

**2019 APA-AL/MS Conference, Huntsville AL  
PROGRAM**

Session Title: **Ethics Case of the Year: Planning Ethics – It’s Not Rocket Science**

Date/Time: 10.16/12:30 – 2:00 PM

Description: Race for your space in this session on ethics that promises thought-provoking questions and scenarios that integrate a little fun and humor for a light-hearted, but serious, discussion of how planners do what they do in a way that respects our ethical principles and standards. While this session may be vital to certified planners, it is also strongly recommended for non-certified planners, planning commissioners, elected officials, and anyone engaged in the business of planning their community. *(1.5 CM Ethics)*

Bio(s): **Carol Rhea, FAICP**, Orion Planning + Design, has 30 years of planning practice. Prior to founding Orion Planning + Design, Carol created and staffed Rhea Consulting, serving communities in North and South Carolina. Previously she was the Assistant Director of Planning and Development Services for York County, SC responsible for the daily administration of planning, zoning, building inspections and customer service divisions. She also worked as a regional planner for the Southwest Florida Regional Planning Council, served more than 8 years as a Community Development Planner for the North Carolina Department of Commerce, and worked 5 years as the Director of Planning and Development for the City of Monroe, NC. Her experience has spanned city, county, regional and state agencies and includes conducting and reporting reviews of outer continental shelf oil and gas exploration proposals with the U.S. Bureau of Ocean Energy Management, Regulation and Enforcement, and managing programs for solid waste program, code enforcement, community development and building inspections. She is a certified LID professional.

**Bob Barber, FAICP**, Partner, Orion Planning + Design, has more than 26 years of planning practice. Prior to founding Orion Planning + Design, Bob was Director of Planning for Hernando, Mississippi selected as one of the 100 best small towns in America by Forbes Magazine in 2012. His planning practice focuses on community design, preservation, place making and smart growth principles and productive community engagement to create communities of lasting value. Bob served as Region III Commissioner on the American Institute of Certified Planners Commission, is the past president of the Mississippi Chapter of the American Planning Association, and former Chairman of APA’s Chapter Presidents Council and AICP’s College of Fellows.

**Kurt Christiansen, FAICP** 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.

**Michael Blue, FAICP** is a Principal Consultant at Teska Associates in Evanston IL, with 30+ years planning experience. Work includes preparing comprehensive and strategic plans, zoning regulations; staff and organizational development; and development approval audits. Previously worked as Highland Park, IL Community Development Director and Deputy Director for Mount Prospect, IL. Municipal work included long range planning; current planning; supporting Commissions and Council activities. Active in national and state APA, (chair of ILAPA Commissioner Training committee). While technically a Yankee, Michael married a woman from Mobile in New Orleans, vacations in Gulf Shores, and his son goes to U of Alabama.

Session Title: **Census 2020 – Outreach Strategies**

Date/Time: 10.16/1:00 – 2:00 PM

Description: A planner-oriented focus best practices for outreach and Complete Count Committees. A panel discussion that will include jurisdictions in Alabama that have formed CCCs and discuss some of the methods they're using to reach out to low-count populations. Will conduct a "mock census" at the session, to get people familiar with the form. (1.0 CM)

Bio(s): **James Vandiver** is a Huntsville native. After graduating from the University of Alabama in Huntsville in 2011, he was hired by the City of Huntsville Planning Department to work on demographics, with an emphasis on economic development and construction data. As part of this role, he is also the Census liaison for the City, working with the Census Bureau to prepare data and outreach materials for the 2020 Census. Since 2014, James has been part of the team working on the BIG Picture—Huntsville's first comprehensive planning effort in nearly 50 years—which will serve as a guide for the city's growth and development for many years to come.

Session Title: **Making Sense of Sea Level Rise in Planning**

Date/Time: 10.16/1:00 – 2:00 PM

Description: Sea-level rise (SLR) is already exacerbating coastal hazards and will accelerate in the coming decades. Despite the importance of accounting for these changes in planning, the uncertainty in SLR can make it difficult to confidently integrate in short- and long-term planning. In this session, we will review how to utilize risk tolerance in SLR scenario selection, how to convert scenario selection into next steps, and available SLR tools for planning. Tools will include methods for assessing local SLR projections, projections of high-tide flooding, projections of future high-tide footprint, and projections of future 1% and 0.2% annual chance stillwater. (1.0 CM)

Bio(s): **Renee Collini, MS**. Program Coordinator – Northern Gulf of Mexico Sentinel Site Cooperative/Mississippi-Alabama Sea Grant; Extension Associate III – Mississippi State University. Focused on sea-level rise, Collini works throughout the northern Gulf to facilitate the flow of information between researchers and decision-makers to improve science application. She integrates a multi-state network of stakeholders, researchers, NGOs, and state and federal agencies to build tools, programs, and projects to address gaps in sea-level rise observing, research, and decision-making in the northern Gulf of Mexico. Collini also works on standardizing and coordinating monitoring and

observations across the Gulf and encourages use of these data in management and policy decision-making.

**Mikaela Heming.** Project Coordinator – Northern Gulf of Mexico Sentinel Site Cooperative / Mississippi-Alabama Sea Grant; Extension Associate I – Mississippi State University. Mikaela Heming is a Project Coordinator specializing in science communication. After working on a climate action tool for the DOI Northeast Climate Science Center, she moved south to tackle sea-level rise and coastal resilience by working with the Northern Gulf of Mexico Sentinel Site Cooperative to make sea-level rise science more accessible to a multitude of stakeholder groups. Heming received a Bachelor of Science in Environmental Science from the University of Massachusetts-Amherst and specialized in Journalism.

Session Title: **Opportunities and Challenges for Historic Preservation Districts (Mobile)**

Date/Time: 10.16/1:00 – 2:30 PM

Description: Historic walking tour in one of Huntsville’s locally designated historic districts – Twickenham - to illustrate how the city preserves its residential historic properties and discuss the strengths and challenges of the Huntsville Historic Preservation Commission. Members of the HHPC would help facilitate discussion and answer questions. *(1.5 CM)*

Bio(s): **Katie Stamps** - A Huntsville native, Katie Stamps received a B.S. in Social Science Education from Auburn University in 2007. The following year, Katie moved to Charleston, SC and entered the Clemson University/College of Charleston Graduate Program in Historic Preservation. Upon graduating from the program in 2010, Katie was offered the position of Redstone Arsenal’s Architectural Historian. During her seven years at Redstone Arsenal, Katie volunteered with the Historic Huntsville Foundation and served on the Madison Station and Huntsville Historic Preservation Commissions. In 2017, Katie accepted the position of Preservation Planner for the City of Huntsville where she works closely with the Huntsville Historic Preservation Commission and local preservation organizations.

Session Title: **In it for the Long Haul... Renewing a Mississippi Delta Town One Year at a Time**

Date/Time: 10.16/2:15 – 3:15 PM

Description: The Session will review the highly successful efforts of one Mississippi Delta Town to reverse decline and spark renewal in one of the most challenging redevelopment contexts in America. What does it take? How long does it take? Gain perspective on methods and strategy for the long haul. Leveraging zoning, brownfield assessments, preservation incentives, new market tax credits and fundamental marketing to create movement all play a part in this lively and uplifting story! *(1.0 CM)*

Bio(s): **Bob Barber, FAICP**, Partner, Orion Planning + Design, has more than 26 years of planning practice. Prior to founding Orion Planning + Design, Bob was Director of Planning for Hernando, Mississippi selected as one of the 100 best small towns in America by Forbes Magazine in 2012. His planning practice focuses on community design, preservation, place making and smart growth principles and productive community engagement to create communities of lasting value. Bob served as Region III Commissioner on the American Institute of Certified Planners Commission, is the past

president of the Mississippi Chapter of the American Planning Association, and former Chairman of APA's Chapter Presidents Council and AICP's College of Fellows.

**Thomas Gregory, AICP**, former CAO and Mississippi Main Street Executive Director – Thomas is a certified planner and currently serves as the State Coordinator for the Mississippi Main Street Association. Prior to joining the staff at MMSA, I served as a community planner for the Carl Small Town Center at Mississippi State University, where I worked to engage communities in planning for their future. For 8 years, he served as the Chief Administrative Officer for the City of Greenwood, Mississippi administering infrastructure improvement projects including Rail Spike Park, the Yazoo River Trail, the Howard-Johnson and Main Street Streetscape Improvement Projects, and the creation of Greenwood Leflore Recycling. He spearheaded major policy initiatives on behalf of the City that included the 2010 Greenwood Comprehensive Plan, the City's first sign ordinance, a Complete Streets policy, the 2015 Greenwood Zoning Code update, and the recodification of the Greenwood Code of Ordinances.

**Brantley Snipes, ASLA**, Greenwood Main Street Director - Brantley is not only a licensed Landscape Architect, but the lead designer, owner and project manager for Brantley Snipes Landscape Design and the Executive Director of Main Street Greenwood, Inc. She has been named to the Greenwood Commonwealth's Top 30 under 40. Brantley is a member of the Mississippi Association of Landscape Architects (ASLA), the Greenwood Rotary Club and the Greenwood Garden Club. Brantley can be found working on projects for clients throughout Northwest Mississippi and preservation projects for Main Street Greenwood.

