

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!

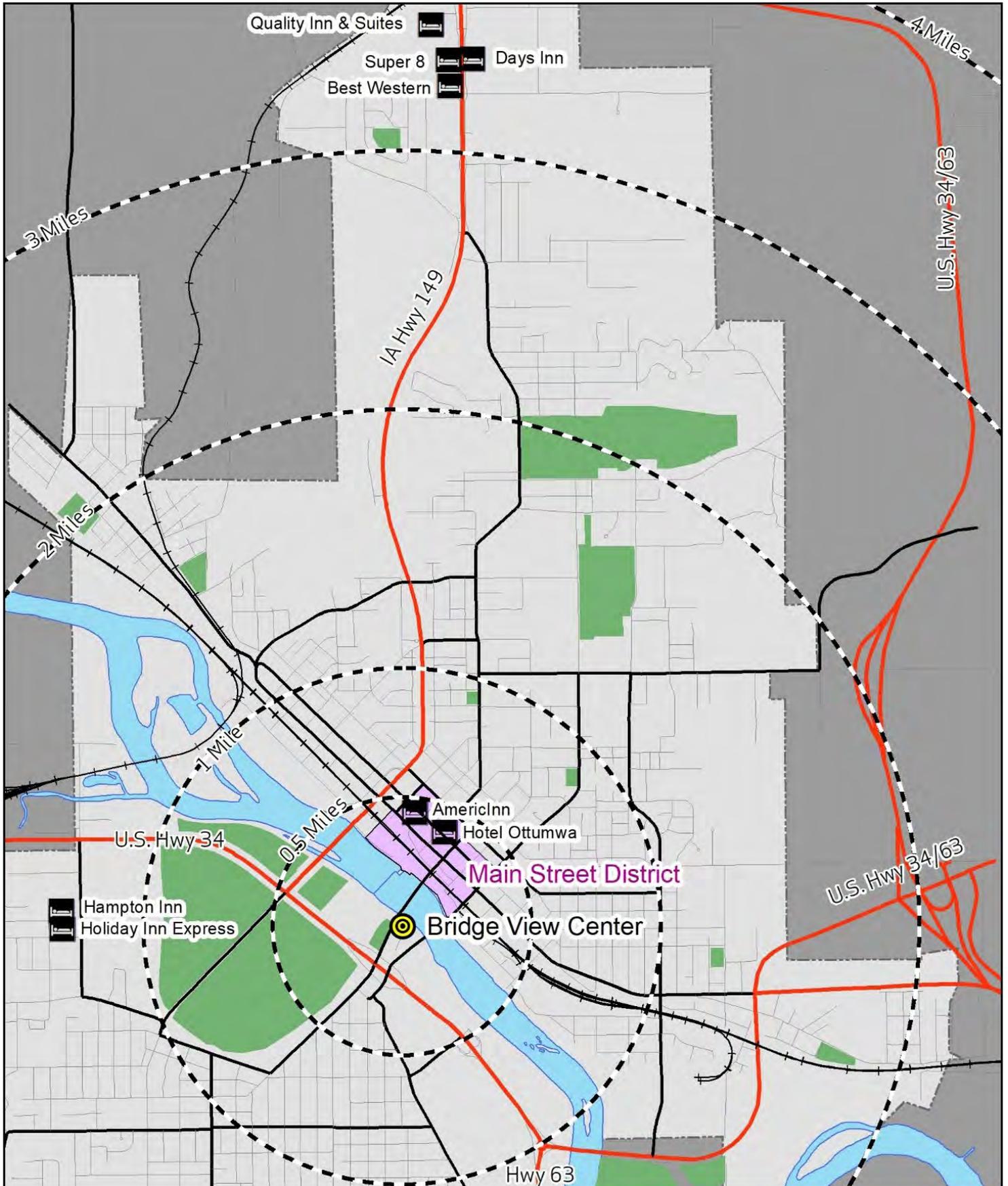
We encourage visitors to explore our community, discover something exciting around every corner, and meet all the people who make Ottumwa a great place to visit, live, work, and play.

