

# FLORIDA REDEVELOPMENT ASSOCIATION 2019 ANNUAL CONFERENCE

October 16-18, 2019 ■ Hilton Tampa Downtown

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



# LETTER FROM THE PRESIDENT



**Gail Hamilton**  
2018-19 FRA President

Greetings Conference Attendees:

## **Welcome to Tampa and the 2019 Florida Redevelopment Association Annual Conference!**

On behalf of the Florida Redevelopment Association Board of Directors, I am honored and delighted to welcome you to our 36th annual conference. The Florida Redevelopment Association has always been the premier organization for redevelopment specialists in Florida, and the 2019 Conference continues that tradition.

To all our sponsors and exhibitors, for your involvement and support – our sincere thanks! Whether you come from a large or small district, there is something for everyone. Also sincere thanks to our own Carol Westmoreland and Jan Piland, who have worked tirelessly to make the conference a success.

I know you will enjoy this year's program filled with informative sessions, networking, professional development opportunities and illuminating tours of redevelopment projects. Tampa's redevelopment offers transferrable aspects for a program of any size. We encourage you to learn about the area as much as you can.

These year's award entries show that significant private and public investments continue to be made every day in Florida's big and small communities. Specifically, these investments are focused within CRAs, where job creation is occurring, quality of place is defined, and civic and cultural activity is celebrated.

Congratulations to all who submitted projects. May we all learn from their experience to transform our communities.

A handwritten signature in black ink, appearing to read 'Gail K. Hamilton', written in a cursive style.

**Gail K. Hamilton**



# CONFERENCE AT A GLANCE

## WEDNESDAY - OCTOBER 16, 2019

- 7:30 a.m. **Coffee at FRA Registration Desk**  
Galleria B
- 7:30 a.m. **FRA Registration Desk Open**  
Galleria B
- 8:00 a.m. **Walking Tour – Ybor City CRAs**  
Hotel lobby
- 8:00 a.m. **Walking/Trolley Tour – Tampa Downtown Partnership**  
Hotel lobby
- 8:00 a.m. **CRA Board Certification Course**  
Palma Ceia 2
- 11:00 a.m. **Exhibit Hall Open**  
Bayshore 2-7
- 11:30 a.m. **Welcome Luncheon in the Exhibit Hall**  
Bayshore 2-7
- 12:45 p.m. **Plenary Session**  
**Welcome: The Honorable Jane Castor, Mayor, City of Tampa**  
**Keynote: Lenora Billings-Harris, CSP**  
Bayshore 1
- 2:00 p.m. **Refreshment Break in the Exhibit Hall**  
Bayshore 2-7
- 2:15 p.m. **Engaging the Underserved Community**  
Bayshore 1
- 2:15 p.m. **Mobile Tour – West Tampa and Drew Park CRAs**  
Hotel lobby
- 3:15 p.m. **Refreshment Break in the Exhibit Hall**  
Bayshore 2-7
- 3:30 p.m. **Keynote: Matthew Petty**  
Bayshore 1
- 4:45 p.m. **Florida Redevelopment Association Unplugged**  
Palma Ceia 1-2
- 4:45 p.m. **The CRA Role in Resiliency**  
Palma Ceia 3-4
- 6:00 p.m. **Welcome Reception in the Exhibit Hall**  
Bayshore 2-7

## THURSDAY - OCTOBER 17, 2019

- 7:00 a.m. **Registration Desk Open**  
Galleria B
- 7:00 a.m. **Continental Breakfast in the Exhibit Hall**  
Bayshore 2-7
- 7:00 a.m. **Exhibit Hall Open**  
Bayshore 2-7
- 8:00 a.m. **Filling Vacant Storefronts**  
Palma Ceia 1-2
- 8:00 a.m. **Joint Planning Between CRAs and Cities**  
Palma Ceia 3-4
- 9:00 a.m. **Refreshment Break in the Exhibit Hall**  
Bayshore 2-7

- 9:15 a.m. **The Federal Community Reinvestment Act (CRA) for Florida’s CRAs**  
Bayshore 1
- 9:15 a.m. **Water Street Case Study**  
Palma Ceia 1-2
- 9:15 a.m. **Storm Redevelopment**  
Palma Ceia 3-4
- 10:15 a.m. **Refreshment Break in the Exhibit Hall**  
Bayshore 2-7
- 10:30 a.m. **Filling the Gaps in Redevelopment Resources**  
Bayshore 1
- 10:30 a.m. **Brownfields from the Pros**  
Palma Ceia 1-2
- 10:30 a.m. **Meeting Your CRA’s Plan Through Bank Partnerships**  
Palma Ceia 3-4
- 11:30 a.m. **Luncheon in the Exhibit Hall**  
Bayshore 2-7
- 1:00 p.m. **Keynote: Chuck Marohn Jr.**  
Bayshore 1
- 2:15 p.m. **Refreshment Break**  
Galleria B
- 2:30 p.m. **Tampa Takes on Transportation**  
Palma Ceia 1-2
- 2:30 p.m. **Land Use Basics**  
Palma Ceia 3-4
- 2:30 p.m. **Mobile Tour – Downtown CRAs**  
Hotel lobby
- 6:00 p.m. **Academy Awards and Graduation Dinner**  
Bayshore 4-7

## FRIDAY - OCTOBER 18, 2019

- 7:00 a.m. **FRA Registration Desk Open**  
Galleria B
- 7:00 a.m. **Continental Breakfast**  
Bayshore 1
- 8:00 a.m. **Florida’s Ethics Laws for Redevelopment**  
Palma Ceia 1-2
- 8:00 a.m. **Legal Reporting Requirements for CRAs**  
Palma Ceia 3-4
- 9:15 a.m. **Refreshment Break**  
Palma Ceia Foyer
- 9:30 a.m. **“Hot” Legal Issues in Redevelopment**  
Palma Ceia 1-2
- 9:30 a.m. **CRA Legal Issues for Financial Audits**  
Palma Ceia 3-4
- 11:00 a.m. **Mobile Tour – Armature Works**  
Hotel lobby
- 1:30 p.m. **Adjourn**

# SPECIAL THANKS

## EVENT SPONSORS

Burkhardt Construction, Inc.  
City of Tampa  
Comcast Business



## GOLD SPONSORS

Calvin, Giordano & Associates, Inc.  
GAI Consultants, Inc.  
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## TOUR SPONSORS

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# EXHIBITOR AND SPONSOR LISTING

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

**Avia Design Group (formerly Axia Creative, Inc.) – Booth #300**

(561) 282-6205

Contact: Todd Mayfield

todd@aviadg.com

aviadg.com

Branding and wayfinding for cities, towns and regions.

