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California Redevelopment Association

Redevelopment. Building Better Communities.



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Annual Conference

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- General Information - Meals/Transportation/Parking...
- Conference Registration Form NEW!
- Conference Sponsors

Hotel Information

2009 CRA Annual Conference & EXPO, April 1-3

Monterey Conference Center & Portola Hotel

Monterey, California

Portola Hotel

Two Portola Plaza
Monterey, CA 93940

You are encouraged to make your reservations through Passkey:
<https://resweb.passkey.com/go/CRA09>

Reservation #: 888-222-5851, Identify yourself with the group name: California Redevelopment Association.

Room rates: \$178, 10.065% hotel tax, \$20 per additional person, Children under 18 free;
Reservation Cut-Off Date: March 10, 2009
Check-In: 3:00 PM, Check-Out: 12:00 PM
Parking: \$5 off the prevailing self-park rate

Note: This is the headquarters hotel where some parts of the conference will be held, and it adjoins the Monterey Conference Center where the rest of the conference happens.

Marriott Monterey

350 Calle Principal
Monterey, CA 93940

You are encouraged to make your reservations through Passkey: <https://resweb.passkey.com/go/CRA09>

Reservation #: 800-266-9432, Identify yourself with the group name: California Redevelopment Association.

Room rates: \$199 (Single/Quad)
Hotel Tax: 10%, Tourism fees: \$1.16
Reservation Cut-Off Date: March 10, 2009
Check-In: 4:00 PM, Check-Out: 12:00 PM
Parking: Valet for \$19, or call hotel for off-site options

Note: The Marriott is directly across the street from the Monterey Conference Center and the Portola Hotel and joins them via an elevated walk way.

EXPO Information

- Exhibitor Registration and Info
- Booth Map CRA 2009 EXPO

Sponsorship Opportunities

- Benefits, Registration Form, Info NEW!
- Who Sponsored in 2008 NEW!
- Who Came to the Conference in 2008 NEW!
- Q & A NEW!

➤ Contact Rich Heitke for information on the EXPO
Call Rich at (916) 448-8760 for the latest on which booths are available: (916) 448-8760, or rheitke@calredevelop.org.

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Join Us in Monterey for CRA's 2009 Annual Conference & EXPO

Learn How to be Green, Build Coalitions, and More!

by Roger Bunting, CRA

Redevelopment agencies are facing tough decisions in 2009. How they operate in the future may change in the next few months. Those interested in the future of redevelopment should register now to attend CRA's 2009 Annual Conference & EXPO to learn the latest information on the State's Budget, CRA's lawsuit, and issues and trends affecting redevelopment. The event is being held on April 1-3 at the Monterey Conference Center and Portola Hotel in Monterey. The theme for the conference is "Redevelopment, Strategies for Making Communities Better & Greener." Topics featured at this year's conference include: how to build green communities; how to build coalitions at the local level; the latest information on CRA's lawsuit; a presentation from Huell Howser on our *California's Communities* program; and more!

The conference opens with former Governor of Maryland and chairman of the National Governor's Association, Parris Glendening, President of the Smart Growth Leadership Institute. Governor Glendening will discuss the blending of smart growth and sustainability strategies to address the current multiple challenges facing redevelopment agencies.

The "Celebrating the Magic of Redevelopment" award luncheon will begin at noon followed by the 13th Annual Awards of Excellence ceremony. This year's program will recognize eight award-winning projects. In addition, recipients of the Lifetime Achievement Awards and the William A. Carlson Fellowships will be recognized.

Two series of concurrent sessions and a bus tour of a successful green development project in downtown Monterey will follow the awards ceremony. The concurrent sessions will address various topics, including compact development to comply with AB 32 and SB 375; an update on real estate capital markets; innovative approaches to public/private Brownfields development; case studies on green downtown and affordable housing projects; building vital downtowns that welcome children; and "Train the Trainer" sessions on effective presentations and use of PowerPoint.

This year's welcome reception will be held at the Adventures by the Sea Pirates Cove on the Monterey Beach. Enjoy hosted refreshments and hors d'oeuvres with friends and colleagues at this delightful venue.

Thursday morning will feature three series of concurrent sessions and a bus tour of Fort Ord's redevelopment area. The concurrent session will address topics such as building healthy communities; attracting new economy businesses; achieving sustainability through historic preservation;

creating sustainable master-planned communities; designing and maintaining Platinum LEED properties; sustainable community planning through charrettes; implementing AB 987; and building local coalitions.

