

## 2019 Upper Midwest APA Conference

Hosted by APA-Wisconsin

# Innovation: Planning on the Edge

## Presenter Bios

### Wednesday – October 2

#### Workshops

2:00 – 4:00 pm

Concurrent workshops - 1.5 credits each

#### *Planning Law Innovation: A Three State Comparison*

**Brian Ohm, AICP** – an attorney, is a Professor in the Department of Planning and Landscape Architecture where he is a specialist in land use and planning law issues in Wisconsin.

**Gary Taylor, AICP** – an attorney, is a Professor in the Department of Community and Regional Planning at Iowa State University and is a specialist in land use and planning law issues in Iowa. He is also Director of the Community and Economic Development program of Iowa State University Extension and Outreach.

**Barbara Thompson, AICP** – Planning Manager for the City of Plymouth, Minnesota.

Prior to working for the City of Plymouth, she was a planner for the Metropolitan Council.

**James Thompson** – an attorney and shareholder, in the Minneapolis law firm of Kennedy and Graven where he specializes in land use and local government law.

#### *Climate & Energy Planning Workshop*

**Abby Finis** – Senior Energy planner, Great Lakes Institute (Minneapolis, MN) Abby brings ten years of experience providing technical assistance to a wide variety of communities on local government energy, climate, and resilience planning. Since joining GPI more than four years ago, she has supported more than two dozen local governments with energy planning through LoGoPEP; she wrote the Washington County Energy plan, the Climate Action Plan for the City of St. Paul, St. Louis Park and Northfield, as well as the Resilience and Sustainability Plan for the City of Golden Valley, among related projects. She holds a masters of urban and regional planning from the Humphrey School of Public Affairs at the University of Minnesota.

**Ned Noel, AICP** – Associate Planner, City of Eau Claire, WI Ned has been a municipal city planner for over 17 years. He has worked in Twin Cities and Eau Claire markets. He specializes in sustainability for the City of Eau Claire, working on clean energy and climate change for the community and city operations. He graduated from the University of Minnesota – Twin Cities with a degree in geography/urban planning.

**Marisa Bayer** – Community Energy Program Manager, Center for Energy & Environment (MN) Marissa has worked at the Center for Energy Environment (CEE) since 2018. As community energy program manager, Marisa oversees planning, project management, and strategy implementation for communities participating in Xcel Energy's Partners in Energy offering. Marisa also supports CEE's broader community

engagement and education efforts. Prior to joining CEE, Marisa worked as the community development coordinator for the City of Eden Prairie, MN and as a program manager for the National Community Stabilization Trust.

**Tami Gunderzik** – Senior Product Manager, Xcel Energy

Tami developed and manages Xcel Energy's Partners in Energy, which supports community driven energy planning and provides resources for the implementation of these plans. She has worked with the utility for over 20 years with experience in program management, product development and new business development and has significant experience with Xcel Energy's conservation programs. She graduated from North Dakota State University and holds an MBA from the Carlson School of Management at the University of Minnesota.

## ***Navigating Your Competitive Future: Housing as an Economic Driver***

**Cathy Bennett** – Senior Advisory Services, Urban Land Institute Minnesota

Cathy has over 25 years of experience in community and economic development and currently works as a consultant to the ULI MN/ Regional Council of Mayors where she manages the Advisory Services team and the Regional Council of Mayors(RCM) Housing Initiative program. She has created tools and strategies for cities with a focus on providing a full range of housing choices in connected, livable communities. This includes public housing policies, online housing policy toolbox, mixed income feasibility calculator and LRT corridor housing strategies.

**Tammy Omdal** – Senior Vice President, Northland Securities

Tammy has worked in public and private financial management for more than 25 years. Her areas of expertise include: debt issuance and management, financial planning, economic development, redevelopment, housing, annexations/mergers, and strategic planning. She has participated in many projects involving the use of TIF and tax abatement.

**Diana Dyste** – Project Manager, Common Bond Communities

Diana is responsible for the development and implementation of a comprehensive business development strategy that includes the development of new real estate projects and the acquisition of existing housing sites, with or without subsidy. She leads the planning, financing, and development of affordable housing communities, with specific interest on historic rehabilitation and adaptive reuse projects in Minnesota, Wisconsin, and Iowa. She holds a Bachelor of Arts degree from University of Michigan and a Master of Science in Architecture – Heritage Conservation and Preservation from the University of Minnesota.

**Lucas Larson** – Director of Real Estate Development, Ryan Companies

Lucas combines a highly strategic mindset with a diplomatic approach in his role as Director of Real Estate Development, with a focus on senior living communities. He is responsible for managing project partner relationships, site selection, land acquisition, entitlement negotiation, establishing the overall budget and schedule, and coordinating design, construction and financing. His strong financial and business acumen strengthens his ability to assess opportunities and work with customers to develop cost effective solutions for their real estate needs. Naturally high energy, motivated and entrepreneurial, with a strong work ethic, Lucas brings creative leadership and a balanced perspective to development teams, customers and communities.

## Thursday – October 3

### Plenary Session

8:30 – 9:45 am

#### ***Supporting Members as Leaders of their Communities***

##### **Kurt E. Christiansen, FAICP – President American Planning Association**

Kurt Christiansen is the former Economic and Community Development director for Azusa, California. He is a Fellow of the American Institute of Certified Planners and holds a master's degree from the University of California, Los Angeles, and a bachelor's degree from California State University, Northridge. Christiansen has been an active member of APA serving in various local and national leadership roles including as the Region VI Board director, Chapter Presidents Council vice chair, and president of the APA California Chapter. He also has encouraged new planners by serving as a mentor. Christiansen will serve one year as president-elect, two years as president, and one year as past president. He recently relocated to Richmond, VA.