**Burkhardt Construction, Inc. – Booth #203, Event Sponsor**

(561) 659-1400

Contact: Adam Rossmell

adam@burkhardtconstruction.com

burkhardtconstruction.com

Construction management and design build services for streetscapes and public space improvement projects.

**Calvin, Giordano & Associates, Inc. – Booth #310, Gold Sponsor**

(954) 921-7781

Contact: Sarah Sinatra

ssinatra@cgasolutions.com

cgasolutions.com

Building code, compliance, CEI, engineering, GIS, landscape architecture, planning, project management, survey/mapping, traffic engineering.

**Cardno Inc. – Booth #113**

(727) 431-1555

Contact: Miles Ballogg

miles.ballogg@cardno.com

cardno.com

A professional services company offering integrated environmental and engineering services throughout the world.

**Catalyst – Booth #213**

(813) 670-3223

Contact: Nasser Al-Hafi

nasser@catalystcd.com

catalystimpact.org

Provides capital and advisory services to small owners, community developers, CRAs and economic development groups.

**City of Tampa, Community Redevelopment Agency & Visit Tampa Bay – Welcome Table, Event Sponsor**

(813) 274-7917

Contact: Brenda Thrower

brenda.thrower@tampagov.net

TampaGov.net/economic-and-urban-development/programs/community-redevelopment-areas

The Community Redevelopment Agency of the City of Tampa oversees nine redevelopment areas in the following neighborhoods: Downtown Tampa, Channel District, Ybor City, Central Park, East Tampa, Drew Park, Tampa Heights Waterfront and West Tampa.

**Comcast Business – Booth #201, Event Sponsor**

(877) 289-8849

Contact: Shayla Mobley

shayla\_mobley@cable.comcast.com

business.comcast.com

Internet, TV and phone solutions, plus service and support, just right for your business.

**Environmental Risk Management, Inc. – Booth #312**

(239) 415-6406

Contact: Tracy Pearce

tpearce@ermi.net

ermi.net

Expert risk-management strategies for obtaining regulatory closure on impacted sites for redevelopment.

**FieldTurf – Booth #311**

(352) 242-7620

Contact: Chris Wedge

chris.wedge@fieldturf.com

fieldturf.com

Leader in synthetic turf.

**Florida Community Loan Fund – Booth #303, Tour Sponsor**

(407) 246-0846

Contact: Nelson Black

info@fclf.org

fclf.org

Providing flexible financing and staff expertise to help projects succeed and improve low-income communities.

**Florida League of Cities – Welcome Table**

(850) 222-9684

Contact: Mark Sittig

marksittig@flcities.com

floridaleagueofcities.com

The United Voice for Florida's Municipalities.

**GAI Consultants – Booth #109, Gold Sponsor**

(321) 319-3133

Contact: Tom Kohler

t.kohler@gaiconsultants.com

gaiconsultants.com/communitysolutions

An idea-driven strategic consulting practice integrating design, planning and economics.

**Goren Cherof Doody & Ezrol, P.A. – Break Sponsor**

(954) 771-4500

Contact: David Tolces

dtolces@gorencherof.com

gorencherof.com

Attorneys recognized as leaders in the representation of community redevelopment agencies, special districts and municipalities.

**Hoyt Architects // IMERZA – Booth #309**

(941) 366-6066

Contact: Heather Doyle

hdoyle@hoytarchitects.com

hoytarchitects.com

Architects, landscape architects, artists and programmers who are experienced problem-solvers, innovating unique solutions.

**KCI Technologies – Booth #316**

(954) 776-1616

Contact: Carlton Gillespie

carlton.gillespie@kci.com

kci.com

Urban planners who specialize in work with CRAs and other municipal officials.

# EXHIBITOR AND SPONSOR LISTING

## **Kimley-Horn and Associates, Inc. – Booth #110, Silver Sponsor**

(941) 379-7600

Contact: Kelley Klepper, AICP  
kelley.klepper@kimley-horn.com  
kimley-horn.com

Engineering, planning, landscape architectural, environmental, visioning and grand funding professionals for Florida communities.

## **Mammoth Sports Construction – Booth #301**

(785) 248-9200

Contact: Sam Gahagan  
sam@mammothturf.com  
mammothturf.com  
Sport field construction.

## **Playmore Recreational Products + Services – Booth #108**

(239) 791-2400

Contact: Luke Russell  
luker@playmoreonline.com  
playmoreonline.com

Licensed contractor that supplies and installs playgrounds and complimentary equipment for the park and playground industry.

## **PNC Bank – Silver Sponsor**

(561) 803-9946

Contact: Monclaude Nestor  
monclaude.nestor@pnc.com  
pnc.com

Providing banking, financing and investments to qualified redevelopment partners throughout Florida.

## **Rep Services, Inc. – Booth #209**

(317) 626-8950

Contact: Dean Hill  
dean@repservices.com  
repservices.com

Providing turnkey solutions for dynamic outdoor spaces since 1989.

## **RGA Design LLC – Booth #299**

(813) 226-2220

Contact: Ryan Krum  
rkrum@rga-design.com  
rga-design.com

Adaptive reuse architecture.

