2023

FLORIDA COMMUNITY DEVELOPMENT ASSOCIATION

Virtual Conference

THURSDAY, FEBRUARY 23RD - 24TH

PLATINUM SPONSOR: WELLS FARGO

DAY 1 THURSDAY, FEBRUARY 23RD

10:00AM – 10:15AM OPENING SESSION

OPENING

Presenter: Cheryl Howell, FCDA Executive Director, Hillsborough County Assistant County Administrator of Equity and Community Impact, Hillsborough County FL

GREETINGS

Presenters: Diana Wesloski, FCDA 1st Vice President, Director of Community Services, St. Lucie County, FL

WELCOME

Presenter: Dexter Barge, Assistant County Administrator of Compliance Communities and Conservation, Hillsborough County, FL

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Presenter: Linda Graham, FCDA Board Member, Assistant Director, Brevard County Housing and Human Services ,Viera, FL

OVERVIEW

Presenter: Felicia Crosby-Rucker, FCDA President, Director of Homeless and Community Services, Hillsborough County, FL

10:15AM - 11:15AM REVITILIZING FLORIDA COMMUNITIES | LENDERS PANEL | ECONOMIC RESOURCES TO INCREASE AFFFORDABLE HOUSING

Moderator: Danicka Ransom, FCDA 2nd Vice President, Assistant Housing and Community Services Director, Osceola County, FL

Presenters: Esther Marshall, Senior Vice President, Community and Economic Development Market Manager, Southeast Market, Fifth Third Bank, Tampa, FL

Tracy Parker, Mortgage Bank Sales Consultant, Wells Fargo

George Romagnoli, Senior Vice President, Government Relations, Credit Underwriting, Neighborhood Lending Partners (NLP)

Mark Hendrickson, President of Hendrickson Company, Hillsborough County HFA

Hear about how increasing financial education can help homebuyers, small and large businesses and others overcome challenges to accessing credit, identifying opportunities to partner to revitalize communities, and developing affordable housing.

11:15AM - 12:00PM CREATING CLIMATE RESILIENT AFFORDABLE HOUSING AND COMMUNITIES: UNDERSTANDING RISKS, ROLES AND LEADERSHIP STRATEGIES

Moderator: Annetta Jenkins, FCDA Board Member, Executive Director of the Riviera Beach CDC

Presenter: CJ Reynolds, Director of Resiliency, Florida Housing Coalition
Dayna Lazarus , Technical Advisor, Florida Housing Coalition
Mary L. Williams, MBA, FCCM, State Disaster Housing Coordinator, Florida Division of Emergency Management

In 2021, new resilience policy defined Florida statute included affordable public housing as a critical community asset to be included in local flood vulnerability assessments. Community development leaders play a crucial role in shaping projects, programs and budgets to reduce risks from future floods and extreme heat to communities and residents. In this session, you'll gain learn about risks, new tools, resources and best practices developed during the Resilience and Energy Assessment of Communities and Housing (REACH) project funded by JP Morgan Chase Foundation and coordinated by the Tampa Bay Regional Planning Council.

12:00PM - 12:30PM BREAK - FCDA BOARD MEMBERS

Jim Ayotte, CAE, CEO, Florida Manufactured Housing Association, Inc.
Friend of CD Award
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12:30PM – 1:15PM STATE AND OTHER PROGRAMS/RESOURCES TO ASSIST IN CONVERSION OF HOTELS/MOTELS IN YOUR COMMUNITY

Moderator: Frances DeJesus, FCDA Board Member, Housing and Community Development Manager, Kissimmee, FL

Presenters: Stan Fitterman, President, SFF Consulting Group, Tampa, FL
Jessica Frye, Housing Initiative Manager, City of Orlando

In this session hear about how some of the latest state and federal resources can assist in creating permanent affordable housing units. Speakers will offer real-world examples of conversion projects and how to design the capital stack.

