

**West Coast Urban District Forum**  
**Speaker Bios**  
**Walnut Creek, California**  
March 13-15, 2018

Wednesday, March 14, 2018

**8:30 a.m. – 10:00 a.m. | Opening Plenary and Master Talks sponsored by Streetplus**

Location: Leshner Center for the Arts | Hofmann Theater, 1601 N. Civic Drive

**Legislative Update**

**Jason Bryant**, CDA's Legislative Advocate, Bryant Government Affairs (Sacramento, CA)

Bryant Government Affairs brings a wealth of experience in California legislative, political and public affairs gained from work both inside the Legislature and the third house. As the company's principal, Jason Bryant has worked in California's government affairs arena for over 13 years as a senior lobbyist and as a political affairs director for two major trade associations.

**Cities Can't Do It Alone – How Do We Tackle Homelessness at the Regional Level?**

**Tomiquia Moss**, CEO, Hamilton Families (San Francisco, CA)

Tomiquia Moss leads Hamilton Families as CEO with more than 20 years of nonprofit leadership and management experience. From 2014-2017, she served directly under the mayors of both San Francisco and Oakland, most recently as Chief of Staff for Oakland Mayor Libby Schaaf. Tomiquia is locally and nationally recognized as a dynamic nonprofit leader with expertise in public policy and community planning.

**The Art of Leadership**

**Dr. Steven Goodwin**, TurningWest

Leadership is an art. But unlike the art of a Picasso or Michelangelo, one is not born with an innate ability. Anyone can learn the art of leadership. Dr. Steven Goodwin is a lifelong student of leadership who will illumine for us some of the secrets to learning to be a leadership artist.

**10:30 a.m. – 12:00 p.m. | Breakout Sessions**

**Improvement and Benefit for Who? The Hows, Whys and What-To-Dos About Gentrification**

Location: Canvas & Cabernet, 1421 Locust Street

**Louis Mirante**, Legislative and Partnerships Director, California YIMBY (Sacramento, CA)

Louis Mirante is the Legislative Director for California YIMBY, the policy advocates for a 6,000+ member statewide coalition of activists fighting for more housing. Before California YIMBY, Louis was an analyst at the California Department of Finance where he helped develop the Governor's Budget proposals for transportation issues, including policy related to Senate Bill 1. Contact: (510) 908-0537; [louis@cayimby.org](mailto:louis@cayimby.org)

**Kelly Snider**, President, Kelly Snider Consulting (San Jose / Silicon Valley, CA)

**Changing Face of Economic Development: Land Use, Sustainability, and Housing**

Location: City Hall Council Chambers, 1666 N. Main Street

**Larry Kosmont**, President and CEO, Kosmont Companies (Manhattan Beach, CA)

Mr. Larry J. Kosmont, CRE® is President and CEO of Kosmont Companies, which he founded in 1986. Kosmont Companies is an industry leader in public/private real estate transactions and economic development. In 1990, he founded Kosmont Realty Corporation, a real estate brokerage firm. In 2015, he launched Kosmont Transactions Services which sources financing for public/private projects, P3 initiatives, and infrastructure funding. He is a co-principal, California Golden Fund, an EB-5 Regional Center. Contact: [lkosmont@kosmont.com](mailto:lkosmont@kosmont.com); 1601 N. Sepulveda Blvd., #382, Manhattan Beach, CA 90266; 424.297.1070; [www.kosmont.com](http://www.kosmont.com)

**Ken Hira**, Executive Vice President, Kosmont Companies (Manhattan Beach, CA)

Mr. Ken K. Hira serves as Executive Vice President for Kosmont Companies. An expert in development and strategies for business attraction, Mr. Hira has over 25 years of varied experience in virtually every aspect of real estate financing, downtown revitalization, acquisition, entitlement, development, asset management and disposition. Mr. Hira's expertise is in identifying businesses/retail tenants and negotiating mixed-use projects that can revitalize communities and assist in economic development/tax generation programs. Contact: [khira@kosmont.com](mailto:khira@kosmont.com)

## The Art of Leadership

Location: Bourbon Highway, 1677 North Main Street

### **Dr. Steven Goodwin**, TurningWest, (Chino Hills, CA)

Leadership is an art. But unlike the art of a Picasso or Michelangelo, one is not born with an innate ability. Anyone can learn the art of leadership. Dr. Steven Goodwin is a lifelong student of leadership who will illumine for us some of the secrets to learning to be a leadership artist. Contact: TurningWest, 4195 Chino Hills Pkwy, Suite 152, Chino Hills, CA 91709; 909-896-3831; [steven@turningwest.com](mailto:steven@turningwest.com)

