

APA Iowa Chapter

2022 Annual Conference

Make little plans...

...to reach high hopes!

Ottumwa | Bridge View Center | October 12-14





Welcome to Ottumwa, where small town hospitality meets big city amenities. Whether it's tasting food from around the world, shopping for one-of-a-kind treasures from local owners with local products, or walking the Wapello County Trail System along the scenic Des Moines River, Ottumwa has it all!



We encourage visitors to explore our community, discover something exciting around every corner, and meet all the people who make Ottumwa a great place to visit, live, work, and play.



Meet Ottumwa - where Look Local First isn't just a slogan: It's a way of life!



www.meetottumwa.com

MAKE LITTLE PLANS...

...to join us in Ottumwa at the 2022 Annual Conference of the APA Iowa Chapter! Come learn and experience how making and implementing many little plans can help communities reach their high hopes!

Keynote Speakers

Each day will offer a keynote speaker presentation covering topics that include small-scale manufacturing, building confidence in yourself, and building confidence in your community engagement processes!

Mobile Workshops

Four mobile workshops will highlight downtown revitalization efforts in Ottumwa's Main Street District, implementation strategies from Ottumwa's award-winning comprehensive plan, and small-town sustainability and resiliency efforts in Bloomfield.

Progressive Dinner

Take a stroll through Ottumwa's revitalizing Main Street district for an evening of award-winning food at intriguing venues. Appetizers at the Legacy Foundation's rehabilitated office building; entrees at the Ottumwa Theater; desserts at the Temple of Creative Arts.

Mentor Match

The APA Iowa Chapter Annual Conference offers seasoned and emerging professionals the opportunity to connect and share advice about career and professional development. Mentor and protoge applications are available on the conference website. Deadline to register is September 27, 2022.



American Planning Association
Iowa Chapter

Creating Great Communities for All



KEYNOTE SPEAKERS



Made in PLACE: Small-Scale Manufacturing and Placemaking *Ilana Preuss*

The decision of which businesses are allowed on Main Street, in downtown, and in other commercial areas impacts who wins and who loses in access to economic opportunity. Planners have a responsibility to think about who gets to use the space, and how we create space for local ownership and more local opportunity, as we create or redefine a place.

Small-scale manufacturing businesses are a key missing piece to create more inclusive and equitable wealth-building opportunities in our communities. Pruess about national trends for this business sector, how it helps create thriving places, and its role in weaving economic opportunity with planning decision-making to strengthen our communities.



The Three T's of Confidence: Building Lasting Self-Trust to Achieve Your Dreams *Erik Dominguez*

Unexpected change is the new norm and the pressure to navigate it falls on leaders. As a result, we've seen increased anxiety, burnout, turnover, and poor decision-making. Our leaders lack (and leak!) the confidence needed to keep up with the ever-changing workplace.

But what if we could train leaders to lead well--and in any situation--simply by improving confidence? What if we could learn the tools to build confidence that lasts and levels up our entire team? Dominguez will discuss how the Three T's of Confidence can help new and seasoned leaders build authentic confidence, navigate change, and find balance in an unbalanced world.



Building Community Partnerships Through Embedded Planning *Jonathan Pacheco Bell*

Community engagement must evolve. We planners engage the public when we need feedback. People are consulted; input is gathered; and plans, for the most part, incorporate public input--then the relationship concludes, only to restart with the next project. Such transactional planning does little to build long-term stakeholder relationships.

Through storytelling and personal reflection, Bell will illustrate how Embedded Planning is being used to build meaningful and lasting community partnerships centering engagement as an ongoing process.

SAMPLE SESSIONS

Your Housing Issues Are Not Unique - But Your Plan Forward Can Be

This session analyzes market dynamics facing nearly every Midwest community. Why are the economics of housing supply out-of-whack and what are the implications for communities? Using the 2021 Kansas Statewide Housing Study with as case study examples, this session provides insight into successful programs, policies, and partnerships that are helping to fill local needs at various scales.

But No One Bikes Here!