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### Concurrent Sessions

10:30 – 11:30 am

#### **EQUITABLE & HEALTHY COMMUNITIES –**

##### ***“Wintermission” Eau Claire: Improving Health & Social Isolation in Winter***

##### **Scott Allen, AICP – Community Development Director, City of Eau Claire, WI**

Scott is in his 25<sup>th</sup> year of local government service and has been the Community Development Director for the City of Eau Claire since April 2018. He previously served 12 years in the same role in Blue Springs, Missouri, with his experience prior to that in city and county planning offices in Minnesota and Wisconsin. Scott has a Master's degree in Community and Economic Development from Penn State and a Bachelor's in Political Science from St. Olaf College.

##### **Emily Berge – Councilor, City of Eau Claire, WI**

Emily was elected to the Eau Claire City Council in April 2018, representing District 1 on the north side of Eau Claire. In her role as City Councilor, she also serves on the Eau Claire City-County Board of Health. She is the owner, and counselor at, Wellspring Counseling and Consulting, offering personal and business consulting and training. Emily has a Master's degree in Mental Health Counseling from UW-Stout and is a State Licensed Professional Counselor.

##### **Jacob Wrasse – Government & Community Relations Specialist, UW-Eau Claire**

Jake has served as the Government and Community Relations Specialist at UW-Eau Claire since May 2018, after graduating with a Master's in Communication and Advocacy from James Madison University. Jake is also a graduate of UWEC, with a Bachelor's in Communication Studies and where he served as Student Body President his Senior year.

## **SMALL TOWN & RURAL ISSUES –**

### ***Linking Community and Economic Development Through Homesteading***

**Christian Schock, AICP** – Director of Planning, Community and Economic Development, City of Wausau, WI

Christian also serves as Executive Director of the Wausau Community Development and Housing Authority. Previously, Mr. Schock served 8 years as Executive Director of the Clinton County, Ohio Regional Planning Commission where he led planning and economic development efforts for 9 municipal member entities and won the 2013 National Planning Achievement Award from the American Planning Association. He has also held planning, regulatory and project management roles with the Los Angeles Housing Department, Illinois Department of Natural Resources, United Nations Centre for Human Settlements, Massachusetts Department of Environmental Protection, and served as an expert consultant to US FEMA. A native of the Cleveland, Ohio area; he holds a Master of Science in Development Economics from the London School of Economics in the UK along with Bachelor and Master degrees in Urban and Regional Planning from the University of Cincinnati- College of Design, Art, Architecture and Planning (DAAP).

**Georgina Tegart** – Executive Director, Dunn County Community Foundation

At the Foundation, Georgina convenes and collaborates with key stakeholders and individuals with varied interests and concerns to address the needs of the community by establishing charitable funds.

Before her current role in, she worked with international students at Northcentral Technical College managing the USAID Scholarships for Education and Economic Development (SEED) Program in Wausau. Previously, Georgina lived in Chicago, IL where she worked in high-level fiscal management and strategic planning at the University of Illinois.

## **HOUSING FOR ALL –**

### ***Planning to House Adults Aging in Place***

**Anna Haines** – Professor at College of Natural Resources, UW-Stevens Point

Anna is a professor in the College of Natural Resources at the University of Wisconsin - Stevens Point and a land use and community development specialist with the University of Wisconsin-Extension. Haines received her Ph.D. from the University of Wisconsin - Madison in the Department of Urban and Regional Planning. Her research and teaching focuses on planning and community development from a natural resources or environmental perspective. Her current applied research projects focus on the factors that influenced land division in amenity-rich areas of Wisconsin; identifying factors that make small cities and rural areas livable, attractive, and work as an economic development strategy; and local policy analysis on such topics as non-metallic mining, local food, and smart growth. Her extension work has focused on comprehensive planning and planning implementation tools and techniques, sustainable communities, and property rights issues.

**Mary Edwards, AICP** – Professor, University of Illinois

Mary teaches courses in state and local public finance, health and planning and urban history, theory and policy. Her research contributions are intended to advance both planning scholarship and practice surrounding issues of growth and change. Her research has contributed to planning scholarship and practice by adding to the larger discussion of the consequences of urban growth and development. Overall, it has demonstrated that: 1) fundamental approaches to planning like smart growth are limited in practice; 2) standard tools of planning, like fiscal impact analysis are inadequate and better tools that will inform and ultimately improve local decision making are necessary; and 3) the consequences of growth, in particular annexation, are complicated and often defy commonly-held perceptions. Professor Edwards received a Ph.D. in urban and

regional planning from the University of Wisconsin-Madison with a specialization in fiscal planning and public policy analysis. She also holds a Master's degree in economics with a specialization in public sector economics and a Master's degree in urban planning and policy.

**Lynne Dearborn, AIA – Professor, University of Illinois**

Professor Lynne Dearborn's teaching and research focus on social, cultural, and community design issues in architecture. Her courses introduce students to a range of critical studies that consider the social, political, and economic contexts within which architects practice. Her teaching is often interdisciplinary, connecting ideas from urban planning, landscape architecture, architecture, and community development. Her design studios address real-world conditions and often work with non-profit community development groups and governmental agencies. In 2004, she received the AIA Education Honor Award for an interdisciplinary design studio she co-taught in spring 2003 with Stacy Harwood, Assistant Professor of Urban and Regional Planning, and Laura J. Lawson, Assistant Professor of Landscape Architecture.

**TRANSPORTATION –**

***Let's Try It Out! MnDOT's Guide to Active Transportation Demonstration Projects***

**Colin Harris, PE, LEED AP – Senior Engineering Associate, Alta Planning + Design**

Colin Harris is a civil engineer and project manager at Alta Planning + Design. Colin has experience developing recommendations for safety improvements in a variety of contexts including school zones, urban arterials and roadways in small towns. Colin has technical knowledge of design best practice as a professional engineer, and has also worked to support innovation for bicycling and walking in the region as a local advocate, including leading the development of Open Streets Minneapolis.