## **RMA (Redevelopment Management Associates) – Booths #308**

(954) 695-0754

Contact: Tracey Burghy  
info@rma.us.com  
rma.us.com

Economic development, redevelopment, marketing, branding, placemaking, real estate, P3, urban design, visioning, strategic planning experts.

## **S&ME, Inc. – Booth #302, Silver Sponsor**

(407) 975-1273

Contact: John Jones, AICP, FRA-RP  
jjones@smeinc.com  
smeinc.com

An interdisciplinary firm offering planning, design, transportation, engineering and landscape architecture.

## **SESCO Lighting – Booths #100, 101, 102, 103, 200, 202**

(407) 629-6100

Contact: Jim Longstreth  
jlongstreth@sescolighting.com  
sescolighting.com

Lighting, lighting solutions, controls, smart city technology, color change, landscape, architectural.

## **Stantec – Booth #315, Gold Sponsor, Tour Sponsor**

(813) 223-9500

Contact: Oona Johnsen  
Oona.johnsen@stantec.com  
stantec.com

At Stantec, we always design with community in mind.

## **Tampa Bay Regional Planning Council – Booth #211**

(727) 570-5151 ext. 10

Contact: Brian Ellis  
brian@tbrpc.org  
tbrpc.org  
Regional planning.

## **Tampa Downtown Partnership – Booth #208, Gold Sponsor**

(813) 221-3686

Contact: Lynda Remund  
info@tampasdowntown.com  
tampasdowntown.com

Serving as the steward of downtown Tampa, cultivating partnerships and encouraging development.

## **Terracon Consultants, Inc. – Booth #111, Silver Sponsor**

(813) 221-0050

Contact: Scott Graf  
scott.graf@terracon.com  
www.terracon.com

An employee-owned engineering firm providing environmental, facilities, geotechnical and material services.

## **Underground Refuse Systems, Inc. – Booth #210**

(407) 973-4141

Contact: Jay Wheeler  
jay@undergroundrefuse.com  
undergroundrefuse.com

Underground waste containment and collection system.

## **The Urban Group, Inc. – Booth #313, Silver Sponsor, Tour Sponsor**

(954) 522-6226

Contact: Howard Steinholz  
hsteinholz@theurbangroup.com  
theurbangroup.com

Redevelopment real estate consulting services including acquisition, sales and leasing, appraisal, relocation and property management.

## **VHB – Tour Sponsor**

(813) 327-5448

Contact: Neale Stralow  
nstralow@vhb.com  
vhb.com

VHB's 1,500 professionals include engineers, planners, scientists and designers serving the private and public sector.

## **Wade Trim – Booth #212**

(818) 882-4373

Contact: Brad Cornelius  
bcornelius@wadetrim.com  
wadetrim.com

Providing community planning, landscape, architecture, urban design and recreation design/planning.

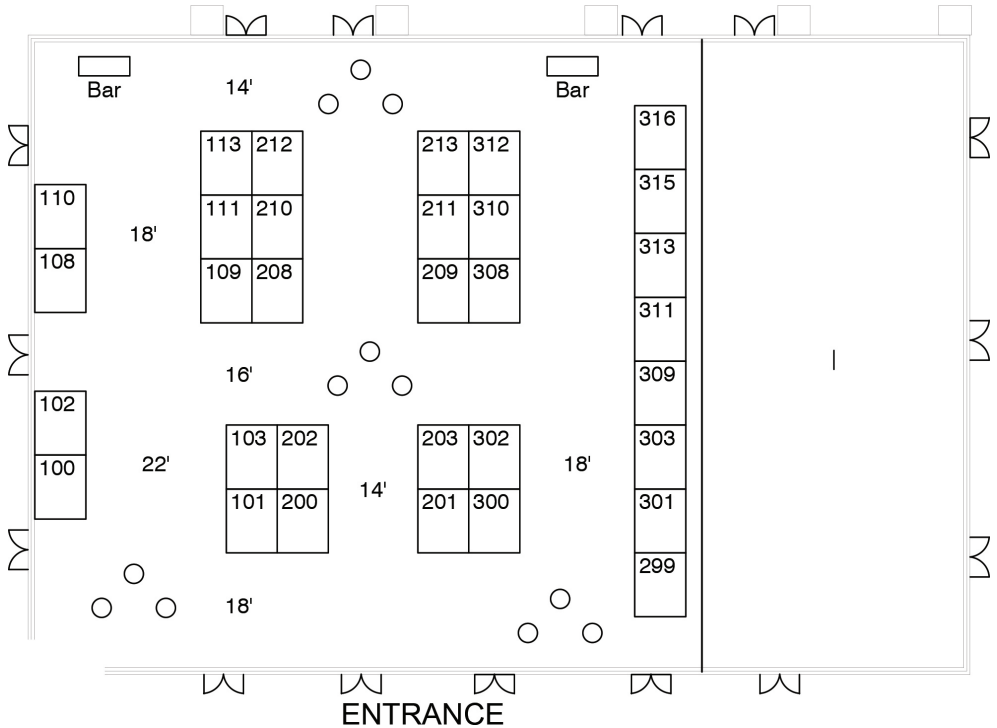
## **Water Street Tampa – Silver Sponsor, Tour Sponsor**

