



2022

FLORIDA COMMUNITY DEVELOPMENT ASSOCIATION

Pre Conference

TUESDAY, SEPTEMBER 27TH

46th Annual Conference

WEDNESDAY, SEPTEMBER 28TH - 30TH

THE WESTIN TAMPA WATERSIDE

725 S HARBOUR ISLAND BLVD TAMPA, FL 33602

PLATINUM SPONSOR:

WELLS
FARGO



"The Endemic...Where do we go from here?"

PRE CONFERENCE

TUESDAY, SEPTEMBER 27TH

- 3:00PM - 5:00PM** Registration and Marketplace Display - *Oasis Ballroom*
- 11:00AM - 3:00PM** Conference Preparation
- 4:00PM - 5:30PM** FCDA BOARD MEETING

1:00PM - 4:00PM - INCOME QUALIFICATION TRAINING

Presenter: Michael Chaney, Florida Housing Coalition | Broward County, FL

This "FREE" TRAINING provides information about how to appropriately qualify households to participate in SHIP and HUD programs. Households paying more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, transportation, clothing, and medical care. An estimated 12 million households pay more than 50 percent of their annual incomes for housing. A family with one full-time worker earning the minimum wage cannot afford the local fair-market rent for a two bedroom apartment anywhere in the United States.

DAY 1

WEDNESDAY, SEPTEMBER 28TH

- 7:00AM - 8:00AM** Marketplace Display Setup - *Oasis Ballroom Area*
- 8:00AM - 8:30AM** Morning Coffee Station - *Oasis Ballroom Area*
- 7:30AM - 3:00PM** Registration and Marketplace Display - *Palm Room*

8:30AM - 9:55AM - OPENING SESSION - OASIS BALLROOM

OPENING

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

WELCOME

Presenter: Commissioner Kimberly Overman, Chairperson, Hillsborough Board of County Commissioners, Hillsborough County, FL

GREETINGS

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



"The Endemic...Where do we go from here?"

OVERVIEW

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

SPONSORS

Presenter: Miles Ballogg, FCDA Board Member, Cardno now Stantec, Clearwater, FL

REVITALIZING FLORIDA COMMUNITIES | LENDERS PANEL | ECONOMIC RESOURCES TO INCREASE AFFORDABLE HOUSING

Moderator: April Atkins, Community Affairs Specialist, FDIC, Atlanta, GA

Presenters: Montclaude Nestor, Community Development Relationship Manager-PNC Bank, W. Palm Beach, FL

Esther Marshall, Sr. Community Relations, Florida Region, Fifth Third Bank, Tampa, FL

Rulon Washington, Sr. V.P., Diverse Community Capital Program Manager, Wells Fargo Bank, Jacksonville, FL

Janet de Guehery, Communications & Marketing Manager, Florida Community Loan Fund

Willie Smith, Hamilton Home Loans

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.

10:00AM - 11:00AM - HUD HOT TOPICS

Moderator: Jean Amison, FCDA Board Member, Housing Manager, Tallahassee, FL

Presenters: Jose Alvarez, HUD Region IV Administrator

Larry Hayes, CPD Director, HUD Jacksonville Office

Dr. Alicia Scott-Ford, HUD Field Office Director

Lisa Johnson, CPD Director, HUD

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.

11:15AM - 12:15PM

PART A - CARES-CV FUNDING

Moderator: Octavia Sherrod, FCDA Board Member, Port St. Lucie, FL

Presenter: Thomas Rowley, Region IV CARES Act Representative, HUD



"The Endemic...Where do we go from here?"

CARES-CV funding became available to state and local governments to address the stabilization of families during the pandemic. Now as the program "ages out", Get the latest updates on expenditure requirements, eligible program allocations, proof of eligible activities, and program risk. Come to hear the latest on how to close out your program and meet all HUD compliance.

PART B - 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, Senior Consultant, Capital Access, Tampa, FL
Stephanie Neves, Housing Development Project 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.