**Dave Cowan – Safe Routes to School Coordinator, Minnesota Department of Transportation**

For the past decade, Dave has worked in the field of walking and bicycling at the local, regional, state and national level. He has advanced Safe Routes to School projects, implemented programs and took that experience on the road conducting trainings, webinars and sharing best practices in both policy and program work. He currently serves as the Safe Routes to School Coordinator for the Minnesota Department of Transportation, and is the proud father of two young budding bicyclists.

**Thursday – October 3**

**Lunch & Plenary**

**11:45 am – 1:00 pm**

***Understanding Messy Cities: How we can Plan and Develop Valuable, Authentic and Equitable Places***

**Kevin Klinkenberg, Urbanist and Messy City Blog**

For twenty-five years, Kevin Klinkenberg has explored his passion for urban planning and walkable communities. He's worked as an urban designer, planner and architect, in both the private and public sectors. A born and bred Midwesterner, Kevin moved to Savannah, GA in 2010. During his time in Savannah, he wrote "Why I Walk," a personal tale of walkability and led the Savannah Development and Renewal Authority for 4 years.

With SDRA, Kevin led the first new, comprehensive master plan of greater downtown Savannah in decades, among many other initiatives. As a volunteer effort, Kevin was Co-Chair of the Local Host Committee for CNU 26 in Savannah, which was held in May of 2018.

Kevin returned to private practice (and Kansas City) in 2018. From the beginning, he has focused his energies on those who aim for successful walkable and sociable places, and who have a sense of urgency in creating them. His clients and projects have spanned the country, and seek to balance the visionary and the practical. You can find Kevin at [messycity.com](http://messycity.com).

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## **Thursday – October 3**

### **Concurrent Sessions**

**1:15 – 2:15 pm**

### **EQUITABLE & HEALTHY COMMUNITIES - *How Much is Enough? Limiting and Protecting Local Resources in Publicly Financed Development Projects***

**Jason Aarsvold** – Senior Municipal Advisor, Ehlers

Jason is a Senior Municipal Advisor in Ehlers' Roseville, Minnesota office and works with clients across the entire firm. He brings nearly two decades of municipal development and finance experience to his role with the firm. Jason has analyzed and negotiated some of the most complicated economic development and redevelopment projects, navigating complex financial issues and creating new and innovative community solutions.

**Andrea Schnick** - Economic Development Planner, City of La Crosse, Wisconsin.

Andrea began at the City of La Crosse, her hometown, in 2016. She works closely with businesses, developers, and other regional economic development partners to promote and improve the social, economic and environmental landscape of the community. Previously she worked for an international development company based in Denver, CO for 12 years and a foreign policy think tank in Washington, DC, prior to that.

Andrea's education includes a BA in International Relations from the University of Minnesota, Minneapolis and a Master of Public Administration from the University of Colorado, Denver.

### **SMALL TOWN & RURAL ISSUES - *Downtown Oconomowoc – Implementing Changes & Getting Results!***

**Jason Gallo, AICP** – City Planner / Zoning Administrator, City of Oconomowoc, WI

Jason has been the City Planner / Zoning Administrator for the City of Oconomowoc since 2006. While working here, the City has experienced rapid growth including residential subdivisions, apartments, Pabst Farms Master Planning, Downtown construction and redevelopment. Prior to coming to the City, Jason was the Village Planner for Germantown, WI as well having experience working as a Community Planner in the Private Sector at Independent Inspections, Ltd. Jason received his Bachelor of Science degree in Geography from the University of Wisconsin – Whitewater, and Master's degree in Urban Planning from the University of Wisconsin – Milwaukee. He has been a member of AICP since 2002.

**Robert Duffy** – Director of Economic Development and Tourism, City of Oconomowoc, WI

Robert has been the Director of Economic Development and Tourism for the City of Oconomowoc since 2001. Current projects being undertaken at this time are: downtown revitalization, business expansion and retention, tourism, as well as community reinvestment & development programs. Previously, he has held planning positions at the Southeastern Wisconsin Regional Planning Commission, as well as the Menominee Indian Nation where he planned, and construction managed the creation of a community from the ground-up. Served as the Hortonville Village Administrator, with the responsibility for the oversight and direction of municipal operations. Bob obtained a Bachelor of Science degree in Geography/Urban & Area Development from the University of Wisconsin Whitewater, and a Master's degree in Public Administration from the University of Wisconsin Oshkosh. He also holds a Wisconsin Real Estate Sales license.

## **HOUSING FOR ALL – *House Hacking: What it is, and why it's the next big thing in real estate***

**Kevin Klinkenberg** – Principal, K2 Urban Design (see above - lunch plenary)

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## **TOUR (1:15-3:30 pm) - *Walking tour of Downtown Eau Claire***

Led by City of Eau Claire planning staff

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**Thursday – October 3**

**Concurrent Sessions**

**2:30 – 3:30 pm**

## **EQUITABLE & HEALTHY COMMUNITIES - *Mifflandia: A Social Practice Art Experience***

**Rebecca Cnare, PLA** – Urban Design Planner, City of Madison, WI

Rebecca is a licensed Landscape Architect, with an education and background in both Urban Planning and Architecture. In her 16 years at the City of Madison Planning Division she has focused on design related planning issues, creating and implementing strategic special area plans for the Downtown and other activity centers, and supports the City of Madison's Downtown Coordinating Committee. In her role as a Project Manager, she is committed to developing innovative engagement and planning tools to engage typically underrepresented groups. In 2018, she led a team of planners and collaborated with several social practice artists for an experiment, resulting in the 2019 plan entitled "**Mifflandia**," which is the focus of this session.