(813) 993-0100

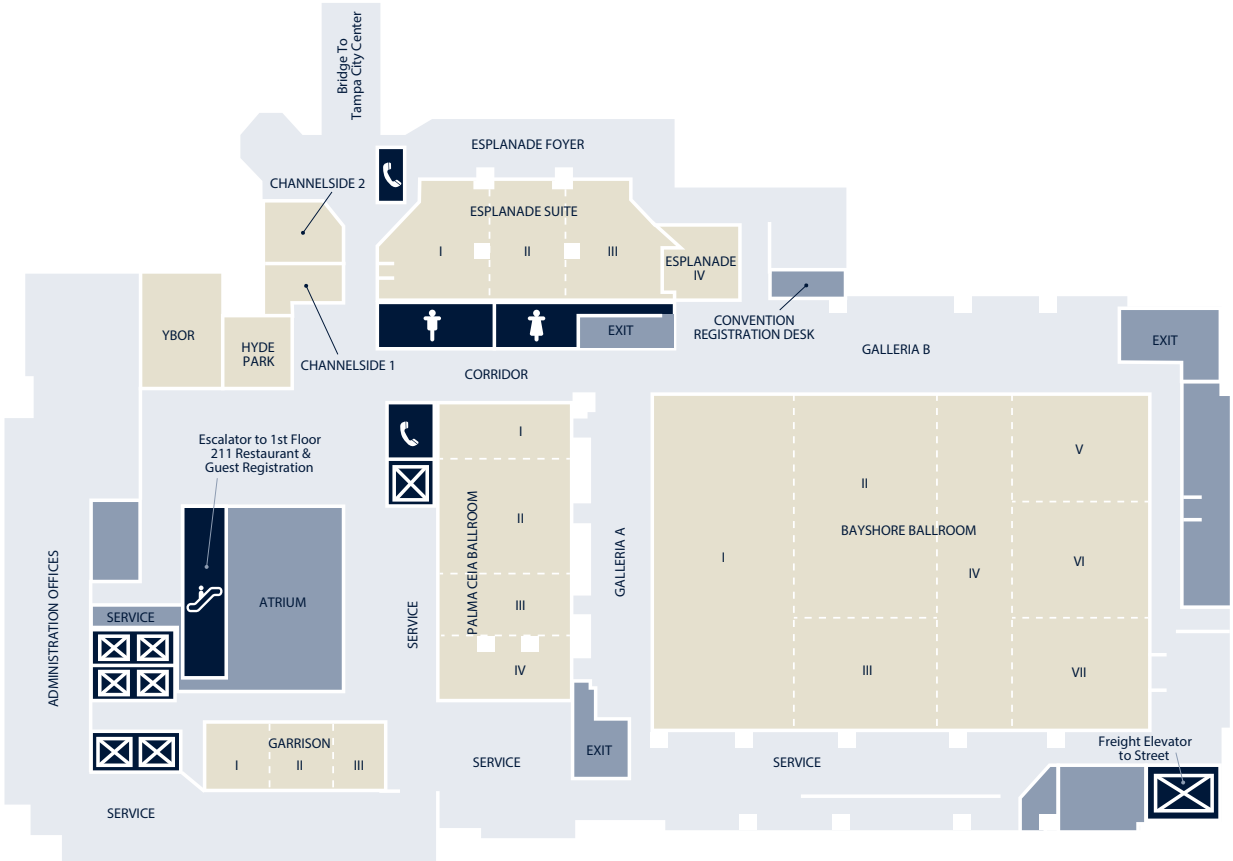
contact@waterstreettampa.com  
waterstreettampa.com

Water Street Tampa is a new, mixed-use 50-acre neighborhood located in the heart of downtown Tampa.

# EXHIBIT HALL FLOOR PLAN



# MEETING SPACE FLOOR PLAN



# GENERAL INFORMATION

## REGISTRATION DESK HOURS

Wednesday, October 16 7:30 a.m. – 6:00 p.m.  
Thursday, October 17 7:00 a.m. – 3:00 p.m.  
Friday, October 18 7:00 a.m. – 11:00 a.m.

## REGISTRATION PACKAGES

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

**One-day registration** includes workshops and meals scheduled for that day only.

**Tours** and **CRA Board Certification Course** are **not** included with any package and must be purchased separately.

**Extra or guest tickets** for tours and any meal function may be purchased at the FRA conference registration desk. **Name badges must be worn to gain access to all conference events.**

## WIRELESS ACCESS

**(Thursday, October 17 ONLY)**

Username: **FRAAC**

Password: **CRASRULE**

## 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



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

**Note:** *the course number and credits for Friday sessions are listed below those sessions.*





# SCHEDULE OF EVENTS

## WEDNESDAY, OCTOBER 16, 2019

### Registration Desk Open

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

Galleria B

### Coffee at Registration

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

Galleria B

### Walking Tour – Ybor City

8:00 a.m. - 11:30 a.m.

#### Meet in hotel lobby

*Sponsored by the City of Tampa*

Participants will meet in the hotel lobby, walk to the Fort Brooke Streetcar Station (less than a block away) and ride the streetcar(s) to Ybor City for the tour. We will conclude at Jose Marti Park where everyone can board a streetcar on 13th Street (next to Park) and head back to the hotel. Ybor City is Tampa's National Historic Landmark District: this tour will provide an update on the 2020 vision plan, streetcar study, mixed-use projects, preservation projects and redevelopment activity. Through the Ybor district CRAs and other programs, there are new businesses, expansions, historic renovations, streetscapes and facade projects. Highlights include the Ybor City State Museum, Centennial Park, Centro Ybor, Visitor Information Center, Ybor Square and a community college in the heart of Tampa's Historic Latin Quarter. Interspersed with the existing historic structures in Ybor City, the buildings and infrastructure were designed to blend with the surroundings. We will walk down famous Seventh Avenue, designated "a 2008 Great Streets in America" for its history, character and strong community involvement.

Tour Guides: **Wallace Reyes**, Ph.D., Ybor Historian and Ambassador, and **Brenda Thrower**, Economic Development Specialist, Ybor City Corporation

**CM | 3.0**

### Walking/Trolley Tour – Tampa Downtown Partnership

8:00 a.m. - 11:30 a.m.

#### Meet in hotel lobby

*Sponsored by Tampa Downtown Partnership*

We will meet in the hotel lobby before taking a guided trolley ride through Downtown Tampa to experience some of the impacts the Tampa Downtown Partnership has made in the community. This tour offers a great overview and insider specifics about the very successful downtown business improvement district. You will learn about the history, expansion, initiatives, marketing efforts, transportation services and Clean & Safe and Public Space programs. Also, we will cover the funding and administration, and who is involved in working with them to support these efforts. Join us as we explore the city and get an inside look at who and what help to make Downtown Tampa the vibrant destination that it is.

