



michigan municipal league

Public Policy Forum - Feb 26, 2008



Event Program,
Speakers, and List of Attendees

Public Policy Forum
Detroit Institute of Arts
Tuesday, February 26, 2008
9:00 a.m. – 4:00 p.m.

Moderator: **Roger Martin**, APR, Martin Waymire Advocacy Communications

8:30 – 9:00 a.m. Coffee / Welcome

9:00 – 9:30 a.m. Introduction – **Dan Gilmartin**
Executive Director, MML

9:30 – 10:15 a.m. **Lou Glazer**, President
Michigan Future, Inc.

10:15 – 10:30 a.m. Break

10:30 – 11:15 a.m. **Paul Schutt**, Partner
Issue Media Group, Detroit

11:15 – Noon Interactive thoughts and ideas

Noon – 1:15 p.m. Lunch
Ryan Cooley, Owner,
O'Connor Real Estate and Development
Video – **Paul Schutt**

1:15 – 2:30 p.m. **John Norquist**
Former mayor of Milwaukee; President and CEO,
Congress for the New Urbanism, Chicago, IL

2:30 – 3:30 p.m. **R. Geoffrey Ferrell**, Principal,
Ferrell Madden Associates, Washington D.C.

3:30 – 4:00 p.m. More dialogue



See you at the next Public Policy Forum
Thursday, April 17, 2008
The League's Capital Office, Lansing
9:00 a.m. – 4:00 p.m.

Attendees:

Mr. Michael S. Herman, City Manager, Albion
Mr. Gerald Tuzinowski, Councilmember, Algonac
Hon. Carol A. Shafto, Mayor, Alpena
Mrs. Jane Bais-DiSessa, City Manager, Berkley
Mr. Thomas M. Markus, City Manager, Birmingham
Mr. Michael C. Cain, City Manager, Boyne City
Hon. Kate Lawrence, Mayor, Brighton
Mr. Dana W. Foster, City Manager, Brighton
Mr. Peter D. Stalker, City Manager, Cadillac
Mr. Arthur Stevens, Councilmember, Cadillac
Mr. Richard A. Watkins, Township Manager,
Delta Charter Township
Mr. Kenneth V. Cockrel, Jr., Council President, Detroit
Ms. Olga Savic, Detroit Economic Growth Corporation
Mr. Lynn Markland, City Manager, Durand
Mrs. Deborah L. Doyle, Councilmember, Durand
Mr. Theodore J. Staton, City Manager, East Lansing
Mr. Steven M. Brock, City Manager, Farmington Hills
Mr. Robert J. Bruner, Jr., City Manager, Ferndale
Mr. Chris A. Yonker, City Manager, Fremont
Hon. Michael N. Matheny, Mayor, Grand Blanc
Mr. Kurt F. Kimball, City Manager, Grand Rapids
Mr. Eric R. DeLong, Deputy City Manager, Grand Rapids
Hon. James R. Buck, Mayor, Grandville
Hon. Dale N. Scrace, Mayor, Grosse Pointe
Mr. Thomas L. Youatt, City Administrator, Harbor Beach
Mr. Edward G. Klobucher, City Manager, Hazel Park
Hon. Albert H. McGeehan, Mayor, Holland
Mr. Scott MacInnes, City Manager, Houghton
Mr. Reid S. Charles II, City Manager, Howell
Mr. Jeffrey Jenks, Commissioner, Huntington Woods
Mrs. Penny S. Hill, Village Manager, Kalkaska
Mr. Timothy R. Wolff, Village Manager, Lake Isabella