Thursday's luncheon will feature Huell Howser, host and producer of *California's Communities*. Huell will discuss his adventures in filming *California's Communities*. A DVD featuring the first six episodes will be available to all attendees at the conference!

Huell will then lead the luncheon crowd to the EXPO, where more than 80 exhibitors will be displaying the widest array of redevelopment products and services in one place. A list of exhibitors is on CRA's website at www.calredevelop.org. Click on Annual Conference under Events, then follow the links for exhibitor and sponsor information.

Attendees will not want to miss Friday morning's schedule of events. It begins with concurrent sessions addressing how to lessen the impact of the foreclosure crisis on communities; exurbanization and its implications; declining assessed values; and pass-throughs to comply with AB 1389.

The Friday morning general session will feature a topic of great importance to all redevelopment professionals and officials—coalition building at the local level. The session will begin with a prominent legislator discussing current legislation being considered in the Legislature that may impact redevelopment. It will be followed by a panel of local redevelopment representatives discussing how they are successfully building coalitions in their communities. The session will conclude with a discussion on strategies for the future of redevelopment.

Register now to receive an Early Bird discount registration rate. Registration and payment must be received by Friday, February 27, to take advantage of the Early Bird special.

Don't forget to make hotel reservations at the Portola Hotel by calling 888-222-5851 or at the Marriott Monterey Hotel by calling 888-266-9432. Mention "California Redevelopment Association" to take advantage of the CRA group rates: \$178 at the Portola Hotel and \$199 at the Marriott Monterey Hotel.

Registration for CRA's 2008 Annual Conference & EXPO is available online by going to the CRA website at www.calredevelop.org. Registration forms can also be faxed to Judy Jennemann at (916) 448-9397.

For additional information on the conference, contact Judy Jennemann by email at jjennemann@calredevelop.org or by telephone at (916) 448-8760.



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Tentative Schedule of Events

| Wednesday, April 1 | |
|---|--|
| 10:00 - 11:00 a.m. - Welcome and Overview | <p>Jim Kennedy, Executive Director, Contra Costa County Redevelopment Agency and President, CRA</p> <p>Chuck Della Sala, Mayor of Monterey</p> <p>John F. Shirey, Executive Director, CRA</p> |
| 11:00 - 11:50 a.m. - General Session | <p>Smart Growth: Green and Sustainable Redevelopment</p> <p>Governor Parris Glendening, President, Smart Growth Leadership Institute</p> <p>Governor Parris N. Glendening is President of the Smart Growth Leadership Institute. Prior to his current role as President of Smart Growth Leadership Institute, Mr. Glendening spent eight years as Governor of the state of Maryland, where he made the environment, especially smart growth education and inclusiveness, the heart of his legislative, administrative and personal agenda. He led the creation of a groundbreaking smart growth initiative that focused on using the entire \$23 billion state budget as an incentive for smart growth.</p> <p>In addition, Governor Glendening had the honor of being elected chairman of the National Governor's Association by his colleagues, where he made quality of life issues his top agenda item. He also served as President of the Council of State Governments. Before becoming Governor, Parris N. Glendening was a local elected official for more than 20 years. He began public service in 1973 as a city councilman in Hyattsville and was later elected to the Prince George's County Council in 1974. He was elected to statewide office after serving three terms as county executive of Prince George's County, a jurisdiction of 800,000 outside of Washington, D.C.</p> |
| 12:00 - 2:00 p.m. Celebrating the Magic of Redevelopment Awards Luncheon | <p>Awards of Excellence</p> <p>Lifetime Achievement Award Program</p> <p>Carlson Fellowship Awardees</p> |
| 2:15 - 3:45 p.m. - Downtown Monterey Bus Tour | <p>Uptown Development Former Safeway green development</p> |
| 2:15 - 3:30 p.m. - Concurrent Sessions | <p>Warming to Redevelopment: Accelerating Compact Development to Comply with AB 32 & SB 375</p> <p>AB 32 and other legislation commit California to reduce its greenhouse gas emissions to 1990 levels by 2020 and 80% below 1990 levels by 2050. Another catalyst for action is SB 375, which will require regions to develop plans to reduce greenhouse gas emissions and will require transportation funding to conform with those plans. Accelerating compact development activities to meet AB 32 and SB 375 targets will require powerful funding and land assembly tools to build up higher density, mixed-use and mixed-income infill/transit-oriented communities. Redevelopment agencies are uniquely provisioned with such tools and can be a major part of the solution to California's climate change challenges. This session will lay out a vision for redevelopment as a vital part of the 21st</p> |

century arsenal of climate change policies and provide tangible examples of model projects.