12:30PM - 2:00PM

FCDA LUNCHEON "THE ENDEMIC.. WHERE DO WE GO FROM HERE?" - OASIS BALLROOM

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

GREETINGS

Presenter: Carl Harness, Chief Human Services Administrator, Hillsborough County, FL

SPONSORS

Presenter: Miles Ballogg, FCDA Board Member, Cardno and Stantech, St. Petersburg, FL

MICHAEL D. SMITH

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

TIMEX AWARD

Presenter:

INVOCATION

Presenter: Minister Aaron T. Lewis, First Baptist Church of Progress Village, Tampa FL

LUNCH IS SERVED

**"The Endemic...Where do we go from here?"****INTRODUCTION**

Presenter: Emory Counts, FCDA Director Emeritus, NCDA President

SPEAKER

Dr. Kimball Thomas

2:15PM - 3:00PM - BREAK OUT SESSIONS**PARTNERING WITH YOUR PHA TO MEET COMMUNITY CHALLENGES - CORAL REEF ROOM**

Moderator: Danicka Ransom, Second Vice President, FCDA Board Member, Deputy Director, Housing and Community, Osceola County

Presenters: David Iloanya, Director of Real Estate Development, Tampa Housing Authority, Tampa, FL
Authority Mike Bean, Housing Authority of Brevard County, Melbourne, FL

If you're not working with your local Housing Authority... you're missing a serious partner to effect positive change in your community. There are successful project collaborations all across Florida.

RESILIENCY - SUNSET ROOM

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

Presenter: CJ Reynolds, Director of Resilience, Tampa Bay Regional Planning Council
Taryn Sabia, Tampa Bay Regional Council

What is needed to ensure the preservation of homeowners and neighborhoods and thriving communities from the effects of rising seas, weather extremes, intensified flooding.

3:15PM - 5:30PM -HILLSBOROUGH COUNTY SHOWCASE BUS TOUR BLUE SKY SABAL PLACE, THA URBAN FARM

Assemble in front of Hotel

6:00PM - 7:00PM - FIRST TIME ATTENDEES/MEMBERS ONLY- NETWORKING FORUM - AMERICAN SOCIAL

Presenter: Octavia Sherrod, FCDA Board Member
Jeannette Smith, FCDA Board Member

Enjoy networking with other attendees ... Bring 10 business cards to participate in the "Business Card Exchange and Drawings" for prizes! Participants can enter into a SPECIAL prize drawing!



"The Endemic...Where do we go from here?"

DAY 2

THURSDAY, SEPTEMBER 29TH

8:00AM - 3:00PM FCDA Registration and Information - *Palm Room*

8:00AM - 8:30AM Morning Coffee Station - *Oasis Ballroom*

8:45AM - 9:45AM - BREAK OUT SESSIONS

BUILDING EQUITY THROUGH AFFORDABLE HOUSING DEVELOPMENT - PART 1 - CORAL REEF ROOM

Moderator: April Atkins, FDIC Community Affairs Specialist, FDIC, Atlanta, GA

Presenters: J. Mosely and Glen Hudson, Capital Impact

Creating a Developer Cohort for small BIPOC developers and contractors is a key question in facing the challenge of spreading the wealth within our communities.

DEI—EQUITABLE DEVELOPMENT - SUNSET ROOM

Moderator: Annetta Jenkins, FCDA Board Member, CRA, Riviera Beach, FL

Presenters: Kristina Wright, Economic Equity and Redevelopment Partners, LLC

Avril Stenson, Senior Director, Minority Business Accelerator & Economic Inclusion,
Greater Tampa Chamber of Commerce

10:00AM - 11:15AM

SESSION A - A FIRESIDE CHAT WITH WELLSFARGO - CORAL REEF ROOM

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

Presenters: Rulon Washington, Sr. V.P., Diverse Community Capital Program Manager, Wells Fargo Bank, Jacksonville, FL

Marylin Drayton, Senior Vice President, Social Impact & Sustainability Manager,
WellsFargo

Connie Wright, Senior Vice President and Assistant Director Housing Philanthropy,
WellsFargo

Join Wells Fargo leaders as they share 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 also provide details on philanthropic strategies, specific programs and initiatives, as well as 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!



"The Endemic...Where do we go from here?"

SESSION B - PROJECT MANAGEMENT 101 - ENSURING SUCCESS - SUNSET ROOM

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

Presenters: Erica Uriol, Director of Implementation, Neighborhood Software, Inc.