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



www.meetottumwa.com

CENTRAL OTTUMWA MAP

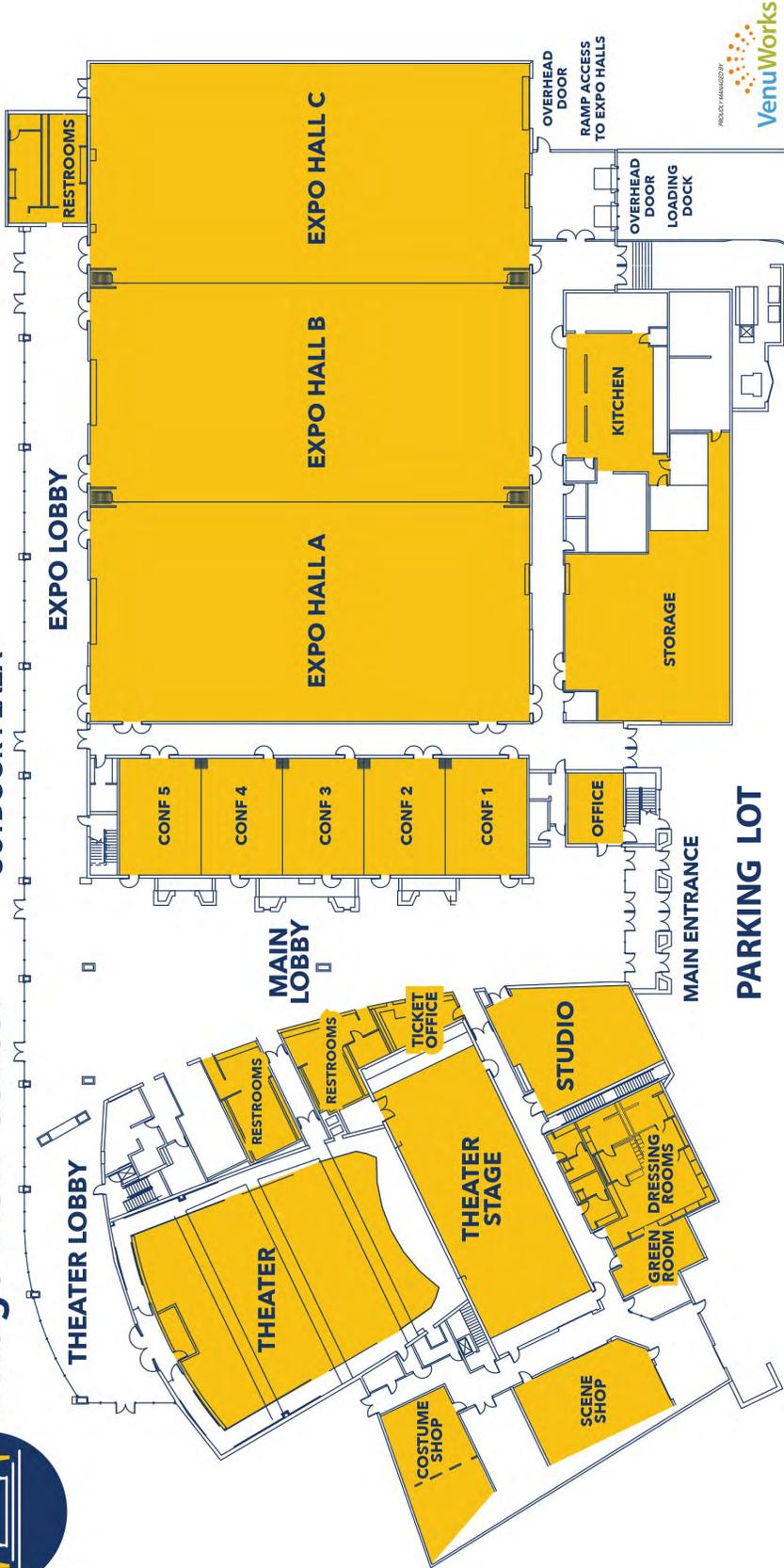


BRIDGE VIEW CENTER



Bridge View Center

OUTDOOR PLAZA



WiFi Network

BVC - Guest Network

WiFi Password

Lisco_1G

Room Key

Breakout Room 1 - Conference 1 & 2

Breakout Room 2 - Conference 4 & 5

Breakout Room 3 - Studio

Theater - Theater

Expo Hall B - Expo Hall B

Business Center - Conference Room 3

Mobile Workshops - Conference Room 3

SCHEDULE AT A GLANCE

Time	Wednesday, October 12th			Thursday, October 13th				Friday, October 14th		
	Breakout 1	Breakout 2	Mobile	Breakout 1	Breakout 2	Breakout 3	Mobile	Breakout 1	Breakout 2	Mobile
7:30 AM				7:30 AM - Registration Opens Breakfast Available				7:30 AM - Registration Opens Breakfast Available		
7:45 AM										
8:00 AM				8:00 - 8:45 Welcome & State of the Chapter						
8:15 AM										
8:30 AM								8:30 - 9:30 KEYNOTE SPEAKER Jonathan Pacheco Bell		
8:45 AM							8:30 - 11:30 MOBILE Central Ottumwa Bus Tour			9:30 - 12:30 MOBILE Downtown Walking Tour
9:00 AM			9:00 - 10:00 Biking and Micromobility Model Ordinance	9:00 - 10:00 Mission 500: How Ottumwa is Pursuing 500 Housing Units	9:00 - 10:00 Mentor Match			9:45 - 10:45 Mills & Fremont County Region after the 2019 Flood	9:45 - 10:45 Is your Community Econ. Dev. Ready?	
9:15 AM										
9:30 AM										
9:45 AM										
10:00 AM										
10:15 AM										
10:30 AM				10:15 - 11:15 Show Me the Money!	10:15 - 11:15 Downtown DSM: A Destination Built for the Future	10:15 - 11:15 AICP Exam Prep				
10:45 AM										
11:00 AM								11:00 - 12:00 AICP Ethics	11:00 - 12:00 But No One Bikes Here!	
11:15 AM										
11:30 AM				11:30 - 12:30 Awards Luncheon						
11:45 AM										
12:00 PM	12:00 - Registration Opens									
12:15 PM										
12:30 PM										
12:45 PM										
1:00 PM	1:00 - 2:00 KEYNOTE SPEAKER Ilana Preuss									
1:15 PM										
1:30 PM										
1:45 PM										
2:00 PM				1:45-2:30 Keynote Break Out Session	1:45 - 2:30 Student Poster Presentations					
2:15 PM										
2:30 PM	2:15 - 3:15 AICP Law	2:15 - 3:15 The Differences Between Econ. and Workforce Development								
2:45 PM										
3:00 PM				2:45 - 3:45 Trusting in Trust Funds: New Low-income Housing in Iowa	2:45 - 3:45 Downtown Revitalization in Knoxville Iowa	2:45 - 3:45 Iowa Legislative & Policy Session				
3:15 PM			2:00 - 5:00 MOBILE Downtown Walking Tour				2:00 - 5:00 MOBILE Bloomfield Bus Tour CANCELED			
3:30 PM	3:30 - 4:30 Methods in Inclusive Economic Development	3:30 - 4:30 Dollars & Sense: The Johnston Town Center								
3:45 PM										
4:00 PM										
4:15 PM				4:00 - 5:00 Lean Comprehensive Plans	4:00 - 5:00 Your Housing Issues Are Not Unique	4:00 - 5:00 Grow Back Better, ReLeaf Cedar Rapids				
4:30 PM										
4:45 PM	4:30 - 6:00 DEI HAPPY HOUR Mimi's Taqueria 707 Church St.									
5:00 PM										
5:15 PM										
5:30 PM										
5:45 PM										
6:00 PM										
6:15 PM										
6:30 PM	5:45 - 8:00 PROGRESSIVE DINNER 1. Legacy Foundation Office - 111 E. Main St. 2. Main Street Ottumwa Office - 334 E. Main St. 3. Temple of Creative Arts - 529 E. Main St. **Parking available on-street or in parking ramp**			6:00 - 8:00 RECEPTION IN CANTEEN ALLEY 112 E. 2nd St.						
6:45 PM										
7:00 PM										
7:15 PM										
7:30 PM										
7:45 PM										

SCHEDULE

WEDNESDAY, OCTOBER 12

12:00 PM

Main Lobby

Conference Registration Opens

The first 100 attendees to check in will receive a free copy of our Wednesday Keynote Speaker's book, "Recast Your City".

1:00 PM - 2:00 PM

Keynote Speaker

Theater

[CM 1.00]

Five Steps to Equitable Economic Development in Your Town

Ilana Preuss, Founder & CEO of Recast City, LLC

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. Pruess will discuss 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.

2:00 PM - 5:00 PM

Mobile Workshop

Conference Room 3

[CM 3.00]

Main Street Ottumwa: A Decade of Downtown Revitalization

Bradley J. Grefe, Area 15 Regional Planning Commission

Zach Simonson, City of Ottumwa

Fred Zesiger, Main Street Ottumwa

Walking Tour. See Page 16 for Description. Tickets are available!

2:15 PM - 3:15 PM

General Session

Breakout Room 1

[CM 1.00 LAW]

AICP Law

Gary Taylor, AICP and Luke Seaberg, Iowa State University Extension

This session will highlight the significant cases and legislative activity related to land use decisions by the state and Federal courts across Iowa and the Upper Midwest.

2:15 PM - 3:15 PM

General Session

Breakout Room 2

[CM 1.00]

Breaking Down the Differences between Economic and Workforce Development

Krista Tedrow, South Central Iowa Workforce Development Board

John Hall, CECD, Marshalltown Area Chamber of Commerce

We've heard the words, we've agreed to the initiatives, but do we really understand the connection, differences, and gaps between Economic Development and Workforce Development? This panel will dig into defining these two concepts and discuss how they are intrinsically related and why planners should care.

SCHEDULE

3:30 PM - 4:30 PM

General Session

Breakout Room 1

[CM 1.00 EQUITY]

Lessons from the Ground: Methods in Inclusive Economic Development

V Fixmer-Oraiz, AICP, Astig Planning

Angie Jordan, Independent Consultant

Amal Barre, Oakridge Neighborhood

Dr. Jane Rongerude, PhD, Iowa State University

This panel will discuss three projects that center underestimated communities at the neighborhood, county, and state-level. Underestimated community members are people who have been historically underrepresented and under-resourced within communities. These community members may include Black, Latine, Indigenous, Asian-American, Immigrant, LGBTQ+, Women, Youth, Formerly Incarcerates/Returning Citizens, and People with Disabilities.

At the neighborhood level, Jordan helped create a self-supported municipal improvement district (SSMID) in the South District Neighborhood after realizing that the nearby commercial area was an integral part of their neighborhood. At the county level, Fixmer-Oraiz, created an Inclusive Economic Development Plan in Johnson County where they utilized a community-led planning process that culminated in a “Strategic Doing” session where decision-makers, business support institutions, and underestimated business owners are currently working together in small groups on pathfinder projects.

3:30 PM - 4:30 PM

General Session

Breakout Room 2

[CM 1.00]

Dollars & Sense: Building what the Public Wants - The Johnston Town Center

David Wilwerding, City of Johnston

Adam Plagge, City of Johnston

Christopher Shires, Confluence

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 amenities/art, surrounded by commercial businesses. Despite the challenges brought forth by the COVID-19 pandemic, the Town Center is thriving!

4:30 - 6:00 PM

Mimi's Taqueria

DEI Happy Hour

APA - Iowa Chapter Diversity, Equity, & Inclusion Committee

The DEI Committee invites all interested individuals to a social networking happy hour at Mimi's Taqueria [707 Church St.]. The APA and DEI Committee are committed to creating an empowered and authentically diverse planning profession.