**Emily Rouch-Elliott, AIA**, Delta Design Workshop - Emily is a social impact architect and a recent alumna of the Enterprise Rose Architectural Fellowship during which she was hosted by the Greenwood-Leflore-Carroll Economic Development Foundation and the Carl Small Town Center, and managed the Baptist Town Neighborhood Reinvestment project. She is a registered architect in Mississippi and Ohio, and a LEED AP. She holds a Bachelor of Science in Design from Arizona State University and a Master of Architecture from the University of Cincinnati. Since 2010 she has worked with Village Life Outreach Project in Tanzania, contributing to the designs and leading construction of the Roche Health Center and Burere School projects during graduate school.

Session Title: **Creating Great Public Spaces: CityWalk BHAM**

Date/Time: 10.16/2:15 – 3:15 PM

Description: Interstate freeways cut through communities and stand as barriers to connectivity and economic development. While massive interstate park caps have gained national attention, such as Dallas's Klyde Warren Park, there are smaller, more achievable undercrossing designs that are very successful in knitting neighborhoods back together. This session highlights the I-59/20 bridge replacement in downtown Birmingham. Representatives of the project team will discuss the community engagement, public partnership and placemaking lessons learned through the initiative to transform the space underneath the I-59/20 corridor from parking and underutilized space to a vibrant public space, reconnecting 10 blocks in downtown Birmingham. *(1.0 CM)*

**Bio(s):** **Kathryn Withers, AICP** is an Urban Planner with over 21 years of experience, with work primarily focused on the regeneration of Nashville, Tennessee's corridors and neighborhoods through planning policy and zoning efforts. She has personally directed or managed teams in the creation of urban design districts and their administration. She has a Master of City and Regional Planning from Clemson University and a Bachelor of Architecture from the University of Tennessee. Ms. Wither is most recently involved with the Metropolitan Nashville Development and Housing Agency's effort to transform Edgehill Apartments, a traditional public housing site, into a mixed-use, mixed income community.

**Paul Darr, PLA, ASLA** is a Landscape Architect with Barge Design Solutions, and has 16 years of experience in master planning and design. He has a Master of Landscape Architecture from North Carolina State University and a Bachelor of Science in Ornamental Horticulture and Landscape Design from the University of Tennessee. He is a member of the American Society of Landscape Architects and the Urban Land Institute. Mr. Darr is most recently involved with the ongoing planning efforts to transform the space beneath Birmingham's reconstructed I-59 and I-20 bridges.

**Session Title:** **Walk This Way: Infrastructure Equality Through GIS**

**Date/Time:** 10.16/2:15 – 3:15 PM

**Description:** In 2016 the City of Birmingham initiated a city-wide effort to inventory sidewalk conditions across all ninety-nine neighborhoods to understand conditions and prioritize improvements. Through the process, over a thousand miles of sidewalks were cataloged and community meetings were held to determine the important destinations throughout the City. Equipped with data, planners were able to create a matrix which prioritized each segment in the sidewalk network. The Birmingham Sidewalk Master Plan has become a catalyst for comprehensive citywide improvement efforts and is changing the culture of public improvements in the City through data analysis and community input. *(1.0 CM)*

**Bio(s):** **Christina Argo.** After spending the first eleven years of her career in corporate marketing and advertising, Christina decided to pursue her first passion – plants and design – and obtained her masters in Landscape Architecture from Auburn University in 2014. She has since experienced advocating for public space on the national level with The Cultural Landscape Foundation, working in the private field, managing her own consulting firm, and most recently found her calling in city planning with the City of Birmingham. She approaches long-range planning projects with a vision for place-making and is involved in Birmingham's Complete Streets policy implementation, the latest neighborhood framework plan (Northside/Southside Communities), CityWalk BHAM as well as other projects focused on multi-modal transportation options. Christina serves on the Alabama ASLA Executive Committee, and in her spare time enjoys tending to her latest plant experiments and being on Smith Lake with her family.

**Tabb Sanford** is a GIS Specialist with Goodwyn, Mills and Cawood with several years of experience in the latest GIS software and methods. He provides continuous GIS and mapping support for all of GMC from the Birmingham office. He collects and edits data to create models of utility systems and interactive maps using ArcGIS Online and ArcGIS

10.3. He is also able to create applications for transportation improvement projects, GIS maps of landscape features and landmarks, calculate watershed boundaries and watershed maps. He has broad technical skills which include ESRI ArcGIS Desktop, ArcGIS Explorer, "R", Global Mapper, ERDAS Imagine, Trimble GPS, Pathfinder Office and Terrasync.

**Bryan King** is an urban planner specializing in urban design and community building with a background in planning and community advocacy. Bryan has experience working with public, private, and nonprofit sectors, which advances his understanding of how these entities work together to achieve a common goal. Bryan is instrumental in providing innovative strategies in community development and producing marketing quality visioning and planning documents.

Session Title: **Huntsville West and Urban Engine (Mobile)**

Date/Time: 10.16/3:00 – 4:30 PM

Description: A visit to Huntsville West, a converted elementary school that now serves as a local incubation and entrepreneur hub. Meet with a Board Member of Urban Engine, an organization that focused on linking small businesses and startups with resources and partners. (1.5 CM)

Bio(s): **Toni Eberhart** is an accomplished executive with specialties in strategic communications, workforce development, and advocacy for economically diverse and equitable communities in the interest of public service. Her past achievements focus on economic impact primarily within the Southeast Region of the United States spanning across diverse industries such as medicine, energy infrastructure, higher education, and federal program & policy operations. Toni is known as a distinguished leader in the evolution of robust and dynamic innovation ecosystems, often advocating for burgeoning business & technology communities in the State of Alabama. Toni currently serves Huntsville, Alabama with economic & leadership initiatives as Executive Director for Alabama's leading non-profit ideation accelerator, Urban Engine

Session Title: **Feng Shui for Planning Departments**

Date/Time: 10.16/3:30 – 4:30 PM

Description: Planners address change in communities and become skilled at managing that change. What's hard for planning managers is reorganizing and optimizing operations of their own departments, even if very much needed. Staffs are commonly uncomfortable with change; yet budget realities and public calls for streamlined government require new approaches. This session will consider how department managers can identify changes needed in their department and work with their staffs, other departments, local officials, and the community to toward effective internal improvements. Approaches will be considered to successfully manage these challenges whether large or small, directed by management, or internally driven. (1.0 CM)

Bio(s): **Michael Blue, FAICP** is a Principal Consultant at Teska Associates in Evanston IL, with 30+ years planning experience. Work includes preparing comprehensive and strategic plans, zoning regulations; staff and organizational development; and development approval audits. Previously worked as Highland Park, IL Community Development

Director and Deputy Director for Mount Prospect, IL. Municipal work included long range planning; current planning; supporting Commissions and Council activities. Active in national and state APA, (chair of ILAPA Commissioner Training committee). While technically a Yankee, Michael married a woman from Mobile in New Orleans, vacations in Gulf Shores, and his son goes to U of Alabama.

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**Kurt Christiansen, FAICP** 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.

**Judy Daniel, FAICP** is a land use planner with over 30 years of experience in the public and private sectors. She most recently was Planning Director for Oxford, MS; with prior positions as Planning Director for Asheville, NC; Planning Manager with Montgomery County, MD; Planning Director for Williamson County, TN; Planning Consultant for the Island of Saipan in the Commonwealth of the Northern Mariana Islands; and as a Planning Coordinator for Elkington and Keltner Developers in Memphis, TN. She is a graduate of the University of Mississippi; and received her Master of Urban and Regional Planning and Master of Urban History from the University of Memphis. She has been very active in the American Planning Association, serving as President of the National Capital Chapter for four years, she is a member of the American Institute of Certified Planners; and she has been a guest lecturer at several universities. Ms. Daniel currently lives in Oxford and is the Senior Associate Director of Planning for the city, and a planning consultant.

Session Title: **Master Planning for Public Art**

Date/Time: 10.16/3:30 – 4:30 PM

Description: Public art has tremendous value to a community but implementing it in a successful and practical manner can be challenging. Hear about Arts Huntsville's development of a Public Art Master Plan, and how it's being carried into action. *(1.0 CM)*

Bio(s): **Allison Dillon-Jauken** joined Arts Huntsville in June 2009 as Executive Director, where she oversees its four core program areas: arts community promotion and support, arts education, public art and community events. Key accomplishments during her tenure include establishment of a \$100,000 pass-thru grant program funded by the City of Huntsville, creation of the SPACES Sculpture Trail across Madison County and development of a Public Art Master Plan for the City of Huntsville. Previous affiliations include Nashville Children's Theatre and the New 42nd Street, Inc., the New York City nonprofit charged with the redevelopment of New York's historic 42nd Street theatres. Allison is on the Board of Trustees of the Alabama School of Fine Arts and serves as Presidents of the Huntsville/Madison County Hospitality Association. She is a graduate of Leadership Huntsville/Madison County and Leadership Alabama, and in 2015 was named one of the "Women Who Shape the State" by AL.com.