How Perception & Infrastructure Shape Biking as Transportation

In the United States, the transportation sector is the largest greenhouse gas emitter. Many cities have committed to increase walking and biking mode share, yet progress has been difficult. Recreational cycling is beloved in Iowa, yet riding a bike in the average Iowa town can be stressful and dangerous. This session explores how different street typology, perception of biking, posted speed limits, weather, and types of infrastructure effect who and how many ride a bicycle in various places.

Lean Comprehensive Plans: A Planning Oxymoron Debunked!

“Comprehensive Plan”: The title itself implies a plan that tries to account for all topics, data, and ideas. It’s time to rethink the Comprehensive Plan. This session will explore the concept of a “Lean Comp Plan”, what it looks like, and how to get there.

Dollars & Sense: Building What the Public Wants

The Johnston Town Center, a public-private partnership, opened in August 2021 facilitated by City-led acquisitions and investments in a vibrant “downtown” gathering space with public art and amenities surrounded by thriving commercial businesses.

Despite the pandemic challenges, the Johnston Town Center is thriving!

Mission 500: How Ottumwa is Pursuing 500 New Housing Units by 2030

Ottumwa is not unique in facing housing challenges. The 2022 Ottumwa Housing Study identified a need to produce another 500 units of housing by 2030. A groundswell of public support for new housing led to the organization of Mission 500, a network of nonprofits, developers, bankers, local and regional government staff, and other interested parties committed to organizing to meet this goal. Learn about the various strategies Ottumwa is employing and already making progress.

MOBILE WORKSHOPS

Main Street Ottumwa: A Decade of Downtown Revitalization

Offered Wednesday 2:00 - 5:00 PM & Friday 9:30 AM - 12:30 PM

The Main Street district in the heart of Ottumwa is an encouraging renaissance story for Iowa communities. Left for dead in the late 20th Century, Downtown Ottumwa has come charging back to relevance over the last decade.

Dozens of projects have provided incremental gains that have shifted community attitudes toward downtown development. At first, it was apprehension: “We tried this before and it didn’t work.” As new shops started opening in lower levels and apartments filled previously boarded-up upper levels, the facade improvements proved to be more than “lipstick on a pig” and that apprehension became acceptance.

Green infrastructure of all varieties has been implemented, most notably with a complete 3-block streetscape project completing in 2021. The school district has extended its programming into Main Street and is investing in its downtown high school. Regional health services are expanding. Reluctance has morphed into excitement. Ottumwa’s success story is ripe with public-private partnerships and we’re not done yet! Join community leaders on this walking tour that will take you to experience the successes [and challenges!] and to see where we’re going next.



MOBILE WORKSHOPS

A Riverfront Renaissance through Incremental Implementation

Thursday 8:30 - 11:30 AM



Downtown was just the beginning of a greater vision for Ottumwa's "riverfront renaissance". In 2011, the Ottumwa Legacy Foundation launched its "Reclaim Main Street" initiative, bringing-in a consultant to analyze the strengths and opportunities that lie within the core of the community. Their outline sparked myriad community planning activities over the next decade and continue today. The key to Ottumwa's recent success downtown has been the strong partnerships and community engagement formulated through the planning processes. This tour highlights several projects that are completed, underway, or are being planned. Downtown livability initiatives, sustainable infrastructure, infill (re)development, and experiential developments: Ottumwa is leveraging the last decade of success to continue our approach to tackling big plans through aggressive incremental implementation of smaller plans.

Bloomfield Small-town Resilience

Thursday from 2:00 - 5:00 PM

At the urging of the town's residents, Bloomfield has been pursuing ways to expand energy independence and reduce their reliance on imported energy by investing in solar, energy efficiency, and more! This tour will highlight how a small community has taken its future into its own hands and can be a model for others around the State. Local planning and zoning decisions have helped to revitalize downtown, overhaul the aging Carnegie Library into a community hub, incentivize [award-winning!] adaptive reuse of historic buildings, and kept school and recreational improvements within the community. In December 2017, Bloomfield installed Iowa's largest tracking solar array: a 1.86 megawatt system that powers approximately 10% of the 2,700-person town.