Hon. Virg Bernero, Mayor, Lansing
Mr. Jeffrey L. Mueller, City Administrator,
Lathrup Village
Mr. Karl G. Zueger, Asst. City Manager, Marquette
Mr. John E. Duso, Assistant City Manager, Midland
Ms. Kathie S. Grinzinger, City Manager, Mount Pleasant
Mr. Gerald R. Peterson, City Manager, Negaunee
Mr. Clay J. Pearson, City Manager, Novi
Mr. Joseph A. Fivas, City Manager, Owosso
Mr. Karl S. Tomion, City Manager, Port Huron
Mr. Michael F. Young, City Manager, Rockford
Mr. Darnell Earley, City Manager, Saginaw
Mr. Frank L. Walsh, City Manager, Saint Joseph
Hon. Gretchen Driskell, Mayor, Saline
Mr. Spencer R. Nebel, City Manager, Sault Sainte Marie
Ms. Robin E. Beltramini, Councilmember, Troy
Ms. Barbara Holt, Mayor Pro Tem, Walker
Hon. William T. Roberts, Mayor, Walled Lake
Mr. Todd A. Drysdale, City Administrator, Wyandotte
Hon. Carol S. Sheets, Mayor, Wyoming
Mr. Curtis L. Holt, City Manager, Wyoming
Mr. Edward B. Koryzno, Jr., City Manager, Ypsilanti
Mr. Timothy R. Klunder, City Manager, Zeeland



Speakers:

Ryan Cooley, Owner, Corktown-based O'Connor Real Estate and Development



After finishing high school in Marysville, Michigan, Ryan Cooley, like so many talented Michigan students, headed to Chicago for school. An internship turned into a job with a firm that made senior housing loans

across the country.

Ryan moved up to banking vice president working with commercial lending. He specialized in handling loans for real estate projects, financing apartment or condominium deals, purchases of vacant land and industrial properties. Ryan began to notice that the folks on the other side of his desk were having all the fun. Realizing that there were a lot of different ways he could be successful in real estate, Ryan decided to move to the other side of the desk.

After identifying a need in Detroit for a real estate firm with in-depth, local knowledge like his grandfather's O'Connor Real Estate firm in Marysville, Ryan brought the third generation offshoot of O'Connor Real Estate to the city. The Detroit office, in the heart of Corktown, was lovingly rehabbed from a pile of rubble. The employees, all Detroit residents, have a real passion for the city and strive to help people buy homes they're excited to live in (or sell, when necessary), while contributing to the long-term growth of the city.

O'Connor Real Estate and Development is already making its mark on the city with several renovated residential and commercial projects. With Ryan's help, new development is generating energy, attracting new investors, and making Corktown a destination in its own right.

John O. Norquist, President and CEO, Congress for the New Urbanism (CNU)

John Norquist's work promoting New Urbanism as an alternative to sprawl and antidote to sprawl's social and environmental problems draws on his experience as mayor of Milwaukee and prominent participant in national discussions on urban design and school reform. The Congress for the New Urbanism (CNU) is a leader in promoting walkable, neighborhood-based development as an alternative to sprawl.

John was the mayor of Milwaukee from 1988-2004. Under his leadership, Milwaukee experienced a decline in poverty, saw a boom in new downtown housing, and became a leading center of education and welfare reform. During his tenure, the city's zoning code was revised and development was reoriented around walkable streets and public amenities such as the city's 3.1-mile Riverwalk. John was widely recognized for championing the removal of an 8-mile stretch of elevated freeway, clearing the way for an anticipated \$250 million in infill development in the heart of Milwaukee.



A leader in national discussions of urban design and educational issues, John is the author of *The Wealth of Cities* and has taught courses in urban policy and urban planning at the University of Chicago, University of Wisconsin-Milwaukee School of Architecture and Urban Planning, and at Marquette University. John is a leading force in creating tools that make it easier to put New Urbanism into practice around the world.



Lou Glazer, President and Co-Founder, Michigan Future, Inc.

Lou Glazer is president and co-founder of Michigan Future, Inc., a non-partisan, nonprofit organization that fosters technological innovation and explores opportunities to help Michigan thrive in new and emerging economies.