**Kim Ward** is an independent arts consultant with deep experience in conceptual planning for projects that integrate public art in both public and private spaces. She specializes in creating teams of collaborators, including curators, artists and designers, to support site-specific projects connecting greenways, transforming urban corridors, solving urban design issues and providing community engagement. She has served as a commissioner for the Arlington County, VA Arts Commission and chaired the Arlington County Public Art Committee for five years. Prior to becoming an arts consultant, Ms. Ward served as Executive Director of the Washington Project for the Arts, a non-profit visual arts group that serves as a catalyst for contemporary art in Washington, DC. She worked at the Corcoran Gallery of Art + Design in Washington, DC and is a CFA, with over ten years of experience in the capital markets and financial management field. She currently serves on the board of Arts Huntsville, Chair of the Public Art Committee, and Vice-President of the Alabama Women's Caucus for Art. She is a member of ArtTable and advises private and public organizations on public art policy and planning.

Session Title: **Land Use, Streetscape, and Neighborhood Relinkage: The Assessment of Two Huntsville AL Corridors**

Date/Time: 10.16/3:30 – 4:30 PM

Description: With goals of linking Alabama A & M University to development activity in downtown Huntsville, and to the western hub of the Space and Rocket Center and the University of Alabama Huntsville, the graduate students of the AAMU 2018-2019 Urban Planning Studios undertook detailed land use inventories and streetscape assessments. These corridors are Meridian Street (Winchester Avenue to Holmes Avenue) and Holmes Avenue (from Meridian Street to Jordan Lane). The work presents data mapping, strategies, and best practices for key issues and focal points along these corridors that will enhance corridor use, neighborhood relinkage to a growing downtown activity, and facilitate pedestrian use. The strategies presented enhances the City of Huntsville's trail development. *(1.0 CM)*



Bio(s): **Dr. Joyce Ann Pressley** joined the Department of Community and Regional Planning in the College of College of Agricultural, Life and Natural Sciences at Alabama A & M. She provides Graduate Professional Instruction in Land Use, Site Planning, and Quantitative Methods. Current research is assessing the impact of Federal expenditures on rural community development (RCD) and RCD planning in Alabama.

Session Title: **Welcome, Introduction, and Keynote Remarks**

Date/Time: 10.16/4:45 – 5:45 PM

Description: Welcome from Huntsville Community Leaders, followed by the keynote remarks from Mr. Albizo, who will emphasize the “big shifts” that will transform the APA and our profession (and likely many other professions) in the very near future. *(1.0 CM)*

Bio(s): **Joel Albizo, FACA, CAE**, is the Chief Executive Officer of the American Planning Association. He has more than 30 years of association management experience and is seen as an innovator within the association CEO community. Joel is a talented association leader with deep strategic and operational expertise, and an impressive body of work in the natural and built environment. In addition to original research and presentations on the competencies and development of future association CEOs, he is attuned to digital transformation and other trends impacting the nonprofit sector.

Session Title: **The Further I Go, the Behinder I Get: Data Solutions in Schools Planning**

Date/Time: 10.17/8:00 – 9:00 AM

Description: This play of words on the well-known line by the White Rabbit in Lewis Carroll’s ‘Alice in Wonderland’ best sums up the problem of dealing with 4,600 new K-12 enrollees to the Baldwin County Board of Education system in the last ten years. Budget shortfalls and no additional taxes eventually forced the system into a position of contemplating a reduction of force and possibly dropping extras such as band and sports. All through the housing market bust, the system never experienced negative enrollment. In some feeder patterns the system experienced overcrowding with no financial resources to deal with the growth. To begin to get a handle on the tremendous growth, the system adopted new innovative funding strategies and focused on data driven planning. Utilizing GIS, the system identified areas where redistricting, grade reconfiguration and building new schools, or some combination of, could alleviate some of the short-term growth issues. Now that the system has begun to address some of the short-term needs, it’s turning the planning process far ahead to where new schools and feeder patterns would be needed in the future...paying it forward! This presentation will cover critical issues facing the system, innovative solutions to some of the problems, and how the planning process has evolved to provide the data necessary for system administrators to make decisions. *(1.0 CM)*

Bio(s): **Bill Harbour** is the Planning and Redistricting Coordinator at the Baldwin County Board of Education. His primary focus is on using GIS to aid in dealing with an exploding student population in a very fast-growing County. In Bill’s almost 27 years of experience in GIS, he’s started GIS programs at a local community college, the United States Coast Guard Sector Mobile, Baldwin County Commission, and now the Baldwin County Board of Education. Bill’s other work experience has included managing an environmental

program at a nation-wide chemical transport company, and 21 years of service in The United States Coast Guard Reserve as a Marine Science Technician. The experience at the chemical transport company involved managing both a RCRA ground water pollution recovery system, and a super-fund site. This experience also involved mapping the ground water pollution which ultimately lead to the career in GIS.

Session Title: **Bike Towns: Strategies to Get People on Bikes for Recreation and Transportation in Towns and Small Cities**

Date/Time: 10.17/8:00 – 9:00 AM

Description: Topics covered will include planning for and building infrastructure, developing policy, attracting and growing bike-share systems, and advocacy methods for people both inside and outside government. *(1.0 CM)*

Bio(s): **Bert Kuyrkendall, PE, AICP** has over 20 years of experience in the field of transportation planning and design and is a certified planner, a licensed engineer in five states (AL, GA, MS, NC, TN), and is LEED (AP ND) and CNU accredited. He served as City Engineer for Hattiesburg, Mississippi and City Transportation Engineer for Chattanooga, Tennessee, and multiple years as a consultant to neighborhoods, towns/cities and counties. **Lindsey Gray** is the CEO of Bantam Strategy Group which is a premier operations and management company for bike share systems. She has more than twelve years of operations, marketing and media relations experience for companies in several industries: telecommunications, non-profit, healthcare, transportation and planning. **Geneva Dummer** serves as the Administrator for the Heritage Trails Partnership of the Mississippi Gulf Coast, as a member of the Board of Directors for Bike Walk Mississippi, and is the owner/operator of The Meeting Place, LLC, a coworking facility in Biloxi, MS. The Heritage Trails Partnership is a group of citizens who advocate for and support the vision of a safe, coast-wide network of diverse trails that connect neighborhoods to businesses, schools, green spaces, and blue spaces where everyone can enjoy scenic, historic, educational, and natural areas. We believe a healthy physical and mental lifestyle is achievable through easy access to natural, safe outdoor spaces.

Session Title: **What Planning Abroad Teaches About Planning at Home**

Date/Time: 10.17/8:00 – 9:00 AM

Description: This session explores challenges faced and lessons learned in planning where EVERYTHING is different: language, culture, history, and perspective. Join us as we discuss recent planning experiences in Peru, Bolivia, Belize and China and what those experiences teach. *(1.0 CM)*

Bio(s): **Carol Rhea, FAICP**, Orion Planning + Design, has 30 years of planning practice. Prior to founding Orion Planning + Design, Carol created and staffed Rhea Consulting, serving communities in North and South Carolina. Previously she was the Assistant Director of Planning and Development Services for York County, SC responsible for the daily administration of planning, zoning, building inspections and customer service divisions. She also worked as a regional planner for the Southwest Florida Regional Planning Council, served more than 8 years as a Community Development Planner for the North Carolina Department of Commerce, and worked 5 years as the Director of Planning and

Development for the City of Monroe, NC. Her experience has spanned city, county, regional and state agencies and includes conducting and reporting reviews of outer continental shelf oil and gas exploration proposals with the U.S. Bureau of Ocean Energy Management, Regulation and Enforcement, and managing programs for solid waste program, code enforcement, community development and building inspections. She is a certified LID professional.

**Bob Barber, FAICP**, Partner, Orion Planning + Design, has more than 26 years of planning practice. Prior to founding Orion Planning + Design, Bob was Director of Planning for Hernando, Mississippi selected as one of the 100 best small towns in America by Forbes Magazine in 2012. His planning practice focuses on community design, preservation, place making and smart growth principles and productive community engagement to create communities of lasting value. Bob served as Region III Commissioner on the American Institute of Certified Planners Commission, is the past president of the Mississippi Chapter of the American Planning Association, and former Chairman of APA's Chapter Presidents Council and AICP's College of Fellows.

**Tripp Muldrow, AICP** is an accomplished urban planner with over twenty-five years' experience in a broad range of areas in the planning profession. Tripp's focus has been connecting physical planning and urban design projects with economic development strategies in small and medium sized communities. Tripp has authored downtown market studies, master plans, economic development strategies, and community marketing plans for over 300 places in thirty-five states, Canada, Belize, Bolivia, and Honduras. He has also worked "on the ground" implementing plans as an urban economic developer working for cities, redevelopment authorities, and extensively with state and local Main Street programs.

Session Title: **Adaptive Reuse and Preservation (Mobile)**

Date/Time: 10.17/8:00 – 9:30 AM

Description: Historic walking tour of a recent adaptive reuse/mixed-use project to illustrate how Huntsville has successfully revitalized historic properties and communities. Will include a talk with the owner/developer, to offer an extra perspective on the challenges and benefits of undertaking a complex redevelopment project. (1.5 CM)

Bio(s): **Katie Stamps** - A Huntsville native, Katie Stamps received a B.S. in Social Science Education from Auburn University in 2007. The following year, Katie moved to Charleston, SC and entered the Clemson University/College of Charleston Graduate Program in Historic Preservation. Upon graduating from the program in 2010, Katie was offered the position of Redstone Arsenal's Architectural Historian. During her seven years at Redstone Arsenal, Katie volunteered with the Historic Huntsville Foundation and served on the Madison Station and Huntsville Historic Preservation Commissions. In 2017, Katie accepted the position of Preservation Planner for the City of Huntsville where she works closely with the Huntsville Historic Preservation Commission and local preservation organizations.