Tour Guides: **Rachel Radawec**, Placemaking and Community Engagement Manager, Tampa Downtown Partnership, along with **Shaun Drinkard**, Senior Director of Public Programming and Operations

**CM | 3.0**

### CRA Board Certification Course

8:00 a.m. - 11:30 a.m.

#### Palma Ceia 2

We have added a certification element to the Boot Camp class. This year we are more specifically designing the course for elected officials and appointed CRA board members and volunteers. We will cover what you need to know about your Florida CRA. Most importantly 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 a CRA in Florida. Space is limited. Certificates in CRA Board Training will be given to all who attend the whole course.

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

**CM | 3.0**

**CM | L 3.0**

### Exhibit Hall Open

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

Bayshore 2-7

### Welcome Luncheon in the Exhibit Hall

11:30 a.m. - 12:45 p.m.

Bayshore 2-7

*Sponsored by City of Tampa*

### Plenary Session

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

Bayshore 1

Presiding: **Gail Hamilton**, President, Florida Redevelopment Association and CRA Director, City of Zephyrhills



Welcome: The Honorable **Jane Castor**, Mayor, City of Tampa



Keynote: Cultural Inclusion: Disrupting Bias in Redevelopment

**Lenora Billings-Harris**, CSP, CPAE, President and CEO, Ubuntu Global

**CM | 1.0**

### Refreshment Break in the Exhibit Hall

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

Bayshore 2-7

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

# SCHEDULE OF EVENTS

## WEDNESDAY, OCTOBER 16, 2019 CONTINUED...

### Engaging the Underserved Community

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

#### Bayshore 1

Working in traditionally underserved communities is often articulated as a priority for local governments. However, projects can bring real-life benefits only when you directly reach out to the community. Our panel will discuss how to effectively engage the underserved community to get direction and productive results. We will explore ways to deal with negativity, achieve support, implement effective methods and programs, and learn from experience. Participants will walk away with a “real talk” understanding of how to include and engage the underserved communities.

Discussion Leaders: **Jeremy Earle**, PhD, AICP, FRARA, Assistant City Manager, City of Hallandale Beach; **Renée A. Jadusingsh**, Esq., FRA-RA, Executive Director, City of Delray Beach CRA, and Board Member, Florida Redevelopment Association; **Toni Shamplain**, FRA-RA, City of Panama City, Manager, CRA North; **Gerald Snell**, Avon Park Southside CRA; and **Ken Thomas**, MPA, Director of Housing & Redevelopment, City of Leesburg

**CM | 1.0**

### Mobile Tour - West Tampa and Drew Park CRAs

2:15 p.m. - 4:45 p.m.

#### Meet in hotel lobby

*Sponsored by The Urban Group*

Participants will take the bus from the hotel and back. West Tampa is the newest CRA, created in 2015. It is centrally located in the heart of the city, between downtown and the Westshore business district. Through the West River Plan, public housing and active and passive community parks are a priority - a community open to the Hillsborough River. Covered on the tour are some beautiful renovations in the historic district, Salcines Park and a new HUD housing project with mixed income and 50% subsidized units. If we have time, we will stop by the Bryan Glazer Family Jewish Community Center, which includes a beautiful fitness and aquatic center/premier event facility as a catalyst project in the area. Also, on this tour we will not visit but will share information about the Drew Park CRA. Its history began as Drew Field, the city of Tampa's grass landing strip airfield, with a rich history, which became the International Airport. Today, the over 600 acres to the east constitute the Drew Park CRA. Its proximity to the Dale Mabry Campus of Hillsborough Community College, professional sports and recreational facilities, and major employers is a draw for private investment. It is one of the few remaining areas in Tampa with affordable industrial land and space. We will share information about our roadway improvements, streetscapes and business assistance programs on the tour, but drive time prohibits us from touring the area in person.

Tour Guide: **Malcolm Kiner**, Manager, Drew Park and West Tampa CRAs

**CM | 3.0**

### Refreshment Break in the Exhibit Hall

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

#### Bayshore 2-7

*Sponsored by PNC Bank*

### Plenary Session

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

#### Bayshore 1



Keynote: Making It Happen in Your Community  
**Matthew Petty**, Faculty Member  
Incremental Development Alliance

Presiding: **Gail Hamilton**, President, Florida Redevelopment Association and CRA Director, City of Zephyrhills

**CM | 1.0**

### Florida Redevelopment Association Unplugged

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

#### Palma Ceia 1-2

Have you wanted to become more involved in the association or wondered about certain aspects or programs? Are you getting the full benefit of membership? We will overview the FRA Academy and why you want to obtain a designation as an FRA-RA or FRA-RP. We will unveil the continuing education requirements for all graduates, effective January 1, 2020. Learn about the secret of success on the MyFRA network. Check out this great overview of all things FRA.

Presenters: **Kyle Dudgeon**, AICP, FRA-RA, Assistant Division Director, Economic Development/CRA; **Cecilia Gayle**, CRP, MBA, PLA, Senior Landscape Architect, Waldrop Engineering; **John M. Jones**, AICP, FRA-RP, Project Manager, S&ME; **Rick Stauts**, Executive Director, City of Florida City CRA; and **Carol Westmoreland**, FRA Executive Director

### The CRA Role in Resiliency

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

#### Palma Ceia 3-4

Community Redevelopment Agencies can help with resiliency issues, which are a hot topic in Florida's urban areas. Both arenas include issues that are long term in scope, broad in application and involve many “moving parts.” How can this dramatic urban planning challenge be incorporated into CRA plans? We will identify some guiding principles for budgeting and implementation. We will also share practical tips for framing discussions and managing projects. Finally, we will compile a “cheat sheet” of resources for collaborative success.