Show Me the Money! Real Estate Capital Markets Update: Present + Future

Given the latest news coming from Wall Street, it is important to keep up with the latest capital markets conditions that affect your redevelopment activities. This panel of financial experts and developers who are in the market everyday will provide you with the latest news for the capital markets. They will provide updated information from lenders and equity providers to all product types: affordable housing, for-sale housing, commercial, and retail.

Case Study on Innovative approaches to successful Public/Private Brownfield Development

The Carson Redevelopment Agency will present a case study of its "The Boulevards at South Bay" Project, one of the largest brownfield developments in the country that is not a military base closure. The presentation will highlight the team approach of the agency and the California Department of Toxic Substances Control with the developer resulting in a project with a groundbreaking DIR opinion for prevailing wage application, bond financing secured by developer's letter of credit, and use of a CFD to assure long-term funding of the maintenance and monitoring of the remediation systems.

Greening Affordable Housing - Case study of LEED affordable housing projects

Affordable housing is "LEED"ing the way. San Diego Downtown's Redevelopment Agency is encouraging the agency-subsidized affordable housing projects to pursue LEED certification. This session introduces two affordable housing projects that will be built to the LEED standards. Panelists will discuss the design challenges to make affordable housing green, cost implications of adding green features, available sources for and savings from a green residential building, and then it will be opened up for audience discussions on creative ways to make affordable housing green.

Train the Trainers, Part 1: Becoming a More Effective Presenter

Want to know how to prevent the "deer-caught-in-headlights" look from your audience? Have you ever run out of time trying to get through all the material you need to cover in your allotted time? Come explore the world of adult education with us. We will offer tools to prevent these problems along with techniques to make your presentations more effective.

3:45 - 5:00 p.m. - Concurrent Sessions

Successful Green Building Programs: Case Studies from Santa Monica and Pasadena

The cities of Santa Monica and Pasadena are at the forefront of the Green Building movement, and serve as models for cities nationwide. As part of each city's Green Building Program, Santa Monica and Pasadena have developed comprehensive Green Building and Construction Guidelines and Green Building Ordinances for building and landscaping, transportation, building envelope and space planning, building materials and water systems, electrical systems, HVAC systems, control systems, construction management and commissioning. This session will offer practical advice and insight for agencies and cities seeking to develop and adopt their own Green Building guidelines and ordinances, and will highlight some of Santa Monica's and Pasadena's most successful projects.

Feeling the pain: Effect of current financial crisis on municipal bond market & Jones Hall on What the Agency and Staff Should Know about Federal Securities Laws

This session will describe the effect of the current financial crisis on the municipal bond market, with a particular emphasis on tax allocation bonds and housing bonds. The session will include a discussion of CalPERS and their outlook for the future, the appetite for tax exempt mutual fund investments, how State issuers have been able to operate in this era of market turmoil, and federal securities laws that agencies need to know about.

"Say What?" Avoid the Surprise with Brownfields Property Transactions

Land revitalization of brownfields properties provides environmentally and economically sustainable communities. Property owners/prospective purchasers rely on thorough environmental due diligence to understand their risks and obligations. Surprises following property transactions can over-obligate owners, and turn the project "south." This session will inform you how to avoid costly pitfalls with property transactions by examining the new American Society for Testing and Materials (ASTM) vapor intrusion

standard, divulge the hard truth of "No Further Action Letters," and reveal options available to new owners when dealing with regulatory agencies.

Child in the City: Building Vital Downtowns

Urban living has made a strong comeback. However, families with children are leaving cities at a significant rate. We must address redevelopment with an eye to creating environments where children are welcomed and safe. This session will look at two cities: Edmonton, Alberta, a certified Child Friendly City, and its 12-year program that has instituted city-wide development standards to improve quality of life; and Denver's System of Play and how it will help to revitalize the urban landscape. You'll learn approaches you can use in your community.

