

Community Development: A Civil Right

Ohio CDC Association 2004 Annual Conference

Registration Packet



*Celebrating the
40th Anniversary
of the Civil Rights Movement*



*Celebrating the 20th Anniversary
of the Ohio CDC Association*



2004 Annual Conference

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Acknowledgements

The Ohio CDC Association would like to express its gratitude to members of the Annual Conference Planning Committee for their contributions toward making this year's event a success

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Conference Agenda

Wednesday, September 29

**8:00 am Registration and Exhibitor Set-Up
Continental Breakfast**

**10:00 am Pre-Conference Workshops
to 11:30 am and Mobile Workshop**

1) Mobile Workshop: EcoFriendly Development
(meet in lobby; see "Tours and Mobile Workshops" for a description)

2) The Executive Challenge: What's Working and What's Not?

An open forum for CDC Executive Directors, Board Members and Senior Managers to discuss issues facing their CDC.

**3) Planning for Program and Organizational Sustainability
for Microenterprise Programs**

Stop running from grant to grant! Quit worrying about where the money will come from for that new staff person! This session will help managers develop a sustainability strategy that is long range, big picture and results oriented. WARNING: Open minds required.

**4) How to Promote the Earned Income Tax Credits (EITC) and
Become a Volunteer Income Tax Assistance (VITA) Site**

Each year Earned Income Tax Credits (EITC) goes unclaimed by thousands of low-income people in Ohio. Learn how to help the low income residents in your community utilize this important tax benefit by setting up a free income tax assistance site. The IRS will discuss how to become a Volunteer Income Tax Assistance (VITA) site, how EITC works, how EITC capitalizes communities and helps low-income families achieve assets, and how to build and utilize an effective community coalition on EITC.

**Noon to 1:30 pm Opening Luncheon
Sponsored by Charter One Bank**

What to Watch for in the Upcoming State Biennial Budget

Speaker for this luncheon is yet to be determined.

1:45 pm to 3:15 pm WORKSHOP SESSION I

**5) Mobile Workshop: The Changing Face of the First-Ring
Suburbs** (meet in lobby; see "Tours and Mobile Workshops" for a description)

**6) Improvement to Full Recovery: Creating Neighborhoods of
Choice**

Due to community development initiatives, many neighborhoods can show signs of improvement, but none can claim recovery of all the elements of a healthy community. This workshop will examine or define a healthy community. It will also identify strategies a community should initiate to be able to compete effectively within a region. The neighbor-

Wednesday, September 29

hood strategies should influence neighborhood health, competitiveness and desirability.

7) Databases – Beyond Mailing Lists

Organizations today are spending time and resources on developing databases with the hope of stretching resources through higher productivity, lessening of paperwork, and better community connectivity. This session will explore current and upcoming trends, basic "hows and whys" of database design, and explore resources that are in your back yard. Learn what some organizations have done, some on a shoestring, to help them harness the power of databases.

8) Technology and Micro-business

This workshops will discuss how to evaluate the usefulness of technology for your micro-businesses, what technology may be best for them, and how to educate your micro-entrepreneurs to use such technology to their benefit.

9) Abandoned and Foreclosed Properties

We are all familiar with the sight of overgrown lots and houses falling into disrepair, eventually becoming boarded up or burnt down. An abandoned house, or a vacant lot, blights a street, affecting the quality of life and sending property values plummeting. This workshop will explore how other cities and states are addressing the issue of problem properties, drawing on the expertise of the National Vacant Properties Campaign.

**10) Building a Successful Homebuyer Education Program
with Support of the VISTA Program**

This workshop will feature "best practices" from Ohio VISTA members who have led or assisted their local housing development organizations community outreach and homebuyer education efforts. A panel of VISTA members will share their experiences working with community residents to help them increase homeownership opportunities.

3:30 pm to 5:00 pm WORKSHOP SESSION II

(Mobile Workshop continues during this time period)

**11) Evolution of Commercial Corridors and Restore
Program**

The challenges in revitalizing neighborhood commercial districts can be overwhelming. This session explores three different approaches to strengthening retail activity at the neighborhood level. Presenters will discuss their CDCs efforts to stabilize its retail district and share lessons learned in the process.

12) Grantseeking Basics

New to fundraising? Need a refresher in the funding research process? Want to know more about The Foundation Center resources? This work



Wednesday, September 29

shop, which is being presented by the Cleveland staff of The Foundation Center, will focus on helping VISTA and OCDCA members to get ready to raise funds and how to identify prospective funders. Find out how the Foundation Centers resources can help you become a more effective grant seeker.

