

# CNU *Illinois* 6TH ANNUAL STATEWIDE CONFERENCE

Chicago Architecture Foundation, 224 South Michigan Avenue, Chicago, Illinois 60604

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## PROGRAM SCHEDULE

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### Morning

#### **“Reconnecting Rockford: Changing Lives and Changing Landscapes”**

**Chicago Architecture Foundation, 224 South Michigan Avenue, Chicago, Illinois 60604**

8:30-9:00	Registration & Continental Breakfast
9:00-9:45	Welcome
9:45-9:55	Break
9:55-10:55	Presentations
10:55-11:05	Break
11:05-11:45	Panel Discussion
11:45-Noon	Wrap Up

### Lunch

#### **“A New Reality: Continuing Revitalization”**

**Mid-Day “Urban Excursion” to the Italian Village, 71 W. Monroe Street, Chicago, IL 60603**

Noon-1:30	Luncheon & Keynote Address
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### Afternoon

#### **The “Action Expo”: Putting Concepts into Action**

**Chicago Architecture Foundation, 224 South Michigan Avenue, Chicago, Illinois 60604**

1:00-1:30	Afternoon Registration
1:30-1:45	Welcome
1:45-2:20	Presentation 1 & Participation Activity
2:20-2:55	Presentation 2 & Participation Activity
2:55-3:10	Break
3:10-3:50	Presentation 3 & Participation Activity
3:50-4:35	Presentation 4 & Participation Activity
4:35-5:00	Wrap-Up

### Post Conference

**Happy Hour at the Berghoff, 17 W Adams St, Chicago, IL 60603**

5:30-7:30	Socializing & Networking (cash bar)
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## PROGRAM DESCRIPTIONS

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### **Morning Program**

#### **“Reconnecting Rockford: Changing Lives and Changing Landscapes”**

Rockford is a city of 150,000 people, located two hours northwest of Chicago. Formerly a manufacturing hub, its keystone employers have left the city, ushering in a wave of high unemployment with the predictable consequences on property, opportunity, and community vitality. However, these deep-seated challenges have given rise to numerous innovative responses championed by local leaders whose efforts are creating transformative outcomes. We are pleased to present a panel of these pioneers who will share their experiences in creating Rockford’s next chapter. Our program will include representatives from the Rockford Housing Authority, the Rockford City Market, the Rockford Vital Signs project, New Urban Futures, and the locally-produced short film series, “Our City, Our Story.”

**Rockford Housing Authority & Etsy Partnership** - The Rockford Housing Authority provides reduced-income housing for about 2,000 tenants throughout the City. The RHA is revitalizing the former Jane Addams site as a “new neighborhood” designed to serve Rockford’s physically and mentally disabled population. The plan includes a mix of real estate products including mixed-income, market-rate residential and commercial components based on the principles of the Congress for the New Urbanism that promotes a healthy, stable and economically vital neighborhood. The sustainable design is pedestrian and transit friendly with open, welcoming and active common spaces that benefit the entire neighborhood. Amenities include community gardens, parks and green space, and local and easily accessible retail outlets. One of the benefits of having a strong manufacturing history is that many residents in the region already have skills in production that were once the backbone of the local economy. The goal for the Etsy partnership with the City of Rockford, RHA, and the school district, is to understand how an “Etsy economy” can change the way a city thrives and how a city can use the Etsy platform to enhance the skills and selling power of its citizens. With the support of Rockford’s Mayor, the partnership aspires to bring entrepreneurship curriculum into the high schools and develop the skills of low-income residents to encourage local job creation.

**Rockford City Market** - A Project of the Rock River Development Partnership, the Market is held on Fridays from 3:00 p.m. to 8:00 p.m. all summer long along Water Street in Downtown Rockford. Visitors enjoy music, food and family fun. In 2012 the Illinois State Comptroller’s Office named the Rockford City Market a leader in agricultural tourism. Begun only three years ago, the Market drew over 57,000 attendees in 2012. The Market has proved so successful that it will soon have a new permanent indoor space for year-round operations.