Moderator: **The Honorable Peter Altman**, Councilman, City of New Port Richey

Speakers: **CJ Reynolds**, Director of Resilience and Engagement, Tampa Bay Regional Planning Council; and **Evan Johnson**, AICP, LEED AP, Business Development Manager, Pinellas County

**CM | 1.0**

# SCHEDULE OF EVENTS

## Welcome Reception in the Exhibit Hall

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

### Bayshore 2-7

*Sponsored by Comcast Business*

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.

## THURSDAY, OCTOBER 17, 2019

### Registration Desk Open

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

### Galleria B

### Exhibit Hall Open

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

### Bayshore 2-7

### Continental Breakfast in the Exhibit Hall

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

### Bayshore 2-7

*Sponsored by Calvin, Giordano & Associates, Inc. and GAI Consultants*

### Filling Vacant Storefronts

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

### Palma Ceia 1-2

We all have them, and they are, we are sad to say, very visible. We all strive to explain the why, the how and the when to our citizens and others about vacancies in the redevelopment areas. How can you as one individual connect to businesses who would want to locate in these properties? There are resources readily available to connect those with space with those looking to open a storefront, even in this digital age. Entrepreneurs, i.e. start-up, new and incubator and other prospective business owners are looking for you!

Presenters: **Tony Otte**, CECD, FRA-RA, CRA/Economic

Development Director, City of New Smyrna Beach; and **Michael Zaharios III**, Program Director, Florida Virtual Entrepreneur Center

**CM | 1.0**

### Joint Planning Between CRAs and Cities

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

### Palma Ceia 3-4

Joint Planning Agreements have been done between cities and counties but how do they work between a CRA and the municipality? This is a discussion that shows the pros and cons of having a Joint Planning Agreement between the CRA and municipality. Joint Planning Agreements create cohesion for vision. Add funding issues, and it can help all stakeholders understand the CRA's role within the city. Learn how a Joint Planning Agreement can set the tone of development for a CRA.

Speakers: **Julie Fife**, Planner III, Long Range Planning, Polk County Board of County Commissioners; and **Amy Palmer**, AICP, Community Development Director, City of Auburndale

**CM | 1.0**

### Refreshment Break in the Exhibit Hall

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

### Bayshore 2-7

*Sponsored by S&ME, Inc.*

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

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

### Bayshore 1

Learn about the Community Reinvestment Act 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.

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

**CM | 1.0**

### Water Street Case Study

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

### Palma Ceia 1-2

This session shares the amazing story of how one of the most unique, world-class large-scale redevelopment projects landed in the center of urban Tampa. You will see this development on the afternoon CRA tour later this afternoon. The 50-acre district attracted national attention and international investment almost immediately. Water Street Tampa features retail, offices, homes, hotels, culture and education, all within a neighborhood designed for people to walk, meet, explore and enjoy year-round; a place with culture, character and community on every corner. Take home a piece or part of the story to understand what it might take to do something to scale like this back home.

Presenters: **James H. "Jim" Shimberg Jr.**, Executive Vice President for Legal and External Affairs, Strategic Property Partners, LLC; and **Zachary Schwartz**, senior GIS and information systems analyst, City of Palmetto CRA

**CM | 1.0**

### Storm Redevelopment

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

### Palma Ceia 3-4

Florida is currently rebuilding actively from storms with the names of Matthew, Irma, and Michael. Another season is producing active storms. To quote many people who go through these storms, "nothing can prepare you." However, to at least pass on the experiences and resources that others know about, only because they have been through it, is the mission of this session. Please bring your experience and questions to discuss some tips, lessons learned and best practices.

# SCHEDULE OF EVENTS

## THURSDAY, OCTOBER 17, 2019 CONTINUED...

Moderator: **Toni Shamplain**, FRA-RA, City of Panama City, Manager, CRA

Speakers: **Y. Lisa Colon**, Esq., Partner, Smith, Currie & Hancock LLP; **Gladys Cook**, Disaster Housing Recovery Director, Florida Housing Coalition; **Cherry Jochum**, Federal Disaster Recovery Coordinator Philanthropy Advisor for FEMA National Disaster Recovery Support; **Giovanni Moss**, Project Manager, Innovative Emergency Management; and **Rick Stauts**, Executive Director, City of Florida City CRA

**CM | 1.0**

### Refreshment Break in the Exhibit Hall

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

#### Bayshore 2-7

*Sponsored by Goren Cherof Doody & Ezrol*

### Filling the Gaps in Redevelopment Resources

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

#### Bayshore 1

The goal of this interactive session is to collaboratively identify gaps in your city and/or CRA policies that have an adverse impact on underserved populations in your community. What about hiring and employment, housing, access to investment capital, zoning, code enforcement, philanthropy and other disparities in funding or programs? Once these gaps are identified, we will discuss solutions to assist you in closing the gap to address issues of poverty, affordable housing, small business development and job training in your community. This is a group think, and we hope it will produce some useful takeaways. Discussion Leaders: **Denyve Boyle**, MBA, CFRE, Director of Philanthropy, Community Foundation of Tampa Bay; **Joseph Bonora**, CEO and President, Catalyst Community Capital, Inc.; **Felix C. Deloach**, Director of Florida Operations, Torti Gallas; **Sherod Halliburton**, CEO, Manatee Federal Credit Union; and **Renée A. Jadusingsh**, Esq., FRA-RA, Executive Director, City of Delray Beach CRA, and Board Member, Florida Redevelopment Association

**CM | 1.0**

### Brownfield Development: Guidance from the Pros

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

#### Palma Ceia 1-2

This interactive discussion will consider the challenges of redeveloping brownfield sites, legal aspects and examples of success. How do you create a vibrant catalyst site for your community, and how can we assess whether an existing site qualifies for funding? You will take away an understanding of redevelopment options for sites with environmental issues including funding and technical resources.