SCHEDULE

5:45 PM - 8:00 PM

Progressive Dinner
on Main Street

Progressive Dinner

Ottumwa Legacy Foundation, 111 E. Main St.
Main Street Ottumwa, 334 E. Main St.
Temple of Creative Arts, 529 E. Main St.

Planners will dine their way through Ottumwa's revitalizing Main Street district for an evening of award-winning food at intriguing adaptive-reuse venues. Appetizers from Botanistas at the Ottumwa Legacy Foundation's multi-use office building; entrees from Warehouse BBQ at the Main Street Ottumwa office; and desserts from Polar Xpress at the Temple of Creative Arts. Please meet at the Legacy Foundation office.

Pre-Registration Required. SOLD OUT.

THURSDAY, OCTOBER 13

7:30 AM

Main Lobby

Conference Registration Opens

Breakfast is available.

8:00 AM - 8:45 AM

Thursday Breakfast
Expo Hall B

Welcome & State of the Chapter

Madeline Sturms, AICP, President, APA - Iowa Chapter
Richard W. Johnson, Mayor, City of Ottumwa

Mayor, Rick Johnson, will provide welcoming remarks on behalf of the City of Ottumwa. APA - Iowa Chapter President, Madeline Sturms will provide an update on the Chapter's activities over the last year and the direction forward.

8:45 AM - 11:30 AM

Mobile Workshop
Conference Room 3
[CM 3.00]

A Riverfront Renaissance through Incremental Implementation

Bradley J. Grefe, Area 15 Regional Planning Commission
Fred Zesiger, Main Street Ottumwa

Bus Tour. See Page 16 for Description. Tickets are available!

9:00 AM - 10:00 AM

General Session
Breakout Room 1
[CM 1.00]

Biking & Micromobility Model Ordinance

Mindy Moore, AICP, HDR, Inc.
Jeff Wiggins, AICP, City of Des Moines
Aspen Pflanz, Des Moines Area MPO

Many communities' biking ordinances are out-of-date with unreasonable and unenforceable regulations. With the advance of electric scooters and other personal electric mobility devices, the DMAMPO recognized a need to provide regional guidance on updating biking regulations along with other micromobility devices.

SCHEDULE

At first peek, this proposition might seem palatable, but this project is profuse with persnickity planning parts: policy, process, people, politics, and the public. Policy: What should the ordinance regulate and what should those regulations be? Process: What steps do we need to follow? People: Who do we need to engage in the nitty gritty? Politics: What can we get approved? Public: How do we spread the word about new regulations.

9:00 AM - 10:00 AM

General Session

Breakout Room 2

[CM 1.00]

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

Zach Simonson, City of Ottumwa

Ottumwa is not unique in facing housing challenges. The 2022 Ottumwa Housing Plan identified a need to produce at least 500 new units of housing in the community before 2030. A groundswell of public support for new housing led to the organization of Mission 500, a network of nonprofits, government actors, developers, bankers, and other interested parties committed to organizing to meet the goal.

For its part, City staff and council undertook an ambitious review of the zoning code, easing restrictions on density. We have also funded a unique prototyping project. The City will select an architect tasked with design prototype site plans for Missing Middle medium-density infill development. Anyone who builds to these site plans can build on nearly any lot in the City and we are continuing to pursue initiatives and other features to support putting these medium-density projects into the housing market.

9:00 AM - 10:00 AM

General Session

Breakout Room 3

Mentor Match

Pre-Registration Required

The Mentor Match program offers emerging professionals the opportunity to make connections with and receive advice from seasoned planners. This is an opportunity to connect with a practicing planner and learn more about the field of planning, to review a resume, or to get tips on interview and job-finding skills.

10:15 AM - 11:15 AM

General Session

Breakout Room 1

[CM 1.00]

Show Me the Money!

Liesl Seabert, Alaina Santizo, Amy Zeigler, & Katie Kenne, IEDA

Jon Berg, Iowa Department of Cultural Affairs

Scott Flagg, Iowa Department of Transportation

With a growing focus on enhancing quality of life within communities, this session will explore various state programs supporting these efforts and provide tips on how to submit strong applications. Learn from program managers supporting trails, arts & culture, large-scale tourism attractions, placemaking, rural programming, and more!



SCHEDULE

10:15 AM - 11:15 AM

General Session

Breakout Room 2

[CM 1.00]

Downtown DSM: A Destination Built for the Future

Laura Kessel, RDG Planning & Design

Tiffany Tauscheck, Greater Des Moines Partnership

The Greater Des Moines Partnership launched Downtown DSM: Future Forward Plan in 2021 with a focus authoring a community-driven plan, positioning downtown DSM for short-term economic recovery and long-term economic vitality and vibrancy. The public engagement process relied on an intense level of meetings and interviews to gain input and feedback on ideas from people who know the area best: its residents, employees, and community leaders.

In light of the COVID-19 pandemic, like many downtowns, Des Moines is experiencing an increase in remote work, which is affecting its central business district by altering office needs and mobility patterns. Des Moines' vision to be future-ready stresses the importance of being a connected and networked district, promoting smart, sustainable, and inclusive progress for all. Focus is placed on improving the quality of life of its residents and visitors post-pandemic while fostering a culture of sustainability across the community.

10:15 AM - 11:15 AM

General Session

Breakout Room 3

AICP Exam Prep

David Wilwerding, AICP, City of Johnston

Planners seeking AICP certification should plan to attend this session where an overview of the application and exam process will be provided. This will include the benefits of AICP, studying and taking the exam following APA's new "One Path" to certification process. Recommendations and resources also will be shared.

11:30 AM - 12:30 PM

Awards Luncheon

Expo Hall B

2022 APA - Iowa Chapter Awards Program & Lunch

Liesl Seabert, Vice President, APA - Iowa Chapter

The 2022 APA - Iowa Chapter awards program honors exemplary programs, plans, tools, processes, reports or ordinances across seven categories including Best Practices, Grassroots Initiative, Implementation, Transportation Planning, Environmental Planning, Urban Design, Economic Development Planning and Student Posters.

12:30 PM - 1:30 PM

Keynote Speaker

Expo Hall B

[CM 1.00]

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.

SCHEDULE

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.

1:45 PM - 2:30 PM

General Session

Breakout Room 2

[CM 0.75]

Keynote Breakout: Building Lasting Confidence

Erik Dominguez

Confidence is a tricky concept. To be confident in something, you must first be willing not to be confident in it! This interactive breakout session builds on the "Three Ts of Confidence" and gives a framework, tools, and mindsets to building lasting and effective confidence.

1:45 PM - 2:30 PM

Student Posters

Expo Hall B

Student Poster Presentations

Planning students from Iowa State University and the University of Iowa will present their poster projects as submitted for this year's student competition.

2:45 PM - 3:30 PM

General Session

Breakout Room 1

[CM 1.00]

Trusting in Trust Funds: Creating New Low-Income Housing in Iowa

Ellen McCabe, Housing Trust Fund of Johnson County

Rachel Matthews, Chariton Valley Regional Housing Trust Fund

Tammy DeBord, Southwest Iowa Housing Trust Fund

Jerry Anthony, FAICP, University of Iowa

Most urban areas in the state have a shortage of reasonably priced workforce housing. These shortages are holding back local economic expansion. Federal funding to create new workforce housing is scant. There are about 20 local and regional housing trust funds in Iowa that provide much-needed funding to create and preserve workforce housing. This panel will shed light on how a few housing trust funds in Iowa operate, how much funding they leverage, and how they contribute to local economic development.

2:45 PM - 3:30 PM

General Session

Breakout Room 2

[CM 1.00]

Downtown Revitalization in Knoxville, Iowa

Glenn Lyons, Marilyn Arber, & Heather Ussery, City of Knoxville

The City of Knoxville, working with IEDA, has embarked upon an aggressive downtown revitalization program that focuses both on community development (i.e. branding, marketing, advertising, leadership, etc.) and economic development (i.e. storefront restoration, upper-story housing conversions, streetscape enhancement, etc.). The most notable characteristics of the program are the comprehensive nature of the work, the speed at which the work is being undertaken, and the relatively large investment for a community this size (approx. 7,000).