13) The Fair Labor Standards Act and Other Labor Laws: What Every CDC Should Know

Learn how to keep your CDC in compliance and out of trouble in such areas as overtime pay for non-exempt workers, child labor laws, record keeping and the Family and Medical Leave Act.

14) Design, Implementation and Maintenance of Your Web Site: Vital Decisions to Ensure You Are Not Starting Over Again in a Year

Is your organization just beginning to think about developing a web presence or faced with redesigning a website that isn't functioning as well as it could? There are vital decisions involved with developing any website and critical stages where you must make the right decision, or you'll be forced to repeat this task again and again until you get it right. This workshop won't be about how to write HTML; rather it will help you with the mindset, or the basic approach for strong web design. This workshop will take you by the hand and lead you through the critical decisions. The better an organization grasps these essential points, the better its website will work.

15) New CHDO Operating Standards and Expanded Operating Support for State CHDOs

OHFA will be providing expanded operating support program for state CHDOs, both rural and urban, through an RFP process this fall. Learn about this new funding opportunity as well as the new standards that will be a competitive criterion in the RFP.

16) Succession Planning

Has your CDC developed a succession plan that will provide for the stability and continuity of your CDC if executive or board leadership decide to leave? Come participate in a roundtable, facilitated by two experts on CDC executive transitions, on the basic steps and challenges in creating a succession plan for your CDC.

5:00 pm to 6:00 pm

**“Welcome to Cleveland” Reception
and Silent Auction
Sheraton Hotel Lobby
Sponsored by US Bank**

Thursday, September 30

**8:00 am Registration, Continental Breakfast
Roundtable Discussions**

**9:00 am to 10:45 am Improving CDC Productivity, Quality
and Impact in a Challenging Funding
Environment**

Sponsored by Fifth Third Bank, Local Initiatives Support Corporation of Cleveland, Cincinnati and Toledo, and the National Equity Fund.

Panel: **Rita Parise**, Director of Planning, Preservation and Development, Ohio Housing Finance Agency
Maria Gutierrez, Vice President, LISC Organizational Development Initiative
Ron Richard, President, The Cleveland Foundation (invited)

Moderator: **India Lee**, Senior Program Officer, Cleveland Local Initiatives Support Corporation

11:00 am to 12:30 pm WORKSHOP SESSION III

17) Mobile Workshop: Developing Community Centered Commercial Sectors and Corridors (meet in lobby; see “Tours and Mobile Workshops” for a description)

18) 2005 Qualified Allocation Plan for Housing Credits and OHFAs Rental Housing Study

OHFA is in the process of developing its 2005 Qualified Allocation Plan. The proposal has radical departures from past years, with a simplification of the point structure and a number of other proposed changes. OHFA staff members Sean Thomas and Kevin Clark will present the latest draft of the QAP and some of the ways the proposed changes may affect your CDCs application for tax credits in 2005. In addition, Sean Thomas will give us a sneak preview of the initial results from the statewide analysis of affordable rental housing which is in process by Vogt, Williams & Bowen and the National Land Advisory Group.

19) “Getting them in the Door” - Effective Marketing of Your IDA Program

This workshop will focus on best practices used by national and Ohio-

Thursday, September 30

based IDA programs to do marketing and outreach in low-income communities. Learn effective tools to market and do outreach to increase awareness and enrollment in your IDA program.

20) Developing Successful Collaboratives

Learn how collaboration will add value to relationships by partnership to meet community objectives. Discover the connection between Universities and neighborhoods and what impact it has on community development. The best practices and lessons learned on how to successfully bring individuals and/or groups together with similar goals to enhance partnership will be discussed in this session.

21) Federal Legislative and Policy Update

Hear the latest on key federal programs such as CDBG, HOME, New Markets, Section 8, USDA, and many other programs important to your community. A panel of experts will tell you what programs and policies to watch in the budget and Congress as we head into the final stage of the presidential election.

22) Models of Community Organizing and Empowerment

Power to the People! A continuum of community empowerment models will be presented ranging from conflict resolution and resident leadership development to hard-hitting grassroots issue organizing.

23) Community Development and Technology Roundtable

Attend this roundtable with representatives from the State of Ohio and other technology funders to discuss the next steps for bringing technology development and community development closer together. This workshop will follow-up on the OCDCA Community Development, Innovation and Technology Conference held June 16th, 2004, with discussion of next steps and points of intersection between technology research, employment creation, and information connection. We will be discussing innovative approaches for bringing technology to the community level in the quest for greater connectivity, employment opportunities, and healthier neighborhoods.

12:30 pm to 2:00 pm Keynote Luncheon

David Abbott, Executive Director
The George Gund Foundation

A staunch supporter of neighborhood development in Cleveland, David Abbott will offer his reflections on neighborhood development as a key component of emerging strategies in regional economic development.