Session Title: **Exploring Rural Polycentricism through Connecting Communities: A DeKalb County Regional Trails Network**

Date/Time: 10.17/9:15 – 10:15 AM

Description: This session will explore the theme of Polycentric Cities in a rural and small town sense. Connecting Communities: A DeKalb County Regional Trails Network, is a transportation focused bike and pedestrian plan produced through a collaboration of three small towns, one state park, one national preserve, and one Council of Governments with the goal of interconnecting the nature-rich area while promoting economic develop and alternative modal connections among all involved entities. A project of the Rural Planning Organization, the funding methods utilized are replicable, while the plan itself is unique as a rural, yet transportation focused bicycle and pedestrian plan. (1.0 CM)

Bio(s): **Falguni Patel** is a Principal Planner with Top of Alabama Regional Council of Governments in Huntsville, Alabama. She has over ten years of experience in community and regional planning, urban planning, grant management, and geographical information systems (GIS). Over the years she has worked on various transportation planning studies, environment plans, comprehensive plans, as well as strategic economic development plans. Currently, she serves as the Rural Planning Organization (RPO) coordinator for TARCOG and oversees special transportation studies and comprehensive plans for various communities in the region.

**Anne Welch** is a Community Planner with the Carl Small Town Center at Mississippi State University. She previously worked as a Principal Planner in Huntsville, Alabama at the Top of Alabama Regional Council of Governments, and holds a Masters in City and Regional Planning from Georgia Institute of Technology. She has over five years of experience in community and regional planning, grant and project management, and geographical information systems (GIS). Over the years she has worked on various transportation and comprehensive plans, public life studies and tactical urbanism projects, and research into bicycle infrastructure and accessibility.

Session Title: **Understanding the Burdens of Severe Weather Events and Building Resilience to Them: An Expanded Role for Local and Regional Planners Facing the Impacts of Climate Change**

Date/Time: 10.17/9:15 – 10:15 AM

Description: The increasing frequency and intensity of severe weather events has been argued as being linked to climate change. (APA 2011; Brooks 2013) Whether those events be drought, heavy precipitation, flooding and flash flooding, excessive heat, the impacts are borne locally and have costly and often repeating burdens on local business and households. The loss and full costs are often uninsured and for many not covered by disaster assistance. The need for near-term adaptations and faster construction of mitigations to severe weather events brings additional challenges to the practice of planning. After presenting data on severe weather in northern Alabama and discussing its short comings, those climate-change-related challenges for the planner and planning strategies are discussed. (1.0 CM)

Bio(s): **Dr. Joyce Ann Pressley** joined the Department of Community and Regional Planning in the College of College of Agricultural, Life and Natural Sciences at Alabama A & M. She provides Graduate Professional Instruction in Land Use, Site Planning, and Quantitative

Methods. Current research is assessing the impact of Federal expenditures on rural community development (RCD) and RCD planning in Alabama.

Session Title: **Creating Place: Effective Placemaking in Planning**

Date/Time: 10.17/9:15 – 10:15 AM

Description: Effective place making requires effective understanding of the character of place. Conventional planning models often miss the mark by combining dissimilar places under a single broad category such as “commercial”. This often leads to planning uncertainty and undesirable outcomes. This session will explore highly effective design-based place making using “place types”. The interactive session will include experience from the West Maui Community Plan and other case studies. *(1.0 CM)*

Bio(s): **Bob Barber, FAICP**, Partner, Orion Planning + Design, has more than 26 years of planning practice. Prior to founding Orion Planning + Design, Bob was Director of Planning for Hernando, Mississippi selected as one of the 100 best small towns in America by Forbes Magazine in 2012. His planning practice focuses on community design, preservation, place making and smart growth principles and productive community engagement to create communities of lasting value. Bob served as Region III Commissioner on the American Institute of Certified Planners Commission, is the past president of the Mississippi Chapter of the American Planning Association, and former Chairman of APA’s Chapter Presidents Council and AICP’s College of Fellows.

**Carol Rhea, FAICP**, Orion Planning + Design, has 30 years of planning practice. Prior to founding Orion Planning + Design, Carol created and staffed Rhea Consulting, serving communities in North and South Carolina. Previously she was the Assistant Director of Planning and Development Services for York County, SC responsible for the daily administration of planning, zoning, building inspections and customer service divisions. She also worked as a regional planner for the Southwest Florida Regional Planning Council, served more than 8 years as a Community Development Planner for the North Carolina Department of Commerce, and worked 5 years as the Director of Planning and Development for the City of Monroe, NC. Her experience has spanned city, county, regional and state agencies and includes conducting and reporting reviews of outer continental shelf oil and gas exploration proposals with the U.S. Bureau of Ocean Energy Management, Regulation and Enforcement, and managing programs for solid waste program, code enforcement, community development and building inspections. She is a certified LID professional.

Session Title: **From Mall to MidCity – Remaking a Regional Center (Mobile)**

Date/Time: 10.17/10:00 – 11:30 AM

Description: Visit the site of a formerly blighted regional center, currently in the midst of a transformation to a vibrant mixed-use entertainment district. Hear from the developer regarding what it took from the public and private sector to get the project going, and what the future holds for this once-dead mall. *(1.5 CM)*

Bio(s): **Nadia Niakossary** - As Project Coordinator of RCP Companies, Nadia Niakossary assists the executive development team in daily operations, urban design, leasing, and project management, overseeing more than \$1 billion of mixed-use experiential development in

Huntsville including MidCity District, CityCentre at Big Spring, The Camp, Merchants Walk, and Merchants Square. Her responsibilities also include website management, social media management, brand management, data mapping, media coordinating, and place-making. Nadia is a native to Huntsville, graduated from Auburn University, and worked in Music Festival Marketing in Chicago before moving back to work with RCP in changing her local community's culture ecosystem.

Session Title: **The Singing River Trail – Planning for a Regional Greenway**

Date/Time: 10.17/10:30 – 11:30 AM

Description: The Singing River Trail of North Alabama is a vision for a long-distance trail in North Alabama that provides active-living opportunities for residents and spurs economic development for the region. The Land Use Committee of Launch 2035, formed of representatives from federal, state, county, municipal, and private agencies, led the Singing River Trail Master Plan development. The Plan is a guidance document and was funded by an unprecedented 30 agencies and individuals. Already, portions of the Trail are being implemented. The audience will hear about lessons learned, stories of success in collaboration, and next steps for the Singing River Trail. *(1.0 CM)*

Bio(s): **Matt Hayes, AICP** is a Vice President with Alta Planning + Design. He brings 18 years of experience leading multimodal transportation and greenway planning efforts across the Southeast. As a leader in the bicycle and pedestrian planning field, he has laid the groundwork for communities, both large and small, to accommodate sustainable modes of transportation. Matt was the project manager for the Singing River Trail Master Plan and grew up right here in Huntsville, AL  
**Shannon Smith** is the Assistant Director of Parks and Recreation with the City of Decatur. Shannon is a visionary and results driven planner with 19 years of varied experience. She serves as the President of the Alabama Chapter of the Trails of Tears Association and is a Committee Member for the Singing River Trail. Shannon is working to implement the Singing River Trail along with many additional park and economic development initiatives with the City of Decatur.

Session Title: **Big Plans for Small Towns**

Date/Time: 10.17/10:30 – 11:30 AM

Description: Are planning methods that work for cities and larger towns scalable for small towns (<10,000)? We will examine the nuances of small-town comprehensive and downtown planning in regard to project scope, local leadership, public input, transportation analysis, and implementation recommendations. *(1.0 CM)*

Bio(s): **Bob Barber, FAICP**, Partner, Orion Planning + Design, has more than 26 years of planning practice. Prior to founding Orion Planning + Design, Bob was Director of Planning for Hernando, Mississippi selected as one of the 100 best small towns in America by Forbes Magazine in 2012. His planning practice focuses on community design, preservation, place making and smart growth principles and productive community engagement to create communities of lasting value. Bob served as Region III Commissioner on the American Institute of Certified Planners Commission, is the past

president of the Mississippi Chapter of the American Planning Association, and former Chairman of APA's Chapter Presidents Council and AICP's College of Fellows.

**Bert Kuyrkendall, PE, AICP** has over 20 years of experience in the field of transportation planning and design and is a certified planner, a licensed engineer in five states (AL, GA, MS, NC, TN), and is LEED (AP ND) and CNU accredited. He served as City Engineer for Hattiesburg, Mississippi and City Transportation Engineer for Chattanooga, Tennessee, and multiple years as a consultant to neighborhoods, towns/cities and counties.

**Billye Jean Stroud.** As the Director of Community Development and the Main Street Association, Billye Jean has leveraged local leadership and stakeholder efforts to enable economic vitality in Downtown New Albany and surrounding neighborhoods and areas through proactive planning, promotion and quality design endeavors. The City was recently named the Best Southern Small Town by USA Today, and the Most Beautiful Small Town in Mississippi by House Beautiful Magazine.

