Please join planners in Dubuque, Iowa from Wednesday, October 4th through Friday, October 6th for the 2017 Upper Midwest APA Conference. Below is a quick synopsis of conference events:

- **Progressive Dinner:** On Wednesday evening you can enjoy a taste of Dubuque featuring a progressive dinner with stops at three local restaurants (see page 4).

- **Reception:** On Thursday evening a reception and Chapter Awards will be held at Novelty Ironworks. Light appetizers and two drink tickets will be provided (see page 3). MSA Professional Services has invited all conference attendees to their office at 400 Ice harbor Drive for a post-reception party.

- **Mobile Tours:** Options include a downtown bicycling tour, a downtown walking tour, a walking tour of the Historic Millwork District, a trolley tour of the Bee Branch Watershed Project, and the opportunity to take part in a real-time transit planning exercise (see pages 10-11).

- **Mentor Match:** On Thursday morning, emerging professionals will have the chance to meet one-on-one with experienced professionals to gain career advice. Pairs will be matched in advance of the conference. Separate Registration is required (see page 13).
DUBUQUE, IOWA

Come to Dubuque for the 2017 Upper Midwest APA Planning Conference and experience the flavor and the benefits of an authentic “Masterpiece on the Mississippi!” Named the 4th Best American Riverfront by USA Today’s 10Best.com, Dubuque’s location along the Mississippi River is one you don’t want to miss. Dubuque features a rich history, magnificent historical architecture, diverse arts and cultural amenities, and abundant natural beauty, including majestic limestone bluffs along our beautiful riverfront. The reinvention of Iowa’s first city over the past 15 years has been a catalyst for the evolution of the Dubuque area as a destination for travel.

CONFERECE SPONSORS

DIAMOND
MSA

PLATINUM
RDg...

GOLD
IOWA STATE UNIVERSITY Extension and Outreach
Community and Economic Development

SILVER
THE BRICK INDUSTRY
HEARTLAND REGION

MPG MARVIN PLANNING CONSULTANTS
Genzlinger in Marshalltown, Council Bluffs, and Northeastern Iowa

CONFLUENCE LANDSCAPE ARCHITECTURE | URBAN DESIGN | PLANNING
www.thinkconfluence.com

STANLEY CONSULTANTS INC.

ICE ARK
Iowa County Recorders Association

Snyder & Associates Engineers and Planners

HOISINGTON KOEGLER GROUP INC.
Planning | Landscape Architecture | Urban Design

ONLINE REGISTRATION AT WWW.IOWA-APA.ORG
EVENT FACILITIES & HOTELS

This year's APA conference will be held in the Port of Dubuque at the Grand River Center. The Port of Dubuque is home to the America’s River Project, an amazing partnership that transformed our once-neglected riverfront into a 90-acre campus of attractions that celebrate our connection to the Mississippi River. The Grand River Center is adjacent to deluxe lodging, gaming and entertainment venues on the Port of Dubuque, including: waterpark, museum and aquarium, restaurants, casino, river rides, marina, and bowling. The Grand River Center is within walking distance of historic downtown Dubuque, or catch the free Summer Trolley to check out the cultural resources of the longest-running urban Main Street program in the country.

**Hotel Blocks**—Room blocks have been reserved at two properties: Grand Harbor Resort, connected to the Grand River Center; and the Holiday Inn.

- **Grand Harbor Resort** – $109/per night plus tax for single or double occupancy rooms. The resort room block has been reserved until Monday, September 4, 2017.
- **Holiday Inn** – $94.00/per night plus tax for single or double occupancy. This room block has been reserved through September 3, 2017.

More information regarding blocks can be found [HERE](#).

RECEPTION

The Thursday evening reception and awards ceremony will take place at Novelty Ironworks. In the heart of Dubuque’s Historic Millwork District, the Novelty Iron Works company began business on January 1, 1876. A workforce of fifty men produced machinery for flour mills, saw mills, steam engines, water wheels, and well-drilling machines. Light appetizers and two drink tickets will be provided.

Please join us afterwards for a special Post-Reception Party being hosted by MSA at their office near the Grand River Center.
PROGRESSIVE DINNER

For conference attendees who arrive on Wednesday, October 4, a progressive dinner has been arranged. A progressive dinner allows you to experience three different restaurants, one each for appetizers, entrées, and dessert. This is a great way to take advantage of the local cuisine, while networking with fellow attendees!

The cost of the dinner is $50, including guide, tax, tip and transportation to and from the hotel. Additional beverages will be available for purchase. Please note that a separate ticket to the Progressive Dinner will be required; it is not part of the registration fee.