**Rockford Vital Signs** - The Rockford Region Vital Signs website is an interactive data portal and a resource for all those seeking to understand how the area is evolving. It helps residents, businesses, organizations, municipal staff, elected officials, and journalists explore options and make informed decisions based on local social, economic, and environmental data. Vital Signs includes online mapping which provides a wealth of information about Rockford’s people, communities, and neighborhoods in a wide variety of topics, from economic development and the arts to housing and transportation.

## PROGRAM DESCRIPTIONS

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### **Morning Program (Continued)**

**New Urban Futures** - The “Creating the Creative Business” course focuses on teaching creatives how to develop business skills in a way that leads to the creation of a successful small business from talents and abilities they already possess. Creatives include: designers, artists, musicians, writers, specialty food producers, boutique retailers and anyone interested in starting or expanding a creative business. These “creative” businesses improve the vitality of commercial districts and have been shown to attract knowledge-based employees to cities around the globe.

**Our City, Our Story** - “Our City, Our Story” is a web video series created by Rockford-based cinematographer Pablo Korona in response to negative national attention the City has received. Korona directs, produces, shoots and edits the 3- to 5-minute pieces, which reside at [OurCityOurStory.com](http://OurCityOurStory.com) and their Facebook page at [facebook.com/OurCityOurStory](https://facebook.com/OurCityOurStory).

### **Lunch Program**

#### **“A New Reality: Continuing Revitalization”**

Rockford Mayor Lawrence Morrissey will deliver the keynote address on why there is more work to do in revitalizing central business districts in Illinois, post-Great Recession. During his tenure, Mayor Morrissey has been a strong advocate for job creation through improving Rockford's education system, improving public safety, and making core investments in Rockford's infrastructure. This luncheon will provide attendees with a unique opportunity to hear one of our State's most entrepreneurial leaders.

### **Afternoon Program\***

#### **The “Action Expo”: Putting Concepts into Action**

Too often we focus on individual problems in our cities and overlook the insights that could lead to systemic success. For our afternoon program we will bring together four presentations to illustrate an “Appreciative Inquiry” approach to addressing contemporary urban challenges. Unlike traditional “problem-solving,” this approach focuses on positive potential and the creation new possibilities. Civic innovators from Chicago's Center for Neighborhood Technology, Gruen Gruen + Associates, The CivicLab, and Blacks in Green™ will share their expertise. Attendees will then have the opportunity to take “hands-on” action through a series of participatory exercises led by our innovators.

#### **Presentation 1: “Appreciate the Value of What Is”**

Chicago's Center for Neighborhood Technology will present findings from their comprehensive 2012 report, *Prospering in Place*, which called for the formation of Priority Development Areas with a renewed focus on: compact and walkable existing neighborhoods served by transit; freight infrastructure with connections all over the world, and job centers that host Fortune 500 companies and employ a talented and diverse workforce.

**Warm-up Exercise:** CNT will lead the audience through an individual exercise to identify asset-rich areas in the Northeastern Illinois Region.

## PROGRAM DESCRIPTIONS

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### **Afternoon Program (Continued)**

#### **Presentation 2: “Envision What Might Be”**

Prosperity can no longer depend on excessive consumption, supported by asset inflation and the use of leverage. The new normal requires a new set of rules for success.

Gruen Gruen + Associates will present an overview of how successful cities and regions will contribute to and benefit from a more productive economy through changes in their land use mix and other policies.

**Warm-up Exercise:** *Working in pairs, participants will identify choices that could contribute productively to local economies.*

#### **Presentation 3: “Engage in Dialog of What Should Be”**

CivicLab is a new space for civic co-working, collaboration and tool making comprised of an all-volunteer community of self-described data nerds, coders, graphic designers, map makers, educators, and organizers. The CivicLab's Tax Increment Financing (TIF) Illumination Project explains the impacts of TIF districts in the City of Chicago on a ward-by-ward basis. This data is presented as a graphic poster released at a TIF town meeting, called an "Illumination," organized by community members. Since February 2013, there have been 14 of these presentations.