### **Kraig Kojian**, President & CEO, Downtown Long Beach Alliance (Long Beach, CA)

Kraig Kojian has served with the Downtown Long Beach Alliance (DLBA) since October 1996 and today leads two improvement Districts (property and business) consisting of nearly 5,000 stakeholders whose annual budgets exceeds \$4 million. In addition, he also created a 501(c)3 development corporation. Kojian has served as Past President of the California Downtown Association (CDA) and remains active with the International Downtown Association (IDA). He is a graduate of San Diego State University where he earned BA degrees in Political Science and Journalism with an emphasis in Communications. Contact: Downtown Long Beach Alliance, 100 W. Broadway, Ste 120, Long Beach, CA 90802; 562-436-4259; [KraigK@dlba.org](mailto:KraigK@dlba.org)

### **Kate Joncas**, Partner, PlaceStrategic (Seattle, WA)

As Seattle Deputy Mayor Kate led complex intergovernmental projects - waterfront redevelopment, Convention Center expansion, and nationally recognized government performance initiative. As Downtown Seattle Association CEO for 20 years she led one of the most successful revitalization projects in the country, attracting great retail, transit and thousands of jobs and residents Contact: [katejoncas@gmail.com](mailto:katejoncas@gmail.com); 206-850-3305

### **Maggie Campbell**, Director of Urban Experience, MIG San Diego

Maggie Campbell is an entrepreneurial leader with a 25+ year history of working with downtown organizations and cities across the country. As the new Director of Urban Experience for MIG San Diego, Maggie brings her extensive downtown management experience to the MIG team, working to leverage new services and programs, while supporting the creation of great urban places. She has created and managed BIDs in several states, and has both public and private sector experience. She served most recently as Executive Director for *Downtown Santa Barbara*, CA, and previously as President/CEO of the *Partnership for Downtown St. Louis*. She has a BA in History from the University of Texas at Austin, and is active in the Urban Land Institute and the International Downtown Association. Contact: MIG , 1111 6<sup>th</sup> Ave. Suite 404, San Diego, CA 92101; [mcampbell@mig.com](mailto:mcampbell@mig.com); 619-677-2003

## Growth Without Gridlock: Making the Case for Mobility Investments Downtown

Location: Massimo's, 1604 Locust Street

### **Jessica Zenk**, Division Manager, Transportation, Planning, Policy & Sustainable Options, City of San Jose (San Jose, CA)

Jessica Zenk leads Sustainable Transportation Planning for the City of San Jose. Jessica is an urban planner with expertise in economic development, transportation, infill and redevelopment, and the arts. She received a Masters in City Planning from UC Berkeley and BA in Economics and Political Science from Brown University. Jessica is an advocate for the arts and urbanism, having served on the SJ Arts Commission and the Board for SPUR San Jose. She and her family live Downtown, enabling fun but complex multi-modal, multi-generational commutes.

### **Ryan Russo**, Director of Transportation, City of Oakland (Oakland, CA)

Ryan Russo was appointed in May 2017 as the first permanent Director of the recently established Oakland Department of Transportation. Previously, he spent nearly 14 years at the New York City Department of Transportation where he oversaw some of the nation's most innovative pedestrian, cycling and transit priority street re-design programs. Ryan is a graduate of University of California at Berkeley with a Master's degree in City Planning and of the University of Virginia, with a Bachelor of Science concentrating in Finance.

### **Joshuah Mello**, Chief Transportation Official, City of Palo Alto (Palo Alto, CA)

Josh is the Chief Transportation Official at the City of Palo Alto, overseeing parking management, capital projects, city shuttles, traffic signals, signs and markings, and safe routes to school. Prior to that, he was a Senior Associate at Alta Planning + Design and Assistant Director of Planning and Transportation for the City of Atlanta. He has a Master of City Planning from Boston University and Bachelor of Arts in Political Science from UMass Boston. #GoSox

## Social Media: How to Tell the Story of a Place in Eight Seconds

Location: Capital One Café, 1139 S. Main Street

### **Amy Blaschka**, Sotryteller & Founder, AmyBlaschka.com (San Francisco, CA) – Moderator

Amy Blaschka is a writer and brand strategist, frequent speaker, and one of the most positive and popular storytellers on social media. Her engaging communication style has earned an enthusiastic following on LinkedIn, Thrive Global, and Medium where she aspires to inspire transformation. She uses strategic stories to build her clients' brands and reputations as thought leaders, helping them to communicate in a manner that connects them with others. (Think of it as "stories as a service.") Along with Bruce Kasanoff, she is the co-author of *I Am: Escape Distractions, Unlock Your Imagination & Unleash Your Potential*, available on Amazon. Learn more at [AmyBlaschka.com](http://AmyBlaschka.com). Contact: [amy@amyblaschka.com](mailto:amy@amyblaschka.com); (925) 413-1150