Registration for the Progressive Dinner must be completed by September 27, 2017. Onsite registration cannot be accepted.

Progressive Dinner Schedule

5:45 p.m. Depart Grand River Center. Group can walk to the Stone Cliff Winery (600 Star Brewery Drive) north on the River Walk (Motor Coach also available). Stone Cliff Winery is housed in Iowa’s first brewery building, the Star Brewery. The group will enjoy a tour of the production facility, a glass of wine and the opportunity to ask the owners questions about their wines. An appetizer will also be made available here.

*Non-Alcoholic beverages are available.

6:45 p.m. Depart Stone Cliff Winery for Vinny Vanucchi’s (180 Main Street). Our next stop takes us to the historic 180 Main Street building where Vinny Vanucchi’s Little Italy is housed. Here we will dine on unlimited garlic bread, delicious salad, freshly made pastas, sauces and homemade meatballs.

*Non-Alcoholic beverage included in meal; alcohol available for purchase*

After the tour concludes, stop back to the lower level of Vinny’s to the Busted Lift, one of Dubuque’s “speakeasy” bars.

8:15 p.m. Depart Vinny Vanucchi’s for Mandolin Inn. The final stop will take us to one of Dubuque’s historic bed and breakfast locations. The Mandolin Inn is a magnificent Edwardian mansion that was built in 1908 as the family home of Nicholas J. Schrup, Dubuque’s leading financier at the time. The group will enjoy dessert here along with coffee, punch or water.
ADDITIONAL INFORMATION

Please keep the following in mind:

- Lunch will not be provided on Friday. Please plan accordingly to visit one of the many great options in the Dubuque area.
- Hardcopies of the conference program will not be printed. Please print your own program or use the Guidebook App available for download on iPhone and Android devices.
- Water bottles will be provided and there are water fountains to refill throughout the venue.

MENTOR MATCH

Emerging professionals will have the chance to meet individually with experienced professionals to learn more about the field of planning, review a resume, get tips on finding jobs, or brush up on interview skills. Pairs will be matched in advance, so pre-registration is required.

You must go to www.iowa-apa.org/resources/mentor-match to register for the program as a mentor or mentee. The deadline to register is Wednesday, September 20, 2017.

APA—Iowa Partners with GSC Conference

For the 2017 APA Upper Midwest Conference, the Iowa Chapter of the American Planning Association (APA-IA) has partnered with Growing Sustainable Communities (GSC) to hold their respective conferences consecutively at the same venue to allow potential registrants to attend both conferences if they wish. The 10th annual Growing Sustainable Communities Conference (http://www.gscdubuque.com/) will be held in Dubuque at the Grand River Center on October 3-4. The APA Upper Midwest Conference will be held at the same venue from October 4-6.

Those who attend both conferences will receive $10 off their registration to the GSC Conference. If you plan to attend both conferences, please register for the APA Upper Midwest conference first. Upon registration completion, you will receive a confirmation email that will include a code for $10 off the GSC registration.

Two registration options for the GSC Conference exist to meet your needs. In the past, APA-IA has provided programming on Wednesday afternoon. This year, the Wednesday afternoon programming is supplied by the GSC Conference. Registrants of the APA Upper Midwest Conference can register a la carte for portions of the GSC Conference in two ways:

- Full 2-day registration to GSC conference (Register at www.gscdubuque.com)
- One-day registration to GSC conference (Register at www.gscdubuque.com)
- Wednesday luncheon keynote speaker (Register as part of your regular APA registration)
- Wednesday mobile workshops (Register as part of your regular APA registration) We hope you’ll take advantage of this unique opportunity!
REGISTRATION OPTIONS

*None of these options include a ticket to Wednesday’s Progressive Dinner or Mobile Workshops*

**Full Conference**

1. **APA / Chapter Only APA Member**
   This option includes admission to all sessions as well as breakfast and lunch on Thursday, the Thursday evening reception and breakfast on Friday. This option is for all interested persons who are active members of the American Planning Association, as well as Chapter Only members. This option does not include tickets to mobile tours or the Wednesday night progressive dinner. Registration to the Growing Sustainable Communities Conference is separate and a $10 discount is offered to registrants of both conferences.

2. **Nonmember**
   This option includes admission to all sessions as well as breakfast and lunch on Thursday, the Thursday evening reception and breakfast on Friday. This option is for all interested persons who are not active members of the American Planning Association. This option does not include tickets to mobile tours or the Wednesday night progressive dinner. Registration to the Growing Sustainable Communities Conference is separate and a $10 discount is offered to registrants of both conferences.