Moderator: **Belinda Richard**, National Brownfields Program Manager, Terracon

Speakers: **Miles Ballogg**, Senior Principal – Practice Leader Brownfields & Economic Development, Cardno; **Melanie Gaboardi**, Director, Community Development Services, City of Ocala; **Frank L. Hearne**, Shareholder, Mechanik Nuccio Hearne & Wester, P.A.; **Teri Hasbrouck**, BS, MS, Certified Public Manager, Environmental Program Coordinator, Pinellas County

**CM | 1.0**

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

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

#### Palma Ceia 3-4

Financial Institutions provide lending, services and investments for local infrastructure, affordable housing and economic development. How can a Florida-based CRA plug into these programs? We will discuss how to effectively choose and partner with a financial institution. We invite YOU to bring general information about projects or opportunities for bank investments in your CRA. We will share who to contact and what kinds of projects banks are looking for. 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.

Moderator: **April A. Atkins**, AICP, Community Affairs Specialist, FDIC  
Presenters: **Ana Castilla**, Vice President, Community Development Manager, TD Bank and **Monclaud Nestor**, Vice President, Relationship Manager, Community Development Banking, PNC Bank

**CM | 1.0**

### Luncheon in the Exhibit Hall

11:30 a.m. - 1:00 p.m.

#### Bayshore 2-7

*Sponsored by Stantec and Tampa Downtown Partnership*

This will be your last chance to connect with the business members of the FRA about what they can do for your redevelopment program.

### Plenary Session

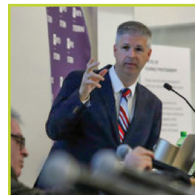
1:00 p.m. - 2:15 p.m.

#### Bayshore 1

Presiding: **Gail Hamilton**, President, Florida Redevelopment Association and CRA Director, City of Zephyrhills

"How to Build a Strong Business"

**Jimmy Kelly**, Director of Marketing, Comcast Business



Keynote: Thoughts on Building Strong Towns  
**Charles L. Marohn Jr.**, PE, AICP, Founder and President, Strong Towns

**CM | 1.0**

### Refreshment Break

2:15 p.m. - 2:30 p.m.

#### Galleria B

*Sponsored by Terracon*

### Tampa Takes on Transportation

2:30 p.m. - 4:00 p.m.

#### Palma Ceia 1-2

Transportation is the word on everyone's mind in Hillsborough County these days. Our panelists will explain why, covering what the latest is on initiatives, legal issues, innovations and technology in the local transit arena. We have assembled the people who have incredible experience and perspective on transportation issues of all kinds in urban areas.

# SCHEDULE OF EVENTS

Moderator: **Michael English**, AICP, Board Members, Tampa Downtown Partnership  
Speakers: **Christopher Cochran**, Hillsborough Area Regional Transit Authority (HART); **Tyler Hudson**, 'All For Transportation' Chair, Gardner Brewer Martinez-Monfort, PA; **Chris Jadick**, Director of Communications, Tampa Bay Area Regional Transit Authority (TBARTA); **Karen Kress**, AICP, Tampa Downtown Partnership; and **Justin Willits**, Hillsborough Area Regional Transit Authority (HART)  
**CM | 1.5**

## Land Use Basics

2:30 p.m. - 4:00 p.m.

### Palma Ceia 3-4

This session is to be an interactive review about the different aspects of redevelopment planning that involve land use, zoning, regulations, planning processes, assembly, property disposition and buying property. This session will outline all you need to know before you start a project or where to go for the information before you get too far down the road. Whether you are asked to be part of a team, to vote on policy, to create RFPs or to assemble, buy or sell land, this will help guide you through it all.

Moderator: **Jeffrey Burton**, MPA, FRA-RA, DFCP, Executive Director, Palmetto CRA

Speaker: **Wendy Grey**, AICP, Planning Consultant (retired) and former Planning Director, Tallahassee-Leon County Planning Department

**CM | 1.5**

## Mobile Tour - Downtown/ Channel/Central/Heights CRAs

2:30 p.m. - 5:00 p.m.

### Meet in hotel lobby

*Sponsored by Stantec, VHB, and Water Street Tampa*

Participants will take the bus from the hotel and back. We will cover the astounding growth and redevelopment going on in the other four CRA districts in the downtown Tampa area. In the Channel District CRA, a former warehouse district, there are many dramatic projects to see and more planned, including a districtwide infrastructure improvement program. The Central Park CRA covers an area rich in culture and history, as a thriving African-American business and entertainment district. It is home to the Encore catalyst project, with many residential, business and recreational developments, right next to the urban job center. Hotels and residential projects are the most recent activities in the Downtown CRA area - which includes the convention center and an incredibly unique waterfront. The Tampa Heights Riverfront CRA is home to many exciting smaller-scale redevelopment projects that visitors and locals rave about. You will get the backstory on all these projects and learn about how the CRAs support this redevelopment.

Tour Guide: **Rob Rosner**, Manager, Channel/Downtown/Heights/Central Park CRAs

**CM | 3.0**

## Academy Awards and Graduation Dinner

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

### Bayshore 4-7

*Sponsored by Burkhardt Construction*

Help us congratulate our Academy Graduates, Award Winners and the 2019-2020 FRA Board of Directors. This star-studded event includes, most of all, YOU! Sharing our successes is what we do, and there is no better place to do it than the FRA. Recommended dress attire is "fun cocktail."

## FRIDAY, OCTOBER 18, 2019

### Registration Desk Open

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

### Galleria B

### Continental Breakfast

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

### Bayshore 1

*Sponsored by The Urban Group*

### CRA Legal Workshop: Ethics Laws for Redevelopment

8:00 a.m. - 9:15 a.m.

### Palma Ceia 1-2

This course is geared toward CRA attorneys and others who want to learn about ethics requirements specific to CRAs, as well as general requirements for all governments. This course features instructors who are members of the Florida Bar with a great deal of specific CRA legal ethics experience. We will break down basic ethics requirements for CRA practitioners, board members and volunteers who work with community redevelopment agencies in Florida. The topics specifically that will be covered include: important attorney general and ethics opinions, gift laws; conflict of interest law for CRAs; doing business with one's agency; 1% statutory rule on conflicts of interest test; public records and social media lessons learned; and sunshine and financial disclosure for CRA board members and volunteers.