**Kerry Inserra**, Associate Director, Walnut Creek Downtown Association (Walnut Creek, CA)

Kerry is a 3<sup>rd</sup> generation native San Franciscan, who happens to have an expertise in marketing, advertising, social media, digital, SEO and PR. She absolutely loves being the Associate Director for Walnut Creek Downtown. Kerry is a storyteller. She takes her camera everywhere, creating engaging content and pushing it out on social media platforms-a successful strategy that has earned WCD a 37% increase in social media "engagement". She supports and serves over 650 WCD members. Her work as Associate Director includes marketing, events, beautification, and advocacy. Her primary goal is to support business growth and promote brand awareness for WCD members. Kerry is also Owner/Partner of Zip2Media, a marketing and PR agency located in the East Bay. Contact: 1630 N. Main St, Walnut Creek, CA 94596; [kerry@walnutcreekdowntown.com](mailto:kerry@walnutcreekdowntown.com); 925-933-6778

**Ariana Gomez**, Marketing Manager, LA Fashion District BID (Los Angeles, CA)

Ariana Gomez is the Marketing Manager for the LA Fashion District BID, the hub of the West Coast apparel industry and Los Angeles' creative core. Over the last six years she's grown the Fashion District's marketing program from the ground-up, organically growing the district's social media community and increasing website traffic by 40%. A transplant to Los Angeles, she has called downtown L.A. her second home for over 10 years. Contact: 110 E 9th Street, Suite A-1175, Los Angeles, CA 90079; [ariana@fashiondistrict.org](mailto:ariana@fashiondistrict.org); 213-488-1153 ext. 718

**Jason Gilbert**, CEO, Saltwater Software (Santa Monica, CA)

Jason Gilbert is the Co-Founder and CEO of Saltwater Software. After 15 years in the web/digital space, with his digital agency The Ocean Group, Jason found that his clients in the Destination Marketing field had specific needs, ones that were not being served with traditional software suites. It was out of this insight that Saltwater Software was born. After working with such destinations as LA's Hollywood & Highland, Downtown Pittsburgh, The Costume Designer's Guild and LA's Fashion District, Jason's authority working with Destination Marketers is as varied as it is comprehensive. Jason is a Southern California native and a committed outdoorsman. He enjoys road biking, skiing, mountain biking and surfing around his home in Topanga Canyon where he lives with his wife and son. Contact: 201 Wilshire Blvd., Santa Monica, CA 90401; 310-917-2202

2:30 p.m. – 4:00 p.m. | Breakout Sessions

**Internet VS IRL and the Power of FOMO**

Location: Capital One Café, 1139 S. Main Street

**Megan Furey**, Marketing and Communications Manager, Westwood Village Improvement Association (Los Angeles, CA) – Moderator

With over 8 years of BID experience, Megan joined the WVIA in 2014 after serving as Marketing and Special Events Coordinator for Downtown Santa Monica, Inc. Megan is responsible for social media marketing, content management, branding, BID website, events, and merchant outreach.

**Brooke Fox**, Executive Director, Downtown Vacaville Business Improvement District (Vacaville, CA)

A proud Vacaville native who recently returned home from Brooklyn, NY to start a family, Fox served as ED of a arts-related Non-Profit in Manhattan and coordinated events at The Plaza, UN and for the NYC Mayor's Office. Fox is an internationally-acclaimed performing artist and Envision Everyday Hero Award recipient.

**John Harman**, Director, Downtown Tulare Association (Tulare, CA)

John started in this position in 2011 after owning his own business for many years. He comes from a sales background, having represented products as diverse as IBM computers to specialty pet foods. He's applied that background to his work with the Association and utilizing Facebook as a prime tool in motivating people to come to downtown Tulare.

**Devin Strecker**, Deputy Director, Business Development, Hollywood Property Owners Alliance (Hollywood, CA)

Before working at the HPOA, Strecker spent eight years working for the nearby Hollywood Media District BID, starting out as an administrative assistant and working up to operations coordinator. He graduated from Fort Hays State University with a degree in information networking and telecommunications, emphasis in media studies.

## What Now – How Can Downtowns Survive and Prosper in a Time of Growing Homelessness?

Location: Bourbon Highway, 1677 North Main Street

**John Caner**, CEO, Downtown Berkeley Association (Berkeley, CA) – Moderator

**Jackie St. Louis**, Homeless Outreach Coordinator, City of Seattle (Seattle, WA)

**Chris Richardson**, Chief Program Officer, Downtown Streets Team (San Francisco, CA)

**Andrew Mills**, Police Chief, City of Santa Cruz (Santa Cruz, CA)

**Kerry Morrison**, Executive Director, Hollywood Property Owners Alliance (Los Angeles, CA)

Kerry Morrison is the executive director of the Hollywood Property Owners Alliance, which manages the Hollywood Entertainment and Sunset & Vine BIDs. She recently completed a two-year Stanton Fellowship which afforded her the opportunity to bring ideas to city and county leaders about a new approach toward engaging with and treating people with mental illness. She serves on L.A.'s City's Citizen Oversight Committee for the HHH homeless housing bond, and the Home for Good Business Leaders Task Force to end Homelessness.

