

Who Should Be There:

City, Village and Township Administrators, Supervisors, Managers and Superintendents;

City, Village and Township Planning Commissioners;

City, Village and Township Elected Officials;

All Other Stakeholders in the Future Prosperity of the Northern Michigan Economy:

- County Government;
- Government Service Agencies;
- Economic Development Service Agencies;
- Planning Service Agencies;
- Business Start-Up/Entrepreneurial Agencies;
- Education/Workforce Training Agencies;
- Non-Profit Agencies;
- Lending Agencies;
- Private Business/Development/Investment Agencies

Agenda:

9:00 am Coffee/Tea/Network

9:15 am Opening Remarks with Dan Gilmartin, Executive Director of the Michigan Municipal League

10:00 am State Strategies with Bill Rustem, Chief Strategist to Governor Rick Snyder

10:45 am Break/Network

11:00 am Breakout Session 1

1. Reinvesting in Our Commercial Areas: Planning for Corridors
2. New Tools for Housing & Redevelopment
3. Integrating Placemaking into Your Local Community: Strategies for the New Economy

12:00 pm Lunch Buffet with Locally Produced Entrees

12:00 pm Keynote Luncheon with Fred Kent, President and Founder of Project for Public Places

1:15 pm Breakout Session 2

1. Promoting Your Town With Festivals & Events
2. Creating a Regional Sense of Place: Wayfinding and Signage
3. Creating Walkable, Bikable, Transit-Friendly Towns

2:15 pm Break/Network

2:30 pm Plenary Panel: Strategies & Resources for Increasing Local Economic Development & Planning Capacity

3:30 pm Dismiss/Network

This is Your Opportunity to:

- Tap directly into the strategic framework for economic development within Governor Rick Snyder's new administration.
- Learn more about local success stories and placemaking strategies in our regional cities, villages and commerce centers.
- Increase local access to professional economic development and planning capacity.

In Partnership With:



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Northern Michigan Placemaking Summit:

Investing in Our Cities, Villages,
and Commerce Centers

If you are a leader in Northern Michigan, you should not miss this great opportunity to increase our economic competitiveness!



**Tuesday March 1, 2011
Hagerty Center
9:00 am - 3:30 pm**

**715 E. Front Street
Traverse City, MI 49684**

nwm.org/placemaking.asp

Registration Form

(please fill out one form per registrant)

Placemaking Summit, March 1, 2011

Hagerly Center, Traverse City

Name _____ Title _____

Firm/Community _____

E-mail address (Note: Most communications will be via email) _____

Phone (with area code) _____ Fax _____

Mailing address _____

City _____ State _____ Zip Code _____

Registration Fee:

☐ \$25 per person if registration is received by February 15, 2011.

☐ \$40 if registration is received after 2/15/2011.

☐ \$50 at the door.

Refund Policy: Full refund if requested by 2/15/2011; no refund after this date. If you find you cannot attend, you may send someone in your stead.

Please register online or by mail or FAX (mail check):

Payment type: Check or Money Order
Payable to: NWMCOG

Northwest Michigan Council of Governments
Attn: Nigel Griswold
PO Box 506, Traverse City MI 49685-0506

Email: nigelgriswold@nwm.cog.mi.us
Phone: 231-929-5056 Fax: 231-929-5012

Online Registration and Info:
nwm.org/placemaking.asp

Speaker Bios



William Rustem, recently appointed as the statewide Chief Strategist for Governor Rick Snyder, was Gov. William G. Milliken's chief staff advisor on environmental matters and interim director of the Toxic Substances Control Commission. Following his service with the State of Michigan, he became the first executive director of the

newly established Center for the Great Lakes in Chicago. He coordinated the petition drive and campaign in 1976 for the Michigan "bottle bill," and coordinated the 1984 statewide campaign for the constitutional amendment creating a Michigan Natural Resources Trust Fund.

Since joining Public Sector Consultants as president and CEO, he has directed several policy and land use studies, while simultaneously holding the position of program director for the People and Land Project, a grant-making program at the W. K. Kellogg Foundation. Holding special expertise in public policy issues related to land use, urban development and water, Mr. Rustem has chaired and staffed several statewide task forces and councils, as well as acting as an adjunct professor at Michigan State University.



Dan Gilmartin was appointed executive director of the Michigan Municipal League in 2005. In this role, Mr. Gilmartin has authority over the League's programming, policy development and member services. Prior to this, he served as the League's deputy director from 2000-2005, where he led efforts to revitalize

its membership programs and design new services for Michigan communities. He also served for four years as the organization's lead lobbyist in Lansing and in Washington, where he concentrated on a number of key issues including transportation, land use and urban redevelopment.

Dan Gilmartin is recognized as a statewide leader in the fields of urban revitalization, local government reform and transportation policy. Recognizing that communities are at the core of the economic turnaround of Michigan, he is a passionate leader for making sure we create vibrant creative communities for the future, not the past.



Fred Kent is a leading authority on revitalizing city spaces and one of the foremost thinkers in livability, smart growth and the future of the city. As founder and president of Project for Public Spaces (PPS), he is known throughout the world as a dynamic speaker and prolific ideas man. Each year Mr. Kent provides technical

assistance and gives talks to communities across the U.S. and internationally, training 10,000 people annually in Placemaking techniques with his staff. The place-based, community-driven approach of PPS is not only grounded in years of research, but is also geared toward empowering people to develop a unique vision for their public spaces.

Online Registration and Info:
nwm.org/placemaking.asp

Breakout Session Details:

Breakout sessions will consist of three panel members and a moderator. Panel members will consist of topical experts and practitioners. Each panel member will provide a short presentation followed by an open question and answer session led by the moderator and fueled by the audience.

New Tools for Housing and Redevelopment

In this breakout session, learn how land bank authorities work, and how their financing and redevelopment tools can help your community attract investment to our core areas. Discuss how land bank tools – including a ground-breaking new housing trust fund – can help meet community housing and planning goals.

Planning for the Revitalization of Commercial Corridors

Many communities are redesigning high-traffic commercial corridors in order to better integrate these important assets into the community while addressing both commercial and residential needs. In this breakout session, discuss planning concepts for these well-traveled and highly-visible transportation corridors that can enhance your community's sense of place and add opportunities for greater investment.

Integrating Placemaking into Your Local Community: Strategies for the New Economy

This breakout session will focus on fundamental changes in the function of the economy, why sense of place matters for competing in the global economy, and the role of local government and stakeholders in shaping tangible placemaking strategies.

Promoting Your Town With Festivals and Events

This breakout session will focus on leveraging local and regional assets to promote sense of place in your community, including strategies to organize and execute activities.

Creating a Regional Sense of Place: Wayfinding and Signage

This breakout session will focus on regional strategies for increasing knowledge of and access to unique cities, villages and other assets through a consistent system of signage.

Creating Walkable, Bikable and Transit-Friendly Towns

This breakout session will focus on strategies to create a comfortable multi-modal transportation network in your local and regional community.

Online Registration and Info:
nwm.org/placemaking.asp