

**MICHIGAN
DOWNTOWN
ASSOCIATION**



ADVOCACY DAY & SPRING WORKSHOP

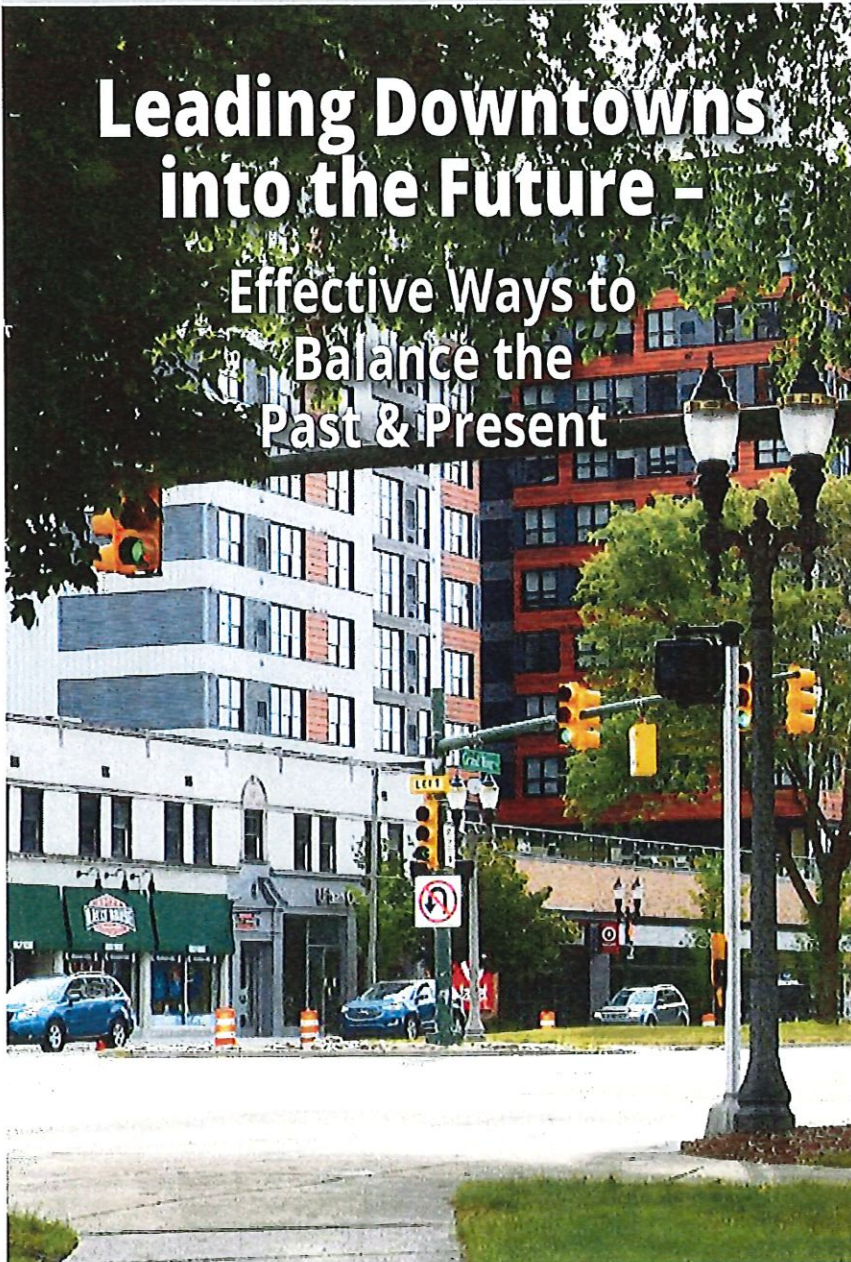
March 5 & 6, 2024

Lansing & East Lansing, MI

In-person and Virtual Attendance Option

Leading Downtowns into the Future –

**Effective Ways to
Balance the
Past & Present**



Advocacy Day

TUESDAY, MARCH 5, 2024

*Mackinac Room Anderson House Building
124 N. Capitol Avenue Lansing, MI 48933
\$60 includes lunch*

- 10:30 am – 11:00 am **Registration**
- 11:00 am – 12:00 pm **Welcome & Introductions**
*Cristina Sheppard-Decius, Chair,
Michigan Downtown Association*
- Legislative Update**
*James Alt & Nate Mack,
MDA Legislative Committee Co-Chairs*
- Key Messages to Share with Lawmakers**
MDA Legislative Committee
- 12:00 pm – 1:15 pm **Luncheon Reception with Legislators**
Mackinac Room
- 1:30 pm – 3:00 pm **Meetings with Legislators**
- 2:00 pm – 3:00 pm **MDA Board of Directors Meeting**
*Mackinac Room
Attendees are welcome to join the meeting.*
- 5:30 pm – 7:30 pm **MDA Meet & Greet**
*Join us as we enjoy good company,
complimentary appetizers, and a cash bar.
Jolly Pumpkin
218 Albert Street, East Lansing, MI*