**Tomiquia Moss**, Executive Director & CEO, Hamilton Families (San Francisco, CA)

Tomiquia Moss leads Hamilton Families as CEO with more than 20 years of nonprofit leadership and management experience. From 2014-2017, she served directly under the mayors of both San Francisco and Oakland, most recently as Chief of Staff for Oakland Mayor Libby Schaaf. Tomiquia is locally and nationally recognized as a dynamic nonprofit leader with expertise in public policy and community planning. Contact: 832 Folsom St., 8th Floor | San Francisco, CA 94107 | 415-321-2612 x115 [tmoss@hamiltonfamilies.org](mailto:tmoss@hamiltonfamilies.org)

## Urban Agriculture in Your Downtown

Location: Encore Room at the Leshner Theater, 1601 N. Civic Drive

**Nicholas S. Kosla**, Principal, Kosla Ventures (Orinda, CA) – Moderator

Nick Kosla is Principal at Kosla Ventures LLC which provides land entitlement services to private and public-private sector clients in Northern California. He is the former director of Planning and Entitlement for Pulte Home Corporation leading the approval of the first Farm-To-Table residential subdivision in the Bay Area. Previously, Nick ran SunCal Companies' planning efforts for military base reuse projects throughout the Bay Area and is former Chair of the Orinda Planning Commission. Contact: 61 Avenida De Orinda; Suite I, Orinda, CA 94563; (925) 386-0316; [nick@koslaventures.com](mailto:nick@koslaventures.com)

**Bob Simmons**, Former Mayor, City of Walnut Creek (Walnut Creek, CA)

Bob was an attorney for the U.S. Department of Agriculture before retiring in 2004. Bob served on the Parks, Recreation and Open Space Commission and on the Planning Commission. Bob served on the City Council from 2008 through 2016, and served as its Mayor in 2012 and in 2015. Bob currently is President of the WC Sister Cities International, Vice-President of the Orinda Hiking Club, Chair of the Walnut Creek Watershed Council, and a Contra Costa Master Gardener. Contact: 2866 Bowling Green Drive, Walnut Creek, CA 94598; 925.588.9914; [robertsimmons@astound.net](mailto:robertsimmons@astound.net)

**Vince Cantore**, Senior Development Manager, THE CORE Companies, San Jose (San Jose, CA)

Vince Cantore is Senior Development Manager at the Core Companies and has overseen the project approval process for both residential and renewable energy projects located in the United States and Scotland. Prior to joining the Core Companies, Vince worked to secure land agreements on behalf of Scottish Power Energy Networks for over 65 MW of wind energy projects and 189 km of distribution facilities located throughout the Central Belt of Scotland. Contact: 470 South Market Street, San Jose, CA 95113; 408-292-7841 x12; [VCantore@thecorecompanies.com](mailto:VCantore@thecorecompanies.com)

**Lara Hermanson**, Principal, Farmscape LLC (Oakland, CA)

Lara began her career working alongside her Landscaper mother on the south side of Chicago. From there, she managed the 7-acre Vital Zuman farm in Malibu, introducing the CSA program. Since joining Farmscape in 2010, she has overseen the design and installation of over 350 urban farming projects, including Faithful Farm at Levi's Stadium, Trellis by Pulte Homes, and the STEM Garden. Lara is a licensed landscaper contractor and is certified in Project Management from UCLA extension. Her design work is influenced by her additional studies in permaculture, biodynamic farming, and native California plants. Contact: 1724 Mandela Parkway Suite 8; Oakland, CA 94607; 510-987-8612; [Lara@farmscapedgardens.com](mailto:Lara@farmscapedgardens.com)

## The Pros and Cons of Different Approaches to Funding Downtown Improvements and Programs

Location: Massimo's, 1604 Locust Street

**Maggie Campbell**, Director of Urban Experience, MIG (San Diego, CA) – Moderator

Maggie Campbell is an entrepreneurial leader with a 25+ year history of working with downtown organizations and cities across the country. As the new Director of Urban Experience for MIG San Diego, Maggie brings her extensive downtown management experience to the MIG team, working to leverage new services and programs, while supporting the creation of great urban places. She has created and managed BIDs in several states, and has both public and private sector experience. She served most recently as Executive Director for *Downtown Santa Barbara*, CA, and previously as President/CEO of the *Partnership for Downtown St. Louis*. She has a BA in History from the University of Texas at Austin, and is active in the Urban Land Institute and the International Downtown Association. Contact: MIG , 1111 6<sup>th</sup> Ave. Suite 404, San Diego, CA 92101; [mcampbell@mig.com](mailto:mcampbell@mig.com); 619-677-2003

**Brad Segal**, President, Progressive Urban Management Associates (Denver, CO)

Brad Segal is president of Progressive Urban Management Associates (P.U.M.A.), a Denver-based real estate economics and planning firm specializing in downtown and community development. The firm has served more than 250 clients in 35 states, Canada and the Caribbean. Brad has more than 30 years of experience and is considered a leading authority on downtown trends, strategic planning and BIDs. Prior to establishing P.U.M.A., he was the Downtown Denver Partnership's senior director. Brad holds an MBA from Columbia University, a BA from the University of California at Berkeley, and is currently a lecturer at the University of Colorado Denver. He has served four terms on the IDA board of directors. Contact: Progressive Urban Management Associates, 1201 East Colfax Avenue, Suite 201, Denver, CO 80218; Direct: 303-997-8754; [brad@pumaworldhq.com](mailto:brad@pumaworldhq.com); [www.pumaworldhq.com](http://www.pumaworldhq.com)