Moderator: **Renée A. Jadusingh**, Esq., FRA-RA, Executive Director, City of Delray Beach CRA, and Board Member, Florida Redevelopment Association

Speakers: **Isiaa Jones**, Chief Legal Officer, City of Miami Omni CRA and **David N. Tolces**, Attorney, Goren, Cherof, Doody & Ezrol, P.A.

**FL BAR 1906146N**

**CM | 1.5**

**CM | L 1.5**

**CM | E 1.5**

### CRA Legal Workshop: Legal Reporting Requirements for CRAs

8:00 a.m. - 9:15 a.m.

### Palma Ceia 3-4

This course is geared toward CRA attorneys and others who want to learn about new CRA reporting rules in CS/HB 9 passed by the Florida Legislature in 2019. We will share tips and best practices for compliance and discussion of the CRA reporting requirements under Chapters 163 Part III (community redevelopment agencies) and Chapter 189 (special districts). This course features CRA experts who have helped to develop reporting guidelines and

# SCHEDULE OF EVENTS

## FRIDAY, OCTOBER 18, 2019 CONTINUED...

counseled local governments on the same. The devil is in the details more than often with reporting – come hear the latest about how to avoid the heat.

Moderator: **Brenna Durden**, Shareholder, Lewis, Longman & Walker, PA and Past President, Florida Redevelopment Association  
Speakers: **Jeffrey Burton**, MPA, FRA-RA, DFCP, Executive Director, Palmetto CRA and Board Member, Florida Redevelopment Association; **Kevin Crowder**, CEcD, Founder and CEO, Business Flare Economic Development Solutions and **Jeffrey Oris**, CEcD, Executive Director, City of Margate CRA and Past President, Florida Redevelopment Association

**FL BAR 1906149N**

**CM | 1.5**

**CM | L 1.5**

### Refreshment Break

9:15 a.m. - 9:30 a.m.

### Palma Ceia Foyer

*Sponsored by Calvin, Giordano & Associates, Inc. and GAI Consultants*

### CRA Legal Workshop: “Hot” Legal Issues in Redevelopment

9:30 a.m. - 10:45 a.m.

### Palma Ceia 1-2

This course is geared toward CRA attorneys and others who want to learn about some specific “hot topics” in legal requirements for CRAs. These issues by their nature also very much apply to the cities and counties that create the CRAs. This course this year will feature instructors who are members of The Florida Bar with a great deal of specific CRA legal experience. We will review case law, Attorney General Opinions and legislative reports. This is designed for CRA lawyers, practitioners, board members and volunteers who work with Community Redevelopment Agencies in Florida. The topics specifically that will be covered include: introduction to the new law under Chapter 163, Part III, effective October 1, 2019 (changes to the statute from the 2019 legislative session); review of “what you can spend tax increment on”; and guidelines, tips and best practices.

Moderator: **Brenna Durden**, Shareholder, Lewis, Longman & Walker, P.A. and Past President, Florida Redevelopment Association  
Speakers: **Susan Grandin**, Assistant General Counsel, City of Jacksonville; **Katherine B. Rossmell**, Attorney, Lewis, Longman & Walker, P.A. and **Clifford B. Shepard**, Attorney at Law, General Counsel, Florida Redevelopment Association, Shepard, Smith, Kohlmyer & Hand, P.A.

**FL BAR 1906148N**

**CM | 1.5**

**CM | L 1.5**

### CRA Legal Workshop: CRA Legal Issues for Financial Audits

9:30 a.m. - 10:45 a.m.

### Palma Ceia 3-4

The law passed by the 2019 Legislature contains new provisions for CRA annual financial audits. This course is geared toward finance, audit and CRA staff who are involved with CRA audits. We will be covering the new audit requirements contained in CS/HB 9. We will share tips and best practices for compliance. We will discuss CRAs, the auditor general guidelines and audit engagement practices. Bring your knowledge and questions to this session to discuss how CRAs must comply from an auditing standpoint with Florida Statutes s.163.387(6) and (7) effective October 1, 2020.

Moderator: **Jeremy Earle**, PhD, AICP, FRA-RA, Assistant City Manager/CRA Executive Director, City of Hallandale Beach, and Past President, Florida Redevelopment Association

Speakers: **Christopher H. Moran**, CPA, LLC, Moran & Smith LLP, Certified Public Accountants and **Patricia Roberts**, CPA, FRA-RA, Deputy City Manager and Internal Auditor, City of Jacksonville Beach (retired)

**FL BAR 1906150N**

**CM | 1.5**

**CM | L 1.5**

**FGFOA CPE | 1.0**

### Mobile Tour and Lunch - Armature Works

11:00 a.m. - 1:30 p.m.

### Meet in hotel lobby

*Sponsored by Florida Community Loan Fund and Water Street Tampa*

Participants will take the bus from the hotel and back. You are welcome to stay longer in the area, but parking is limited, so we recommend ride sharing. On this tour, you will learn about the impressive catalyst project known as Armature Works. We will share the history, funding, construction and other aspects of its redevelopment. Funded by a New Markets Tax Credit loan, it was an anchor redevelopment in a master plan, featuring adjacent commercial space and apartments. There are 50 acres surrounding it, with many projects targeted over the next 10 years in phases. The site originally met the criteria for a USDA Food Desert, an SBA HUB Zone, an area of Heavy Distress, a federal and local Enterprise Zone, a medically underserved population and a brownfield site before its transformation. After the presentations, we will provide lunch in the Theatre room.

Tour Guide: **Janet De Guehery**, Community and Marketing Manager, Florida Community Loan Fund Tour

**CM | 2.0**

### Adjourn

1:30 p.m.

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