Session Title: **AL/MS Awards Luncheon**

Date/Time: 10.17/11:45 AM – 1:15 PM

Description: Lunch, and presentation of statewide Planning awards for the Alabama and Mississippi Chapters.

Session Title: **Proactive Planning for Water Quality in Low-Density Regions**

Date/Time: 10.17/1:30 – 2:30 PM

Description: This presentation will explore the topic of water quality, with an emphasis on rural counties and jurisdictions. The water quality issues affecting rural regions are markedly different than those experienced by cities and may necessitate a different policy approach. Presenters will provide an overview of how local regulations pertain to water pollution and what the origins of that authority are. Session attendees will also learn how a watershed-based planning approach may help rural communities address water quality challenges. *(1.0 CM)*

Bio(s): **Stephen Deal, AICP** holds a master's degree in city and regional planning from Clemson University and has served as an Extension Specialist in Land Use Planning for nearly 5 years. In this role he provides technical assistance to gulf coast communities in the two states and expands the organization's outreach opportunities to planners and floodplain managers. Stephen also serves coastal planners by providing valuable workshops and educational opportunities, which delve into issues such as flood mitigation and green infrastructure. Before moving to Mississippi, he was an Americorps VISTA Worker in West Virginia, where he specialized in Community Development and Heritage Tourism. **Kristina Alexander, J.D.** is a Senior Research Counsel for the Mississippi-Alabama Sea Grant Law Program. Prior to joining Sea Grant in 2017, Ms. Alexander worked for over 8 years as a Legislative Attorney for the Congressional Research Service in Washington, D.C. where she advised Members of Congress on legal issues pertaining to natural resources, federal lands and wildlife. She also has worked as a writer for Lexis/Nexis legal publications, including writing an article on planning for Environmental Law in New York. Ms. Alexander graduated from the University of North Carolina at Chapel Hill and the University of Georgia School of Law.

Session Title: **Market-Based Approaches to Housing Affordability**

Date/Time: 10.17/1:30 – 2:30 PM

Description: Many communities talk about the need for affordable housing, but what exactly is that, why do new housing developments always seem to be unaffordable, and what can a community do about it? This session will discuss affordable housing, the economics and financing of housing development, and discuss techniques communities can use to allow market forces and market economics to assist in meeting a communities housing needs. *(1.0 CM)*

Presenter(s): **Steve Hohulin, AICP** brings more than 40 years of experience in planning, placemaking, economic development and urban design for a broad range of public- and private-sector clients. He has won dozens of awards for his work and has lead major projects in over thirty-five states and numerous foreign countries. He is a member of the Placemaking Leadership Council, and in conjunction with past employees, has lectured and written extensively on placemaking and its connection to economic development and the creation of more livable communities. Mr. Hohulin's past projects have included placemaking, economic development and urban design in 16 of the 20 largest metropolitan areas in the US, as well as hundreds of small and mid-sized cities. Many of these projects have been focused on maximizing the benefits of new and unique opportunities for these cities and making sure that any public sector expenditures are utilized in the most cost-effective manner. This work has led to 14 of his clients being listed among the top 20 fastest growing economies in the country.

**Brad Garnto** has over 15 years of homebuilding experience in the southeastern part of the country. He has worked for major homebuilders like DR Horton, Tool Brothers, Beazer and Richmond American Homes, as well as major regional land development companies. His project background includes single-family, townhome, condominium and multi-family developments in multiple urban and suburban markets. Brad is highly experienced in the entire development process from accessing the viability of the market, finding and entitling land for projects, all the way through actual project design and construction. This work has given him a deep understanding of the market forces that significantly impact housing prices, as well as unique opportunities that communities can utilize to allow market forces to help deliver quality affordable housing for their residents.

Session Title: **Redstone Arsenal: Behind the Gates (Mobile)**

Date/Time: 10.17/1:30 – 5:00 PM

Description: Take advantage of this rare opportunity to see the inner workings of one of Alabama's largest federal installations. As the main economic driver of the region, "Team Redstone" is made up of over 70 different federal agencies, from the US Army and NASA to the DOJ and FBI. Hear about what it takes to forge a prosperous partnership with an incredibly complex resource. *(3.5 CM)*

Bio(s): **Carol Rhea, FAICP**, Orion Planning + Design, has 30 years of planning practice. Prior to founding Orion Planning + Design, Carol created and staffed Rhea Consulting, serving communities in North and South Carolina. Previously she was the Assistant Director of



Planning and Development Services for York County, SC responsible for the daily administration of planning, zoning, building inspections and customer service divisions. She also worked as a regional planner for the Southwest Florida Regional Planning Council, served more than 8 years as a Community Development Planner for the North Carolina Department of Commerce, and worked 5 years as the Director of Planning and Development for the City of Monroe, NC. Her experience has spanned city, county, regional and state agencies and includes conducting and reporting reviews of outer continental shelf oil and gas exploration proposals with the U.S. Bureau of Ocean Energy Management, Regulation and Enforcement, and managing programs for solid waste program, code enforcement, community development and building inspections. She is a certified LID professional.

Session Title: **How Web GIS Empowers Today's Planning Professional**

Date/Time: 10.17/3:15 – 4:15 PM

Description: The last 10 years have seen an enormous change in geospatial technology. While traditional desktop software is still prevalent for GIS professionals, planning professionals now have unprecedented access to content, visualization, and analysis through web-based apps. This new Web GIS pattern empowers planners to make better, more sustainable decisions without being GIS experts, while enabling genuine citizen engagement with the public. (1.0 CM)

Bio(s): **Keith Cooke** is an Account Executive for Esri working with local governments. A graduate of Auburn University, he has been a GIS professional since 1994 and has worked for planning and community development agencies at the regional and local level in Alabama and North Carolina. In addition to his local government duties at Esri, Keith coordinates development efforts on the Planning and Community Development Team and is a frequent speaker at GIS, Planning, and Economic Development events. He is an active member in the American Planning Association, where he has conducted nearly 100 hands-on GIS workshops for planners since 2004 at the National Planning Conference and state chapter conferences.

Session Title: **Using an Investment Prospectus to Promote Development Initiatives in Opportunity Zones**

Date/Time: 10.17/3:15 – 4:15 PM

Description: Communities across the country are implementing broad-based economic development strategies to promote private investment in federally designated Opportunity Zones, including more than 250 authorized areas in Alabama and Mississippi. This session generally discusses the policy implications of Opportunity Zones for local communities and presents a specific example of an investment prospectus focused on promoting opportunities and stimulating financial flows to the AAMU Innovation District in Huntsville, an education-anchored target area including the campus of Alabama Agricultural and Mechanical University. (1.0 CM)

Bio(s): **Dr. Jordan Yin, AICP** is a faculty member in the Department of Community and Regional Planning at Alabama A&M University. He received MRP and Ph.D. degrees in City and Regional Planning from Cornell University and has been an AICP member since 1996. He is the author of "Urban Planning for Dummies" and has worked broadly in

comprehensive and land use planning, community and economic development, and affordable housing with an emphasis on planning for social equity. He previously served as an elected board member of APA Ohio and is currently a workgroup member of the APA Foundation's FutureShape research agenda initiative.

Session Title: **Integrated Stormwater Management Planning for Local Governments**

Date/Time: 10.17/3:15 – 4:15 PM

Description: This session addresses various terminologies of stormwater management, opportunities to use good storm water management for economic development and land use planning, and how to plan development at a water shed level. This workshop will also examine tools for integrating water shed and storm water management into a community land use plan, zoning and development ordinances. *(1.0 CM)*

Presenter(s): **Steve Hohulin, AICP** brings more than 40 years of experience in planning, placemaking, economic development and urban design for a broad range of public- and private-sector clients. He has won dozens of awards for his work and has lead major projects in over thirty-five states and numerous foreign countries. He is a member of the Placemaking Leadership Council, and in conjunction with past employees, has lectured and written extensively on placemaking and its connection to economic development and the creation of more livable communities. Mr. Hohulin's past projects have included placemaking, economic development and urban design in 16 of the 20 largest metropolitan areas in the US, as well as hundreds of small and mid-sized cities. Many of these projects have been focused on maximizing the benefits of new and unique opportunities for these cities and making sure that any public sector expenditures are utilized in the most cost-effective manner. This work has led to 14 of his clients being listed among the top 20 fastest growing economies in the country.

**Zoffee Dahmash, P.E., BCEE** is a well-recognized professional who spent the majority of his career not only learning about the diverse field of watershed planning and restoration but also promoting awareness of the impacts of improper land use and management. During his professional career at MDEQ, he was instrumental in the development and implementation of the Mississippi's Nonpoint Source Pollution (NPS) Program, the Basin Management Approach (BMA) to water quality management and pioneered the establishment of watershed-based land use management approaches and concepts throughout the state. His experience has included an array of hands-on projects dealing with watershed protection and restoration, education and outreach, and demonstration of innovative Best Management Practices (BMPs) to control the impacts of agriculture, construction, urban stormwater, and hydro-modification land-use sources. Zoffee's resume includes projects involving erosion and sediment control, integrated urban stormwater management, low impact and green infrastructure approaches, nutrient reduction, natural streambank stabilization techniques, and leadership of several coastal watershed protection and restoration projects.