**Nichole Farley**, Project Manager, Civitas (Sacramento, CA)

Ms. Farley specializes in the development and execution of strategies with a strong focus on creating, maintaining, and growing B2B relationships. Nichole is working on her master's degree in Communication with an emphasis in Travel and Tourism and International Communications at California State University, Fullerton and has a bachelor's degree from California State University, Chico in Agriculture Business with a minor in Recreation Administration. Contact: Civitas, 1102 Corporate Way, Ste 140, Sacramento, CA 95831; [nfarley@civitasadvisors.com](mailto:nfarley@civitasadvisors.com); [www.civitasadvisors.com](http://www.civitasadvisors.com); 916-436-5043

**Steve Gibson**, President, Urban Place Consulting, Inc (Long Beach, CA)

Steve Gibson is president and founder of Urban Place Consulting Group, Inc. (UPCG), which specializes in organizing and revitalizing business districts. Steve has experience operating nine downtown districts as President/CEO. As a consultant, he has provided services to 50 districts in 34 cities and 25 states. He works with cities in four areas: Establishing property-based Business Improvement Districts (BIDs), Developing a Sense of Place...Improving Public Space Use, Improving Organizational Effectiveness, Providing Interim Business District Management. Contact: [Steve@urbanplaceconsulting.com](mailto:Steve@urbanplaceconsulting.com)

**Resilience on the Street: Preparing for the Unexpected**

Location: City Hall Council Chambers, 1666 N. Main Street

**David Schuld**, Lead of Hagerty's Active Threat Portfolio, Hagerty Consulting (Evanston, IL)

David Schuld is the Lead for the Active Threat Portfolio at Hagerty Consulting, a national emergency management and homeland security consulting firm. David's experience including managing disaster response, political crises, and business continuity projects around the globe, and serves as the lead for Hagerty's active threat and complex coordinated terrorist attack preparedness portfolios. He has supported public safety agencies and their public and private sector partners across the country develop plans, training, and exercises that encapsulate the full Life Cycle of an Active Threat. Contact: 202-360-7526; [david.schuld@hagertyconsulting.com](mailto:david.schuld@hagertyconsulting.com); <http://hagertyconsulting.com>

**John Bwarie**, Founder & CEO, Stratiscope (Los Angeles, CA)

John has worked to create more resilient communities since co-creating the Great ShakeOut in 2008. He has worked on projects nationwide to help communities and businesses grow and thrive using community engagement strategies. In this role, he also is the acting Deputy Director for the Dr. Lucy Jones Center for Science and Society. Contact: 213-247-3993; [john@stratiscope.com](mailto:john@stratiscope.com)

Thursday, March 15, 2018

8:30 a.m. – 10:00 a.m. | Breakout Sessions

**Downtown and the Green Rush Economy**

Location: Capital One Café, 1139 S. Main Street

**Sean Maher**, CEO, Downtown Boulder Partnership (Boulder, CO)

Sean Maher is the CEO of the Downtown Boulder Business Improvement District and Downtown Boulder Partnership. Prior to joining DBP, Sean headed private and public economic development efforts in Boulder as head of the Boulder Economic Council and also ran the Small Business Development Center. Prior to the BEC, Sean started and owned the Ben & Jerry's stores in Boulder and Denver and also worked as a marketing consultant. He holds an MBA from the University of Colorado. Contact: [Sean@DowntownBoulder.org](mailto:Sean@DowntownBoulder.org); 303.449.3774; [www.BoulderDowntown.com](http://www.BoulderDowntown.com)

**David McPherson**, Cannabis Compliance Director, HDL Companies (Diamond Bar, CA)

Prior to joining HDL Companies, David served 28 years in local government for the County of Orange and the cities of Newport Beach, San Jose and Oakland. David's experience as a law enforcement officer, compliance auditor and tax administrator has provided him a wealth of experience that makes him uniquely qualified to manage the HDL Cannabis Compliance Program. His tenure in Oakland made him the first Tax Administrator in the country to successfully tax, audit and regulate the cannabis industry. He is one of the state's most recognized experts in cannabis policy development and has assisted local agencies to bring over 1,000 cannabis businesses into compliance. Contact: [DMcPherson@HDLCompanies.com](mailto:DMcPherson@HDLCompanies.com); 909.861-4335; [www.Cannabis.HDLCompanies.com](http://www.Cannabis.HDLCompanies.com)