**Karin Wolf** – Arts Program Administrator, City of Madison, WI

Ms. Wolf has experience in arts project management, research, writing, and educational programs. She is the Arts Program Administrator for the City of Madison. She manages the City's arts grants programs, handles permanent and temporary public art programs for the City, staffs the Madison Arts Commission, the poet laureate program, and Madison Music City initiatives. She also supports the planning efforts of her colleagues in the Planning Division by hosting neighborhood design charrettes and connecting artists with planners.

**Borealis** – Outreach Director, Arts + Literature Laboratory

Borealis (they/them) is a Queer and feminist artist, writer, Educator and Outreach Director at the Arts + Literature Laboratory in Madison Wisconsin. Their major creative works are transdisciplinary,

social, and performative, while day-to-day projects work through questions in small visual experiments.

## **HOUSING FOR ALL - *Wauwatosa in Transition: A Case Study in Community Process and Change***

### **Martin Shukert, FAICP – Principal, RDG Planning & Design**

Martin Shukert is a principal in RDG Planning & Design. Before entering the private sector, he served as Director of the City of Omaha's Community Development and Planning Departments and was involved in a number of major downtown and neighborhood development projects, including Omaha's riverfront redevelopment and downtown housing programs. His work, spanning from Wisconsin to Wyoming and North Dakota to Texas, specializes in urban design; comprehensive planning; trail, transportation, bicycle and pedestrian systems; housing; and downtown and special district planning. He has received numerous planning and design awards for comprehensive plans, downtown development and urban design projects and has developed municipal active transportation plans and projects in Kansas, Iowa, South Dakota, and Nebraska. He is a vigorous advocate for urban design and bicycle/pedestrian interests in Omaha and the Midwest region. He is a Fellow of the American Institute of Certified Planners, served as Nebraska Chapter President of the American Planning Association, and is involved in a number of community organizations in the Omaha area. Recent honors include being named to the Nebraska Housing and Commercial Real Estate Halls of Fame and receiving the Nebraska State Historical Society's first Placemaker/Historymaker Award.

### **Mayor Kathy Ehley – Mayor, City of Wauwatosa, WI**

Mayor Ehley is dedicated to guiding the City of Wauwatosa's growth in a fiscally-responsible way that balances economic growth with maintaining strong neighborhoods and quality city services.

Prior to becoming mayor, Mayor Ehley served for five years as the Executive Director of The Village of Wauwatosa Business Improvement District (BID) overseeing the creation of a strategic development plan for the commercial district and attracting new restaurants and shops, resulting in one of The Village's strongest growth spurts. As a successful business owner and commercial developer, prior to being mayor, she revitalized an office/warehouse into thriving restaurant, retail and office space. She brings her expertise in building relationships and collaboration to her current role.

Mayor Ehley is a tireless advocate in the arts, education and civic organizations, having served on 20 local, regional and state boards. She serves on the Wisconsin Center District (new Arena) as Board Secretary and Milwaukee County Research Park. She also serves on the Wisconsin League of Municipalities board, The Urban Alliance serving as Vice President, Visit Milwaukee Executive Board, Wisconsin Humanities Council, Commissioner on the Milwaukee Metropolitan Sewerage District and a founding leader of the Regional Transit Leadership Council.

### **Jeff Roznowski – Co-founder of MidTown Tosa Business Group & Former Alderman, City of Wauwatosa, WI**

Jeff Roznowski is a former Alderman of the City of Wauwatosa and has been involved in a diverse array of community groups in Wauwatosa. He was co-founder of the MidTown Tosa Business Group and the community leader most involved in the MidTown Tosa Plan. He also played a major role in the development of the East Tosa North Avenue Plan. He has served as President of the Wauwatosa Historical Society and Vice-President of the Friends of Hoyt Park. His many contributions to the city were recognized by his receiving the City of Wauwatosa Distinguished Citizen of the Year Award in 2016.



## **TRANSPORTATION - *The Rise of Bus Rapid Transit in Wisconsin***

### **Dan Meyers, AICP – Senior Transit Planner, AECOM**

Dan Meyers, AICP is a Senior Transit Planner with nearly 30 years of experience. He has managed over a dozen corridor studies that resulted in a FTA approved Bus Rapid Transit or Light Rail Transit Locally Preferred Alternative with over half of the projects either built or in the final stages of planning, design, and construction. He is the Project Manager on the East-West BRT project in Milwaukee and the Project Manager on the Madison East-West BRT Planning Study.

### **Julia Suprock, AICP – Deputy Project Manager, AECOM**

Julia Suprock, AICP is an urban planner with more than 14 years of experience in transit and transportation planning. She has led the alternative development and evaluation processes for several transit planning projects, including the preparation of long-range system plans, Alternatives Analyses, Pre-Project Development Studies, and NEPA clearance documentation for projects seeking funding through the FTA's New Starts/Small Starts program. Recent project work includes serving as deputy project manager for the Project Connect long-range system plan (Austin, TX), deputy project manager for the Northside-Southside LRT study (St. Louis, MO), deputy project manager for the planning and 30% design phases of the Chapel Hill North/South BRT project (Chapel Hill, NC), deputy project manager for the planning and design phases of the East-West Corridor BRT Study (Milwaukee, WI), and planning task lead for the Align system planning study (Grand Rapids, MI).

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## **Thursday – October 3**

### **Concurrent Sessions**

**3:45 – 4:45 pm**

## **EQUITABLE & HEALTHY COMMUNITIES - *Funding and Public Engagement Tools for Every Planner***

### **Marty Falk, AICP – Planner, S E H**

Mr. Falk is a planner specializing in transportation, environmental planning and geographic information systems (GIS). Marty's work has focused primarily on corridor and land use studies, transportation infrastructure improvement and regional transportation plans. He has experience with environmental documentation and successfully managing sensitive resources and issues including Section 4(f) and Section 6(f) resources, Environmental Justice populations, wetlands, threatened and endangered species, traffic noise, hazardous materials, agricultural preservation and archaeological and historic resources. He also has experience with agency, local official and tribal coordination, and has successfully managed public involvement efforts ranging from public involvement meetings to specialized focus groups. Marty has extensive GIS experience, both for environmental analysis and for creating maps, which range from highly technical to those geared toward the general public.