3. **Planning Commissioner**
   This option includes admission to all sessions as well as breakfast and lunch on Thursday, the Thursday evening reception and breakfast on Friday. This option is for all interested persons who are active City or County elected/appointed planning and zoning commissioners, board of adjustment members, or council members. This option does not include tickets to mobile tours or the Wednesday night progressive dinner. Registration to the Growing Sustainable Communities Conference is separate and a $10 discount is offered to registrants of both conferences.

4. **Full Time Student**
   This option includes admission to all sessions as well as breakfast and lunch on Thursday, the Thursday evening reception and breakfast on Friday. This option is for all interested persons who are full time students seeking undergraduate or graduate degrees. This option does not include tickets to mobile tours or the Wednesday night progressive dinner. Registration to the Growing Sustainable Communities Conference is separate and a $10 discount is offered to registrants of both conferences.

5. **Students with Submission**
   This option includes admission to all sessions as well as breakfast and lunch on Thursday, the Thursday evening reception and breakfast on Friday. This option is only available to full time students seeking undergraduate or graduate degrees who have entered an official submission to the APA Upper Midwest Student Poster Contest. This option does not include tickets to mobile tours or the Wednesday night progressive dinner. Registration to the Growing Sustainable Communities Conference is separate and a $10 discount is offered to registrants of both conferences.

**Individual Days**

6. **Thursday Conference**
   This option includes admission to all sessions, including AICP Ethics session and breakfast and Keynote luncheon on Thursday. This option is for all interested persons including both active members and non-members of the American Planning Association. This admission does not include admission to the reception on Thursday. You may also choose to register for Wednesday activities.

7. **Friday Conference**
   This option includes admission to the AICP Law session, all concurrent sessions, and the Keynote Presentation. This option is for all interested persons including both active members and non-members of the American Planning Association.

ONLINE REGISTRATION AT WWW.IOWA-APA.ORG
REGISTRATION

ONLINE REGISTRATION AVAILABLE AT WWW.IOWA-APA.ORG. If submitting a paper registration, please complete this form and return with full payment. Please use only one registration form per person (copy this form as necessary). Make checks payable to APA Iowa. Credit Cards accepted for online registration only. Mail-in registration must be postmarked no later than September 27, 2017.

Name:_________________________________________   Professional Designation:________________________________________________
Organization:__________________________________________________________________________________________________________
Address:_____________________________________________________________________________________________________________
City, State, Zip: _______________________________________________________________________________________________________
Phone:__________________________________________    E-mail:_____________________________________________________________

Are you interested in participating in the Mentor Match Program? (no charge) Y | N

<table>
<thead>
<tr>
<th>Registration Options</th>
<th>Online/Paper by 09/27/2017</th>
<th>Paper after 09/27/2017 or Onsite Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ___ APA/Chapter Only Member</td>
<td>$175</td>
<td>$200</td>
</tr>
<tr>
<td>Full Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. ___ Nonmember</td>
<td>$225</td>
<td>$250</td>
</tr>
<tr>
<td>Full Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. ___ Full Time Student</td>
<td>$50</td>
<td>$75</td>
</tr>
<tr>
<td>Full Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. ___ Student + Submission to Poster Contest</td>
<td>Complementary</td>
<td>Complementary</td>
</tr>
<tr>
<td>Full Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. ___ Planning Commissioner Rate</td>
<td>$150</td>
<td>$175</td>
</tr>
<tr>
<td>Full Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. ___ Thursday Conference</td>
<td>$140</td>
<td>$165</td>
</tr>
<tr>
<td>7. ___ Friday Conference</td>
<td>$100</td>
<td>$125</td>
</tr>
</tbody>
</table>

Additional Conference Events

<table>
<thead>
<tr>
<th>Online/Paper by 09/27/2017</th>
<th>Price Per Ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. ___ Growing Sustainable Communities Conference Keynote Lunch</td>
<td>$25</td>
</tr>
<tr>
<td>9. ___ Wednesday Progressive Dinner (Pre-Registration Required)</td>
<td>$50</td>
</tr>
<tr>
<td>10. ___ Thursday Reception &amp; Awards Ceremony Additional Ticket</td>
<td>$25</td>
</tr>
</tbody>
</table>

Mobile Tours

<table>
<thead>
<tr>
<th>Price Per Ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. ___ GSC Workshop: Trolley Tour of the Bee Branch Watershed Project</td>
</tr>
<tr>
<td>12. ___ GSC Workshop: Biking Tour of Downtown Dubuque (bikes provided)</td>
</tr>
<tr>
<td>13. ___ GSC Workshop: Walking Tour of the Dubuque Millwork District</td>
</tr>
<tr>
<td>14. ___ Downtown Redevelopment Tour</td>
</tr>
<tr>
<td>15. ___ Real Time Transit Planning</td>
</tr>
</tbody>
</table>

TOTAL ENCLOSED (Registration + Additional Conference Options) $________________
KEYNOTE SPEAKERS

Mayor Roy D.