### **Preserving the Golden Goose**

Location: Massimo's, 1604 Locust Street

**Katie Burke**, Reporter, Retail, Restaurant & Hospitality, San Francisco Business Times (San Francisco, CA) – Moderator

Katie Burke is a reporter for the San Francisco Business Times, focusing on restaurants, retail and hospitality. The Bay Area native previously covered real estate for the San Antonio Business Journal, and graduated from the University of Washington with degrees in journalism and art history. Contact: 275 Battery St., Suite 600, San Francisco, CA 94111; 415.288.4927; [kburke@bizjournals.com](mailto:kburke@bizjournals.com)

**Jot Condie**, President & CEO, California Restaurant Association (Sacramento, CA)

Jot Condie joined the California Restaurant Association (CRA) in 1999 as Vice President of Government Affairs and Public Policy. After five years as the restaurant industry's chief lobbyist, he was promoted to President + Chief Executive Officer. Previously, Jot held legislative positions and lobbied on the behalf of California's Fortune 500 companies, the Southern California Air Quality Alliance, was Staff Director for the Assistant Assembly Majority Leader, and was a legislative director for the Assembly Minority Whip. Contact: 621 Capitol Mall, Suite 2000, Sacramento, CA 95814; 800.765.4842; [jcondie@calrest.org](mailto:jcondie@calrest.org)

**Jim Telford**, Owner, Rooftop Restaurant and Residual Sugar Wine Bar (WC), Board Member, Walnut Creek Downtown (Walnut Creek, CA)

Jim Telford, an East Bay native, co-owns two award winning venues in Walnut Creek. Residual Sugar Wine Bar + Merchant has won Best Wine Bar in the East Bay every year since its opening. They offer a wide selection of local and international wines by both the glass and the bottles, complemented by a tasty bar menu. They are opening a second location in Concord in late Spring 2018. ROOFTOP, a rooftop restaurant that overlooks the City of Walnut Creek & Mt. Diablo, offers seasonal New American cuisine with clever twists. Contact: [jim.telford@gmail.com](mailto:jim.telford@gmail.com); 1500 Mt. Diablo Blvd., Walnut Creek, CA. 94596; 925.300.3540

**Kraig Kojan**, President & CEO, Downtown Long Beach Alliance (Long Beach, CA)

Kraig Kojan has served with the Downtown Long Beach Alliance (DLBA) since October 1996 and today leads two improvement Districts (property and business) consisting of nearly 5,000 stakeholders whose annual budgets exceeds \$4 million. In addition, he also created a 501(c)3 development corporation. Kojan has served as Past President of the California Downtown Association (CDA) and remains active with the International Downtown Association (IDA). He is a graduate of San Diego State University where he earned BA degrees in Political Science and Journalism with an emphasis in Communications. Contact: Downtown Long Beach Alliance, 100 W. Broadway, Ste 120, Long Beach, CA 90802; 562-436-4259; [KraigK@dlba.org](mailto:KraigK@dlba.org)

### **Wake Up and Smell the Residents: How Residents are Changing the Place Management Industry**

Location: City Hall Council Chambers, 1666 N. Main Street

**Brian Douglas Scott, Ph.D**, Principal, BDS Planning (Seattle, WA)

Brian Scott has more than 35 years of experience in comprehensive community development and place management, and is currently serving on the IDA board of directors for the second time. With direct experience in private, nonprofit, and public organizations, he excels at the intersection of multiple sectors, interests, and perspectives. Brian is a widely respected facilitator, public speaker, and project leader with dozens of professional awards and volunteer assignments to his credit. He holds a Ph.D. in urban studies from Portland State University. Contact: 1932 1st Avenue, Suite 500, Seattle, WA 98101; 206-971-6030 (office); 206-971-6360 (cell) [brian@bdsplanning.com](mailto:brian@bdsplanning.com); [www.bdsplanning.com](http://www.bdsplanning.com)

**Valerie Tran**, Project Manager, BDS Planning (Seattle, WA)

Valerie Tran manages BDS Planning & Urban Design's BID creation and management practice, She has eight years of non-profit, academic, and governmental experience, and combines urban planning and public health strategies with the intent to foster built environments that are healthy, safe, and livable. She holds masters degrees in urban planning & public health from the University of Michigan.

**Bill Schrader**, The Austin Group and Board Chair, Downtown Berkeley Association (Berkeley, CA)

Bill is a resident of Alamo, California and owner of The Austin Group LLC, a real estate development company. Prior to starting his own company, he held several executive positions with national companies, and was a partner with the Trammell Crow Company in Southern California. During his nine years with the company, he was responsible for developing approximately \$350 million of mixed-use properties in Orange and Riverside counties. In addition, Bill is also the upcoming Chairman of the Board of the Downtown Berkeley Association.