Train the Trainers, Part 2: Use and Abuse of PowerPoint

PowerPoint has become one of the most popular teaching tools for trainers. It is relatively easy to use and most computers come with it pre-installed. However, the most important issue to consider is whether the way you are using PowerPoint actually improves learning. If used properly, PowerPoint can provide students with knowledge presented in a way that enables them to absorb, apply and retain it. But there are also many ways it can ruin your presentation. Come to this session and learn how to avoid becoming a PowerPoint hostage.

5:00 - 7:00 p.m. Welcome Reception

Adventures-by-the-Sea Pirate's Cove on the beach near Wharf No. 2

The Welcome Reception will be a fun event held at the Adventures-by-the-Sea Pirates Cove on the Monterey Beach. This delightful, casual facility is just an eight-minute walk from the hotel on a recreation trail. Change into your beach-ware and walking shoes to join us there to enjoy hosted refreshments and tasty hors d'oeuvres that will complement the networking and friendly conversations this event always promotes.

Thursday, April 2

8:00 - 9:15 a.m. - Concurrent Sessions

Toward Healthier Communities: Coordination of Redevelopment and Public Health

In recent decades, the rates of such chronic diseases as obesity, diabetes, and asthma have reached epidemic levels. Though there are multiple factors involved, this marked increase in the prevalence of these chronic diseases appears to be largely attributable to environmental conditions that implicitly discourage physical activity while explicitly encouraging the consumption of energy-dense, low-nutrient foods. One of the reasons is that there has been little interaction between public health, planning, redevelopment and economic development experts in recent decades. The session will address the role that redevelopment agencies can play to change the built and the food retail environments in the very neighborhoods that are hit hardest by these epidemics.

Attracting New Economy Companies Through revitalization (AKA Revitalizing Industrial Areas by Attracting New Economy Companies)

The emergence of sustainable communities is spawning new technologies, new designs, and new ways to "green" buildings of all types. This session will address how redevelopment agencies and their stakeholders are redefining aging facilities and bringing renewed life to industrial areas in an effort to attract the next generation of manufacturing companies wanting to do business in California – green and clean tech companies that produce sustainable energy products. The panel will focus on evaluating existing old economy industrial uses in this new economy environment and analyze the do's and don'ts of this growing phenomenon. Attendees will learn valuable lessons from those leading this effort including: Los Angeles' proposed Clean Tech Manufacturing Center; the combined efforts of the cities of Richmond, Berkeley and Oakland to create the East Bay Green Corridor; and the Inland Empire's Green Valley Initiative.

Case Study on Achieving Sustainability through Historic Preservation: How to adaptively re-use historic buildings to the modern era

Finding a feasible reuse for historic buildings can be the key to revitalizing an older downtown and restoring historic buildings can reduce consumption of construction materials and help attract new investment to infill locations. The City of Alameda Community Improvement Commission and its partner developer, MovieTecs, have restored and returned the 1930's historic Alameda Theater to its original use as a movie palace by developing a new modern 7-screen multiplex and integrating the multiplex

with the adjacent historic theater. To make this adaptive reuse project a reality, the Commission had to overcome major challenges, including eminent domain, relocation of commercial tenants and private party easements, CEQA litigation and community concerns about infill construction. Learn how the Commission and MovieTecs were able to balance the developer's financial requirements with the community's need to maintain ownership and control of the theater while minimizing public obligations.

Case Study on Creating Sustainable Master Planned Communities: Lessons from Fort Ord, CA
When Fort Ord closed in 1994, Monterey County, its local jurisdictions and special districts faced a massive challenge and a one-time opportunity to plan, develop and conserve a land area of approximately 28,000 acres in the heart of Monterey County. This session will discuss the lessons learned from and ongoing challenges of redeveloping Fort Ord. The lessons can be applied to a wide range of projects, including base reuse, major brownfields/redevelopment projects, and master planned communities. The session will be followed by an optional bus tour of the sites discussed.

9:30 - 11:00 a.m. Bus tour of Fort Ord

9:30 a.m. - 10:45 a.m. - Concurrent Sessions

CEQA and Climate Change: Implementation of SB 97

On or before January 2010, the California Resources Agency will certify and adopt amendments to the State CEQA Guidelines pursuant to SB 97. Until that time, OPR's technical advisory serves as guidance to professional planners, land use officials, and CEQA practitioners, for analysis of project impacts on climate change and greenhouse gas emissions (GHG). This session will review the recently released technical advisory and present recent project examples involving analysis of climate change and GHG project impacts.