Mayor Buol is a Dubuque native and a 30-year retired employee of John Deere Dubuque Works. Since 2002, he has been Director of the Landscaping & Grounds Department at the University of Dubuque. Mayor Buol holds a Bachelor of Business Administration degree with a double major in business and marketing from the University of Dubuque, where he also completed graduate coursework toward a Master of Arts in Communication. Mayor Buol and his wife, Deborah, are parents of four children and grandparents of 10.

During his mayoral campaign in 2005, Mayor Buol’s platform was based on “engaging citizens as partners,” and what he heard from thousands of citizens was a consistent theme surrounding water quality, recycling, green space, public transit, cultural vitality, accessibility, and downtown revitalization. In 2006, during the first City Council goal-setting session following his election, Mayor Buol proposed and received the full support of his council colleagues to focus on sustainability as a City top priority, stating “cities that get out in front on sustainability will have competitive economic advantages in the future.” Sustainability has been a top priority every year since his election. This leadership paved the way for the creation of Sustainable Dubuque, a citizen-engaged process to define sustainability for our community and create a national model for cities under 200,000 in population. In 2009, Mayor Buol was instrumental in the launch of “Smarter Sustainable Dubuque,” a unique public/private partnership between the City of Dubuque and IBM Research, the division of IBM responsible for its “Smarter Planet” campaign. The project was initiated in September 2009 when the City of Dubuque and IBM announced their intentions to make Dubuque one of the first “smarter” sustainable cities in the U.S.

Jason Roberts

Jason Roberts is originator of the Better Block project, founder of the Oak Cliff Transit Authority, co-founder of both the Art Conspiracy and Bike Friendly Oak Cliff, and candidate for U.S. Congress. In 2006, Jason formed the nonprofit organization, Oak Cliff Transit Authority, to revive the Dallas streetcar system, and later spearheaded the city’s effort in garnering a $23 million dollar TIGER stimulus grant from the FTA to help reintroduce a modern streetcar system to Dallas. In 2010, Jason organized a series of Better Block projects, taking blighted blocks with vacant properties in Southern Dallas and converting them into temporary walkable districts with pop-up businesses, bike lanes, cafe seating, and landscaping. The project has now become an international movement occurring everywhere from Melbourne, Australia to Tehran, Iran, and has been featured in the New York Times, Dwell magazine, TEDTalks, and National Public Radio. Jason was given a Champions of Change award from the White House in 2012 and his consulting firm, Team Better Block, was showcased in the U.S. Pavilion at the Venice Biennale.
Bob Blanchard has been a practicing planner with positions in Oregon, Washington, Florida, Colorado, Wyoming and Iowa. His current position is Project Manager for the development of the new Comprehensive Plan and rewrite of the Zoning Ordinance for the City of Des Moines. Previously he was a founding partner of the Orion Planning Group consulting firm, owned his own consulting business, served as Community Development Director in Grand Junction, CO and Current Planning Director in Fort Collins, CO. Bob received his undergraduate degree from Washington State University and did graduate studies at Western Washington University. He is a member of the American Institute of Certified Planners and has served as Treasurer and President Colorado Chapter of the American Planning Association and as the Secretary/Treasurer of the Chapter Presidents’ Council of the American Planning Association. Blanchard is also a professional freelance photographer. His photography has been published by Drake University, Des Moines University, DSM Magazine, the Fort Collins Coloradoan, the Des Moines Register and Patagonia. He recently completed his first book – A Spectrum of Faith: Religions of the World In America’s Heartland.

Michael Ludwig, AICP, is the Planning Administrator for the City of Des Moines. Michael has over 20 years of experience in city planning, zoning, urban development, growth management, affordable housing and grant administration. Prior to moving to Des Moines in 2001, Michael held positions as the Planning Director for the City of Marion, Iowa; City Planner for the City of Fort Collins, Colorado; and Housing Analyst for the City of Sioux City, Iowa. Michael earned his Bachelor of Science degree in Community and Regional Planning from Iowa State University and his Master of Business Administration degree from the University of Iowa.
MOBILE TOURS

Upper Midwest APA Conference
CREATING RESILIENT COMMUNITIES
OCTOBER 4-6, 2017

Purchase of ticket required for each mobile tour. Tickets are $10 per tour. Space is limited, so do not forget to purchase your tour ticket when you register for the conference (see page 7).