1:15PM - 2:00PM - HUD HOT TOPICS

Moderator: Linda Graham, FCDA Board Member, Assistant Director, Brevard County Housing and Human Services, Viera, FL

Presenters: Dr. Alesia Scott-Ford, HUD Field Office Director
Tonya R. Madison, HUD Community, Planning and Development Representative

What are some of the up and coming tools and resources that will help our communities and residents increase affordable housing, homeownership and economic opportunities.

2:00PM - CLOSING REMARKS | GIFT DRAWING

Presenter: Felicia Crosby-Rucker, FCDA President, Director of Homeless and Community Services, Hillsborough County, FL
FCDA Board Members

DAY 2 — FRIDAY, FEBRUARY 24TH

10:00AM – 10:05AM OPENING

Presenter: Cheryl Howell, FCDA Executive Director, Hillsborough County Assistant County Administrator of Equity and Community Impact, Hillsborough County, FL

10:05AM - 10:50AM A FIRESIDE CHAT WITH WELLSFARGO

Moderator: Danicka Ransom, FCDA 2nd Vice President, Assistant Director, Housing and Community Development, Osceola County, FL

Presenters: Marilyn Drayton, Senior Vice President, Community Relations - Philanthropy & Community Impact
Connie Wright, Senior Vice President, Housing Affordability – Philanthropy & Community Impact
Rulon Washington, Vice President, Home Lending Mortgage Sustainability

Join Wells Fargo leaders as they provide insight on their roles within the company and how their experience has helped Wells Fargo become a stronger community partner, both locally and nationally. During the session, each Wells Fargo leader will share highlights from 2022, as well as upcoming initiatives for the current year, focusing on philanthropy, housing and community development. Listen in, as Wells Fargo shares their perspective on the importance of impactful partnerships and collaboration with key organizations such as FCDA. Wells Fargo's ongoing support of FCDA's annual conference is an example of partnerships at its best!

11:00AM – 12:15PM PROJECT MANAGEMENT 101 - ENSURING SUCCESS

Moderator: Emory Counts, FCDA Director Emeritus, NCDA Past-President

Presenters: Gloria O'Neal, Senior Account Director, Neighborly Software, Inc.
Ruth Kelly, City of Tallahassee
Jennifer Yost, Customer Relationship Specialist, ZoomGrants
Vanessa Mastropola, Customer Relationship Specialist, ZoomGrants

High performing organizations understand how to manage projects successfully. After all, practice makes perfect, right? If you are creating multiple excel spreadsheets and paper forms to keep up with your numbers, accomplishments, expenditures and required spending ratios, then this information session is a must. These days we're working "smarter...harder!"

12:20PM - 12:45PM BREAK - FCDA BOARD MEMBERS

Jim Ayotte, CAE, CEO, Florida Manufactured Housing Association, Inc.
Gift Drawings

12:45PM – 1:00PM HOUSING IS HEALTHCARE | A MESSAGE FROM CEO OF TAMPA FAMILY HEALTH CENTER

Moderator: Cheryl Howell, FCDA Executive Director, Hillsborough County Assistant County Administrator of Equity and Community Impact, Hillsborough County, FL

Presenter: Sherry Hoback, Chief Executive Officer, Tampa Family Health Center

1:00PM – 1:45PM BREAK OUT SESSION | HOUSING IS HEALTHCARE

Moderator: Tracey-Ann Anthony, FCDA Board Member, Assistant to the City Manager-Administration/Director of Community Service, City of Miami Gardens

Presenters: Antoinette Hayes-Triplett, CEO, Tampa Hillsborough Homeless Initiative
Gene Earley, Hillsborough County Indigent Healthcare
Tom Van Pelt, Chief Operating Officer, Tampa Family Health Center

1:45PM - CLOSING REMARKS | GIFT DRAWING

Presenter: Felicia Crosby-Rucker, FCDA President, Director of Homeless and Community Services, Hillsborough County, FL
FCDA Board Members