**Warm-up Exercise:** *Working in small groups, participants will discuss opportunities for positive interventions.*

#### **Presentation 4: “Innovate What Will Be”**

The Green-Village-Building™ initiative aims to increase the formation of neighbor-owned businesses thereby keeping resident money active locally, supporting community self-interests, and preserving the heritage of a place. Blacks in Green™ will present the eight principles at the core of green-village-building.

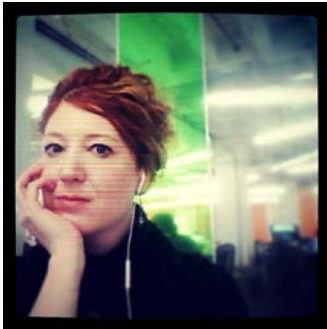
1. Micro-Saving/Lending, Local Currency/Wealth
2. Local Energy Production & Transportation
3. Shopping & Waste
4. Affordable Green Homes & Gardens
5. News & Networks/Stories & Structures
6. Village Centers & Borders
7. Health, Education & Welfare
8. Green Jobs & Enterprise

**Convergence Exercise:** *Participants will breakout into 8 groups which will each draft and report back to the plenary their preliminary rating criteria suggestions for one of the eight principles. The goal is to initiate a Green-Village-Building™ Rating System that could advance toward publication, piloting, and implementation.*

*\*CNU Illinois would like to thank Courtney Kashima from the Illinois Chapter of the American Planning Association, Ben Schulman from the Chicago Chapter of the American Institute of Architects, and Kendra Smith from the Chicago Metropolitan Agency for Planning for their participation in planning this program.*



## SPEAKER BIOS



### **Dr. Genevieve Borich (Rockford Region Vital Signs)**

Genevieve has an extensive background in economic development, community sustainability, research and analysis, community indicators, creative design, and innovative community engagement methods. She is the founder and CEO of SnapSense and was previously the Executive Director of the Rockford Region Economic Development District. She holds a Ph.D from the University of Illinois in Champaign-Urbana in Regional Planning as well as a Masters of Urban Planning from the University of Illinois and a B.A. in Community and Regional Planning from Iowa State.



### **Ron Clewer (Rockford Housing Authority)**

Ron was appointed as RHA's Deputy Executive Director for Development in 2010, and its Chief Executive Officer in 2012. Ron brings over 15 years of multi-use real estate development and management experience to his role in developing creative community-building initiatives at RHA sites. He brings vision and a "can do" attitude to the agency with a determination to merge the best practices for both private and public sectors. Ron was named one of "13 to Watch in '13" by the *Rockford Register Star*.



### **Naomi Davis (Blacks in Green™)**

Naomi is the founder of the nationally recognized Blacks in Green™, an award-winning economic development organization based in the West Woodlawn neighborhood of Chicago. Speaking of Naomi's work to the *New York Times*, Van Jones stated she has "been able to create an authentic, grass-roots urban expression of green politics." Naomi grew up in the walkable village of St. Albans, Queens, N.Y. She is a LEED Green Associate and Green For All Fellow, and for her work in green community economic development has received Governor Pat Quinn's Environmental Hero Award, the *Chicago Magazine* Green Award, the Jewel-Osco Environmental Stewardship Prize, and was selected to serve on Mayor Rahm Emanuel's Transition Team for Energy, Environment, and Public Space.



### **Aaron Gruen (Gruen Gruen + Associates)**

Aaron is a principal with the urban economics, market research, land use policy, and pre-development services consulting firm Gruen Gruen + Associates with offices in San Francisco, Denver, and Deerfield. Market, investment, and fiscal impact analysis provided by Aaron have served as the inputs and framework for the preparation and adoption of land use plans, downtown and commercial corridor revitalization programs, and making decisions about economic development and infrastructure programs and housing policies. Aaron holds a B.A., with honors, from the University of Chicago and a J.D. from DePaul University College of Law. He is licensed as an attorney and holds a State of Illinois Real Estate Broker's License.