WEDNESDAY  2:00 P.M.—5:00 P.M.  CM I 3.0

GSC Mobile Tour: Dubuque Historic Millwork District

Over one million square feet of vacant or underutilized historic warehouse space is being transformed into urban, mixed-use development in Dubuque’s Historic Millwork District. Based on a Master Plan created by public and private sector partners, the District is attracting entrepreneurs, designers, residents, institutions, and businesses to a sustainable neighborhood located in the heart of downtown Dubuque. The execution of the plan involves capitalizing on the embodied energy of historic buildings, creating unique commercial and office spaces that are recruiting entrepreneurs, intentionally integrating the arts and non-profit community, and creating unique upper-story housing. This walking tour will include discussions of green infrastructure, visits inside the various warehouse spaces, and conversations with City staff, developers, and partners.

GSC Mobile Tour: Downtown Biking Tour

Dubuque’s Washington Neighborhood is one the oldest and most diverse neighborhoods, and home to some of the city’s most historic housing stock. Revitalization efforts have been underway since 2005. Come learn more about the neighborhood’s assets and initiatives, including community gardens, investments, mini parks, neighborhood art projects, Crescent Community Health Center, and Steeple Square. Also hear about the public-private partnerships that are rehabilitating historic housing stock and providing opportunities for renters and homeowners.

*Bicycles will be provided for all riders by the Dubuque Bike Coop. Helmets are not required in Iowa; however, attendees are encouraged to bring their own helmet as they will not be provided. Tour will occur in flat neighborhoods and is suitable for all biking abilities.

GSC Mobile Tour: Bee Branch Watershed Project

The Bee Branch Watershed flood mitigation and water quality project is reintroducing the confined Bee Branch Creek to one of Dubuque's oldest neighborhoods where hundreds of families and businesses have been repeatedly impacted by flooding. The watershed-wide approach will protect the neighborhood from stormwater events while creating a linear park, revived habitat, community orchard, and educational venue for the entire community.
MOBILE TOURS

Purchase of ticket required for each mobile tour. Tickets are $10 per tour. Space is limited, so do not forget to purchase your tour ticket when you register for the conference (see page 7).

THURSDAY 9:00 A.M.—11:30 A.M.  CM I 2.5

Downtown Redevelopment

Explore downtown Dubuque and see how historic buildings continue to be adaptively re-used for mixed-use development and upper story housing. See properties in various stages of rehabilitation, from currently underway to newly-finished projects. Learn about funding programs for façade improvements, upper story residential units, and commercial first floor spaces. Learn about the Main Street Four Point Approach, which translates well for revitalizing storefronts in small towns.

THURSDAY 1:00 P.M.—4:00 P.M.  CM I 3.0

Real Time Transit Planning

Workshop participants will take part in a real-time transit planning exercise to expand urban transit service in Dubuque. This mobile workshop will include: orientation to Remix transit planning software and the Jule Transit system, riding public transit during regular service hours, and then assisting Jule Transit employees with planning, testing, and evaluating potential expansion alternatives for cost and demographic impacts. Participants will create a visual representation of the proposed service changes that can be used by Jule Transit to engage with the community.
### Upper Midwest APA Conference

**WEDNESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 p.m.—</td>
<td>Closing Keynote for Growing Sustainable Communities Conference</td>
</tr>
<tr>
<td>2:00 p.m.—</td>
<td>GSC Mobile Tour: Downtown Bicycle Tour</td>
</tr>
<tr>
<td>2:00 p.m.—</td>
<td>GSC Mobile Tour: Bee Branch Watershed Project Trolley Tour</td>
</tr>
<tr>
<td>2:00 p.m.—</td>
<td>GSC Mobile Tour: Millworks District Walking Tour</td>
</tr>
<tr>
<td>2:00 p.m. —</td>
<td>Exhibit Hall and Registration Open</td>
</tr>
<tr>
<td>5:45 p.m.—</td>
<td>Progressive Dinner</td>
</tr>
<tr>
<td>5:45 p.m. —</td>
<td>Depart Grand River Center to Stone Cliff Winery</td>
</tr>
<tr>
<td>6:45</td>
<td>Depart Stone Cliff Winery to Vinny Vanucchi’s</td>
</tr>
<tr>
<td>8:15</td>
<td>Depart Vinny Vanucchi’s to Mandolin Inn</td>
</tr>
<tr>
<td>9:00</td>
<td>Depart Mandolin Inn to Grand River Center</td>
</tr>
</tbody>
</table>

A separate ticket is required to be purchased in advance to participate in this event. See details on page 4.

