

Public Policy Forum



Thursday April 17, 2008
Capital Office, Lansing



Public Policy Forum
League Lansing Capital Office
Thursday, April 17, 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 – 9:15 a.m. Opening Remarks –
Dan Gilmartin, Executive Director, MML
- 9:15 – 10:00 a.m. **“Bridging the Forums”** – What did we take away from the last forum and how does it relate to today’s conversations?
Roger Martin
- 10:00 – 10:15 a.m. Break
- 10:15 – 11:15 a.m. **“Civic Acupuncture”**
Peter Kageyama, Partner
Creative Cities Productions, Tampa Bay, Florida
- 11:15 a.m.– 12:15 **“Why the Garden Club Couldn’t Save Youngstown”**
Sean Safford, Assistant Professor of Organizations & Strategy
University of Chicago, Graduate School of Business
- 12:15 – 1:30 p.m. Lunch & Participant Discussion
- 1:30 – 2:45 p.m. Panel Discussion of local developers
Moderator: **Arnold Weinfeld**, Director, Public Policy & Federal Affairs, MML
Robert Trezise, President and CEO, Lansing Economic Development Corporation;
Shawn Elliott, Owner, Diamonds in the Rough, Lansing;
Harry Hepler, Owner, H Inc., Lansing;
Bob Johnson, Director of Planning and Development, Lansing
- 2:45 – 4:00 p.m. Reflection on today’s insights and moving forward.

**See you at the next
Public Policy Forum!
Thursday, May 15, 2008
Grand Rapids
9:00 a.m. – 4:00 p.m.**



Attendees:

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

Katy Locker, Hudson-Webber Foundation
Alex R. Allie, City Manager, Huntington Woods
Jeffrey Jenks, Commissioner, Huntington Woods
Penny S. Hill, Village Manager, Kalkaska
Timothy R. Wolff, Village Manager, Lake Isabella
Virg Bernero, Mayor, Lansing
Jeffrey L. Mueller, City Administrator, Lathrup Village
Karl G. Zueger, Asst. City Manager, Marquette
Ashley Aidenbaum, Michigan State Housing
Development Authority
John E. Duso, Assistant City Manager, Midland
Kathie S. Grinzinger, City Manager, Mount Pleasant
Gerald R. Peterson, City Manager, Negaunee
Clay J. Pearson, City Manager, Novi
Joseph A. Fivas, City Manager, Owosso
Karl S. Tomion, City Manager, Port Huron
Michael F. Young, City Manager, Rockford
Darnell Earley, City Manager, Saginaw
Frank L. Walsh, City Manager, Saint Joseph
Gretchen Driskell, Mayor, Saline
Spencer R. Nebel, City Manager, Sault Sainte Marie
Robin E. Beltramini, Councilmember, Troy
Barbara Holt, Mayor Pro Tem, Walker
William T. Roberts, Mayor, Walled Lake
Todd A. Drysdale, City Administrator, Wyandotte
Carol S. Sheets, Mayor, Wyoming
Curtis L. Holt, City Manager, Wyoming
Edward B. Koryzno, Jr., City Manager, Ypsilanti
Timothy R. Klunder, City Manager, Zeeland

Moderator:



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.





Peter Kageyama

Peter Kageyama is a partner with Creative Cities Productions (CCP). He provides consulting and development services for the Creative Economy by focusing on entrepreneurs, arts and cultural organizations, cities, and technologies that impact peoples' quality of life. CCP specializes in projects that have positive economic, social, cultural, and environmental outcomes.

Peter is a social entrepreneur with a highly diverse career which includes law, technology, dance, music, marketing, video, and event production. He is a public speaker and a media personality in Tampa Bay in print, local television, and radio. Peter is involved in many civic organizations. He sits on the board of Creative Tampa Bay, an organization that is dedicated to enacting the principles of the Creative Economy within the region.

In 2006, Peter traveled to Jamaica, Rwanda, England, and Germany to research creative industry initiatives and best practices. And in 2007, he traveled to Northern Ireland, Singapore, Thailand, Hong Kong, and Sweden to meet with other creative industry and community leaders.