SCHEDULE

2:45 PM - 3:30 PM

General Session

Breakout Room 3

[CM 1.00]

Legislation & Policy for Iowa Planners

Steven J. Van Steenhuyse, AICP, City of Mason City

Tom Cope, Cope Murphy + Co.

Iowa planners face increased challenges as the Iowa Legislature considers laws and policies affecting land use, municipal budgets, and the environment. Local control of many of these issues are eroding, as interest groups turn to the State to impose or overturn regulations in their favor. How should planners respond?

In this session, the Chair of the Legislative and Policy Committee and the Chapter Lobbyist will review the 2022 Legislative Session and consider priorities for 2023 and beyond. We will also consider strategies for having a greater impact on the legislative process. Participants will learn how to monitor bills, work with their local representatives, and brainstorm ways to implement the Chapter's legislative priorities.

4:00 PM - 5:00 PM

General Session

Breakout Room 1

[CM 1.00]

Lean Comprehensive Plans: A Planning Oxymoron, Debunked!

Chris Janson, AICP and Lauren Dietz, AICP, MSA Professional Services

"Comprehensive Plan." The title itself implies a plan that tries to account for all the topics, all the data, and all the ideas. But it's time to rethink the Comprehensive Plan. The session will explore the idea of the Lean Comp Plan--what it looks like and how to get there. We'll start with the challenge of information overload and the distinction between interesting and useful data. Then, we'll make the case for brevity and simplicity and tour several model plans. Finally, we'll introduce the Lean Comp Plan Tool, created by the Project for Lean Urbanism, explaining both its planning strategies and the policy perspectives.

4:00 PM - 5:00 PM

General Session

Breakout Room 2

[CM 1.00]

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

Charlie Cowell, AICP, Amy Haase, & Matt Coen, RDG Planning + Design

Allissa Ice, Kansas Housing Resources Corporation

This session will look at the market dynamics facing nearly every community in the Midwest today. Why are the economics of housing supply and demand out-of-whack and what are the implications for communities? This question will lead into what housing supply and demand may look like in the coming years and how each community's approach to solving these common housing challenges can, and should, be unique.

Using the 2021 Kansas Statewide Housing Study with case study examples, presenters will provide insight into successful programs, policies, and partnerships that are helping fill local needs at various scales.

SCHEDULE

4:00 PM - 5:00 PM

General Session

Breakout Room 3

[CM 1.00 SR]

Grow Back Better: ReLeaf Cedar Rapids

Jennifer Pratt, City of Cedar Rapids

Cedar Rapids was devastated by the August 2020 derecho, with winds destroying over sixty percent of the City's tree canopy. Approximately 670,000 trees in Cedar Rapids were lost. Now, less than two years later, a robust plan has been adopted to equitably restore the tree canopy. This session will provide an overview of the planning process that culminated in the ReLeaf plan, highlighting equity considerations, public-private partnerships, and a ten-year prioritized implementation plan.

6:00 PM - 8:00 PM

Opening Reception

Canteen Alley

Reception at Canteen Alley

Sponsor: Meet Ottumwa!

Attendees will have the opportunity to experience Canteen Alley, a multi-purpose reimagination of an underutilized public space in Downtown Ottumwa [112 E. 2nd St.]. This public-private creative placemaking venture employs permeable pavers and art to manage stormwater runoff. Tables, benches, lighting, vegetation and even more art were added to enhance the pedestrian experience outside the famed "Canteen Lunch" loosemeat sandwich shop.

A variety of appetizers and cash bar will be available. Attendees will receive two free drink tickets courtesy of Meet Ottumwa.

FRIDAY, OCTOBER 14

7:30 AM

Main Lobby

Conference Registration Opens

Breakfast is available.

8:30 AM - 9:30 AM

Keynote Speaker

Theater

[CM 1.00]

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.



SCHEDULE

9:30 AM - 12:30 PM

Mobile Workshop

Conference Room 3

[CM 3.00]

Main Street Ottumwa: A Decade of Downtown Revitalization

Bradley J. Grefe, Area 15 Regional Planning Commission

Zach Simonson, City of Ottumwa

Fred Zesiger, Main Street Ottumwa

Walking Tour. See Page 16 for Description. Tickets are available!

9:45 AM - 10:45 AM

General Session

Breakout Room 1

[CM 1.00 SR]

A Vision of Hope for the Mills & Fremont County Region After the 2019 Flood

Kevin Nordmeyer, AIA, LEED AP, BNIM Architects

Alexsis Fleener, AICP, ICF

The historic 2019 Missouri River flooding in Mills and Fremont Counties, devastating the communities of Pacific Junction and Hamburg as well as development around I-29 interchanges with Highways 2 and 34. The Iowa Economic Development Authority secured funding from the U.S. Department of Commerce's Economic Development Administration to create a comprehensive plan for post-flood restoration. The plan was developed to provide a guide for short-term and long-term projects and funding within the region with particular consideration for the communities of Pacific Junction and Hamburg.

This session will describe the issues facing the communities post-flood, the integrated community-centered process with multiple project partners, the goals and objectives for sustainable development utilizing the Iowa Green Streets Criteria, and implementation projects and recommendations to create hope for the region.

9:45 AM - 10:45 AM

General Session

Breakout Room 2

[CM 1.00]

Is Your Community Economic Development Ready?

Michael Gould, Robin Bostrom, & Amy Kuhlert, IEDA

This panel of state experts will discuss how to prepare for business development in your community from a holistic point of view, including infrastructure preparation, understanding needs, business attraction and retention, entrepreneur development, the role of leadership and planning, and the significance of livable communities.

11:00 AM - 12:00 PM

General Session

Breakout Room 1

[CM 1.00 ETHICS]

AICP Ethics

Jerry Anthony, FAICP, University of Iowa

Anne Russett, AICP, City of Iowa City

This session provides a brief review of the Certified Planner's ethical obligations under the AICP Code of Ethics and the APA Ethics for Principles for Planning. Attendees will gain a better understanding of the role and application of the AICP Code of Ethics and Professional Conduct in everyday decision-making.

SCHEDULE

The session will use a moderated discussion approach to draw the audience into the deliberations and discussions around contemporary real-world scenarios that present ethical dilemmas or decision points for the planners involved. The moderated discussion will focus on the questions of: What principles and ethical rules of conduct apply to the case? What principles and ethical rules of conduct apply to the case? What choices do the planners involved have and what risks come with these choices? And is there a way to avoid the problem or scenario presented?

11:00 AM - 12:00 PM

General Session

Breakout Room 2

[CM 1.00]

But No One Bikes Here! How Perception and Infrastructure Shape Biking as Transportation

Wyatt Archer & Chris Albrecht, Bolton & Menk, Inc.

Jeff Wiggins, AICP, City of Des Moines

In the U.S., the transportation sector is the largest greenhouse gas emitter. Many cities have committed to increasing the walking and bicycling mode share, yet progress has been difficult. In Iowa, recreational cycling is beloved by many with the oldest, largest, and longest multi-day bike tour [RAGBRAI] hosting thousands every year. Yet, riding a bike in the average Iowa town can be stressful and dangerous. Wide roads and fast-moving cars make many trips an exercise of balancing risk to get to your destination. Large swaths of people are unable to drive a car and many others would be happy to drive less, yet in both small towns and major cities few people commute or run short errands by bike. We will explore how different street typology, perception of biking, posted speed limits, weather, and how types of infrastructure affect who and how many people ride a bicycle in various places.



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.

A Riverfront Renaissance through Incremental Implementation

Thursday 8:45 - 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 the aggressive incremental implementation of smaller plans.