### **Brad Hentschel, AICP – Planner, City of Chippewa Falls, WI**

Brad is the City Planner in Chippewa Falls, Wisconsin, a community of approximately 14,000 residents in West-Central Wisconsin. Brad transitioned to the public sector after having been in a consulting role for nearly ten years, working on land use, downtown redevelopment, comprehensive, and outdoor park and recreation

plans. Brad has been involved in successfully obtaining nearly \$100 million in project funding from state and federal agencies successfully implement projects for local governments.

## **SMALL TOWN & RURAL ISSUES - *People, Trees, and Power: Tools and Strategies for Advancing Community Resilience***

**Ted Redmond** – Co-Founder, paleBLUEdot LLC

Ted is a registered architect, sustainability consultant, and climate action planner with over 25 years of experience. As an architect, Ted has expertise in public sector architecture with over 60 City/County facilities nationally. Ted provides project specific as well as community level consulting on Net Zero, renewable energy, and overall sustainability of our built environment. As a sustainability and climate planning consultant, he has an expertise in delivering community vulnerability and adaptation, Greenhouse Gas, energy, and water consumption Inventories and Reduction Action Plans. His recent experience includes assessments and mitigation/adaptation efforts for 36 communities and 13 non-governmental organizations.

Ted is a national solar pv technical expert for the US Department of Energy. His work with the DOE includes technical assistance for community driven solar projects nationally as well as serving as a national solar technology trainer for architects and engineers.

## **COMMUNITY ENGAGEMENT - *Planning on the Edge – University/Community Collaborations that Work***

**Kimera Way** – President, UW-Eau Claire Foundation & Executive Director of Blugold Real Estate Foundation, UW-Eau Claire

Kimera Way has been associated with the UW-Eau Claire Foundation since 2001. During her early years with the Foundation, the Foundation's primary focus was on raising private funds to support the people and programs of the University. In 2011, the Foundation's priorities and assets expanded substantially with the purchase of the Priory, the partnership with Haymarket Concepts, the acquisition of other property close to campus, a gift of a radio station and, especially, the acquisition of 28 acres of riverfront property for a major collaborative development. Way's background in organizational communication at first does not exactly lend itself to working with real estate projects. Hard work, an amazing team of experts and a never give up attitude have certainly played a major role in these project successes. Way is a graduate of the University of Wyoming and University of Kansas.

**Mike Rindo** – Assistant Chancellor for Facilities and University Relations, UW-Eau Claire

Mike Rindo also joined UW-Eau Claire in 2001 as the executive director of university relations. His expertise as a nationally recognized college debater and a successful TV news anchor and news director have enabled Rindo to turn his passion for his alma mater into actions that have benefited the university and region. His countless hours spent in public hearings informing local and state elected officials, along with the community, about the intricacies of these activities has been essential to our success. For the last ten years, Rindo also has overseen university facilities, which has enabled the university to undertake multiple ambitious campus betterment projects that will culminate in the construction of the new science and health sciences building to replace Phillips Science Hall. Rindo is a graduate of the University of Wisconsin-Eau Claire.

## **ETHICS CASE OF THE YEAR (1.5 CM)**

**(3:45-5:15 pm) *Ethics Jeopardy!*** An interactive ethics session – fun and informative.

**Jason Valerius, AICP** – President, Wisconsin Chapter - APA & Team Leader, MSA Professional Services  
Jason is a Senior Planner and Team Leader with MSA Professional Services, Inc., based in Madison, WI. Starting with an urban design emphasis, his work has grown to include a wide range of recreational, economic development, housing and land use planning. He often finds himself among diverse professionals and stakeholders, tasked with assembling the pieces into a coherent story.

**Joshua Clements, AICP** – Planning Director, City of Altoona

Since 2016 Josh has served as the City of Altoona's Planning Director. Prior to arriving in Altoona, Josh was a Community Development Specialist for Iowa State in Dubuque. He previously served as a Community and Economic Development Educator with UW Extension in both the Madison and Walworth County areas. Josh has a Master's in Urban and Regional Planning and a Bachelor's in Conservation Biology, both from UW-Madison. Josh is currently the President-Elect of the Wisconsin Chapter of the APA and serves on APA's national Education Committee.

**Liz Callin, AICP** - Senior Transportation Planner, Southeastern Wisconsin Regional Planning Commission

Liz Callin is a Senior Transportation Planner at the Southeastern Wisconsin Regional Planning Commission. So far in her career, she has had the opportunity to work in many facets of the transportation planning world from transportation funding policy, to multimodal facility design, to spatial data analysis. Liz has her Masters in Urban Planning from the University of Michigan and her B.S. in Architectural Studies from the University of Wisconsin – Milwaukee.

## **TOUR**

**(3:45-5:15 pm)**

### **BRING YOUR OWN BIKE**

***Bicycling Eau Claire's Downtown Riverfront and Trails***

**Patrick Ivory, AICP** – Senior Planner, City of Eau Claire, WI

Patrick Ivory, AICP. Senior Planner with the City of Eau Claire. Graduated from the University of Minnesota (Bachelors and Masters degrees) Works with current and long term planning with the City of Eau Claire. Staff liaison with various City Commissions and groups including: Plan Commission, Waterways and Parks Commission, Landmarks Commission, and Bicycle and Pedestrian Advisory Committee. Assisted in the preparation of numerous neighborhood and area plans, Waterways Plan, 2015 Comprehensive Plan, Bicycle and Pedestrian Plan, and City Parks Plan.