## SPEAKER BIOS



### **Pablo Korona (Our City, Our Story)**

A production professional for nearly 10 years, Pablo created “Our City, Our Story” to give voice to the people who give life to the city and to help the community diversify its perceived identity. The project uses cinematic documentary production in episodes to tell compelling stories. He and “Our City, Our Story” have been profiled in *Fast Company* and the work has been shared by Etsy, *Entrepreneur* magazine, the *Washington Post* blog, Mental Floss, BoingBoing.net and Kottke.org. Pablo was the first Rockford-based artist selected to present at the only statewide, multidisciplinary conference for arts leaders, advocates and practitioners in Illinois, “One State Together in the Arts,” held earlier this year.



### **Mayor Lawrence Morrissey (City of Rockford)**

Lawrence Morrissey was first elected Mayor of Rockford on April 5, 2005 at the age of 35. Prior to his election, he had served the Rockford community in a number of civic roles including time as president of the Downtown River District organization and as a member of the Southwest Rockford neighborhood group, SWIFTT. Mayor Morrissey was also a charter member of a grass-roots transportation advocacy group, the Greater Rockford Transportation Coalition, where he advocated for smart-growth transportation solutions including bringing passenger rail service back to Rockford. Additionally, he has been a member of the American Bar Association, Illinois Bar Association, Congress for the New Urbanism, the International Council of Shopping Centers, and the Midwest High Speed Rail Coalition. Mayor Morrissey is a graduate of the University of Notre Dame and received his law degree from the University of Illinois. Mayor Morrissey grew up on Rockford's Northeast side.



### **Peter Provenzano (Rockford City Market)**

Peter J. Provenzano is President and CEO of SupplyCore Inc and maintains its headquarters in his hometown of Rockford. Peter is Chairman of the Rock River Development Partnership (RRDP), a public-private partnership cofounded with Mayor Morrissey to help create a redevelopment plan for downtown and the Rockford City Market. In 2011, Peter was inducted into the Convention and Visitors Bureau's “Tourism Hall of Fame” for his work with RRDP. In 2012 he was presented with the Rockford Chamber of Commerce “Twenty People You Should Know” Award. Peter has managed several community campaigns and served on numerous community boards, including the Rockford College Board of Trustees and the Greater Rockford Airport Authority. His urban renewal real estate business has led the \$16M redevelopment of Rockford's Gas & Electric building.

## SPEAKER BIOS



### **Pam Schallhorn (Creating the Creative Business)**

Pam is the founder and CEO of New Urban Futures Inc. She is a “creative” social entrepreneur who specializes in working with individuals who want to start or expand their own businesses. Previously, Pam has served as a Vice President of Commercial Lending with over 13 years of experience at a variety of Mid-Western banks. She holds a B.S. in Finance from Northern Illinois University and a Masters in Political Studies from University of Illinois at Springfield. Pam was raised originally in Rockford and returned in 2007.



### **Kyle Smith (Center for Neighborhood Technology)**

Kyle has led TOD and revitalization research and analysis projects in Illinois, Indiana and Ohio. As a policy expert in sustainable economic development techniques and successful grant-writer, he was the co-author of CNT’s 2012 Report, “Prospering in Place.” Kyle is a graduate of Oberlin College and holds a Masters in Urban Planning and Policy from the University of Illinois at Chicago.



### **Tom Tresser (CivicLab)**

Tom is an educator, organizer, creativity champion, public defender and fighter of privatization. He teaches a number of classes on policy, creativity and civic engagement for Loyola University, the Illinois Institute of Technology, and The University of Illinois Chicago. Tom is extremely proud to announce the launch of a new civic project, The CivicLab, a storefront space where activists, educators, coders and designers meet to collaborate, teach, and build tools for civic engagement.

## **Conference Organizers**

The Annual Statewide conference is planned by the CNU Illinois Board of Directors

### **The Executive Committee**

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Nora Beck - Vice Chair of Internal Affairs 2013  
Charles Renner, AIA, LEED Green Associate -  
Vice Chair of External Affairs 2013  
Walter Magdziarz, AICP - Secretary 2013  
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Jennifer Settle, LEED AP

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