He is the co-founder and producer of the Creative Cities Summit. Held in Florida in September 2004, the conference gathered together practitioners in the Creative Economy from all over the world. This fall, he is producing the Creative Cities Summit 2.0 in Detroit.



Harry Hepler

Harry Hepler owns and operates H Inc., a property and construction management company that specializes in urban development, commercial rehabilitation, and loft apartment developments within urban communities.

H. Inc.'s experience with adaptive reuse of historic buildings began in 1989 in downtown Lansing. H. Inc. has rehabbed over 500,000 square feet of space in downtown Lansing, working with the city on municipal initiatives and programs geared toward improving Lansing's urban spaces.

One of H. Inc.'s Lansing redevelopment projects, the Motor Wheel Lofts, opened its doors on August 25, 2006 to residential tenants. The project achieved 85-percent occupancy by the end of 2006 and 100 percent by June of 2007. Harry's commitment to reinventing the historic Prudden Motor Wheel factory turned a declining industrial space into exceptional urban living that is only minutes away from local business, schools, entertainment, and dining attractions.

Bob Trezise, Jr.

Bob Trezise, Jr. is president and CEO of the Lansing Economic Development Corporation. In this position he has put together a half billion dollars worth of private investment into downtown Lansing, including the rehabilitation of the long dormant riverfront Power Station building, Lansing's newest and tallest private structure since 1931.

Bob has packaged scores of industrial and downtown projects using 198s, 328s, brownfields, OPRAs, NEZs, etc. over his long career in economic development. Highlights of his career include starting and running the economic development program for Delta Township for five years, being VP of Capital Choice for the Lansing Regional Chamber of Commerce that operates an economic development program for Ingham, Eaton, and Clinton counties, and starting the MEDC's Community Assistance Team (CATeam), which he ran for five years.



Sean Safford

Sean Safford is assistant professor of Organizations and Strategy at the University of Chicago's Graduate School of Business. His studies focus on social, economic, and technological change, particularly in mature industrial economies, as well as historical social network analysis. He was a lead researcher with the MIT Local Innovation Systems Project which examined the role of universities in economic development in the US and several countries around the world. His dissertation, "Why the Garden Club Couldn't Save Youngstown: Social Capital and the Transformation of the Rust Belt," won the Sage-Louis R. Pondy Best Dissertation-Based Paper Award by the Academy of Management's Organization and Management Theory Section, as well as best paper from a dissertation from the economic sociology section of the American Sociological Association.

Sean was previously a labor relations specialist for the National Federation of Federal Employees in Washington, DC, and a research associate for the International Union of United Auto Workers in Detroit. He says that growing up in Buffalo, New York, during the decline of the city's steel industry gave him a sense of the social and economic pain that acute economic change can generate. His initial experiences in the labor movement also showed him how economic institutions can both help and hinder economic change. He feels his research contributes by helping policy makers and organizational leaders manage economic change by focusing attention on the often slow, but vital, process of institutional change.



Bob Johnson

Bob Johnson is director of Planning & Neighborhood Development for the City of Lansing. He works with city officials, other governmental units, private citizens, business groups, and developers to facilitate development and rehabilitation of Lansing's residential, commercial, and industrial base.

Bob is also the senior executive assistant director of the Department of Labor & Economic Growth in Lansing. In this role he has been involved with the Michigan Land Bank Fast Track Authority, Cool Cities, urban revitalization, and transportation.

Shawn Elliott

Shawn Elliott owns Diamonds in the Rough, a Lansing company specializing in the restoration of historic properties. In the past five years, Shawn has concentrated on restoring buildings on the old South Washington Square commercial strip in downtown. His firm also manages several loft apartment complexes in Lansing.

While traveling to research what works in other cities, Shawn has discovered that more and more people want to live downtown. One of the redevelopment projects he is currently working on, the riverfront Capitol Club Tower, will include about 200,000 square feet of residential space and 50,000 square feet of retail space.

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 twenty-first 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 twenty-first century.

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