Redevelopment or Workout: Transaction Structuring in the Post Liquidity Meltdown Capital Markets

In a post federal bailout marketplace, you must understand the impact of equity and debt structures on developers, redevelopment agencies and public/ private transactions. Find out from private sector experts what the new world of financing, guarantees and equity means for public agencies trying to advance economic development initiatives. Given the new reality of equity and debt ratios, you will learn how public agencies should look at and evaluate risk profiles, when and how to structure performance guarantees, and how to create public-private deals that are financeable. This session will use case examples of how and when public agencies can step into troubled or distressed transactions with adequate protections.

Crime Pays for Its Own Abatement

The mortgage crisis has led to home abandonment which has spiked criminal activity in neighborhoods, hindering retail recruitment, depressing property values, and scaring away developers. Crime reduction can be an important tool in dealing with areas hit hard by foreclosures. Reducing crime may be more important than financial incentives for rehabilitating commercial and residential areas and attracting new retail and residential investment. Learn how redevelopment funds can be used to implement an effective and comprehensive crime reduction program. Through interactive dialogue, find out what the most effective components of crime reduction programs have been, how crime reduction helps residential and commercial recruitment efforts, and the impact on property values.

Case Study on Neighborhood Redevelopment Planning

The Avenues is one of Chico's oldest neighborhoods and presents a remarkable palette of history, opportunities, potential and challenges. With the help of their surrounding neighbors, institutions, and consultants, action has been taken to initiate dialog between schools, city staff, law enforcement, the hospital and the university. This Neighborhood Plan is the direct result of input from the Avenues Neighborhood. The story of the planning project and the scope of the issues will be presented by the neighborhood

association, staff and the consultants.

A New Era of Activism: Workshop on Coalition Building

Redevelopment has far-reaching effects with seven of the most politically viable constituencies in Sacramento. To capitalize on that, CRA is strongly encouraging the building of broad-based local coalitions amongst these allies to discourage further fund raids by the State. This workshop will provide instruction and techniques for building local coalitions to promote regional advocacy and to deliver more impactful messages to our State's leaders demonstrating both the political "upside" as well as the economic "downside" of taking redevelopment funds.

11:00 a.m. - 12:15 p.m. Concurrent Sessions

Strengthening and Enhancing "The Barrio": Retaining the Cultural Uniqueness of Historic Barrio Logan in the face of changing times

Barrio Logan is one of San Diego's oldest and most storied neighborhoods. However, despite its many assets, "the Barrio" has faced a range of issues over the years, including fragmented land use patterns, industrial pollution, heavy transportation impacts, public safety concerns, a lack of neighborhood services, and a few open spaces and links to nature. More recently, a major concern is balancing affordable housing and workforce development opportunities in light of gentrification pressures from the adjacent downtown. Find out how a unique blend of political leadership, technical planning, and community empowerment is determining the course of a Community Plan Update that will result in a healthier and more vibrant Barrio Logan. Learn about innovative ideas, insights and solutions that can apply to other cities' Latino neighborhoods and ethnic districts.

Case Study of Designing and Maintaining a Platinum LEED Property: What You Need to Know

Whether you are thinking of building a green development or are already under construction, you won't want to miss this session. Participants will find out what to consider, what to avoid, and all the unexpected surprises that come up in this emerging development niche. The La Quinta Redevelopment Agency recently received a Platinum LEED certification (the highest rating given by the U.S. Green Building Council) for Vista Dunes, its newly developed 80-unit workforce-housing that is affordable to very low income households. The panelists will share their lessons learned through illustrative anecdotes and an interactive presentation that will quiz the audience on their level of Greenness.

Sustainable Community Planning Charrettes: A Collaborative Approach to Sustainable Planning

An increasing number of cities are committing to sustainability. This session will present a collaborative community involvement system for creating comprehensive plan and implementation strategies that incorporate sustainable urbanism principles, and green technological, economic, and regulatory tools. The goals are to significantly reduce the community's carbon footprint and reliance on non-renewables; improve the community's ability to anticipate and adapt to economic, environmental, and social changes; and help the community forge a community-authored policy and regulatory framework to achieve the desired outcomes. Participants will practice a hands-on public meeting exercise for creating shared community goals and metrics.