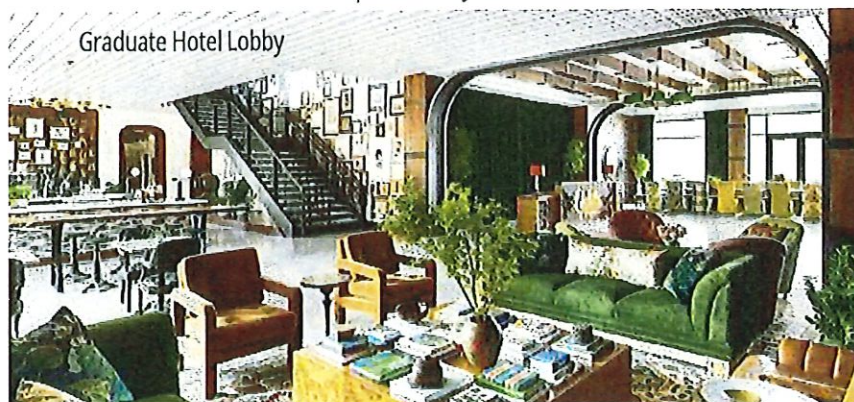
Spring Workshop: Leading Downtowns into the Future - Effective Ways to Balance the Past & Present

WEDNESDAY, MARCH 6, 2024

*Graduate Hotel
Shadows Ballroom
133 Evergreen Avenue
East Lansing, MI 48823*

Downtown managers and stakeholders are charged with understanding current issues and innovations while respecting the history and diversity of a community. How can utilizing knowledge of the latest technology and gaining insight from the experiences of individuals strengthen downtowns? Join the MDA in lively Downtown East Lansing, March 6, and gain insight regarding everything from AI to historic preservation concepts, engage in honest conversations, including homelessness issues, and learn from the experiences of others. Come immerse yourself in current, relevant, and timely presentations that will help you advance your community forward.

- 8:15 am – 8:45 am **Registration**
*Continental Breakfast
Sponsored by Lake Trust Credit Union*



- 8:45 am – 9:00 am **Welcome**
*Cristina Sheppard-Decius, Chair,
Michigan Downtown Association*
- 9:00 am – 9:10 am **Welcome to East Lansing**
Mayor George Brookover, East Lansing
- 9:10 am – 9:20 am **Attendee Introductions**
- 9:20 am – 9:35 am **Vendor & Sponsor Introductions**
- 9:40 am – 10:15 am **The Transformative Power of
Artificial Intelligence (AI)**

Discover how Artificial Intelligence (AI) can transform your management operations. This session will delve into the powerful potential of AI as a key resource for saving time and reducing costs. Learn how these innovative technologies can be seamlessly integrated into your daily workflows, enhancing efficiency at every level. Join us to gain valuable insights and make informed decisions about embracing AI in your operations.

*Michelle Sponseller, Downtown Development
Director, City of Mt. Pleasant*

- 10:15 am – 10:30 am **Networking Break**
- 10:30 am – 11:00 am **Empowering Real Estate
Entrepreneurs**

Michigan Economic Development Corporation (MEDC), in partnership with local and regional partners, aims to connect emerging real estate developers with the tools and resources needed to achieve redevelopment projects. MEDC recognizes that cultivating and empowering emerging developers is an integral part of revitalizing our Michigan communities. From the 'Developer's Toolkit', to the widely esteemed 'Pro Forma 101 Guide', to the innovative "Build My Community" funding initiative, hear how the MEDC continues to explore initiatives to cultivate real estate entrepreneurs.

*Nate Scramlin, Senior Redevelopment
Services Director, Michigan Economic
Development Corporation
Pablo Majano, Senior Community Planner,
Michigan Economic Development Corporation*

- 11:00 am – 11:45 pm **"One Size Fits All"-
The Perceptions and Realistic
Solutions to Homelessness in
America's Downtowns**

There are over 582,000 homeless people struggling on the streets of America's downtowns, suburbs, and villages. Each person has a unique story. Each person could be dealing with the complexities of multiple issues including dignity of work, addiction, mental health, trauma, affordable housing, racial disparities, criminal background, or the want to conform to social norms. There is no "one size fits all" solution or program. We will hear from four different agencies battling the negative perceptions of homelessness with a variety of approaches and grass root solutions which can fit together like a puzzle to help meet an individual's unique needs, break the family-cycle of homelessness, and prevent the continued explosive growth in our core communities.

*Pastor Michael L. Brown, President/CEO,
Kalamazoo Gospel Ministries
Sgt. Amil Alwan, Kalamazoo Dept. of Public Safety
Andrea Henderson, Director, The Refuge, Lapeer
Tim Galbraith, PATH Housing Resource Community
Coordinator, Community Housing Network*

11:45 am – 1:00 pm **Lunch on Site**

Legislative Update

Lessons Learned from Real Communication Initiatives

Representing the organization that received the 2023 MDA Annual Award for Best Educational and Promotional Campaign, Molly LaLone will highlight the variety of outreach methods the Lake Orion DDA initiated to educate residents, business owners, and elected officials about a key economic development project and the importance of the Downtown Development Authority to the community.