## **Friday – October 4**

### **Plenary Session: Three State Planner's Table**

8:30 – 9:45 am

#### **Forwarding Equity**

Planners can play a critical role in establishing more equitable participation, representation, and outcomes. This interactive session will explore the concept of equity in a planning context and discuss how planners can help put equity into practice.

**Facilitator: Mike Slavney, FAICP** – Principal Planner, Vandewalle & Associates

In his role as director of planning services he coordinates the firm's activities in providing general planning services to municipalities, state agencies, and organizations. He is a nationally recognized leader in zoning, growth management, development review and negotiation, farmland and open space preservation, intermunicipal planning, participatory techniques, indirect and cumulative impact analysis, and plan implementation. Mr. Slavney was inducted as Wisconsin's second Fellow of the American Institute of Certified Planners (FAICP) in 2004.

**Sonja Kruesel, AICP** - City Planner and Zoning Administrator for the City of Fitchburg, WI

Previously, she worked for the City of Monona, WI as City Planner and Economic Development Director. Both communities are located in the Madison Metropolitan Region in Dane County. Her prior experience includes work with UW-Extension's Center for Community and Economic Development. She holds a Master's Degree in Urban and Regional Planning and Bachelor's Degrees in Geography, History, and Environmental Studies, all from UW-Madison

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## **Friday – October 4**

### **Concurrent Sessions**

10:00 – 11:00 am

#### **EQUITABLE & HEALTHY COMMUNITIES**

##### ***How to be a Wizard of OZ: Making the Most of your Opportunity Zone***

**Scott Harrington, AICP** – Principal Planner and Project Manager, Vandewalle & Associates

Scott "the Tinman" Harrington contributes special expertise in the creation and implementation of urban redevelopment initiatives. For over 30 years, Scott has worked on the front lines in a number of cities in the Midwest, West and Southern U.S. Given his diverse background, Scott leads and assists with a wide variety of projects at the firm including everything from regional economic positioning initiatives to redevelopment strategies for downtowns, corridors and sites. He has developed a special expertise with a wide variety of redevelopment funding tools including TIF's, BID's, Opportunity Zones, and federal and state grants.

**Gordon Crow, IOM** – Executive Director, Centergy, Inc.

Gordon “the Scarecrow” Crow is a skilled manager with experience building and leading the government affairs department for a multi-billion dollar, international corporation. Gordon was elected to three terms in the Idaho State Senate where he was one of the principal architects of Welfare Reform, Chairman of the Senate Commerce & Human Resources Committee, the State of Idaho Employee Compensation Committee, and the State of Idaho Permanent Building Fund Advisory Board. Gordon played a significant role in rewrites of Idaho’s Administrative Procedures Act, Personnel Code, and Worker’s Compensation laws. Gordon is knowledgeable in federal and state regulatory processes, skilled at interacting with local governments, and with identifying and initiating corporate participation in beneficial economic development efforts. He is also skilled at developing and managing grassroots strategies and campaigns, and can move comfortably among influential leaders in business and politics.

**Dannielle Lewis** - Senior Manager, tax practice at WIPFLI CPAs & Consultants

Dannielle is focused on serving clients in the construction and real estate industry. She advises clients on complex tax transactions involving partnership interest exchanges or business sales. Dannielle stays up to date on the ever-changing tax laws and recognizes opportunities for new and potential clients to help save and structure their funds. She leverages her proactive planning and advising to ensure clients reach their goals and are successful.

## **COMMUNITY ENGAGEMENT**

### ***Community Engagement Process Changes Frustration to Fantastic Results***

**Todd Streeter** – Principal, Community Collaboration

For nearly 20 years Todd Streeter has been engaging diverse stakeholders through many leadership roles including: Mayor, Chamber of Commerce Pres./Exe. Director, and Community Foundation Co-Founder, to name a few. Todd's community engagement expertise and Working Committee™ process has assisted in Comprehensive Plans, downtown revitalization efforts, 100-acre master planned developments involving Cities, Counties, multi-governmental agencies, businesses, property owners, nonprofit organizations, residents, and civic interest groups.

**Brad Scheib, AICP** – Vice President, Hoisington Kogler Group Inc.

Brad has provided leadership and innovation in the application of modern technology towards community planning solutions. He has developed several innovative software tools to help clients track implementation initiatives and test outcomes of different potential redevelopment scenarios. Brad serves in a number of project roles including principal in charge, project management, public process facilitator and lead planner. Brad's primary project experiences include comprehensive planning, regulatory tools, neighborhood redevelopment master planning and transit oriented development.

**Noah Wiedenfeld** – Planning Director, City of New Richmond, WI

Noah has received local and statewide recognition for his efforts in downtown redevelopment and historic preservation. His previous professional experiences include working with the White House Domestic Policy Council, the Minnesota Chamber of Commerce, and University of Minnesota-Extension. Noah holds a Bachelor’s Degree from the University of Wisconsin-Eau Claire and a Master’s Degree from the Humphrey School of Public Affairs at the University of Minnesota, as well as a professional certificate in municipal finance from the University of Chicago.

## TRANSPORTATION

### *Greening the Edge*

#### **Kyle Gast** – Senior Planner, City of Milwaukee, WI

Kyle has worked for the City of Milwaukee for the past 10 years in various positions. Kyle's role at the City includes architectural review, urban design, zoning code updates, and long range planning. Kyle recently managed an update to the landscaping section of the City's zoning code.

Education:

Master of Architecture, University of Wisconsin-Milwaukee, 2011

Master of Urban Planning, University of Wisconsin-Milwaukee, 2011

B.S. Architectural Studies, University of Wisconsin-Milwaukee, 2007

#### **Luke Hsss, PLA** – Landscape Architect, RA Smith

Luke has nearly 15 years of experience in the landscape architecture field. As a licensed landscape architect, he has worked on a variety of projects throughout his career including comprehensive plans for commercial and multi-family residential developments, courtyards and plazas, streetscapes, community parks, urban spaces, green infrastructure design and code development.