Affordable Housing Monitoring and Databases: Effective techniques for AB 987 implementation

Recently enacted AB 987 places significant new requirements on redevelopment agencies to establish and maintain a publicly accessible database of all affordable housing units they assist or for which they claim replacement or project area production credit. These tasks present a burgeoning administrative challenge to redevelopment agencies as their stock of assisted affordable housing rapidly expands. Many agencies have struggled to attain effective compliance in the first year of this requirement, while some have developed innovative approaches that may serve as models for meeting the AB 987 database obligation. This session will summarize redevelopment law affordability, monitoring, and database requirements and explore innovative techniques for redevelopment agencies seeking legally sound and administratively efficient means to accomplish their expanding monitoring and database management obligations.

A New Era of Activism: Workshop on Coalition Building (Repeat)

Redevelopment has far-reaching effects with seven of the most politically viable

constituencies in Sacramento. To capitalize on that, CRA is strongly encouraging the building of broad-based local coalitions amongst these allies to discourage further fund raids by the State. This workshop will provide instruction and techniques for building local coalitions to promote regional advocacy and to deliver more impactful messages to our State's leaders demonstrating both the political "upside" as well as the economic "downside" of taking redevelopment funds.

12:30 - 2:00 p.m. Lunch, Annual Business Meeting
Huell Howser on the *California's Communities* series

2:30 - 6:00 p.m. EXPO Trade Show

Friday, April 3

8:15 - 9:30 a.m. concurrent sessions

Solutions to the Foreclosure Crisis: How to lessen the impacts in our communities

Many communities are experiencing concentrated foreclosures in residential neighborhoods, resulting in declining property values, vacancies, deteriorated properties, and an increased potential for blight. Congress has reacted by passing the Housing and Economic Recovery Act of 2008 ("HERA"). This session will discuss the HERA and describe programs that are being developed by redevelopment agencies, cities and counties to address the housing foreclosure crisis. It will include a discussion of how best to leverage agency and other public dollars, the appropriate role for redevelopment agencies, problems posed by demands for assistance and limited Agency resources, limits imposed by Community Redevelopment Law in responding most effectively to concentrated foreclosures, and additional programs authorized by 2008 legislation.

Exurbanization: The new reality and its implications for redevelopment

Numerous articles in the popular press have cited the phenomenon of *exurbanization*, wherein a new and wealthy class is gentrifying cities while suburbs are witnessing the creation of a new social and economic underclass. If real, this represents a dramatic and unexpected change that challenges both inner cities and suburbs. This session will examine the reality and extent of exurbanization, and then will consider the opportunities and challenges this creates for redevelopment agencies now and in the future.

Redevelopment and Declining Assessed Values

This session will be an examination of the impact of the declining property tax values on redevelopment agencies. Due to the lengthy process of establishing property tax rolls, the fiscal impact of declining real estate values lag behind the events we read in the paper. County assessors are continuing to reduce the taxable values of recently purchased houses. Some of the impact is cushioned by Proposition 13. All these factors make it difficult to assess the potential impact of the current real estate market on future project area revenues. Based upon historical information and examples, our panel will explain the progression of real estate values to tax increment revenues and how to apply this experience to the future.

How to avoid the "death penalty" of AB 1389 and pass-through payments

Do you know if you have any outstanding pass-through obligations? Have you been making all pass-through payments promptly? Did you already make the FY 2008/09 ERAF payment? Whose responsibility is it to make such payments? Are you aware of all obligations required by AB 1389? Who is subject to the "death penalty" and how can you avoid it? This session will review the "check list" of obligations, required under AB 1389, and you will receive a diagnosis from redevelopment experts.

9:45 - 10:15 a.m. General Session (*Steinbeck Theater*)

Speaker: State legislator (TBA)

10:15 - 11:30 a.m. General Session (*Steinbeck Theater*)

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| <p align="center">Coalition Building: Case Studies from Placer County and other communities</p> <p align="center">Moderator: Libby Seifel, Seifel Consulting, Inc.</p> <p>Speakers: Key players/coalition members from Placer County and other communities that have built coalitions</p> | |
| <p>11:30 a.m. - Noon General Session (<i>Steinbeck Theater</i>)</p> | |
| <p>Future of Redevelopment Jim Kennedy and John Shirey</p> | |
| <p>Incentive Awards <i>John Shirey</i></p> | |
| <p>Closing Remarks <i>Jim Kennedy</i></p> | |
| <p>12:30 p.m. - Adjournment</p> | |

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