Session Title: **Engaging Federal Tribes in Projects: When to engage, who to engage, how to engage**

Date/Time: 10.17/4:30 – 5:30 PM

Description: Tribal sign-off is necessary to complete some projects, and too often project managers find themselves scrambling to obtain approval when past the 4th quarter and in overtime. Don't get caught in this predicament. Learn a few tips to make your communications go smoothly. *(1.0 CM)*

Bio(s): **Shannon Smith** is the Assistant Director of Parks and Recreation with the City of Decatur. Shannon is a visionary and results driven planner with 19 years of varied experience. She serves as the President of the Alabama Chapter of the Trails of Tears Association and is a Committee Member for the Singing River Trail. Shannon is working to implement the Singing River Trail along with many additional park and economic development initiatives with the City of Decatur.

**Dr. James Smith** is a member of the Eastern Band of Cherokee Indians. He holds a bachelor of humanities, a master's in Education and a doctorate in educational leadership. Dr. Smith served in tribal positions as Assistant Superintendent of Cherokee Central Schools, Secretary of Education at Cherokee Central Schools and Secretary of Housing for the EBCI. Dr. Smith served as Project Director to establish an art institute on the Qualla Boundary in Cherokee, NC. Dr. Smith is an award-winning Cherokee artist who has a heart for education and Cherokee arts and shared his talent through teaching wood sculpting for many years at Cherokee Central Schools.

Session Title: **Code Audits: Purpose and Practice**

Date/Time: 10.17/4:30 – 5:30 PM

Description: Whether considering a code update or overhaul, a comprehensive code audit will provide an objective measure of how your code is working for your community. An audit provides insight on how well your code reflects the overall community vision, how efficiently it functions, how easy it is to read and understand, how well it balances competing demands like predictability and consistency, how it reflects best practices, and how it impacts or is impacted by other codes and regulations. This session will focus on the advantages of code audits, getting funding and support for the process, the art of soliciting help, the audit process itself, and how to use audit results in code updates. Session participants will gain practical insight and direction on code audit best practices and how to make audits work for them. *(1.0 CM)*

Bio(s): **Allison Mouch, AICP** has twelve years of professional planning and design experience in the public, private and non-profit sectors. Her areas of specialization include comprehensive plans, public engagement, code development, project management, mapping and analysis. Her leadership as Planning Bureau Chief at the Montana Department of Commerce resulted in greater collaboration in planning, economic development and resilient strategies between state agencies and local governments. She has wide-ranging experience working with private developers in project planning and design; facilitating collaboration between stakeholders on policy and planning decisions; along with grant writing and administration.

**Carol Rhea, FAICP**, Orion Planning + Design, has 30 years of planning practice. Prior to founding Orion Planning + Design, Carol created and staffed Rhea Consulting, serving communities in North and South Carolina. Previously she was the Assistant Director of Planning and Development Services for York County, SC responsible for the daily

administration of planning, zoning, building inspections and customer service divisions. She also worked as a regional planner for the Southwest Florida Regional Planning Council, served more than 8 years as a Community Development Planner for the North Carolina Department of Commerce, and worked 5 years as the Director of Planning and Development for the City of Monroe, NC. Her experience has spanned city, county, regional and state agencies and includes conducting and reporting reviews of outer continental shelf oil and gas exploration proposals with the U.S. Bureau of Ocean Energy Management, Regulation and Enforcement, and managing programs for solid waste program, code enforcement, community development and building inspections. She is a certified LID professional.

**Bob Barber, FAICP**, Partner, Orion Planning + Design, has more than 26 years of planning practice. Prior to founding Orion Planning + Design, Bob was Director of Planning for Hernando, Mississippi selected as one of the 100 best small towns in America by Forbes Magazine in 2012. His planning practice focuses on community design, preservation, place making and smart growth principles and productive community engagement to create communities of lasting value. Bob served as Region III Commissioner on the American Institute of Certified Planners Commission, is the past president of the Mississippi Chapter of the American Planning Association, and former Chairman of APA's Chapter Presidents Council and AICP's College of Fellows.

Session Title: **Placemaking as an Economic Development Tool for Small Communities**

Date/Time: 10.17/4:30 – 5:30 PM

Description: Small communities sometimes have a difficult time driving economic development due to limited resources and fierce competition from larger communities. This session discusses how placemaking can be a major contributor in driving economic development and offers techniques to make your community more competitive for economic development. *(1.0 CM)*

Bio(s): **Steve Hohulin, AICP** brings more than 40 years of experience in planning, placemaking, economic development and urban design for a broad range of public- and private-sector clients. He has won dozens of awards for his work and has lead major projects in over thirty-five states and numerous foreign countries. He is a member of the Placemaking Leadership Council, and in conjunction with past employees, has lectured and written extensively on placemaking and its connection to economic development and the creation of more livable communities. Mr. Hohulin's past projects have included placemaking, economic development and urban design in 16 of the 20 largest metropolitan areas in the US, as well as hundreds of small and mid-sized cities. Many of these projects have been focused on maximizing the benefits of new and unique opportunities for these cities and making sure that any public sector expenditures are utilized in the most cost-effective manner. This work has led to 14 of his clients being listed among the top 20 fastest growing economies in the country.

**Greg Word** is a Senior Consultant out of VisonFirst's Ridgeland, MS office. He has served as senior vice president of Economic Development for the Greater Jackson Alliance. In this role, the organization was recognized by Community System's Digital 25 as an "organization that best uses digital technology to differentiate its community online to

better serve businesses.” A graduate of Mississippi State University, Greg also served on the board of directors for the Mississippi Economic Development Council as Past President. Most recently, he was recognized as North America’s Top 50 Economic Developers by Consultant Connect. Prior to joining the Alliance, he was bureau manager of Business Intelligence and Support for the Mississippi Development Authority. Greg served as Manager Technical/Graphic Services for North Mississippi Industrial Development Association. In these roles, his involvement in economic development teams helped produce numerous successful projects resulting in more than \$3 billion in investment and thousands of announced jobs.

Session Title: **The Future of Energy Generation and Distribution**

Date/Time: 10.18/8:00 – 9:00 AM

Description: The U.S. and the world are on the cusp of the most significant change in energy generation since the emergence of public power. From its inception, public power depended on a centralized generation facility, large and often far-reaching transmission lines, and localized substations that step down voltage and feed distribution lines that serve homes, businesses, and factories. That model is shifting to a distributed generation system with many smaller nodes of generation, green energy, and the possibility that any property generating power could potentially feed the grid. How can communities adapt to and accommodate this shift? *(1.0 CM)*

Bio(s): **Carol Rhea, FAICP**, Orion Planning + Design, has 30 years of planning practice. Prior to founding Orion Planning + Design, Carol created and staffed Rhea Consulting, serving communities in North and South Carolina. Previously she was the Assistant Director of Planning and Development Services for York County, SC responsible for the daily administration of planning, zoning, building inspections and customer service divisions. She also worked as a regional planner for the Southwest Florida Regional Planning Council, served more than 8 years as a Community Development Planner for the North Carolina Department of Commerce, and worked 5 years as the Director of Planning and Development for the City of Monroe, NC. Her experience has spanned city, county, regional and state agencies and includes conducting and reporting reviews of outer continental shelf oil and gas exploration proposals with the U.S. Bureau of Ocean Energy Management, Regulation and Enforcement, and managing programs for solid waste program, code enforcement, community development and building inspections. She is a certified LID professional.

**Wes Kelley** is the President and CEO of Huntsville Utilities. HU provides service to more than 190,000 electric, 100,000 water, and 56,000 natural gas customers in Huntsville and Madison County, Alabama. HU is also wrapping up construction of a city-wide fiber-optic infrastructure used by Google and others to provide high-speed telecommunication services to the community. Prior to coming to Huntsville in 2017, Wes led Columbia Power & Water Systems and Pulaski Electric System, both in middle Tennessee. He is a member of the Tennessee Valley Public Power Association’s Board of Directors and chairs the Contract Compliance Advisory Group. Wes also serves on the Tennessee Valley Authority’s Regional Energy Resource Council and the Customer Planning Council.

**Jay Stowe** has led several utility organizations over his career. After graduating from NC State, he worked in consulting and then spent 10 years at two municipal utilities in NC before coming to Huntsville Utilities as Vice President of Operations and ultimately as President and CEO. Jay spent the last three years as Senior VP at the Tennessee Valley Authority, first responsible for Distributed Energy Resources and most recently working with Resources and Operations Support which includes the diverse set of organizations from Environmental and River Management to corporate Safety, TVA Police, and Supply Chain. Jay is passionate about public service, people, and places, and enjoys leading change.

**Guangsheng Zhang, Ph.D** is an Assistant Professor in the Department of Mechanical & Aerospace Engineering at The University of Alabama in Huntsville. His research focuses on in situ diagnosis and thermal management of batteries and fuel cells for electric vehicle, aerospace, and renewable energy storage applications.