### CHAPTER MEMBERSHIP

Not an APA Member, but want to save on the cost of registration? If so, you should become a Chapter Only Member to APA-IA and enjoy benefits of the APA-IA Chapter including reduced rates at the APA-IA Conference, notices for APA-IA sponsored events throughout the state and much more! For more information and to sign up for Chapter Only Membership, visit [http://iowa-apa.org/](http://iowa-apa.org/).

### FOLLOW US

IowaAPACaphester

#EngageAPA

www.iowa-apa.org

ONLINE REGISTRATION AT [WWW.IOWA-APA.ORG](http://WWW.IOWA-APA.ORG)
<table>
<thead>
<tr>
<th>Time</th>
<th>Tracks</th>
<th>Envision</th>
<th>Engage</th>
<th>Empower</th>
<th>Planning Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.—</td>
<td>Welcome and State of the Chapter Update</td>
<td>Mayor Roy D. Buol of Dubuque; J. Benjamin Champ, APA-Iowa President; Wendy Moeller, APA Region IV Director</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45 a.m.</td>
<td>Urban Markets: Restoring &amp; Revitalizing the Ramshackle in Your Town</td>
<td>Ben Peotter, Barbara Kloth</td>
<td>Join us to find out how iconic industrial buildings can be transformed into thriving marketplaces that can anchor rebirth of your downtown edge district.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 a.m.—</td>
<td>People Powered Planning in Grand Marais, MN</td>
<td>Antonio Rosell, Jono Cowgill</td>
<td>Join the discussion on comprehensive planning approaches led by APA’s 2015 Planner of the Year and explore how innovative strategies can enhance planning processes, increase community buy-in, and move towards more collaborative, resilient, and healthy communities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td>Iowa Data Bike: Prioritizing Maintenance on Regional Trails</td>
<td>Marcus Coenen</td>
<td>Learn how the Iowa Data Bike project is working to develop a bike-based data-collection vehicle to collect pavement condition data for all paved trails within Central Iowa for the use of the Des Moines Area Metropolitan Planning Organization (MPO) and its member cities and counties, as well as partner organizations such as the Iowa Natural Heritage Foundation.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 a.m.—</td>
<td>Rezoning the Field of Dreams, or If You Build It Lawyers Will Come</td>
<td>Gary Taylor, Christopher Shires</td>
<td>In 2012, the City of Dyersville approved a rezoning of an area that included the location of the farmhouse and baseball field from the 1989 movie “Field of Dreams” which resulted in a lawsuit from property owners and community members challenging the City’s action. Learn about major legal points of the court’s decision, key takeaways to consider in rezonings, &amp; lessons to be learned for “planners as expert witnesses.”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 a.m.—</td>
<td>200 Years of Evolution: Davenport’s East Village</td>
<td>Matt Flynn, John Wisor, Martha O’Brien</td>
<td>This session will briefly outline the history of the Village of East Davenport (VED), its challenges and successes as a neighborhood commercial center up to the recently completed VED Master Plan and ongoing plan implementation.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>200 Years of Evolution: Davenport’s East Village</td>
<td>Aaron Lande, Barbara Buffaloe, Eric Holthaus</td>
<td>In this session, sustainability staffers will talk about how their cities are approaching the integration of sustainability into planning efforts using the STAR Community Rating System &amp; certification program.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30 a.m.—</td>
<td>Keynote Luncheon— Beware a Dedicated Group of Amateurs: Learn the story of Better Block and the ideas behind the approach to community-driven creative placemaking</td>
<td>Jason Roberts, Better Block</td>
<td>This is the planned meet-up time for those pre-registered and participating in the Mentor Match Program. Space is limited and matches will be assigned on a first come/first served basis. The deadline to register is Wednesday, September 20, 2017.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## THURSDAY

