator, Pasco County; **Grazyna Pawlowicz**, Environmental Manager, Florida Department of Health; and **Ed Johnson**, East Tampa CRA

### Refreshment Break

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

Florida Foyers

### Creative Village and UCF Downtown Campus

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

Key Largo BC

In the heart of the CRA, the City of Orlando has initiated the redevelopment of 68-acres of city-owned property into a mixed-use neighborhood featuring 21<sup>st</sup> century education and businesses, parks and open spaces, a variety of residential uses, and supportive retail. The project has grown to involve a partnership between the City, Creative Village Development and the University of Central Florida. We will bring a new 7,000+ student Downtown Campus to Creative Village, leading the way for a new educational model in Orlando's urban core and invigorating redevelopment of this neighborhood.

**CM | 1.0**

Moderator: **Thomas C. Chatmon, Jr.**, Executive Director, DDB/CRA

Speakers: **Brooke Bonnett**, Director of Economic Development, City of Orlando; **Mike Kilbride**, University of Central Florida; **Craig Ustler**, Creative Village Development; and **Dr. Falecia Williams**, President, Valencia College West Campus

### Complete Streets Case Studies

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

Key West A

This session will examine three case studies of complete streets projects in Tampa's Urban Core that were designed to improve multimodal mobility and increase private investment in redevelopment. Each case study demonstrates a unique approach to implementing complete street projects to address a variety of challenges faced in urban areas. Attendees can expect to leave with a better understanding of unique design approaches, creative agency partnerships and stakeholder coordination, and implementation strategies.

**CM | 1.0**

Moderator: **Demian Miller**, AICP, Principal, Tindale Oliver

Presenters: **Stephen L. Benson**, AICP, CNU-A, Government Liaison Administrator, Florida Department of Transportation, D7; **Jean W. Duncan**, P.E., Director, City of Tampa Department of Transportation and Stormwater Services; and **Gena Torres**, Executive Planner, Hillsborough MPO

### Bringing Retail Back to Downtown

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

Key West BCD

ICSC'S P3 Retail Program creates connections with public officials to bring about positive economic effects for communities. In this session, we will discuss emerging issues, how to attract retail for your downtown areas, and the downtown attributes that make great cities. Millennials are attracted to downtowns, where they frequent wine bars, coffee houses, and look for trendy housing. These experts will talk about reinventing your downtown to bring that revitalization to the area. A retail renaissance is possible, but you have to understand RETAIL.

**CM | 1.0**

Moderator: **Lynn Dehlinger**, TAG, LLC

Panelists: **David Barilla**, P3 Retail Florida Public Sector Chair, DDB/CRA, City of Orlando; **Kevin Crowder**, CECd, Director of Economic Development, RMA; and **Mark Thompson**, P3 Retail Florida Private Sector Chair, Crossman and Company

Adjourn

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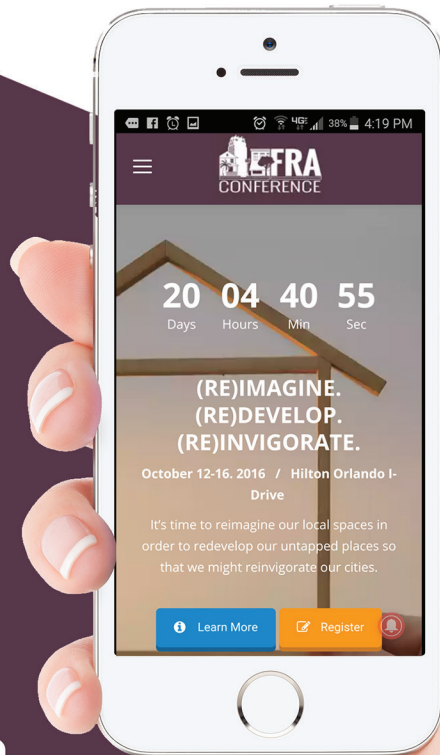
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