SPONSORS

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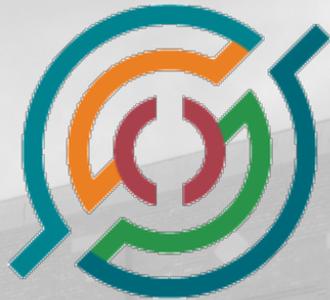
**BOLTON
& MENK**

CONFERENCE RECEPTION

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Extension and Outreach

Community and Economic Development

KEYNOTE SPEAKERS



Ilana Pruess

www.recastcity.com

Ilana (B.S. URS '96) is the Founder of Recast City LLC, a consulting firm that works with city leaders, real estate developers, and other civic leaders to integrate space for small-scale producers into redevelopment projects and place-based economic development. She is passionate about making great places and sees that small-scale manufacturers are a missing piece in today's mixed-use development and commercial property repositioning. With over 20 years of experience in city development, Pruess works with real estate developers, economic development corporations, and other local leaders to go from the idea to plan to action to build great places with vibrant economies. She supports small business and organizations to develop strategies with measurable and achievable outcomes.



Erik Dominguez

www.erikdominguez.com

Erik is a communication and confidence expert with over 25 years of experience teaching thousands of individuals from all walks of life how to speak up for themselves. As an immigrant who grew up between two cultures and mixed messages, his familiarity with communication fears fueled him to learn and share the mindsets and tools to be seen and heard. His team-oriented approach has centered on a philosophy that everyone has a unique story and believes that everyone can share their minds and hearts with confidence, power, and -- yes -- a LOT of fun!



Jonathan Pacheco Bell

www.c1typlann3r.blog

Jonathan is a Senior Project Manager for Land Use and Housing at the South Bay Cities Council of Governments and an Adjunct Professor at Cal Poly Pomona Department of Urban and Regional Planning. He has over 20 years of professional experience in the public, private, and nonprofit sectors spanning the fields of urban planning, architecture, and community libraries. While working as a Los Angeles County Planner, Jonathan created Embedded Planning: The praxis locates the planner's work on the street level to increase equity and participation for historically marginalized communities harmed by inequitable planning. In addition to teaching and practice, Jonathan serves as VP of the Florence-Firestone Community Organization in South Central LA and represented Southern California on APA's national Social Equity Task Force. He holds an M.A. in Urban Planning from UCLA Luskin School of Public Affairs and additional degrees in Library & Information Studies, Political Science, and Architecture.

PRESENTERS

Chris Albrecht

Senior Transportation Project Manager, Bolton & Menk, Inc.

Chris Albrecht is a senior transportation project manager who has extensive experience in a variety of transportation projects, from comprehensive roadway planning to multi-intersection corridor studies. His experience in the transportation industry includes both times as a private-sector consultant and as a researcher in academia. He has become a recognized authority in the realm of access management since the late 1990s. Chris also served as an adjunct lecturer teaching traffic modeling for both Iowa State University and the University of Iowa. He also serves as a TRB committee member.

Jerry Anthony, FAICP

Associate Professor, University of Iowa School of Planning & Public Affairs

Jerry is a global changemaker. In 2003, he cofounded the Housing Trust Fund of Johnson County that, to date, has distributed about \$10 million to help build over 850 reasonably priced homes in Iowa. In 2012, he cofounded the World Institute of Sustainable Habitats in Kochi, India. He is a tenured associate professor at the University of Iowa's School of Planning & Public Affairs. He has been named an Excellent Educator by the APA, one of only two professors ever to be so honored in the State of Iowa. He was a Visiting Scholar at the University of Hong Kong (2015-2019). He was named a HUD Urban Scholar in 2002. His publications are widely read, with a 2004 paper titled "The Effects of Florida's Growth Management Act on Housing Affordability" named one of the 10 most influential papers published in the Journal of the American Planning Association in 25 years. His research has been funded by numerous entities, including the Brookings Institution, the Lincoln Institute of Land Policy, and the U.S. Department of Housing & Urban Development. In 2019, Anthony was awarded the University of Iowa's Michael J. Brody award for Excellence in Service to the state. In 2020, Anthony was named a Fellow of the American Institute of Certified Planners.

Wyatt Archer

Community Planner, Bolton & Menk, Inc.

Wyatt Archer is a community planner with Bolton & Menk who focuses on corridor and long-range planning efforts. His passion lies in planning for sustainably and safe environments that allow people to thrive. He has previously worked with the City of Memphis in the Bike and Pedestrian Division and at the Memphis Area Transit Agency where he worked on increasing bicycle access to transit and road diets. Wyatt has his master's in City and Regional Planning from the University of Memphis.

PRESENTERS

Marilyn Arber

Community Development Director, City of Knoxville

Marilyn worked as real estate paralegal for many years, has owned and operated her own retail clothing stores, and a manufacturing company. She also was the Executive Director of a nonprofit community-based crime prevention organization in Calgary, Canada. For her efforts in Community Development, Marilyn received the Alberta Centennial Medal honoring outstanding Albertans in 2006. Marilyn is currently serving as the Community Development Director for the City of Knoxville, in addition to being a Principal in 571 Polson Developments LLC.

Amal Barre

VP of Planning & Strategy, Oakridge Neighborhood

Amal is an urban planner working in the non-profit affordable housing sector and serves as the VP-Planning and Strategy at Oakridge Neighborhood. Her focus areas are affordable housing preservation, asset-based community development, and spatial and environmental justice. She is a HealthConnect Fellow with the Mid-Iowa Health Foundation (MIHF). unevictIA research activities are supported by grant funding from the MIHF.

Jon Berg

Program Manager, Arts in Community Development, Iowa Department of Cultural Affairs

Jon serves as Program Manager for Arts in Community Development with the Iowa Arts Council, a Division of the Iowa Department of Cultural Affairs. His work is focused on supporting communities across Iowa through management of several creative placemaking and infrastructure programs including the Iowa Great Places and Cultural & Entertainment Districts designations.

Prior to joining the Iowa Arts Council, Jon served as the director of the IndyEast Promise Zone, a national place-based initiative focusing on securing state and federal resources for community development projects in Indianapolis. During his time with IndyEast, he also helped establish the National Coalition of Promise Zones representing 22 rural, tribal and urban communities across the country. Jon has held roles in community engagement and development with the Local Initiatives Support Corporation (LISC) and Indiana University-Purdue University, Indianapolis focused on quality of life planning, creative placemaking and events. Jon grew up in Central Iowa and is an alum of Iowa State University.

PRESENTERS

Robin Bostrom

Business Specialist, IEDA Downtown Resource Center

Robin serves as a Business Specialist with the Iowa Economic Development Authority, working with the Downtown Resource Center and the Main Street Iowa team. Prior to joining IEDA, she served as a local program director for West Union, Iowa, a nationally accredited Main Street program in Northeast Iowa. She has worked for numerous non-profit organizations, served as Executive Director for Fayette County Economic Development, and is a small business owner. She earned a BA from the University of Northern Iowa and is a graduate of the Heartland Economic Development Course. She has earned the Development Finance Professional Certification from the National Development Council. She enjoys working with Iowa communities and small business owners to help them develop their full potential.

Matt Coen

Architect, RDG Planning + Design

Matt is a licensed architect and economic development consultant in RDG's architecture studio. With over 15 years of experience, Matt has built his career on community revitalization and economic development efforts including urban planning, infill development, historic preservation, housing, and public improvement projects. Complementing this work, Matt has extensive experience in corporate and institutional architecture projects. He is a skilled project leader and believes that the pursuit of a shared vision is the key to a successful project. Matt holds a Bachelor of Architecture from Iowa State University and is actively involved in community and professional organizations.

Tom Cope

Partner, Cope Murphy + Co.

Tom served for nearly seven years as the chief of staff to the Iowa Senate Majority Leader. Prior to that, he served as Republican Congressman Jim Leach's Iowa district office director, and later as Director of Communications for the Iowa GOP. He began working as a lobbyist in 2003. In 2011 Tom was first elected to the Johnston City Council and serves as the City's representative to the Des Moines MPO and the Metro Waste Authority. In 2017, he and colleague Jon Murphy formed Cope Murphy + Co., who have served as the lobbyists for the Iowa Chapter of the American Planning Association since 2021.