### 1:00 p.m.—2:15 p.m.

<table>
<thead>
<tr>
<th>TRACKS</th>
<th>ENVISION</th>
<th>ENGAGE</th>
<th>EMPOWER</th>
<th>PLANNING SKILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Transforming Tragedy into Opportunity: How Cedar Rapids Rose from the Flood and Rebuilt its Legacy</td>
<td>Planning Healthy Iowa Communities</td>
<td>Drones and Planning</td>
<td>Economic Development in Small Town America</td>
</tr>
<tr>
<td></td>
<td>Melissa Edsill Tiedemann, Robert Davis</td>
<td>John Peterson</td>
<td>Shawn O'Shea, Kurt Elder, David Ross</td>
<td>Chad Nabity, Keith Marvin</td>
</tr>
<tr>
<td></td>
<td>How can a flood control project become more than just levies &amp; walls? Experience an explosion of redevelopment? Create meaning and retain the culture of the past? Have a compelling impact on future lives? The presentation will focus on redevelopment design techniques that emphasized the draw of the river in Cedar Rapids, rather than the danger of the river.</td>
<td></td>
<td>Learn about types of drones, uses of drones in planning from both a public and private viewpoint, and hear a small technical review of how acquired data is manipulated and analyzed.</td>
<td>Explore the small town or rural area planner’s role and share realistic tips on establishing effective economic development for America’s diverse small towns and rural areas. This is a reprisal of a session presented at the 2017 National APA Conference in New York and is intended to be presented to several other Chapters in the future.</td>
</tr>
<tr>
<td>CM</td>
<td>1.25</td>
<td>CM</td>
<td>1.25</td>
<td>CM</td>
</tr>
</tbody>
</table>

### 2:30 p.m.—3:45 p.m.

<table>
<thead>
<tr>
<th>TRACKS</th>
<th>ENVISION</th>
<th>ENGAGE</th>
<th>EMPOWER</th>
<th>PLANNING SKILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Successful Downtown Planning</td>
<td>Healthy Planning: Midwest Case Studies</td>
<td>Updating Sign Regulations Post Reed v Gilbert</td>
<td>Selecting a Consultant: Playing the Dating Game</td>
</tr>
<tr>
<td></td>
<td>Cory Scott, David Collins, Brennan Kane</td>
<td>Mary Rose Corrigan, Eric Van Buskirk, Patrice Lambert</td>
<td>Wendy Moeller</td>
<td>Jeffrey B. Ray, Christopher Shires, Naomi Hamlett</td>
</tr>
<tr>
<td></td>
<td>Learn about the Park Rapids and Waupaca downtown plans and best practices in downtown planning including empowering local businesses and residents for change, and creating partnerships.</td>
<td>This discussion will look at Midwest case studies in the City of Dubuque &amp; Dubuque County, Iowa and Champaign County, Illinois that successfully used community participation, health care partnerships, GIS-based demographic analysis to integrate public health and community plans for urban and rural local governments.</td>
<td>Everything we thought we knew about regulating signage was changed in June 2015 with the SCOTUS ruling on the Reed v. Town of Gilbert case. Since then, communities have struggled to understand the impact of how they regulate signage under the content-neutral mandate of the case. Come learn about considerations communities should take when updating sign regulations and some best practices that are in place across the country.</td>
<td>In this session modeled after the game show with the “city” and “consultants” are screened from each other’s views, the “city” will have the opportunity to ask three questions &amp; then choose their “date” (or consultant). Questions are drawn from real experiences from planners in the public &amp; private sectors.</td>
</tr>
<tr>
<td>CM</td>
<td>1.25</td>
<td>CM</td>
<td>1.25</td>
<td>CM</td>
</tr>
</tbody>
</table>
### Develoement From Plans to Action

David R. Wilwerding, Christopher Shires, Adam Plagge

This session will provide a history on the City of Johnston’s planning and redevelopment efforts for the northern Merle Hay Road corridor and the strategies the City has used in working with the community, landowners, and developers to identify a new vision for the corridor. Presenters will share the land assembly strategies, design standards, incentives and other implementation tools the City has used over the last ten years to encourage private investment and what has been successful vs what is being adapted to meet the evolving economic realities.

**CM | 0.75**

### Bee Branch Food Forest: A Dubuque Example of Collaborations that Foster

Courtney Long, Cori Burbach

This presentation will review how the City of Dubuque, and the Dubuque Eats Well Coalition worked with the Iowa State University Community Food Systems program to create & develop community food projects around the city, specifically, the presentation will discuss how the city of Dubuque was involved in the coalition and the development of the Bee Branch Food Forest, and how the city sees local foods fitting in with their community development strategy.

**CM | 0.75**

### AICP Planning Ethics Forum

Carol Rhea

This session will be facilitated to provide 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 break up for small group discussions on separate ethical scenarios and then reconvene to share their findings with the session group. This session qualifies for Certification Maintenance ethics hours for AICP Planners.

**CM | 1.5 ETHICS**

### Connecting Watersheds: Economic Resources, Partnerships, & Projects

Eric Schmechel, Dean Mattoon

In 2012, the jurisdictions in the Catfish Creek Watershed formed a Watershed Management Authority (WMA) Board. Water quality and flooding events continued to be a challenge throughout the watershed and this board was formed to begin the task of assessing all land use values that impact the watershed. A comprehensive watershed management plan was completed in 2015 highlighting more than 100 million dollars’ worth of conservation projects throughout the watershed.