Session Title: **Zoning as Economic Development**

Date/Time: 10.18/8:00 – 9:00 AM

Description: Zoning provides the structure to consider, refine, and incorporate good development into a community. Zoning also is an economic development incentive to attract such projects. It gives developers comfort that nearby land uses and long-term development trends will enhance their investment, not detract from it. Also, a sound review process is needed to support community goals and encourage good development. Successfully bringing that development to town requires that zoning review be predictable, add value, and have clear communication. This session will detail how planners can use zoning and zoning review as economic development tools and attract wanted growth. *(1.0 CM)*

Bio(s): **Michael Blue, FAICP** is a Principal Consultant at Teska Associates in Evanston IL, with 30+ years planning experience. Work includes preparing comprehensive and strategic plans, zoning regulations; staff and organizational development; and development approval audits. Previously worked as Highland Park, IL Community Development Director and Deputy Director for Mount Prospect, IL. Municipal work included long range planning; current planning; supporting Commissions and Council activities. Active in national and state APA, (chair of ILAPA Commissioner Training committee). While technically a Yankee, Michael married a woman from Mobile in New Orleans, vacations in Gulf Shores, and his son goes to U of Alabama.

**Bob Barber, FAICP**, Partner, Orion Planning + Design, has more than 26 years of planning practice. Prior to founding Orion Planning + Design, Bob was Director of Planning for Hernando, Mississippi selected as one of the 100 best small towns in America by Forbes Magazine in 2012. His planning practice focuses on community design, preservation, place making and smart growth principles and productive community engagement to create communities of lasting value. Bob served as Region III Commissioner on the American Institute of Certified Planners Commission, is the past president of the Mississippi Chapter of the American Planning Association, and former Chairman of APA's Chapter Presidents Council and AICP's College of Fellows.

**Mary Beth Broeren, AICP** joined the City of Madison as Director of Planning and Economic Development in January 2016. She was appointed as Director of Development Services in March 2018, which added the Building, Engineering and Revenue Departments' coordination to her duties. She has 30 years of experience in municipal government and as a consultant, working as an urban economist and city planner. Her projects have ranged from redevelopment planning for a small agricultural community to an award winning form-based master plan for corridor revitalization for a city of 200,000. Her work in Madison has included a new library, downtown streetscape improvements, an updated Transportation Plan, growth policy issues and a wide variety of economic development projects including the new minor league baseball stadium under construction. Mary Beth is a nationally certified planner, with an undergraduate degree in Economics from Siena College and a Master's degree in City Planning from Georgia Tech.

Session Title: **Dream Big: P3 (Public Private Partnerships)**

Date/Time: 10.18/8:00 – 9:00 AM

Description: In the mid 1980's a small commuter college of 12,000 +/- students struggled to compete with other colleges in their system. Their state board of regents funding was limited and priority was given to funding construction of academic buildings, bridling their growth. As Campus Architects for the school we introduced to the University administration a Public Private Partnership willing to bring to campus privately funded dormitory housing. The University of Central Florida is now the second largest college campus in America. Discussion concerning use of bond proceeds to fund a portion of a project particularly focusing on tax-exempt debt. Discussion of local governmental assistance in connection with tax-exempt financing for private projects. (1.0 CM)

Bio(s): **Doug Gooch** began his career in architecture in Orlando, Florida. There he worked on projects ranging from the design of Phase 1 of the Orange County Convention Center to the Master Planning of Universal Studios. Additional projects included American Adventure pavilion EPCOT; and with the France family/NASCAR, work for the Jacksonville Jaguars; to the University of Central Florida. River Country Development was formed in Huntsville, Alabama in 2002 as a full-service development company providing comprehensive land use planning, branding, architecture, construction, finance and Project Management to Landowners, Investors, Public Agencies, Contractors, other Architects, Engineers and Real Estate Professionals.

**Shane Davis, PE** is the Director of Urban and Economic Development for the City of Huntsville. This role also includes developing and managing the City's Capital Improvement Plan, which provides over \$85 million annually for public infrastructure improvements throughout Huntsville. Over the past 5 years, Mr. Davis has assisted in numerous successful industrial and commercial economic development projects. This success has led to Huntsville becoming one of the most diverse economies in the Southeast creating over 35,000 new jobs and \$13.5 billion in new private investments covering a wide range of business sectors.

**Pfilip Hunt** was a public finance investment banker for over 30 years and has been involved in over 500 transactions totaling over \$20 billion during his career. In 2005 he

and Craig Wrathell formed Wrathell Hunt & Associates, LLC (“WHA”) which is a special district management and consulting firm which specializes in assisting land developers structure development financing utilizing special districts, incentives, public-private partnerships, and other public and private finance tools. The firm also specializes in managing the ongoing governmental functions and operations and maintenance of approximately 80 special districts. WHA has created, is in the process of creation or is currently managing special districts in Florida, Alabama, Mississippi, Louisiana, Georgia, North Carolina, Indiana and Texas.

**Ken Funderburk** joined Stifel with its acquisition of Alabama-based Merchant Capital in January of 2015. His career with Merchant Capital dates back 29 years, where he served as a banker in both corporate and public finance. Prior to his time with Merchant Capital, Mr. Funderburk’s career was focused in the field of Economic Development, as Director of the Montgomery Chamber of Commerce Economic Development Division. At one point he took a leave of absence from his employment with Merchant Capital, to serve as Director of the State of Alabama Development Office. During that period Mr. Funderburk was actively engaged in the recruitment of industry for the State, and was part of a team that successfully brought Hyundai, Honda and many other significant manufacturers to Alabama. In addition to the manufacturing sector, he has assisted many communities around the state in their commercial and retail development efforts. He has served in various positions with the Economic Development Association of Alabama, including Board Member and Legislative Committee Chairman.

Session Title: **The Downtown Huntsville “Trail” Network: Connecting Urban Assets in the Rocket City Center (Mobile)**

Date/Time: 10.18/8:00 – 9:30 AM

Description: The Downtown Huntsville “Trail” Network is comprised of the Downtown Huntsville Craft Beer Trail, Craft Coffee Trail, and Secret Art Trail. Each Trail connects complementary assets within the various nodes and districts throughout the city center. This session (which can either be a presentation or a walking tour) will examine the key strategies to successfully “connect” the various Trail Stops in multi-modal ways that encourage visitors to circulate throughout the Downtown area. The Trails have generated thousands of visitors and extensive media coverage by combining individual Downtown assets into a group experience. *(1.5 CM)*

Bio(s): **Chad Emerson** serves as the President & CEO for Downtown Huntsville, Inc. He previously served as Director of City Development for Montgomery, Alabama as well as a consultant to over 30 different cities on downtown and urban redevelopment strategies. Chad has presented at over 50 events and conferences related urban redevelopment strategies. He received his undergraduate degree from Lipscomb University and his law degree from the University of Tennessee. He, his wife, and five children live in Huntsville.

Session Title: **Developing a Mega-Site: The Mazda/Toyota Story**

Date/Time: 10.18/9:15 – 10:15 AM



Description: An overview of how the City of Huntsville and its regional partners landed one of the largest industrial projects in Alabama's history, the \$1.4B Mazda/Toyota Manufacturing Plant. Focus on the conditions that lead to the mega-site designation, and what ultimately "sold" the Huntsville region. *(1.0 CM)*

Bio(s): **Shane Davis, PE** is the Director of Urban and Economic Development for the City of Huntsville. This role also includes developing and managing the City's Capital Improvement Plan, which provides over \$85 million annually for public infrastructure improvements throughout Huntsville. Over the past 5 years, Mr. Davis has assisted in numerous successful industrial and commercial economic development projects. This success has led to Huntsville becoming one of the most diverse economies in the Southeast creating over 35,000 new jobs and \$13.5 billion in new private investments covering a wide range of business sectors.

Session Title: **Planners Leading the Way**

Date/Time: 10.18/9:15 – 10:15 AM

Description: Leadership is changing. In the past, leaders were expected to know the answers. In today's fast-paced world, leaders must respond to change and be effective at facilitating collaborative processes. Planners often think that leadership is the responsibility of the planning commission or elected officials. This session will explore the role of planners and make the argument that planners have the calling, if not the training, to be effective, natural leaders in their jobs and in their communities. That it is time to understand, own, accept, and embrace our role as leaders. *(1.0 CM)*

Bio(s): **Michael Blue, FAICP** is a Principal Consultant at Teska Associates in Evanston IL, with 30+ years planning experience. Work includes preparing comprehensive and strategic plans, zoning regulations; staff and organizational development; and development approval audits. Previously worked as Highland Park, IL Community Development Director and Deputy Director for Mount Prospect, IL. Municipal work included long range planning; current planning; supporting Commissions and Council activities. Active in national and state APA, (chair of ILAPA Commissioner Training committee). While technically a Yankee, Michael married a woman from Mobile in New Orleans, vacations in Gulf Shores, and his son goes to U of Alabama.