PRESENTERS

Charlie Cowell, AICP

Urban Planner, RDG Planning + Design

Charlie is an urban planner for RDG. Charlie received a bachelor's degree in Economics with a minor in Finance from the University of Northern Iowa and a Master's degree in Urban and Regional Planning from the University of Iowa. Charlie works in community and regional planning across a variety of fields including housing, zoning ordinances, comprehensive planning, corridor planning, and active transportation. He currently serves as a board member for the Iowa Chapter of the American Planning Association. He is a certified with the American Institute of Certified Planners and a member of the American Planning Association.

Tammy DeBord

Grants Specialist III, Southwest Iowa Housing Trust Fund

Tammy is a Grants Specialist III with Southwest Iowa Planning Council (SWIPCO), who administers the Southwest Iowa Housing Trust Fund serving Cass, Fremont, Harrison, Mills, Montgomery, Page, and Shelby Counties. She has been with SWIPCO for the past 15 years and worked with the housing trust fund for the last seven years. She has been responsible for everything from intake information of clients, maintaining a database of clients on the wait list, income verifications, applications of clients to the IFA applications, semi-annual reports, and draws with the housing trust fund. She was also responsible for administering the former Council Bluffs Housing Trust Fund before they transitioned to the Pottawattamie County Housing Trust Fund. In addition to her work on the housing trust fund, she works extensively with CDBGs and the Regional Planning Affiliate 13.

Lauren Dietz, AICP

Planner, MSA Professional Services

Lauren is a planning consultant with MSA Professional Services, Inc. With planning experience in the public sector, private sector, and research, in addition to an eye for details, Lauren is a constructive critic of the status quo.

Scott Flagg

Federal/State Recreational Trail Program Manager, Iowa Department of Transportation

Scott has worked for the State of Iowa for over 10 years focused on working with communities and businesses on material management, environmental planning and construction projects. He currently manages the State and Federal Recreational Trails Programs for IDOT.

PRESENTERS

V Fixmer-Oraiz, AICP

CEO & Founder, Astig Planning

V is an AICP-certified community and environmental planner. V founded Astig Planning to fuse community organizing techniques with planning frameworks. Leading a company aligned with a vision toward equity and sustainability, their work has focused on regional planning and community engagement. V has worked with municipalities and counties on comprehensive and master plans, and has contributed to the completion of several regional watershed plans, including the English River and Middle Cedar River watershed plans. V is passionate about engaging with people on a range of issues impacting their community, such as stormwater and floods, economic development, racial equity and social justice, and expanding community services.

Alexsis Fleener, AICP

Senior Community Recovery and Mitigation Specialist, ICF

Alexsis comes from a Council of Governments in Southwest Iowa as Community Development Director. She has been doing planning and community development work including administering a variety of CDBG projects and developing Hazard Mitigation plans for the past 7 years. She and her team implemented and managed a FEMA HMGP buyout and PA demo program and received funding for CDBG DR infrastructure and new construction housing projects in Southwest Iowa after the Missouri River flooding in 2019. Most recently, Alexsis is now a Senior Community Recovery and Mitigation Specialist at ICF where she assists states and local government build, apply for, and manage CDBG Disaster Recovery federal grants across the country.

Michael Gould

Project Manager, IEDA Center for Rural Revitalization

Michael has over 32 years of experience in economic development and organization management. Gould serves as manager for business retention and recruitment as well as the manager of insurance development, data center development and warehouse/distribution projects in the Business Development Division of the IEDA. During his 18-year tenure with IEDA Gould has attracted the investment of over \$9 billion in new and existing business expansions in Iowa. Prior to his position at the IEDA, Gould worked in the private sector for 15 years as President and CEO of the Fort Collins (CO) Chamber of Commerce, Executive Director of the Muscatine Chamber of Commerce and Director of Convention and Tourism for the Burlington Area Chamber of Commerce. Gould is a graduate of the Economic Development Institute and the U.S. Chamber's Institute for Organization Management. He has also received the Certified Chamber Executive (CCE) designation. He holds a Bachelor of Arts degree in Political Science from Drake University and has initiated work on a master's degree in Public Relations from UNI.

PRESENTERS

Bradley J. Grefe

Senior Planner, Area 15 Regional Planning Commission

Bradley is a Senior Planner at the Area 15 Regional Planning Commission. He provides planning and technical assistance to local governments, private entities, and nonprofit organizations across a six-county region in Southeast Iowa. He has written and/or administered a variety of public infrastructure [water/wastewater/community facilities], downtown revitalization [facade improvements, upper-story housing], historic preservation, and transportation grants over the last nine years. He holds a B.S. in Community & Regional Planning and an M.S. in Transportation, both from The Iowa State University. He has been a Main Street Ottumwa volunteer since 2015.

John Hall, CEcD

President & CEO, Marshalltown Area Chamber of Commerce

John serves as President & CEO of the Marshalltown Area Chamber of Commerce. He has led this organization since August of 2021. The Chamber of Commerce in Marshalltown also serves as the main Economic Development Organization for Marshall County and houses the Tourism Office. John serves on the Board of Directors for the Mid-America Economic Development Council a multi-state regional economic development organization.

In addition he serves on the South Central Iowa Workforce Development Board, and the Iowa Association of Chambers of Commerce Board. John has a bachelor's degree in Political Science from Iowa State University and has achieved his certification in economic development from the International Economic Development Council. John and his wife Brianna married in 2018 and have one daughter, Jocelyn, who all reside in Marshalltown.

Amy Haase

Principal, RDG Planning + Design

Amy is an experienced urban planner at RDG. She has managed projects including transportation studies, comprehensive plans, housing market studies, downtown and corridor redevelopment, neighborhood revitalization, and park master plans. Amy is a trusted leader in developing plans and leading public engagement processes that fit the needs of communities of all sizes throughout the Midwest. She holds a Master of Science in Urban Studies from the University of Nebraska Omaha and a Bachelor of Arts in Social Sciences from Wayne State College, and is certified with the International Association for Public Participation.

PRESENTERS

Allissa Ice

Director of Housing Development, Kansas Housing Resources Corporation

Allissa Ice is the Director of Housing Development for Kansas Housing Resources Corporation. She manages the Kansas Low Income Housing Tax Credit and Moderate Income Housing programs, as well as the Private Activity Bond allocation. Allissa holds a Bachelor's degree in Social Welfare from the University of Kansas and a Master's of Public Administration from the University of Missouri Kansas City.

Christopher Janson, AICP

Senior Planner, MSA Professional Services

Chris is a consultant with MSA and has over 16 years of experience assisting communities with comprehensive planning and plan implementation.

Angie Jordan

Independent Community-Based Consultant

Angie is an independent community-based consultant. She is a Strategic Doing practitioner, a connector, and an ecosystem builder who also just happens to be a TKGGA Master Hand-Knitter with over 25 years of knitting experience and instruction.

Katie Kenne

Tourism Outreach and Engagement Coordinator, Iowa Economic Development Authority

Katie is the Outreach and Engagement Coordinator for the Iowa Tourism Office. She is your go-to for connecting what you are doing locally to statewide marketing initiatives by sharing your stories with the state tourism team. Katie also connects Iowa tourism partners with potential travelers through the cooperative partnership program, Iowa Tourism Marketing Grant and Regional Sports Authority District Grant. When not working Katie can be found cheering on the Hawkeyes, enjoying a local craft beverage or spending time with family and friends.



PRESENTERS

Laura Kessel

Director of the Landscape Architecture Studio, RDG Planning & Design

As Director of the Landscape Architecture Studio at RDG, Kessel combines her education and experience in landscape architecture and planning to create designs that work from the regional scale to the human scale. Laura strives to create timeless and sustainable designs that enhance our communities from an economic, environmental, aesthetic, and social perspective. Laura takes great care in servicing a community's needs whether designing a plaza that serves as the heart of a community; a park that nourishes the land and the people who use it; or a land use plan that allows for a strategic look towards the future.