Gloria O'Neill, Sales Executive, Neighborly Software, Inc.

Geoff Hamilton, President, ZoomGrants, Denver, CO

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!"

11:30AM - 1:15PM

FCDA LUNCHEON - OASIS BALLROOM

Moderator: Diana Wesloski, FCDA Second Vice President, and Director, Department of Community Services, St. Lucie County Government

INVOCATION

Presenter: Jonathon Brown, Director of Department of Housing and Economic Development, Palm Beach County, FL

INTRODUCTION

Presenter: Kayon Henderson, Housing Manager, City of Tampa, FL

GREETINGS

Presenter: Mayor of Tampa, Jane Castor, City of Tampa

LEADING SPONSORS

Presenter: Miles Ballogg, FCDA Board, and Cardno Now Stantec, Clearwater, FL

FRIEND OF CD AWARD

Presenter: Cheryl Howell, Executive Director of FCDA, Hillsborough County ACA of Equity and Community Impact

LUNCH IS SERVED

INTRODUCTION

Presenter: Linda Graham, FCDA Board, Housing and Human Services, Brevard County, FL



"The Endemic...Where do we go from here?"

PANEL SPEAKERS - HOUSING IS HEALTHCARE

Sherry Hoback, CEO, Tampa Family Healthcare

Gene Earley, Director Health Care Services, Hillsborough County

Antoinette Hayes-Triplett, CEO, Tampa Hillsborough Homeless Initiative - THHI

Tom Mantz, President and CEO, Feeding Tampa Bay

1:30PM - 2:30PM - LOCAL GOVERNMENT ADMINISTRATORS AND LEADERS PANEL

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

Presenters: Desiree Matthews, Deputy City Manager, City of Kissimmee

Commissioner Cheryl Grieb, Osceola County

Jonathon Brown, Director of Housing and Economic Development, Palm Beach County

Representatives from St. Lucie County, Hillsborough County and City of Ft. Pierce

These Government Administrators, from their very unique perspectives, will share about what's going on in their locales, share at least one notable accomplishment, one notable challenge and how they overcame it. Importantly, we're asking what are next steps toward creating and preserving affordable housing and how best to persuasively present such programs.

2:45PM - 3:30PM - BREAK OUT SESSION

HOUSING IS HEALTHCARE

Moderator: Tracey-Ann Anthony, FCDA, Hillsborough County

Presenters: Ashon Nesbitt, Florida Housing Coalition | Tallahassee, FL

Tampa Family Health Center, Challenges and Successes, Virtual Tour of Facilities,

Training and Education, Unique Partnerships created with Providers

The Cove

4:00PM - 6:00PM - HILLSBOROUGH COUNTY SHOWCASE BUS TOUR PALM HARBOR HOMES

Assemble in front of Hotel; Please wear closed-in comfortable shoes

7:30PM - 9:00PM - ALL WHITE SUMMER ATTIRE FORUM

Stunning outfits, shorts, tops, and dancing shoes! Prizes highlight this affair....!!!

Attire: White



DAY 3

FRIDAY, SEPTEMBER 30TH

8:00AM - 8:30AMMorning Coffee with FCDA Board - *Oasis Ballroom***9:00AM - 10:00AM****SESSION A - UNDERSTANDING COMMUNITY LAND TRUSTS****Moderator:** Jean Amison, Housing Manager, Tallahassee, FL**Presenters:** Ashon Nesbitt, Florida Housing Coalition, Tallahassee, FL

Christina Hewitt, Housing Manager

Community Land Trust of Palm Beach County and the Treasure Coast

Over the last decade, Community Land Trusts (CLTs) have gained popularity in Florida and are now being used by numerous communities as a key tool to provide and preserve affordable housing. They maintain ownership of the land on which the homes sit enabling CLTs to better ensure these affordable homes today would remain affordable for future generations. CLTs can also help clients enter homeownership more easily, leverage housing funding and prevent gentrification as neighborhoods redevelop and housing gets more "pricey". Participants will leave with an understanding of the CLT Model and practical ideas for enhancing their local housing programs. Hear about CLT "best practices" being implemented across Florida and how to start your own Community Land Trust.

