



Michigan Association of Planning's SPRING INSTITUTE

Thursday, April 25, 2019



6.25 AICP Certification Maintenance Credits | 6 Master Citizen Planner Continuing Education Credits
8:30 a.m. - 4:30 p.m. | Radisson, Downtown Lansing, Michigan

MAP's 2019 Spring Institute delivers the national experts and state leaders who will explain what you need to know to build on what you have and make it even better. Get your Law and Ethics credits before the grace period ends, and enjoy the camaraderie of your fellow professionals. Light breakfast, lunch, refreshments and valuable instruction included.

Member Registration Fee: \$150 | Non-Member Registration Fee: 175
Student Member Registration Fee: \$35

***Registrations received after April 18th add \$25 ***

REGISTRATION INFORMATION

Please fill out one form per participant and send to MAP offices | 1919 W. Stadium Blvd, Ste. 4 | Ann Arbor, MI 48103

p: 734.913.2000 | f: 734.913.2061 | info@planningmi.org OR register online at www.planningmi.org

Member Registration Fee: \$150 Student Member Registration Fee: \$35 * Registrations received after April 18th add \$25

Join MAP for \$60 (Membership runs from July 1st through June 30th) Total Fee: _____

Name	Credentials	Affiliation
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Please list any special needs (vegetarian meal, barrier free access, etc)

Phone (with area code)	Email (confirmations and directions will be sent via email)
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Billing Address	City	State
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<input type="checkbox"/> Master Card or <input type="checkbox"/> Visa	Credit Card #	Expiration Date
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Signature	Security Code
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Registration Procedures & Policies: For cancellations received in writing on or before April 18th, a \$25 cancellation fee will be charged. Cancellations received on April 19th or later, and no-shows the day of the event, will be responsible for the full amount of the registration because food/beverage and workshop materials costs have already been incurred. You may 1) send a substitute or 2) receive the workshop materials via email in the event you are unable to attend but not able to cancel in time.



Michigan Association of Planning's

SPRING INSTITUTE AGENDA | April 25, 2019 | Radisson, Lansing

6.25 AICP Certification Maintenance Credits | 6 Master Citizen Planner Continuing Education Credits

8:30 a.m. - 8:45 a.m. Welcome | Opening Remarks | Overview

Andrea Brown, AICP, Executive Director Michigan Association of Planning | Heather Seyfarth, AICP, President, Michigan Association of Planning

8:45 a.m. - 9:30 a.m. Opening Keynote | Talking Across the Divide | 1.0 AICP CM ETHICS

Community planners are often the mediators, explainers, and peacekeepers in an increasingly divisive environment. From the urban / rural divide and private property rights versus local control, to different opinions about density, affordable housing and public transportation, planners navigate stormy waters to find compromise, solutions, and closure. Our work isn't always easy or comfortable. This session provides a blueprint for productive dialogue and provides practical strategies to overcome the five major barriers to communication and get through to the people you never thought you could reach. Justin Lee's recently published *Talking Across the Divide* offers solutions.

Justin Lee, Author | Talking Across the Divide: How to Communicate with People You Disagree With

9:45 a.m. - 11:15 a.m. > 1.5 AICP CM > Breakout Sessions

The Art and Science of Planning: Data (the science part)

Community planning is both an art and a science. Do we spend too much time on the "art" part - visions and goals, community outreach, and design - and not enough on the facts and figures that are the foundation of data based decision making? Increasingly, communities are using data to better understand and serve their residents. A commitment to analyzing and using data is foundational to setting priorities and allocating resources.

Mark O'Dell, Research Analyst, Community Development and Policy Studies, Chicago Fed | Erica Raleigh, Executive Director, Data Driven Detroit | Marisa Laderach, Beckett & Raeder, Inc

What Planners Need to Know About Municipal Finance

Headlee, Prop A, and revenue sharing cuts take center stage in annual local budget discussions, and many planning departments are still operating at recessionary levels as a result of these broader pressures. Planners can bring important skills to local budget discussions, though—not just be on the table as a target of further cuts. Understanding how municipal finance works, making the case that planning is an essential service, and connecting land use planning and economic development tools to local budgets can help planners ensure that municipal solvency comes as a result of good planning, not at its expense.

Chris Hackbarth, Director State & Federal Affairs, MML | Richard Murphy, AICP, Civic Innovation Labs Program Coordinator, MML | Deb Stuart, City Manager, City of Mason

11:30 a.m. - 1:00 p.m. > WELCOME TO LANSING | Honorable Mayor Andy Schor

KEYNOTE LUNCHEON: Leadership Versus Management

Now more than ever our industry needs leaders. This inspirational keynote will examine key decisions and actions of several important individuals from history, providing attendees with a better understanding of what it takes to shape the future. Effective leadership styles will be amplified, helping planners reconnect to fundamental aspects of democratic governance, and become sharper in identifying and handling the uninformed and the misinformed.

Jon Lynch, AICP Three Rivers Corporation

1:15 p.m. - 2:45 p.m. > 1.25 AICP CM > Breakout Sessions

Public Private Partnerships

Municipalities are increasingly turning to Public Private Partnerships as a way to leverage private, non-profit and philanthropic investment for public good. Huge Ed/Med projects or anchor institutions come to mind when we think about PPPs, but the approach can cover everything from affordable housing using Low Income Housing Tax Credits (LIHTC) to bike share programs and innovative financing tools. This session highlights both practical and inventive projects and will help community leaders think outside the box for their own potential PPPs, and considers equitable impacts in the equation.

Greg Milliken, AICP, Bronson Health | Elizabeth Luther, AICP, Capital Impact Partners | Paul Gruber, Manager Product and Business Development, Consumers Energy | Patrick Burtch, City Manager, City of Jackson

Here We Go Again: Recreational Marijuana in Michigan (Law CM 1.5)

Proposal 1 made Michigan the first state in the Midwest to legalize the possession and use of recreational marijuana for adults. Planners now have their work cut out for them as we once again develop the regulatory measures in response to the passage of Proposal 1. Opt in, opt out, go figure! Learn what you need to do over the next year as LARA regulations are developed.

Andrew Brisbo, Director Bureau of Marijuana Regulation | Catherine Kaufman, JD, AICP, Bauckham, Sparks, Thall, Seeber & Kaufman PC | Landon Bartley, AICP, City of Grand Rapids (Invited)

3:00 p.m. - 4:15 p.m. Closing Plenary | "Experience Session"

This facilitated, general closing session will provide participants with the opportunity to exchange thoughts about the day's sessions, network and engage with peers, ask questions of the presenters who are able to stay, and share personal experiences and anecdotes that relate to the day's topics. Introduced last year, this "experience session" is back by popular demand, and closes the day on an intimate note. A rare opportunity to informally discuss and dig deeper into the institute's themes.

Facilitator: Jon Lynch, AICP, Three Rivers Corporation



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While Michigan's economy is recovering, and many communities have rebounded and are experiencing tremendous growth and investment, many still struggle to attract the type of development that will improve quality of life, add to the tax base, or attract and maintain residents and businesses. And like it or not, some Michigan communities may NEVER return to the economic glory they knew in their heyday.

We want ideas that are big and bold, but sometimes doing the best with what we have is a better way. Think placemaking, public private partnerships, or making data driven - rather than reactive - decisions about resource allocation. These are all local, place-based solutions. Community planners are central to connecting people and ideas to these practical - but proven effective - techniques.

Thank you sponsors!