Amy Kuhlert

Iowa SourceLink Program Manager, Iowa Economic Development Authority

Amy is a program manager with the Iowa Economic Development Authority managing the IASourceLink Program. In this role, she facilitates the effective connection of small business and startups to financial and technical resources available through resource providers across Iowa; develops and expands relationships with both public and private resource providers, and champions resource partners in their efforts to foster Iowa small business success.

Kuhlert also serves on the board of directors of the Iowa Chapter of the National Association of Women Business Owners (NAWBO) and on the Strategic Advisory Council for the Iowa Women's Business Center. She holds a bachelor of arts degree in business management / entrepreneurship from Buena Vista University, and a Master of Public Administration from Drake University.

Glenn Lyons

Director of Economic Development, City of Knoxville

Glenn has worked in urban planning and development positions in the public, private, and nonprofit sectors for more than 40 years. Included in his resume are CEO positions with the Calgary (Canada), Tucson, and Des Moines downtown business improvement districts. He is currently serving as the Economic Development Director for the City of Knoxville, in addition to being a Principal in 571 Polson Developments LLC. Glenn has Masters Degrees in Environmental Design (Urbanism) and Business Administration (Finance) from the University of Calgary.



PRESENTERS

Rachel Matthews

Executive Director, Chariton Valley Regional Housing Trust Fund

Rachel Mathews, M.B.A. is the President and Owner of Commercial Resources Inc. and Executive Director, Chariton Valley Regional Housing Trust Fund Inc. Rachel obtained a Bachelor's in Business Administration at the University of Iowa in 2002 and MBA at Drake University in 2014. Commercial Resources Inc. (CRI) was created in 2002 out of need by a local entrepreneur. A "back office" business was designed to help the flourishing entrepreneur stay legal and compliant in all areas of business operations. CRI hired accountants, human resource professionals, and marketing gurus to provide exceptional services for a variety of businesses. As the "back office" idea continued to grow, CRI began offering outsourced services to many start up and existing businesses across the State of Iowa and surrounding states.

Ellen McCabe

Executive Director, Housing Trust Fund of Johnson County

Ellen is originally from New York and has enjoyed living in Iowa City for the past 40 years. She has graduate degrees in counseling and in business administration. Ellen has worked for eight not-for-profit organizations and volunteered at 11 more including her most recent stint on the board of directors of Table to Table a food rescue organization. She was the director of the Crisis Center for ten years and served at Goodwill of the Heartland for 14 years. Ellen became the third executive director at the Housing Trust Fund of Johnson County in 2018.

Kevin Nordmeyer, AIA, LEED AP

Principal, BNIM Architects

Kevin is an architect and a Principal at BNIM in Des Moines. He served as the project leader of the multi-disciplinary planning team for the IEDA Comprehensive Planning Project for Mills and Fremont Counties. He has served as a pioneer in sustainable design in Iowa and the Midwest, leading the creation of Iowa's first model sustainable buildings in the 1990's and the first LEED Platinum collegiate facilities in Iowa in the late 2000's. He has led projects that have received more than 40 National, Regional and State AIA Design Awards. Prior to joining BNIM in 2011, Kevin served as Director of the Iowa Energy Center at Iowa State University (ISU) and over the years has served on several environmental and energy boards and commissions in Iowa. He has also served as a lecturer between 2003 - 2012 in the Department of Architecture at ISU's College of Design. Kevin has received the ISU College of Design's Design Achievement Award and the AIA Iowa Medal of Honor for accomplishments in design, education and service.

PRESENTERS

Mindy Moore, AICP

Senior Transportation Planner, HDR, Inc.

Mindy is a senior transportation planner with HDR who has worked in both the public and private sectors during her 21-year career. Her expertise is helping communities create bikeable, walkable, and equitable transportation systems through design and policy. She's on the Board of the Des Moines Street Collective nonprofit which champions active transportation options for everyone.

Adam Plagge

Economic Development Manager, City of Johnston

Adam is the Economic Development Manager for the City of Johnston. Mr. Plagge manages development agreements, economic development initiatives and business attraction for the City. Prior to coming to Johnston, Mr. Plagge worked as the Economic Development Director for Fairfield Economic Development Association. Mr. Plagge holds B.A. in Business Administration from UNI and an M.B.A. and Masters in Urban Planning from the University of Iowa. Plagge is also a Co-Founder of the Fairfield Colab Coworking Space and Fairfield based Neighborhood Builders and Developers.

Aspen Pflanz

Associate Planner, Des Moines Area MPO

Aspen is an associate planner with the Des Moines Area MPO responsible for all things active transportation. She staffs the Central Iowa Bicycle and Pedestrian Roundtable, assists communities in preparing grant applications for the Transportation Alternatives Program, schedules the yearly Data Bike routes and oversees the permanent trail counter program. She is currently leading the development of the region's next long-range active transportation plan, InterConnect. She is dedicated to making Central Iowa's transportation network one which you don't need a car to go very far.

Dr. Jane Rongerude, PhD

Associate Professor of Community & Regional Planning, Iowa State University

Dr. Rongerude's research interests focus on the role of housing within urban systems of poverty management. She is especially interested in the institutional and spatial arrangements related to poverty management systems. Within these systems, she investigates how poverty is being dispersed, shifted and reformed within the urban landscape. As a result of these areas of inquiry, she has developed a strong foundation in the areas of housing needs, housing policy, neighborhood revitalization, and community development.

PRESENTERS

Jennifer Pratt

Community Development & Planning Director, City of Cedar Rapids

Jennifer has served in the City's Community Development and Planning Office since 1998. Always involved in Community and Economic Development activities, she was promoted to Director in October, 2014. Her department is comprised of the following divisions: Housing Services which administers a number of federally-funded programs, including Section 8 Vouchers, CDBG, and HOME; Planning which conducts neighborhood and corridor planning initiatives, as well as coordination with all City Departments in the implementation of the City's comprehensive plan; and the Corridor Metropolitan Planning Organization which oversees distribution of federal/state transportation funds for the region. Since becoming Director, Jennifer initiated the establishment of the City's first Economic Development Programs. She also led the effort to align EnvisionCR, the City's comprehensive plan, with the City Council's goals to enhance the physical, economic, and social fabric of the community. Before serving in Cedar Rapids, Jennifer worked in the Quad Cities for the Bi-State Regional Commission and City of Moline, Illinois. Jennifer holds a BA in Political Science from Augustana College, Rock Island, Illinois and an MA in Public Administration from Upper Iowa University.

Anne Russett, AICP

Senior Planner, City of Iowa City

Anne is the Senior Planner for the City of Iowa City. Her 15-year career in the public sector has focused on addressing barriers to housing and promoting sustainability principles to create equitable and livable communities. Prior to joining the City of Iowa City in 2018 she worked for the City of Cedar Rapids, the Los Angeles County Department of Regional Planning, and the Oregon Department of Transportation. Over the course of her career, she has worked on a variety of land use, housing, and mobility related planning initiatives. She has a Master of Arts degree in Urban and Regional Planning from the University of Iowa.

Alaina Santizo

Senior Project Manager, IEDA Center for Rural Revitalization

Alaina is a Senior Project Manager for the Iowa Economic Development Authority (IEDA). The Iowa native graduated with a bachelor's degree from the University of Iowa, and a master's degree from Drake University. She has worked for IEDA since 2006. In that time, she's worked with various programs including those that promote recreation, quality of life, and tourism projects as well as business growth programs. Outside of the office, Alaina enjoys Iowa's many outdoor recreation opportunities with her husband and three children.