### **Enlivening Conventional Space with Unconventional Activation**

Location: Bourbon Highway, 1677 N. Main Street

**Steven Donaldson**, Principal/Founder, RadiantBrands (Berkeley, CA) – Moderator

Steven Donaldson is a partner at RadiantBrands, a full service branding and marketing agency. The focus of his work is marketing and shaping brand experience for urban centers/downtown districts that have retail, mixed-use developments and multifamily housing projects. He has worked with the City of San Francisco, the City of Berkeley California on rebranding their downtown and in developing branding for Old Oakland's historic district. He has also worked with the International Downtown Association on their rebranding program and currently sits on the IDA board. Contact: 510.550.4789; [stevend@radiantbrands.com](mailto:stevend@radiantbrands.com)

**Blage Zelalich**, Downtown Manager, City of San Jose (San Jose, CA)

Blage serves as the City's primary lead for downtown issues, opportunities, and relationship management, working with City departments and community stakeholders. From 2004-2016, she was Deputy Director of San Jose Downtown Association, providing leadership for the association's government relations, events, media relations and advocacy activities, and leading the development of downtown San Jose's PBID. Blage holds a bachelor's degree in biomechanics from UC Davis, and an MBA in finance and marketing from the University of San Francisco. Contact: 200 E. Santa Clara Street, 17th Floor, San Jose, CA 95113; 408.535.8172; [blage.zelalich@sanjoseca.gov](mailto:blage.zelalich@sanjoseca.gov)

**Andrew Jones**, Program Director, The Downtown Oakland Association (Oakland, CA)

Andrew leads in the execution, preparation, and implementation of all program activities including: managing the daily operations of our maintenance and security ambassador program; implementing all aspects of the Associations' beautification programs; working with City staff to complete projects; talking with stakeholders or special interest groups to further the Associations' goals and objectives, and regularly communicating with PWA, the Police Department, and the Office of the Mayor to establish plans for ongoing collaborations with Association. Contact: 388 19th Street, Oakland, CA 94612; 510.238.1122; [andrew@downtownoakland.org](mailto:andrew@downtownoakland.org)

**Adam Perkins**, AICP, Urban Planning Manager, Downtown Denver Partnership (Denver, CO)

Adam is the Urban Planning Manager at the Downtown Denver Partnership focusing on place-based economic development through improving the public realm. He manages all planning efforts for the Downtown Denver BID, the 16th Street Mall, the public realm and outdoor spaces, core neighborhoods, and the downtown area. Adam recently served on an international planning assistance trip to Belize City, bringing his expertise in pop-up demonstrations, BIDs, and community development to the Yarrowborough neighborhood planning process. Contact: 303.571.8207; [aperkins@downtowndenver.com](mailto:aperkins@downtowndenver.com)

**10:30 a.m. – 12:00 p.m. | Breakout Sessions**

### **Demographic Inversion and Ethnic Sub-Markets**

Location: City Hall Council Chambers, 1666 N. Main Street

**Michael J. Berne**, President, MJB Consulting (Berkeley, CA)

Michael Berne, President of MJB Consulting, is one of North America's foremost experts in Downtown and Main Street retail. In addition to speaking and writing extensively on the subject, he has conducted market analyses, devised tenancing strategies and spearheaded implementation efforts in cities and towns across the U.S., Canada and the U.K. Contact: 2730 Forest Avenue, Suite W, Berkeley, CA 94705; 510-356-4956; [mikeberne@consultmjb.com](mailto:mikeberne@consultmjb.com); [www.consultmjb.com](http://www.consultmjb.com)

**Jeremy Liu**, Senior Fellow for Arts, Culture and Equitable Development, PolicyLink, and Managing Partner, Creative Development Partners (San Francisco, CA)

Jeremy Liu leads and advises purpose-built social enterprises. He works as a principal and a consultant in economic and urban planning, real estate, creative placemaking, and arts and cultural development. He has led nationally-

recognized community development corporations focused on Asian American communities, managing budgets of over \$14 million, a staff of 100+, and a portfolio of commercial and retail real estate and thousands of housing units. Contact: [jeremy@policylink.org](mailto:jeremy@policylink.org); (510) 663-4389; (510) 592-4769

**Madeleine Spencer**, Activist and Consultant, Santa Ana Business Council (Santa Ana, CA)

Madeleine Spencer brought forth policy shifts in the Sunshine Ordinance, Strategic Planning, a Wellness District Resolution and implementation of Economic Development strategies for small businesses. Spencer's theory of change depends on collaborative design strategies, building the Downtown through urban tacticalism, place making and connecting institutions through place-based initiatives. Contact: Santa Ana Business Council, 400 E. Fourth Street, Santa Ana, CA 92701; [m Spencer@sabcinc.com](mailto:m Spencer@sabcinc.com); C:714-815-2653