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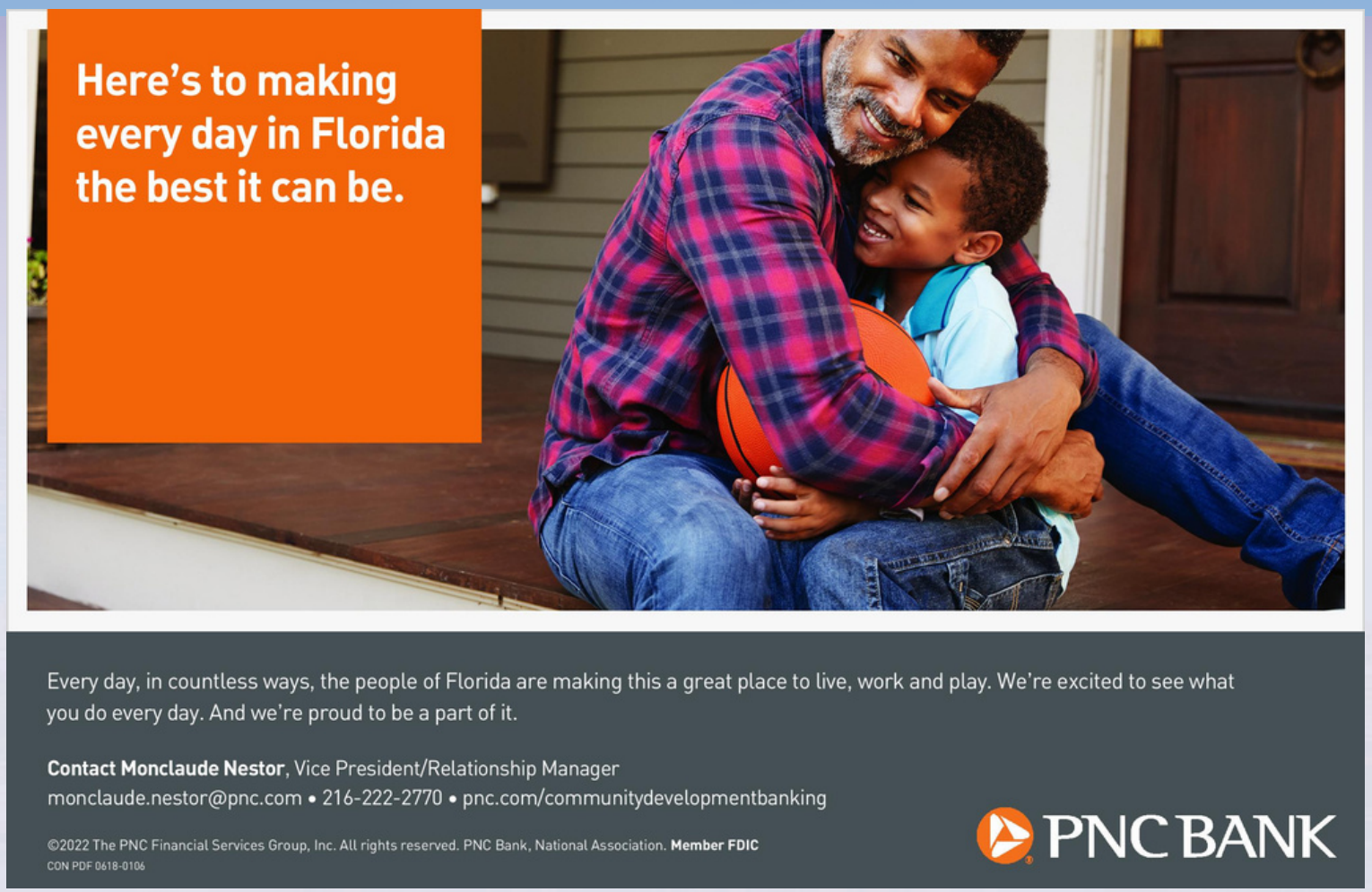

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