PRESENTERS

Luke Seaberg

Industry Extension Specialist, Iowa State University Extension

Luke has been an Industry Extension Specialist with Iowa State University Extension and Outreach since 2021. He works on the Local Government and Housing Team, where he focuses on Rural Housing Readiness Assessments, Planning and Zoning workshops, and other regional planning subjects. Luke holds a Master's in Urban Planning and Development from Cleveland State University, as well as bachelor's degrees from the University of Massachusetts Amherst. Prior to joining ISU Extension and Outreach, Luke worked in nonprofit housing in Wisconsin.

Liesl Seabert

Rural Community Revitalization Program Manager, IEDA Center for Rural Revitalization

Liesl is a Florida native who moved to Iowa in 2016. She is a licensed attorney and has a background in community development, consensus building, and land use law. Currently Liesl works as the Rural Community Revitalization Program Manager within the new Rural Revitalization Office in the Iowa Economic Development Authority. In this role, Liesl is responsible for managing the Governor's Empower Rural Iowa Initiative, focused on developing policy recommendations addressing rural Iowa concerns through three task forces. Liesl serves as an ex-officio executive member of the Iowa Rural Development Council, is a member of the Florida Bar and Georgia Bar, holds a BA from the College of William and Mary, JD from Florida State Law School, and MSP from Florida State University College of Urban and Regional Planning.

Christopher Shires, AICP

Principal, Confluence

Christopher is a Principal with Confluence, a professional landscape architecture, urban design, and planning firm with offices in Des Moines, Kansas City, Sioux Falls, Cedar Rapids, Omaha, Minneapolis, Fargo, Chicago, and Denver. Chris has over 26 years of planning experience with 18 years of that as a planner and planning manager in the public sector. He is a member of the Urban Land Institute (ULI), the American Institute of Certified Planners (AICP), and a member the Kansas, Nebraska and Iowa Chapters of the American Planning Association (APA). Chris is currently serving as Co-Chair of Recognition and Awards for APA Iowa Chapter.



PRESENTERS

Zach Simonson

Community Development Director, City of Ottumwa

Zach, a native Ottumwan, joined the City of Ottumwa as a Code Enforcement intern in 2017. He held positions of Building Inspector and City Planner prior to becoming the Community Development Director. Zach has a Masters of Public Policy from the University of Northern Iowa and serves on the APA - Iowa Chapter Diversity, Equity, and Inclusion Committee.

Gary Taylor, AICP

Director of the Community & Economic Development Program, Iowa State University Extension

Gary is a Professor and Extension Land Use Specialist in the Department of Community & Regional Planning (CRP) at Iowa State University. He teaches in the CRP department, and publishes, conducts workshops and provides technical assistance to citizens and government officials in Iowa in a variety of subject areas, including land use planning and zoning and local government law, and intergovernmental relations. From 2015 to 2022 he was the Director of the Community and Economic Development program of ISU Extension and Outreach, and the Associate Director of the Institute for Design Research and Outreach in the ISU College of Design. Prior to joining ISU Mr. Taylor was an Extension Specialist with Michigan State University and an attorney and planning consultant with firms in Oregon and Washington. Mr. Taylor is a member of the American Institute of Certified Planners (AICP). He holds a law degree from the University of Nebraska and a Masters in Community & Regional Planning from Iowa State University.

Krista Tedrow

Executive Director, South Central Iowa Workforce Development Board

Krista is passionate about helping individuals achieve their maximum potential. She understands the challenges facing many of today's underprivileged youth as the first decade of her life was spent growing up in poverty and shuttling from foster home to foster home as her biological parents served prison sentences, a byproduct of their addictions. But as a successful tech entrepreneur, community leader, business consultant, wife, and mother she also knows firsthand how to overcome these challenges. She believes education, youth advocacy, innovation and systems improvement are critical to creating opportunities for the next generation. Krista is the founder of No Opportunity Wasted LLC and co-founder of Pathway Possibilities LLC and serves as the Executive Director of the South Central Iowa Local Workforce Development Board. In addition, she has extensive experience working directly with youth and consulting Job Corps centers across the nation. She holds a Master's in Organizational Leadership.

PRESENTERS

Tiffany Tauscheck

COO, Greater Des Moines Partnership

Tiffany leads strategic planning and Investor relations in addition to overseeing The Partnership's communications and marketing team. Tauscheck, working closely with Partnership volunteers and other team members, served as the team lead on the organization's Maximizing Momentum 2022 Investor Campaign, which successfully secured a record five-year investment for The Partnership. She has been a leader in a number of important community projects, serving as a leader on the Campaign Cabinet for the Lauridsen Skatepark and on the leadership team for the Central Iowa Water Trails project. Tauscheck helped lead a research project that led to the DSM USA regional identifier, and was one of the leads in the creation of the Iowa Caucus Consortium.

Heather Ussery

City Manager, City of Knoxville

Heather is the City Manager for the City of Knoxville.

Jeff Wiggins, AICP

Transportation Planner, City of Des Moines

Jeff Wiggins After 13 years of academia and ultimately in Iowa City, Jeff spent a dozen years as Greenway Coordinator in Cheyenne, WY. He prepared the city's SRTS plan, more than doubled the trail system and implemented meaningful bike facilities in the core of the community. Five years ago he became Des Moines' first transportation planner and helped develop the city's first transportation master plan. When not advocating for better facilities for people walking, biking or riding transit, he can usually be found dreaming on two wheels.

Steven J. Van Steenhuyse, AICP

Director of Development Services, City of Mason City

Steven has been Director of Development Services for the City of Mason City since 2012. Steven earned a Masters in Urban and Regional Planning from the University of Iowa in 1987 and has worked as a planner and department head for cities in Iowa, Wisconsin, Illinois, and Michigan. From 2004-2012, he worked as a planning consultant in Michigan, authoring dozens of comprehensive plans and zoning ordinances, with clients as far away as Alaska. He also helped create an online training program for citizen planners and served as the staff planner for several small Michigan cities and townships. Since 2018, Steven has been the chair of the Legislative and Policy Committee for the Iowa Chapter of the American Planning Association.

PRESENTERS

David Wilwerding, AICP

Community Development Director, City of Johnston

David has been employed with the City of Johnston since 2002, serving in the position of Community Development Director since 2007. Mr. Wilwerding is also a Lecturer in the Community and Regional Planning Department at Iowa State University .He is also active on the Iowa Chapter of the American Planning Association's Board of Directors having served as the Awards Coordinator, President and currently the Chapter Professional Development Officer. Mr. Wilwerding holds a Bachelor's degree in Community and Regional Planning from Iowa State University a Master's Degree in Public Administration from Drake University.

Amy Zeigler

State Tourism Manager, IEDA Center for Rural Revitalization

Amy is State Tourism Manager at the Iowa Tourism Office, part of the Iowa Economic Development Authority, where she leads tourism marketing strategy and develops tourism programming. Prior to this role, she was the digital marketing manager for the tourism office and responsible for managing websites, digital tools and digital marketing. Amy loves everything Iowa and grew up on a dairy farm in Northeast Iowa. She earned a degree in corporate communications and media studies from Buena Vista University in Storm Lake and now resides in Clive with her husband and two kids. She enjoys reading, cooking and baking, home projects, building websites, and spending time with her family, of course, traveling Iowa.

Fred Zesiger

Executive Director, Main Street Ottumwa

Fred is a native Ottumwan. He received a Bachelor of Fine Arts from the Kansas City Art Institute in 1991 and went on to complete a Master of Fine Arts degree from Bowling Green University in 1993. Fred has volunteered in various capacities of the Main Street Ottumwa program since its inception in 2005, serving as Design Committee Chair, Organization Committee Chair, and Board President before accepting the Executive Director's position in April 2015. Since then, Fred has helped develop and administer 3 master facade projects [40+ facades], 3 upper-story housing grant projects [30+ units], 4 Main Street Iowa Challenge Grant projects, and helped businesses survive not only a full 3-block streetscape project, but also helped downtown thrive through COVID.



APA Iowa Chapter



2022 Annual Conference

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