**Sponsored by KeyBank and the
Ohio Capital Corporation for Housing**



Thursday, September 30

**2:15 pm to 3:00 pm Annual Business Meeting
of the Ohio CDC Association**

Sponsored by ShoreBank

3:15 pm to 5:00 pm WORKSHOP SESSION IV

24) Mobile Workshop: Projects of Scale: Strategic Impact and Adaptive Reuse (meet in lobby; see "Tours and Mobile Workshops" for a description)

25) Improvement to Full Recovery: Measuring Impact

This workshop will explore methods to use in determining the success and progress of community development strategies. The current condition of a community should be defined by a set of indicators. These indicators should be monitored to see how the community is moving toward full recovery.

26) Proposed Federal Homeownership Tax Credits

There has been bipartisan discussion and support of a federal homeownership tax credit that would provide incentive to expand the supply of affordable housing available for purchase by below-median income families and individuals. Hear from experts regarding the progress of the single family tax credit proposal including a specific proposal from Ohio's own Representative Portman. The single family tax credit would provide for up to 50% of the costs of developing single-family housing, and would be available to developers/investors that build or rehabilitate homes for sale to low-income buyers in targeted communities. As of July, this legislation was referred to the House Ways and Means Committee. Learn more about the proposed legislation, where it is in the process, and what it might mean to your CDC.

27) All You Ever Wanted to Know About the Cleveland Housing Network Model

The Cleveland Housing Network is Cleveland's leading provider of non-profit housing with a national reputation for successfully rehabilitating and developing housing for low and moderate-income families. Find out from the agency's Executive Director, Rob Curry and Assistant Director, Kate Monter Durban, how "the network" partners with its member CDCs to provide family and resident services and deliver housing opportunities to those in need.

Thursday, September 30

28) Panel on State Funding Opportunities

Find out from a panel of funders what funding sources are currently available to your CDC and what will become available over the coming year.

29) "Keep Them Saving": Sustaining IDA Accountholder Participation

This workshop will provide you with the skills to develop strategies in your IDA program design that promote accountholder success. Learn how to identify forces that will help or hinder your IDA accountholders. Identify strategies that will contribute to accountholder retention and success.

4:30 pm to 6:00 pm

Reception at the George Gund Foundation for OCDCA Donors and Supporters (invitation only)

6:30 pm to 9:30 pm

All Conference 20th Anniversary Reception at the Rock n'Roll Hall of Fame



Enjoy private access to the entire Hall of Fame, including exhibits on the Supremes and Jimi Hendrix.

Sponsored by KeyBank

Friday, October 1

8:00 am to 9:00 am **Registration
Continental Breakfast
Roundtable Discussions**

9:00 am to 10:45 am **Remembering Our History, Creating
New Visions of Our Future: CDCs and
Civil Rights**

Sponsored by National City Bank and the Enterprise Foundation

Panel: **Reese Fayde**, President and CEO, Living Cities
Jim Hardiman, Attorney
Peter Lawson-Jones, Chairman, Cuyahoga County Board of Commissioners
Garland Yates, Program Officer, Annie E. Casey Foundation

Moderator: **Bill Whitney**, Cleveland Local Office Director, Enterprise Foundation

11:00 am to 12:30 pm **WORKSHOP SESSION V**

30) Mobile Workshop: Civil Rights: Its Impact on Modern Day Development (meet in lobby; see "Tours and Mobile Workshops" for a description)

31) State and Local Legislative Policy Update

Find out from a panel of CDC and housing activists what issues will heat up and where the opportunities lie for funding and policy development over the coming year.

32) Working with Funders through a True Community Partnership Process: The St. Luke Model

In this era of shrinking dollars and growing demand for services, CDCs must look at new models to finance development projects. The St. Luke Redevelopment Project, a \$70 million mixed-use development planned for the former St. Luke's Medical Campus, is a superior example of strategic partnerships. Two partners in the project, Buckeye Area Development Corporation and Neighborhood Progress, Inc., will explain the project.

33) Valuing Diversity in the Community

Discuss the importance of valuing the diversity of people in the community to build and sustain stronger communities. Panelists will discuss strategies to enhance diversity and include diversity in their development plans.

34) VISTA Supervisors Roundtable-Creating a "Win-Win Experience" with your VISTA Member

This roundtable discussion will focus on how to create and sustain a positive working relationship and work environment between the VISTA member and your organization. Learn how to write a quality work plan based on the skill set of your VISTA member and discuss positive management techniques that encourage the successful completion of your organization's VISTA work plan.

35) Managing Your Microloan Fund

Learn how to manage your microloan funds for the benefit of your borrowers AND your organization. The discussion, led by experts in the field, will cover loan tracking, servicing and collections.