SESSION B - SECTION 108**Moderator:** Dorina Jenkins-Gaskin, FCDA Board Member, Palm Beach County**Presenters:** Jonathon Brown, Director, Department of Housing and Economic Development, Palm Beach County

Meri Weymer, Business Division Director, Department of Housing and Economic Development, Palm Beach County

Amanda Hughes, Business Coordinator, Department of Housing and Economic Development, Palm Beach County

This session will explore the utilization of Section 108 loans and state housing funding that can be used to support Mixed Use Projects.

**"The Endemic...Where do we go from here?"****9:45AM - 10:30PM - BREAK OUT SESSIONS****BROWNFIELDS / HEALTHFIELDS REDEVELOPMENT - SUNSET ROOM****Moderator:** Frances DeJesus**Presenters:** Miles Ballogg, FCDA Board, and Cardno Now Stantec, Clearwater, FL
Environmental, HUD Region IV

This session will include useful information about Environmental Justice, Brownsfield Development HUD Environmental Review Online System (HEROS), as well as, the sample HEROS Region IV Training Exercise.

HOMETOWN HEROES - CORAL REEF ROOM**Moderator:** Tracey-Ann Anthony, FCDA Board Member, Director of Community Development Services, Miami Gardens**Presenters:** Vanessa Josey, Florida Home Partnership, Ruskin, FL
Willie Smith, Hamilton Home Loans
Rulon Washington, r. V.P., Diverse Community Capital Program Manager, Wells Fargo Bank, Jacksonville, FL

A potential \$25,000 home buyer down payment assistance is just one of a number of government incentives. Other resources include the: Veterans Affairs Home Loan for qualified U.S. veterans, reservists, active-duty personnel and eligible spouses; Housing Choice Voucher Homeownership Program typically administered by local public housing authorities to help out e.g. mortgage principal and interest, insurance premiums, taxes, utilities and maintenance; Rural Development & Community Facilities Program helps low-income families buy modest homes in rural areas.

11:30AM - 1:00PM - OASIS BALLROOM**Moderator:** Danicka Ransom, Deputy Director of Housing and Community Development, Osceola County**James E. Huger Award:** Emory Counts, FCDA Director Emeritus, NCDA Past-President

**"The Endemic...Where do we go from here?"****REAL TALK-"POLITICS" OF AFFORDABLE HOUSING AND COMMUNITY DEVELOPMENT...
REAL OR IMAGINED?**

Moderator: Cheryl Howell, Executive Director, ACA Equity and Community Impact, Hillsborough County

Sponsors: Miles Ballogg..... and RT Hillery, Florida Specs

Presenters: FCDA Board Members

The relative high and low-cost of housing is one of the greatest challenges U.S. cities face today. Too "high" can produce "islands" where fewer persons can live and work...too low can produce "islands" where crime grows and undesirable behavior is tolerated. How to balance the risk in both models is the stuff of politics.

EX-OFFICIO BOARD INSTALLATION

Presenter: Cheryl Howell, FCDA Executive Director, ACA Equity and Community Impact, Hillsborough County

PRESENTATION OF BOARD MEMBERS**DOOR PRIZES**

Jean Amison, FCDA Board Member, Tallahassee, FL

Frances DeJesus, FCDA Board Member, Kissimmee, FL

Diana Wesloski, FCDA Board Member, Housing Manager, Community Services, Ft. Pierce, FL

RT Hillery, FCDA Board Member, Florida SPECS

Tracy Anthony, FCDA Board Member, Miami Gardens, FL

Octavia Sherrod, FCDA Board Member, Boynton Beach, FL

Cheryl Martin, FCDA Board Member, Ocala, FL

THANK YOU AND SAFE TRAVELS TO OUR CONFERENCE ATTENDEES!**1:15PM - 2:30PM FCDA BUSINESS BOARD MEETING****GREETINGS**

Presenter: Diana Wesloski, 1st Vice President, FCDA Director of Community Services, Hillsborough County, FL

OVERVIEW

Presenter: Felicia Crosby-Rucker, FCDA PRESIDENT, and Homeless and Community Services, Hillsborough County

CONFERENCE REVIEW AND DISCUSSION