### **NIMBYs, Elites and Socialist, Oh My! How Downtown Organizations are Navigating Political Turbulence**

Location: Bourbon Highway, 1677 North Main Street

**Brad Segal**, President, Progressive Urban Management Associates (Denver, CO)

Brad Segal is president of Progressive Urban Management Associates (P.U.M.A.), a Denver-based real estate economics and planning firm specializing in downtown and community development. The firm has served more than 250 clients in 35 states, Canada and the Caribbean. Brad has more than 30 years of experience and is considered a leading authority on downtown trends, strategic planning and BIDs. Prior to establishing P.U.M.A., he was the Downtown Denver Partnership's senior director. Brad holds an MBA from Columbia University, a BA from the University of California at Berkeley, and is currently a lecturer at the University of Colorado Denver. He has served four terms on the IDA board of directors. Contact: Progressive Urban Management Associates, 1201 East Colfax Avenue, Suite 201, Denver, CO 80218; Direct: 303-997-8754; [brad@pumaworldhq.com](mailto:brad@pumaworldhq.com); [www.pumaworldhq.com](http://www.pumaworldhq.com)

**John Caner**, CEO, Downtown Berkeley Association (Berkeley, CA)

**Karin Flood**, Executive Director, Union Square BID (San Francisco, CA)

Karin Flood is the Executive Director of the Union Square BID in San Francisco. She is a Past President of CDA and currently serves on the Board. She also participates on the CBD Consortium in San Francisco and is Co-Chair of the SFPD Central Station Police Advisory Board. She is passionate about improving and activating public spaces. Karin has two children Anna-Liisa (16) and James (14). Contact: Union Square Business Improvement District, 323 Geary Street, #203, San Francisco, CA 94102; (415) 781-7880; [Karin@unionsquarebid.com](mailto:Karin@unionsquarebid.com)

### **Incubators – A Shot in the Arm for your District**

Location: Capital One Café, 1139 S. Main Street

**Karen Wertman**, Chief Operating Officer of The Port Workspaces (Oakland, CA)

**Heidi Harmon**, Mayor, City of San Luis Obispo (San Luis Obispo, CA)

Mayor Harmon is a reform-minded leader and passionate about keeping the concerns of local residents at the forefront of everything she does. Her policies on Council have inspired climate action plans, housing solutions, homeless outreach and a robust toolbox of policy that help to support the local businesses and downtown district. She has been a consensus builder in her city largely through her approach to engaging citizens in thoughtful manners including her regular Office Hours with Mayor Harmon in the SLO Hothouse and pop up democracy formats.

**Iris Kavanagh**, Founder, Coworking with Iris (Santa Cruz, CA)

Iris Kavanagh works with shared workspace organizations to streamline operations and develop dynamic communities. She fell in love with coworking when, as a member in 2009, she realized how powerful the experience of a real, in-person community was and quickly started thinking of ways to change the world through the coworking model. Iris led the NextSpace team during initial expansion from 1 location to 9 and co-founded the League of Extraordinary Coworking Spaces and COSHARE, produced Freelance Camps and has spoken at various conferences including the Global WorkSpace Association Conference and the Global Coworking Unconference Conference. Iris currently consults, leads Coworking Mastermind groups, heads the board of directors of COSHARE and showcases industry and movement leaders through her media series, Coworking with Iris. She lives in Santa Cruz, California with her two kids, two cats and two chickens.

### **Autonomous Cities: Reinventing the City Starting with the Street**

Location: Massimo's, 1604 Locust Street

**William (Billy) Riggs**, Ph.D., Professor, University of San Francisco School of Management (San Francisco, CA)

William (Billy) Riggs, Ph.D., AICP, LEED AP is a global expert and thought leader in the areas of autonomy and smart transportation, housing, economics and urban development. He is currently a professor at the University of San Francisco School of Management and Director of Strategy and Research at Sustinere Consulting, following two decades of experience working as a transportation planner, economist, and engineer. He has been both a fellow with



the National Science Foundation fellow and the University of California Transportation Center, and is the founder of ReStreet.com (app.restreet.com)—an online tool for democratizing street design. Dr. Riggs currently sits on the City of Palo Alto's Planning and Transportation Commission and is a member of the Transportation Research Board (TRB) Committee on Transportation Economics. Contact: LinkedIn: <https://www.linkedin.com/in/billyriggs>; Twitter: @billyriggs; Email: [wriggs@usfca.edu](mailto:wriggs@usfca.edu)

**12:30 p.m. – 2:00 p.m. | Closing Plenary Luncheon and Keynote address sponsored by IKE Smart City**

Location: Walnut Creek Marriott, California Ballroom, 2355 North Main Street

### **Rethinking Downtown 'Vibrancy' in a New Age of Technology**

**Kish Rajan**, Principal, Kish Rajan Public Affairs (San Francisco, CA) – Keynote Speaker

Kish Rajan has enjoyed a 20+ year career in government and business working as a mobile technology executive, a legislative aide to Senator Barbara Boxer and as Governor Jerry Brown's head of California Economic Development. Kish also served a term on the Walnut Creek City Council from 2008-2012. Contact: KRPA, 1839 Ygnacio Valley Road, #133, Walnut Creek, CA 94596; 925.705.7269; [kishrajanpublicaffairs@gmail.com](mailto:kishrajanpublicaffairs@gmail.com)

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