36) Roundtable on the Annie E. Casey Foundation's Family Strengthening Focus and the Role of CDCs

Join in a discussion, led by Garland Yates, Program Officer for the Annie E. Casey Foundation, on how CDCs can integrate family strengthening activities and community building into their affordable housing and other community economic development initiatives. The overall – and ongoing— goal is to increase the level of involvement by families and individuals in local community revitalization, citywide improvement initiatives and in state and federal-level policy efforts that strengthen families and revitalize neighborhoods. Garland will be joined by two CDCs in Ohio that are involved in family strengthening activities.

12:30 pm to 2:00 pm

Member Awards Luncheon

Sponsored by Bank One and Fannie Mae

Sandra Pinalto, President and CEO,
Federal Reserve Bank of Cleveland
Its All About the Benjamins:
Financial Literacy and Being an American

The Honorable Stephanie Tubbs-Jones, U.S. Representative,
(invited)

Wednesday, September 29
10:00 a.m. – 11:30 a.m.
EcoFriendly Development
 (Workshop #1 in agenda)

Setting the table for the future, visit some of Cleveland's most celebrated ecologically-conscious homes and "green" buildings. From solar panels and recycled material to roof-top gardens, Cleveland is setting a new standard for socially conscious development.



Wednesday, September 29
1:45 p.m. – 5:00 p.m.
The Changing Face of the First-Ring Suburbs
 (Workshop #5 in agenda)

With all this talk about the urban core, you might not know the struggles and great successes taking place in the first-ring suburbs. A study in intentional urbanism, visit the Cities of Cleveland Heights and Euclid for a showcase of how they build on the urban core while maintaining their own unique identities.



Thursday, September 30,
11:00 a.m. – 12:30 p.m.
Mobile Workshop:
Developing Community Centered Commercial Sectors and Corridors (Workshop # 17 in agenda)

Where to shop? Where to dine? You mean we have a choice!? Whether your destination is Buckeye or Tremont, you are sure to find unique commercial areas in the heart of Cleveland neighborhoods. See what CDCs are doing to bring investment close to home.



Thursday, September 30
3:15 p.m. – 5:00 p.m.
Mobile Workshop: Projects of Scale: Strategic Impact and Adaptive Reuse . (Workshop #24 in agenda)

We tackled dilapidated houses, attracted new investment to commercial centers but what about leaping tall buildings and large industrial wastelands in a single bound? Tour massive projects of scale that CDCs are tackling to create attractive and unique neighborhoods and buildings of choice.

Friday, October 1
11:00 am to 12:30 pm
Mobile Workshop • Civil Rights:
Its Impact on Modern Day Development
 (Workshop #30 in agenda)

Come see the growth and opportunity on the spot where civil unrest once took place in Hough. Walk in the footsteps of slaves who traveled the Underground Railroad, or stand on the pitching mound of the 1945 Negro World Series Champions. Reclaimed as thriving neighborhoods, see the change that is our legacy.

Tours & Mobile Workshops

Sponsored by Huntington National Bank



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Conference Accommodations

Sheraton Hotel Downtown City Centre

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For reservations call: 1-800-321-1090

If you have questions regarding the hotel or parking please contact Celia Elkins, Conference Coordinator at 614-461-6392 or by email at celkins@ohiocdc.org

Guest Room Rates. The Ohio CDC Association room rate during the conference is \$99.00 per night, plus 15.5% state and local tax.

Parking. Connected to the hotel is a security-patrolled garage. The parking rate for hotel guests is: \$15.00 per day.

Sky Bank Scholarships

Sky Bank is sponsoring partial scholarships to cover registration fees to the Ohio CDC Association's annual conference. Members of the Ohio CDC Association and nonprofit organizations are eligible to apply. Only one person per organization may request a scholarship. Scholarships are available on a first come, first served basis. To request a scholarship, or information about membership, please email your letter of request to celkins@ohiocdc.org Celia Elkins, Director of Member Services, or mail to: Ohio CDC Association, 33 North Third Street, Suite 200, Columbus, Ohio 43215.

DRIVING DIRECTIONS

From South

Take Interstate 71 North to East 9th Street exit. Go north on East 9th Street to Saint Clair Avenue, approximately seven blocks. Turn left onto Saint Clair Avenue. The hotel is on the right.

From East

Take Interstate 90 West to state RT 2 West, and exit onto East 9th Street. Turn left onto East 9th Street, proceed to Saint Clair Avenue, and turn right. The hotel is on the right.

From West

Take I-90 East to the East 9th Street exit. Proceed north on East 9th Street for approximately seven blocks. Turn left onto Saint Clair Avenue. The hotel is on the right.