Molly LaLone, Director, Southfield DDA

1:00 pm – 2:00 pm **Intro to Architecture & Historic Preservation Concepts**

Downtown streets are lined with buildings representing decades of design and history. Why is it so important for a downtown director to understand the prevalent historical building styles found in downtown? What is SHPO and how can it, and the National Historic Preservation Act, be used as an economic tool? What are the economic benefits of Historic Preservation? This session, will provide an overview of the many aspects of historic preservation and how it relates to economic vitality.

*Lindsey Dotson, MSARP
DDA Director & Historic District
Commission Coordinator, City of Charlevoix
Board Member, Michigan Historic
Preservation Network, Revitalization Specialist
& co-founder, GD Placemaking*

2:15 pm – 3:10 pm **Lessons Learned from Real Downtown Placemaking Projects**

The concept of "Placemaking" isn't new but is it still relevant? YES! Hear from the 2023 MDA Annual Award winners as they describe the lessons learned after embarking on major initiatives that are helping transform their communities. Nate Mack will highlight his MiPDM Capstone Project and present information on how to successfully advocate for better public spaces by taking a measured approach and building a broad coalition of support for the project. No matter the budget, downtown organizations can make a difference in the economic vitality of a community, one project at a time.

*James Alt, Director, Lapeer DDA/Main Street
Cristina Sheppard-Decius, Director,
Birmingham Shopping District
Audrey Tappenden, Branch County Economic
Growth Alliance Director
Nate Mack, Director, South Lyon DDA/Main Street*

3:10 pm – 3:40 pm **What's Your Problem?**

Don't be shy, we really want to know! More importantly, we want to help. In this interactive and fast-paced session, workshop attendees will be given the opportunity to share their concerns regarding anything related to downtown management. Our room, full of downtown professionals, will listen and offer insight and suggestions. Be sure to take advantage of our Think Tank and bring your questions regarding projects, staffing, volunteers, economic vitality, and administration.

Moderator: Dana Walker

3:45 pm **Closing Remarks**

*Dana Walker, Director,
Michigan Downtown Association*

Registration Form for Annual MDA Advocacy Day & Spring Workshop:

MDA Member: Lansing Day: **\$60** Workshop: **\$150** Both: **\$210** MDA Non-Member: Lansing Day **\$60** Workshop: **\$175** Both **\$235**

Workshop Sponsor (includes one table and one registration): **\$300**

Virtual Format price is the same.

Sorry, no refunds, but changes to type of registration can be requested. We look forward to hosting a safe and informative event! Please return this form with payment to MDA by **February 25, 2024**. Make checks payable to the Michigan Downtown Association.

Send payment to:

Michigan Downtown Association

P.O. Box 3591

North Branch, MI 48461

director@michigandowntowns.com

Credit Card payments are accepted over the phone at 248-838-9711.

Save time! Register and pay online at <https://www.memberleap.com/members/evr/regmenu.php?orgcode=MDTA>

Name _____

Organization _____

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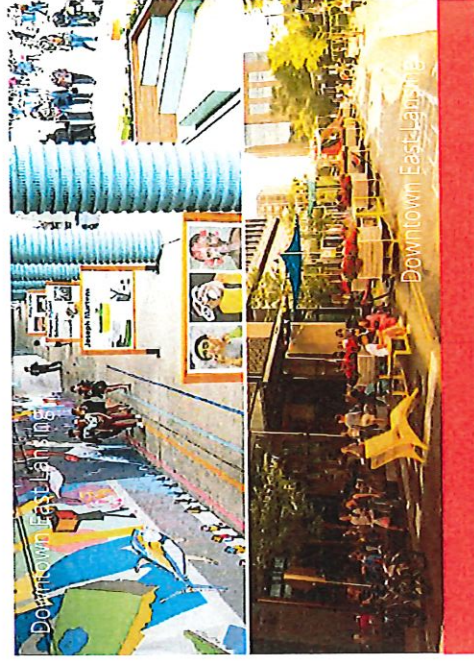
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Downtown Lansing
Photo Credit: James Lenon



Downtown East Lansing



Downtown East Lansing

Upcoming Events:

Summer Workshop, May 31, 2024, Downtown Harbor Springs
Downtown Day, September 28, 2024, Your Downtown!
Annual Conference, November 7-8, 2024, Downtown Ann Arbor

Hotel

A block of rooms has been reserved for attendees at The Graduate, 133 Evergreen Avenue, East Lansing, for March 4 and March 5, 2024. A special rate of \$129 (excluding taxes and fees) is available by clicking [here](#) or by calling The Graduate at 517-348-0900, before **February 3, 2024**.

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Strengthening Downtowns

Founded in 1980, the Michigan Downtown Association is a driving force in the interest and growth of downtowns and communities throughout Michigan. The MDA encourages the development, redevelopment and continuing improvement of Michigan communities and downtowns.

The Mission of the Michigan Downtown Association is to strengthen and sustain downtowns.

MDA's Vision is to be the leader in preserving and enhancing downtowns and their ongoing management.

www.michigandowntowns.com





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