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SCHEDULE AT A GLANCE

Date	Wednesday, October 12th			Thursday, October 13th				Friday, October 14th			
Time	Track 1	Track 2	Mobile	Track 1	Track 2	Track 3	Mobile	Track 1	Track 2	Mobile	
8:00 AM				Welcome & State of the Chapter (8:00 - 8:45)							
8:15 AM											
8:30 AM											
8:45 AM								KEYNOTE SPEAKER: Jonathan Pacheco Bell (8:30 - 9:30)			
9:00 AM				Biking and Micromobility Model Ordinance (9:00 - 10:00)	Mission 500: How Ottumwa is Pursuing 500 New Units of Housing by 2030 (9:00 - 10:00)	Mentor Match (9:00 - 10:00)	BUS TOUR Central Ottumwa Plans (8:30 - 11:30)				
9:15 AM											
9:30 AM									A Vision of Hope for the Mills & Fremont County Region after the 2019 Flood (9:45 - 10:45)	Thinking Holistically About Your Community's Business Ecosystem (9:45 - 10:45)	WALKING TOUR Revitalizing Main Street Ottumwa (9:30 - 12:30)
9:45 AM											
10:00 AM											
10:15 AM				Show Me the Money (10:15-11:15)	Downtown DSM: A Destination Built for the Future	AICP Exam Prep (10:15-11:15)					
10:30 AM											
10:45 AM											
11:00 AM											
11:15 AM								AICP Ethics (11:00 - 12:00)	But No One Bikes Here! (11:00 - 12:00)		
11:30 AM				LUNCH/AWARDS (11:30 - 12:30)							
11:45 AM				KEYNOTE SPEAKER: Erik Dominguez (12:30-1:30)							
12:00 PM											
12:15 PM											
12:30 PM											
12:45 PM											
1:00 PM	KEYNOTE SPEAKER: Ilana Preuss (1:00 - 2:00)										
1:15 PM											
1:30 PM				Erik Dominguez Break-Out Session (1:45 - 2:30)	STUDENT POSTER PRESENTATIONS & SPONSOR PRESENTATIONS (1:45 - 2:30)						
1:45 PM											
2:00 PM			WALKING TOUR Revitalizing Main Street Ottumwa (2:00 - 5:00)				BUS TOUR Bloomfield's Rural Resilience (2:00 - 5:00)				
2:15 PM											
2:30 PM											
2:45 PM											
3:00 PM	AICP Law (2:15 - 3:15)	Breaking Down the Differences Between Economic and Workforce Development (2:15 - 3:15)		Trusting in Trust Funds: Creating New Low-income Housing in Iowa (2:45 - 3:45)	Downtown Revitalization in Knoxville Iowa (2:45 - 3:45)	Iowa Legislative & Policy Session (2:45 - 3:45)					
3:15 PM											
3:30 PM											
3:35 PM											
4:00 PM	Lessons from the Ground: Methods in Inclusive Economic Development (3:30 - 4:30)	Dollars & Sense: Building What The Public Wants - The Johnston Town Center (3:30 - 4:30)									
4:15 PM											
4:30 PM											
4:45 PM											
5:00 PM	PROGRESSIVE DINNER (5:00 - 8:00 pm)										
5:15 PM	Legacy Foundation Office - 111 E. Main St. (Tacos)										
5:30 PM	Ottumwa Theater Lobby - 227 E. Main St. (BBQ)										
5:45 PM	Temple of Creative Arts - 529 E. Main St. (Frozen Yogurt)										
6:00 PM				RECEPTION (6:00 - 8:00)							
6:15 PM											
6:30 PM											
6:45 PM											
7:00 PM											
7:15 PM											
7:30 PM											
7:45 PM	**Parking available on-street or in ramp**										