Luke has knowledge regarding zoning and development standards for cities, villages and towns all across the county, and has conducted research and submitted applications for permits in connection with project approvals. He has also worked directly with the City of Milwaukee to update the city's landscape code requirements and create an illustrated landscape guide book.

Education:

B.S. Landscape Architecture, University of Wisconsin-Madison, 2005

#### **Juli Beth Hinds, AICP** – Principal, Birchline Planning LLC

Her consulting practice is focused on helping communities integrate water resource protection with land use planning and municipal management and finance. She has worked with Wisconsin Sea Grant, Milwaukee MSD, the Cities of Superior and Port Washington, and the Village of Bayside on a range of zoning, planning, and program development assignments, and co-authored the "Tackling Barriers to Green Infrastructure" guide with Wisconsin Sea Grant. JB is also an Instructor in the University of California San Diego's Department of Urban Studies and Planning, where she leads a research team working on addressing the regulatory barriers to expanded use of rainwater harvesting and laundry greywater in San Diego's disadvantaged communities

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## **TOUR (10:00 am-12:00 pm) - *Walking tour of Banbury Place***

**Ned Noel, AICP** – City of Eau Claire

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**Friday – October 4**  
**Concurrent Sessions**  
**11:15 am – 12:15 pm**

### **EQUITABLE & HEALTHY COMMUNITIES - *Advancing School-Community Planning***

**Mark Roffers, AICP** – Co-owner, MD Roffers Consulting

Mark has 27 years of Wisconsin planning experience. He has worked for and with municipalities and counties on a variety of long-range planning, community development, zoning, and development review efforts. In recent years, Mark's practice has expanded to assist school districts with their planning efforts. These have included some districts with rapidly growing enrollment and others with declining enrollment—each with their own set of challenges.

### **TECHNOLOGY - *Tech Savvy Sign Regulations***

**James Carpentier, AICP** – Director State & Local government Affairs, International Sign Association

James works with and educates local officials and planners in the creation of reasonable and effective sign codes. Prior to that James was the owner of Carpentier Consulting LLC where he specialized in sign variances, entitlements and sign legislation. In addition, James was Director of Government Relations for one of the largest and most respected sign companies in the country. Regular speaker for sign topics at national, regional and local workshops and webinars. James also has over 25 years' experience as a certified planner in the public and private sectors. He has Bachelor of Arts in Regional Analysis from the University of Wisconsin Green Bay and Masters studies in Public Administration and Urban Planning from the University of Wisconsin Milwaukee.

**Deacon Wardlow** – In-house Advisor/Consultant, Vantage LED

Deacon is in-house advisor/consultant at Vantage LED, Co-Director of Spectacular Media, Founder of FiSimply Consulting, and an avid speaker, author, and futurist often tasked with delivering information on new and emergent technology and its effect on various industries. From Smart Cities through to Smart Signage, served on the Sign Research Foundation Board of Trustees and is currently a researcher in the field of new and emergent sign technology. Deacon turns the complex issues into simple bullet point lists that are addressed with revolutionary solutions utilizing the products, resources, and the team available to him.

**Charlie Griffith** – Associate Planner, City of Waukesha, WI

Charlie is currently the Associate Planner at City of Waukesha. He was the project manager for a recent sign code update with the City. He has a Masters in Urban Planning from the University of Milwaukee.

### **HOUSING FOR ALL - *Affordable Housing: National Problem, Regional Solutions***

**Scott Allen, AICP** – Community Development Director, City of Eau Claire, WI

Scott is in his 25<sup>th</sup> year of local government service and has been the Community Development Director for the City of Eau Claire since April 2018. He previously served 12 years in the same role in Blue Springs, Missouri, with his experience prior to that in city and county planning offices in Minnesota and Wisconsin. Scott has a Master's degree in Community and Economic Development from Penn State and a Bachelor's in Political Science from St. Olaf College.

**Joshua Clements, AICP** – Planning Director, City of Altoona, WI & President-Elect, Wisconsin Chapter - American Planning Association

Since 2016 Josh has served as the City of Altoona's Planning Director. Prior to arriving in Altoona, Josh was a Community Development Specialist for Iowa State in Dubuque. He previously served as a Community and Economic Development Educator with UW Extension in both the Madison and Walworth County areas. Josh has a Master's in Urban and Regional Planning and a Bachelor's in Conservation Biology, both from UW-Madison. Josh is currently the President-Elect of the Wisconsin Chapter of the APA and serves on APA's national Education Committee.

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**Friday – October 4**

**Lunch & Plenary**

**12:15 – 1:45 pm**

### **The Red Cedar: Land, Water & People Coming Together!**

**Dick Lamers** – Past President, Tainter Menomim Lake Improvement Association Inc. (TMLIA)

After earning his BS. degree from UW Stout, he gained valuable experience in the United States Marine Corps and multiple positions with the Procter & Gamble Company and Eaton Corporation. In 2005 he developed his own consulting company, (D.Lamers LLC) concentrating on marketing management skills.

In volunteer efforts, he has served as president for both The American Liver Foundation —WI. Chapter and TMLIA (Tainter Menomin Lake Improvement Association). He helped start and has served as Chair or Co-Chair since **The Red Cedar: Land Water & People Coming Together!** Conference planning began in 2011.