Lou cares passionately about Michigan's economic future. For the past year he has been presenting the Michigan Future, Inc. report "A New Agenda for a New Michigan" to organizations across the state. The report provides new ideas on what Michigan needs to do to succeed as a world-class community in today's flat world, and explains how preparing, attracting and retaining talent is crucial to our success in the Information Age. Lou is a driving force in building ownership in a new agenda to better position Michigan to succeed in a knowledge-driven and entrepreneurial economy.

Lou is also currently heading efforts to launch two very different projects—first, a high school designed to connect students to good paying careers in the 21st Century automotive industry, and second, an innovative system for reducing chronic unemployment with Goodwill Industries of Greater Detroit.



Paul Schutt Co-Founder, Issue Media Group, L.L.C.

Two years ago, Paul Schutt felt that there were not enough local publications telling the stories of new development, creative people and businesses, vibrant neighborhoods, and cool places to live, eat, shop, work and play in Detroit. Most local publications either continued to take a cynical look at this progress, or just sort of ignored it in favor of the controversial stories of bad politics and deals gone wrong.

To help change this narrative, Paul teamed up with Brian Boyle and founded Issue Media Group. Together they created Model D, an online magazine that reflects the optimism and inspiration that is evident in the plans of many of Detroit's entrepreneurs, artists, and musicians. The readers are residents, as well as all the people in the surrounding areas, who are stakeholders in Detroit's future. Paul describes the audience as Detroit enthusiasts—anyone rooting for the city, as well as anyone who could be inspired to encourage its success.

Issue Media Group now publishes six online magazines including Model D and metromode in Detroit, PopCity in Pittsburgh, Rapid Growth in Grand Rapids, Capital Gains in Lansing, and Soapbox in Cincinnati. Through these e-zines, Paul is contributing to the new narrative on the importance of vibrant core cities.



Geoffrey Ferrell, Principal, Ferrell Madden Associates L.L.C.

Geoffrey Ferrell is a principal of Ferrell Madden Associates, a Washington D.C. firm that focuses on urban design, town planning and form-based coding. He has been producing urban design projects across the United States for fifteen years. He is an advocate of form-based code, a land development regulatory tool that places primary emphasis on the physical form of the built environment with the end goal of producing a specific type of place.



The Ferrell Madden Associates' philosophy is that true towns, villages, and cities are fundamental human creations that balance things public with things private. In a healthy city, public and private elements work together, with synergy, to produce a good quality of life. Where either the public (community) aspect or the private (individual) is sacrificed, quality of life suffers.


Geoffrey believes that authentic neighborhoods have an integration and balance of uses, public/private synergy, streets as an amenity, and front porches which encourage eyes on the street. His work is featured in the book *The New Urbanism* by Peter Katz.

Roger Martin, Partner, Martin Waymire Advocacy Communications



Roger Martin is a partner at Martin Waymire Advocacy Communications. Throughout more than two decades as an award-winning journalist and public relations executive, Roger has been recognized as one of Michigan's best communicators and has distinguished himself as a researcher, writer, strategist and tactician of integrity and high quality.

