

## **CHOICE NEIGHBORHOODS CONFERENCE DAY ONE DEEP DIVE/STRATEGY SESSION DESCRIPTIONS**

### **Positioning Your Neighborhood for Economic Development**

If you are currently pursuing a retail, industrial land use, small business or other economic development project that feels narrowly focused, fragmented or not strategic enough – and you want to take it to the next level – then this is the track for you. The morning Deep Dive will use a case study from Columbus to illustrate how the viability of a retail project depends on a set of related strategies to define and revitalize the neighborhood. The afternoon Strategy Session will continue to illustrate how other types of economic development projects are dependent on, fit into and drive the strategic development of the neighborhood as an integral part of the regional economy. We will use a case study of redevelopment of urban industrial land to examine how to connect regional industrial opportunities to neighborhood assets and development – sometimes referred to as “economic place-making.” This is an intermediate level session designed for people who have already participated in the training *Economic Place-Making: How to Develop a Neighborhood Business Plan* at previous HUD convenings. If you have not completed this prerequisite, you may still participate but the content level will not be adjusted.

#### *Facilitator:*

- **Robert Weissbourd**, President, RW Ventures, LLC

#### *Speakers:*

- **Roberta Garber**, Vice President for Planning and Development, Columbus Metropolitan Housing Authority
- **Hannah Jones**, Deputy Director of Community Development, City of Columbus
- **Lyneir Richardson**, Executive Director of The Center for Urban Entrepreneurship and Economic Development at Rutgers Business School and CEO of The Chicago TREND Corporation

### **Supporting Employment & Family Economic Stability**

Today's employment and family economic stability is often hindered by low education achievement, need for demand industry skills, high costs of daily living, and undiagnosed health and mental health problems. The morning Deep Dive will spotlight proven federal and local policies, strategies and programming, which are being layered to effectively address root causes of barriers to employment. Two case studies from San Francisco and New Orleans will be featured. The afternoon Strategy Session will engage participants in a comprehensive self-assessment of local employment and family economic stability plans and outcomes. Panel members will provide feedback to support the development of a *Next 90-Day*

*Blueprint* and a *Proven Strategies Tool Box*. These practical tools will help participants negotiate local gaps and challenges and maximize existing partner resources.

*Facilitator:*

- **Pamela Lawrence**, Choice Neighborhoods, HUD

*Speakers:*

- **Isaac Dozier**, Senior Project Manager, Urban Strategies, Inc.
- **Jocquelyn Marshall**, Owner/CEO, TMC Global Consulting Network, LLC
- **Rafiq Munir**, Office of Fair Housing and Equal Opportunity, Economic Opportunity/Section 3, HUD
- **Esther Shin**, Vice President, Urban Strategies, Inc.
- **Derrick Williams**, Employment and Training Administration, Reentry Programs, U.S. Department of Labor

### **Understanding Your Housing Market**

This track will explore how an innovative housing market analysis can help develop a neighborhood housing plan that is both realistic and forward-thinking. During the morning Deep Dive, an expert in market analysis will present a unique approach to understanding housing market segments and market potential. In the afternoon Strategy Session, experienced developers will discuss how market potential shaped their specific projects, including income mixing, marketing and managing market rate units. Participants will then have the opportunity to assess their housing plans and get feedback on their most pressing questions from the panelists.

*Facilitator:*

- **Paul Brophy**, Principal, Brophy & Reilly LLC

*Speakers:*

- **Mindy Turbov**, Choice Neighborhoods Director, HUD
- **David Brint**, Co-Founder and Principal, Brinshore Development
- **Sean Closkey**, President, TRF Development Partners
- **Julie DeGraaf**, Senior Vice President, McCormack Baron Salazar
- **Laurie Volk**, Co-Managing Director, Zimmerman/Volk Associates, Inc.

### **Building and Sustaining Resident and Community Leadership**

Building sustainable community leadership is central to both planning and implementing neighborhood change. Choice Neighborhoods grantees are expected to involve residents, faith-based institutions, local business owners and other community organizations as partners. This session will explore the process of building resident and community leadership and developing the

organizational capacity to continue to engage this leadership over time. The morning Deep Dive will look in depth at how two communities in Pittsburgh and Winston-Salem are supporting the development of strong resident participation and leadership. Lessons will be drawn from their experiences. During the afternoon Strategy Session, participants will have the opportunity to discuss what's working and what's not working in their community leadership building efforts. They will identify their near-term goals to answer the question "What do we want to achieve through our resident and community leadership activities?" and specific action steps to begin achieving their goals.

*Facilitator:*

- **Frank Farrow**, Director, Center for the Study of Social Policy
- **Sandra Moore**, President, Urban Strategies, Inc.

*Speakers:*

- **Donna Jackson**, Treasurer, Larimer Consensus Group
- **Alan Steinbeck**, Principal, Renaissance Planning