**Carol Rhea, FAICP**, Orion Planning + Design, has 30 years of planning practice. Prior to founding Orion Planning + Design, Carol created and staffed Rhea Consulting, serving communities in North and South Carolina. Previously she was the Assistant Director of Planning and Development Services for York County, SC responsible for the daily administration of planning, zoning, building inspections and customer service divisions. She also worked as a regional planner for the Southwest Florida Regional Planning Council, served more than 8 years as a Community Development Planner for the North Carolina Department of Commerce, and worked 5 years as the Director of Planning and Development for the City of Monroe, NC. Her experience has spanned city, county, regional and state agencies and includes conducting and reporting reviews of outer continental shelf oil and gas exploration proposals with the U.S. Bureau of Ocean Energy Management, Regulation and Enforcement, and managing programs for solid waste

program, code enforcement, community development and building inspections. She is a certified LID professional.

**Kurt Christiansen, FAICP** 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.

**Judy Daniel, FAICP** is a land use planner with over 30 years of experience in the public and private sectors. She most recently was Planning Director for Oxford, MS; with prior positions as Planning Director for Asheville, NC; Planning Manager with Montgomery County, MD; Planning Director for Williamson County, TN; Planning Consultant for the Island of Saipan in the Commonwealth of the Northern Mariana Islands; and as a Planning Coordinator for Elkington and Keltner Developers in Memphis, TN. She is a graduate of the University of Mississippi; and received her Master of Urban and Regional Planning and Master of Urban History from the University of Memphis. She has been very active in the American Planning Association, serving as President of the National Capital Chapter for four years, she is a member of the American Institute of Certified Planners; and she has been a guest lecturer at several universities. Ms. Daniel currently lives in Oxford and is the Senior Associate Director of Planning for the city, and a planning consultant.

Session Title: **Facilitating a Small Cell Network in Your Community**

Date/Time: 10.18/9:15 – 10:15 AM

Description: 5G Cell service is quickly coming, and the recent FCC regulations have limited our abilities to regulate the utility companies installing a small cell network in our community. Learn from the City of Oxford's recent experience of working with UnitiFiber to install a network in Oxford. This session will provide a general overview of the FCC regulations, how to overcome design challenges, especially in context sensitive areas such as historic districts and residential neighborhoods, and the importance of coordinating amongst several city departments. (1.0 CM)

Bio(s): **Ben Requet, AICP** is the Director of Planning for the City of Oxford, Mississippi. Prior to his work at the City of Oxford, Ben served as the Regional and Sustainability Coordinator for the Gulf Regional Planning Commission located in Biloxi, Mississippi. Ben is a graduate of the University of Mississippi and has a Master's of City and Regional Planning from the University of Memphis.

Session Title: **Legislative Update (Law Credits)**

Date/Time: 10.18/10:30 AM – 12:00 PM

Description: A review of recent legislative and legal issues, including a recent US Supreme Court case on takings in addition to Alabama cases, Attorney General's opinions, FHA and Air BNB

issues, and legislative act over the past 2 years regarding zoning/subdivision/annexation and related topics. *(1.5 CM Law)*

**Bio(s):** **Rob Johnston** has served as Assistant General Counsel at the Alabama League of Municipalities since 2012. He is responsible for advising municipal officials and employees from over 450 member cities and towns. He received his B.A. degree from the University of Alabama and his J.D. degree from Thomas Jones Goode School of Law. Additionally, he is a member of the International Municipal Lawyers Association (IMLA), the Alabama Association of Municipal Attorneys (AAMA), and served in the 2012 Alabama State Bar Leadership Forum Class.

**Session Title:** **Promoting, Planning, and Paying for Resilience**

**Date/Time:** 10.18/10:30 – 11:30 AM

**Description:** The US faces challenges related to climate change, natural disasters, aging infrastructure, as well as changing economies and demographics. Many governmental agencies are developing policies and goals that promote resiliency and long-term sustainability while some are ignoring the topic altogether. Promoting, planning, and paying for resiliency measures or fully addressing the potential fiscal impacts of inaction isn't well understood. Join a lively discussion and hear how government agencies are paying for resiliency measures. *(1.0 CM)*

**Bio(s):** **Carol Rhea, FAICP**, Orion Planning + Design, has 30 years of planning practice. Prior to founding Orion Planning + Design, Carol created and staffed Rhea Consulting, serving communities in North and South Carolina. Previously she was the Assistant Director of Planning and Development Services for York County, SC responsible for the daily administration of planning, zoning, building inspections and customer service divisions. She also worked as a regional planner for the Southwest Florida Regional Planning Council, served more than 8 years as a Community Development Planner for the North Carolina Department of Commerce, and worked 5 years as the Director of Planning and Development for the City of Monroe, NC. Her experience has spanned city, county, regional and state agencies and includes conducting and reporting reviews of outer continental shelf oil and gas exploration proposals with the U.S. Bureau of Ocean Energy Management, Regulation and Enforcement, and managing programs for solid waste program, code enforcement, community development and building inspections. She is a certified LID professional.

**Joshua McCoy, PFM** leads PFM's Alabama practice working with the firm's state and local government, higher education, and public utility clients throughout Alabama and the Southeast. He serves as leading advisor and day-to-day contact for clients such as the State of Alabama, City of Huntsville, City of Auburn, City of Mobile, Mobile County, City of Opelika, Auburn University, University of South Alabama and the University of Arkansas System. Joshua brings his clients a wealth of experience having advised on a multitude of debt transactions, financial planning, refunding, and financial modeling for a number of clients. His transaction experience encompasses a full range of issuance types including taxable, tax exempt, competitive, and negotiated sales as well as an array of refunding and debt restructuring issues.

**Randy Layman** is an Associate Director in the U.S. Public Finance group for S&P Global Ratings where he predominately focuses on credit analysis of local governments and utility systems across the Southeast and Texas. Randy is a leader within S&P's environmental, social and governance strategy group and is one of S&P's experts in land-secured financings. Randy is a member of the National Municipal Finance Association and the Phi Beta Kappa Society. Prior to joining S&P in 2015, Randy held positions with FTN Financial Capital Markets, the market analytics firm FactSet Research Systems, the U.S. Government Accountability Office, and the U.S. Department of Defense. Randy holds a B.A. in Economics and a M.P.A., specializing in public finance, from Indiana University.

**Kurt Christiansen, FAICP** 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.

Session Title: **South Huntsville Main – A New Approach to Corridor Revitalization**

Date/Time: 10.18/10:30 – 11:30 AM

Description: Huntsville's South Memorial Parkway has undergone a dramatic change as road improvements removed at grade intersections. At the same time, the growing South Huntsville Business Association formed and became the first commercial corridor to achieve official Main Street Designation in Alabama (and one of the first in the nation). Alabama Main Street is a robust program that follows the National Main Street model. Traditionally focused on downtowns, the principles of Main Street are now being applied to an ageing commercial corridor. The results are already profound, South Memorial Parkway is experiencing a resurgence of independent and national retailers. *(1.0 CM)*

Bio(s): **Tripp Muldrow, AICP** is an accomplished urban planner with over twenty-five years' experience in a broad range of areas in the planning profession. Tripp's focus has been connecting physical planning and urban design projects with economic development strategies in small and medium sized communities. Tripp has authored downtown market studies, master plans, economic development strategies, and community marketing plans for over 300 places in thirty-five states, Canada, Belize, Bolivia, and Honduras. He has also worked "on the ground" implementing plans as an urban economic developer working for cities, redevelopment authorities, and extensively with state and local Main Street programs.

**Mary Helmer** brings a wealth of experience to downtown and neighborhood commercial district revitalization. She is an experienced professional specializing in community and economic development strategies, relationship building, training and leadership development. 10 years as a local Main Street Director in Emporia, KS forged

a lifelong interest in district revitalization and community development. Emporia was the first Kansas community recognized with the prestigious Great American Main Street Award from the National Trust Main Street Center. In 2007, Mary became a coordinator for the Kansas Main Street Program and served in that capacity for 5 years. In 2012, Mary formed Helmer Consulting LLC and has worked with communities in several states on market understanding, economic development implementation strategies, fundraising and more. She also developed the leveraged funding package and managed the public relations on a project to convert a former high school into a hotel/convention center in Emporia, KS. In 2013, she became the state coordinator of Main Street Alabama, where she worked to re-launch the statewide coordinating program. Alabama now has 27 designated communities and 32 downtown network communities.

**Bekah Schmidt** Bekah Schmidt serves as the Executive Director for the South Huntsville Main Business Association (South Huntsville Main), a Main Street Designated Community. In partnership with the City of Huntsville and Main Street Alabama, South Huntsville Main is working to revitalize South Huntsville and create a vibrant community. In the first year of being a designated community, South Huntsville saw \$23,992,565 of private investment, 10 new businesses open their doors, and 82 new jobs. Bekah is responsible for the day to day operations of South Huntsville Main, fundraising, volunteer management, public relations and marketing, community reporting, and everything else. Before working for South Huntsville Main, Bekah worked at Leadership Greater Huntsville as the Marketing and Connect Program Director. Bekah graduated Magna Cum Laude from University of Alaska Fairbanks with a degree in Political Science & International Studies and was a University Honors Scholar. In May of 2018, Bekah received her Effective Facilitator Certificate through Leadership Strategies.

Session Title: **APA-AL Business Meeting**  
Date/Time: 10.18/12:00 – 1:00 PM  
Description: Chapter business meeting. *(1.0 CM)*

Session Title: **APA-MS Business Meeting**  
Date/Time: 10.18/12:00 – 1:00 PM  
Description: Chapter business meeting. *(1.0 CM)*