REGISTRATION

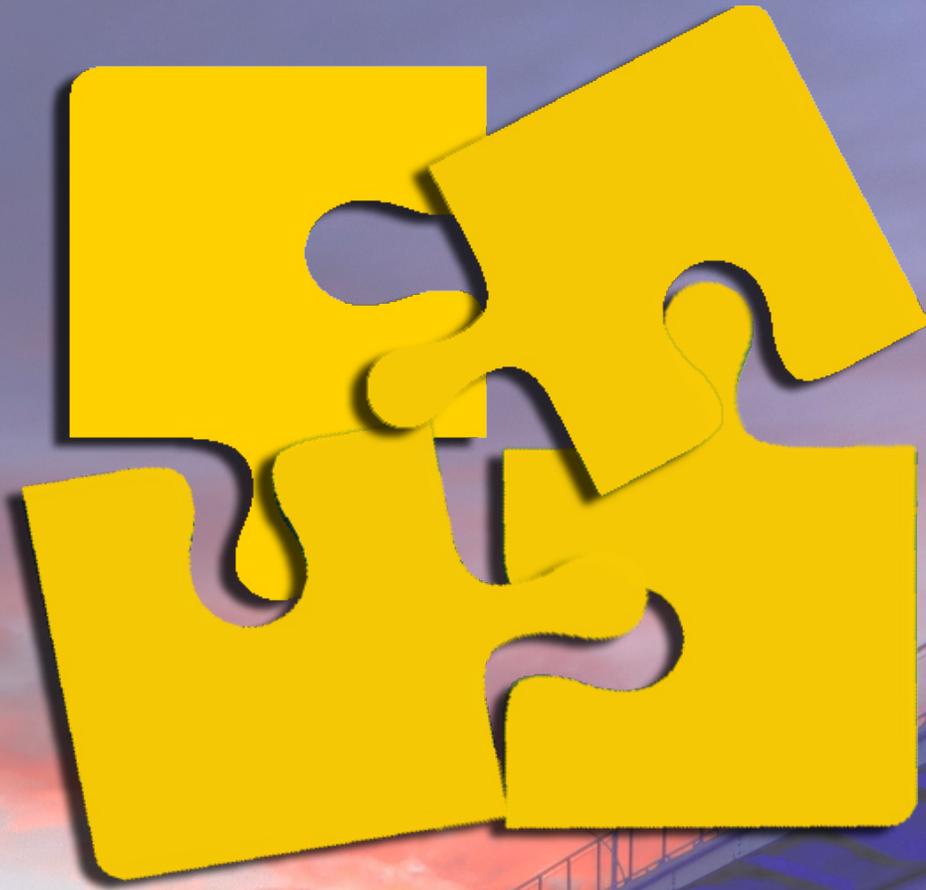
Register online at:

<https://apaiowaconference2022.eventbrite.com>

Paper Registration Form

If submitting a paper registration, please complete this form and return with full payment. Please use only one registration form per person. Make checks payable to "APA Iowa". Credit cards accepted for online registration only. Mail-in registration must be post-marked by 10/01/2022.

Name:		Address:		
Designation:				
Organization:		City, State, ZIP:		
Email:		Phone:		
	Before 10/01/22	On-site	Total	
Full Conference - APA/Chapter Member Rate	\$275	\$300		
<i>Active members of APA or APA-Iowa Chapter members. Mobile workshops and progressive dinner are not included.</i>				
Full Conference - Non-Member Rate	\$325	\$350		
<i>Non-active members of the American Planning Association. Mobile workshops and progressive dinner are not included.</i>				
Full Conference - Full-time Student Rate	\$75	\$100		
<i>Full-time students seeking undergraduate or graduate degrees. Mobile workshops and progressive dinner are not included.</i>				
Wednesday-Only Conference	\$125	\$150		
<i>All Wednesday afternoon concurrent sessions and the opening keynote speaker only. Mobile workshop and progressive dinner are not included.</i>				
Thursday-Only Conference	\$175	\$200		
<i>All Thursday concurrent sessions, breakfast, lunch, awards and the keynote speaker only. Mobile workshops and reception tickets are not included.</i>				
Friday-Only Conference	\$125	\$150		
<i>All Friday concurrent sessions, breakfast, and keynote speaker only. Mobile workshop not included.</i>				
Conference Add-Ons	Day	\$ per Ticket	# Tickets	Total
Progressive Dinner	Wednesday	\$55		
Keynote Lunch + Awards	Thursday	\$25		
Reception	Thursday	\$25		
Mobile Workshops	Day	Capacity	\$ per Ticket	Total
Main Street Walking Tour	Wednesday	N/A	\$25	
Central Ottumwa Bus Tour	Thursday	25	\$30	
Bloomfield Bus Tour	Thursday	25	\$30	
Downtown Walking Tour	Friday	N/A	\$25	
TOTAL ENCLOSED:				
			(Registration + Additional Options)	



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CITY OF
OTTUMWA



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