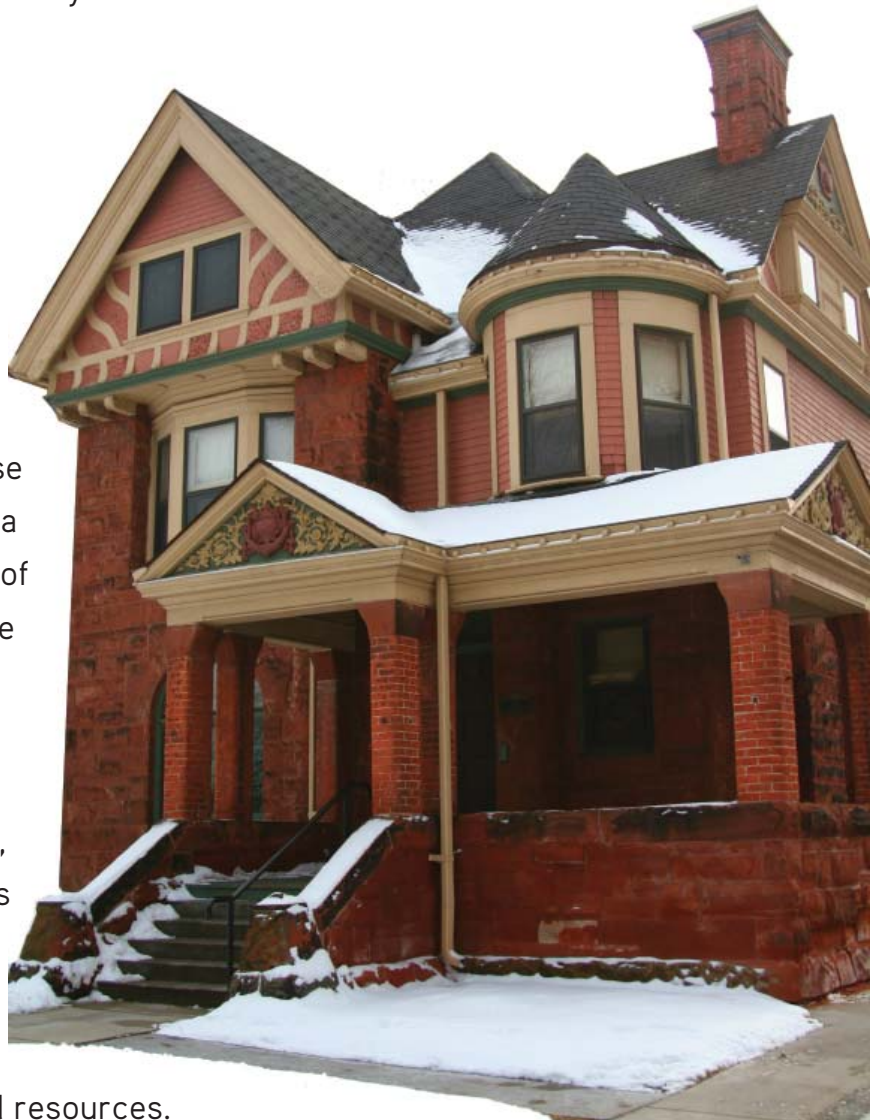
In 2002, Roger combined his understanding of public policy, communications skills, and contacts with reporters around the state with those of David Waymire to create Martin Waymire Advocacy Communications, one of Michigan's top public relations firms.



This Public Policy Forum is a program of the **Michigan Municipal League's Community Design and Education Center** and is generously supported by a grant from the **Michigan State Housing Development Authority**.

The Center has been established to assist local officials in identifying, developing, and implementing programs and strategies that will enhance the state's communities as vibrant places for the 21st Century. Among the Center's activities are a series of public policy forums and educational workshops meant to engage local officials in the different strategies being utilized to create a sense of place in communities, and how such activities lead to principles and practices which create vibrancy in our downtowns, neighborhoods, and regions. The Center will also serve as a resource clearinghouse for local communities providing technical assistance in the areas of community audits and market analysis, planning and zoning, and design and community development.

The Center will use research, employ a speaker's bureau of experts, and utilize community experiences with the goal of promoting vibrant, livable downtowns and neighborhoods that make use of existing infrastructure and resources.



The Michigan Municipal League's Community Design and Education Program Center

Investing in communities is an important element of any long-term economic development strategy. Research continues to show that “place” matters more than ever as an increasingly mobile workforce seeks a place to live first and a job second. Local officials play a primary role in setting forth policies that can help to achieve community sustainability and improve quality of life by creating places that are attractive in which to live, work, learn and play. Capacity building of local officials and community leaders in this effort is of keen interest to the Michigan Municipal League and its members. The League’s Community Design and Education Center will assist local officials in identifying, developing, and implementing programs and strategies that will enhance the state’s communities as vibrant places for the 21st Century.



michigan municipal league
Better Communities. Better Michigan.