**Dr. Rod Olson, MD** – Co-Chair, Red Cedar River Conference

Rod Olson, MD's career, for 35 years, in Rice Lake, Wisconsin was family and emergency medicine physician. He grew up on a farm in central Minnesota and married his wife in 1969. They raised two boys on Desair Lake. For 26 years, working with neighbors and the DNR, he has developed innovative ways for water quality improvement. Rod kayaked the Red Cedar River and its major tributaries recording the impact of our lifestyles on the land and water. He has been Co-chair of the Red Cedar River Conference for six years and a member of the Red Cedar River Partnership expanding his skills to neighboring lakes and communities. His latest efforts are to tie historical preservation, tourism and communities to water stewardship. Rod's motto is: Keep the soil on the land and out of the water!

**Elizabeth Usborne** – President, Tainter Menomim Lake Improvement Association Inc. (TMLIA)

Liz enjoys sharing her enthusiasm for water quality and creatively solving complex problems. She joined the Tainter Menomin Lake Improvement Association, shortly after moving to Wisconsin, precisely for these reasons. Liz earned her Biology degree at Colorado College, and set off building her career by working in places like Colorado, Illinois, the Bahamas, Florida, and Alaska. Returning to school at Mississippi State University for her Master's degree, she intentionally focused her graduate school research to the Gulf of Mexico dead zone as the perfect classroom to study runoff pollution. Following the completion of a solo Appalachian Trail thru-hike, she took a position with the University of Wisconsin-Stout, supervising students in field and laboratory settings while conducting wetland research. Since then, she has worked for the Cable Natural History Museum, St. Croix County Resource Management



Division, and now the Wisconsin Department of Natural Resources as the regional Non-Point Source Coordinator for 10 counties. As President of TMLIA, she believes the Red Cedar Watershed is beautiful and our water quality impairments only mean opportunities to become leaders in progressive, achievable outcomes.

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**Friday – October 4**  
**Concurrent Sessions**  
**2:00 – 3:00 pm**

### **EQUITABLE & HEALTHY COMMUNITIES - *Net Zero Energy: Pipedream to Reality***

**Ted Redmond, AICP** – Co-Founder, PaleBLUEdot LLC

Ted is a registered architect, sustainability consultant, and climate action planner with over 25 years of experience. As an architect, Ted has expertise in public sector architecture with over 60 City/County facilities nationally. Ted provides project specific as well as community level consulting on Net Zero, renewable energy, and overall sustainability of our built environment. As a sustainability and climate planning consultant, he has an expertise in delivering community vulnerability and adaptation, Greenhouse Gas, energy, and water consumption Inventories and Reduction Action Plans. His recent experience includes assessments and mitigation/adaptation efforts for 36 communities and 13 non-governmental organizations.

Ted is a national solar pv technical expert for the US Department of Energy. His work with the DOE includes technical assistance for community driven solar projects nationally as well as serving as a national solar technology trainer for architects and engineers.

**Ned Noel, AICP** – Associate Planner, City of Eau Claire, WI

Ned has been a municipal city planner for over 17 years. He has worked in Twin Cities and Eau Claire markets. He specializes in sustainable development for the City of Eau Claire. He works on Comprehensive and neighborhood planning, zoning issues and matters related to renewable energy and climate change. He graduated from the University of Minnesota – Twin Cities with a B.A. in geography/urban planning.

### **TECHNOLOGY – *Rebranding Community Outreach***

**Stephanie Hummel, AICP** – Planner II, City of Green Bay, WI

Stephanie focuses on infrastructure, multi-modal planning, and historic preservation. She has a Bachelor of Arts in Urban Studies from the University of Wisconsin- Green Bay and recently passed her AICP certification exam. She is also the social media lead in her department's Outreach Team.

**Matt Buchanan, AICP** – Economic Development Specialist, City of Green Bay, WI

Matt serves as the liaison to the City's four Business Improvement Districts (BIDs) and manages the City's Brownfield Redevelopment Program. Matt has a Master's degree in Urban Planning from the University of Kansas and a Bachelor's degree in Geography and Political Science from the University of Nebraska – Kearney. He also serves as the lead of his department's Outreach Team.

### **LEGISLATIVE & LAW UPDATE      2:00-3:30 pm (1.5 CM)**

**Drew Pennington, AICP** – Planning & Building Services Director, City of Beloit, WI

Drew serves as the Vice President – Chapter Affairs on the APA-Wisconsin Board of Directors. Drew has worked and lived in Beloit for more than 11 years and has served as Planning Director since 2012. Drew is a Minnesota native and holds a Master's Degree in Urban & Regional Planning from UW-Madison and a Bachelor's Degree in Business Administration from UW-Madison.

**Steven Van Steenhuyse, AICP - Planning & Building Services Director, Mason City, IA**

Steven earned a Master's in Urban and Regional Planning from the University of Iowa in 1987 and worked as a planner and department head for cities in Iowa, Illinois Michigan, and Wisconsin, including Platteville from 1997 to 2001. From 2004 to 2012, he worked as a planning consultant in Michigan, and authored dozens of comprehensive plans and zoning ordinances, with clients as far away as Alaska. He also helped create an on-line training program for citizen planners and served as the staff planner for several small Michigan cities and townships. Since 2018, Steven has been the chair of the Legislative and Policy Committee for the Iowa Chapter of the American Planning Association.

**Tom Jensen, AICP - Legislative Education Coordinator, APA MN**

Tom provides support to the Chapter's Legislative and Law Committee and tracks activities related to the Minnesota Legislature, Congress, the executive branches, and the courts. He also assists the Chapter in strategic planning, policy platform development and implementation, and education and outreach efforts.

In addition to his role as the Chapter's Legislative Education Coordinator, Tom provides contract research and project management services. He has worked as a public sector planner and project manager for local, regional, and state governments, primarily within the states of Minnesota, Washington, and Arizona. In addition to his role as the Chapter's Legislative Education Coordinator, he is also now working on community revitalization programs and projects in Arizona.

At the federal level, he worked in research for the Bureau of Labor Statistics and as an environmental protection specialist for the Federal Aviation Administration. Tom also served as an administrator for a standing policy committee in the Minnesota Senate.