**CM | 0.75**

### Historic Preservation: Carrots and Sticks

Jeff Hintz, Anne Russett

This session will cover the City of Cedar Rapids’ experience with the recently adopted regulations related to preservation and a new funding program. Outline lessons learned from creating rules for demolition and historic review processes, and public outreach and balancing a variety of stakeholder input.

**CM | 0.75**

### You Think You’re Sol-Smart: A Case Study

Charlie Kuester

Ames was recently designated a Silver Sol-Smart community for its efforts to reduce regulatory hurdles and review time for the installation of solar panels. The presentation will describe the collaborative process involving planning, inspections, & city-owned electric utility. The case study approach will describe the initial interest by Ames citizens, direction from the City Council, & the interaction with the SolSmart team.

**CM | 0.75**

### AICP Exam and AICP Candidate Info

David R. Wilwerding

Planners interested in seeking AICP certification should attend this session for an overview of the AICP application & exam process. Learn how to submit a successful application, study and take the exam. Recommendations and resources will also be shared from AICP members who recently passed the exam. New this year, this session will also provide information about AICP’s new AICP Candidate program.

**CM | 0.75**

---

**Reception and Awards Ceremony at Novelty Ironworks**

Awards program beginning at 6:30 p.m. Light appetizers and two drink tickets will be provided. MSA has invited all conference attendees to their office at 400 Ice harbor Drive for a post-reception party.
<table>
<thead>
<tr>
<th>TRACKS</th>
<th>ENVISION</th>
<th>ENGAGE</th>
<th>EMPOWER</th>
</tr>
</thead>
</table>
| 8:00 a.m.— 9:15 a.m. | **Fort Dodge: Bouncing Back from 3 Decades of Devastating Decline**  
Chad Schaeffer, Wade Greiman, Mindy Moore  
Learn how the City is using spatial planning & infrastructure engineering for natural disaster mitigation to reduce future economic losses and recovery costs, bringing about economic growth through leveraging local indigenous resources and encouraging multi-industry cooperation, using ecological management to restore natural systems and reduce flooding, using grant funding and capital improvement planning to promote the City’s fiscal health, promoting economic growth through better transportation design, and promoting community health and wellbeing with trails planning and community gardens. | **ISU Planning Outreach: A Panel Discussion**  
Dr. Francis Owusu, Dr. Timothy Borich, Jane Rongerude, Gary Taylor, Sara Hamideh  
Professors from Iowa State University’s Department Community and Regional Planning will lead a discussion on CRP’s current models for community-university partnerships within the studio learning environment. | **Public Private Stewardship: The Future of Resilience Planning & Environmental Advocacy**  
Jason Stangland, Cassie Goodwin  
In May of this year, SmithGroupJJR asked a panel of agency leaders, environmental advocates, ecological economists, and think tank groups what they see for the future of green infrastructure and sustainable planning. This presentation will share findings from our discussions and present trends and forecasts for the changing landscape of sustainable planning. |
| | | CM I 1.25 | CM I 1.25 |
| 9:30 a.m.— 10:45 a.m. | **The Clive Greenbelt: Clive’s Social, Recreational Corridor & Regional Resource**  
Ryan Peterson, Pat Boddy, Matt McQuillen, Todd Seamen  
This presentation will focus on the role of Clive’s Greenbelt—the benefits it provides, including public health, economic, social and environmental, and ways in which policy can be leveraged to stabilize property values and improve natural resources. | **Advancing Transportation Options in Des Moines / How Street Design Shapes Behavior and Reflects Values**  
Brian Willham, Mike Armstrong  
The presentation will be a discussion of current Transportation Planning efforts in Des Moines that are identifying opportunities to enhance transportation modes for pedestrians, bicyclists, and transit users. The discussion will include partnerships with Public Health interests and a Pilot Project that was developed to convert 7 blocks of a downtown street into a multi-modal corridor. | **AICP Planning Law**  
Gary Taylor, Brian Ohm  
This session will highlight the significant cases related to land use decided by the state courts across the upper Midwest and federal courts over the past year, and significant legislative activity related to land use in Wisconsin and Iowa. |
| | | CM I 1.50 LAW | (9:30 a.m.—11:00 a.m.) |
| 11:00 a.m.— 12:00 p.m. | **Keynote Speaker—Diversity in the Heartland: How the City of Des Moines Addresses Diversity in their Comprehensive Plan with a Special Discussion of Discovering How Diverse the City is Through a Photographic Narrative of the City’s Varied Religious Communities**  
Bob Blanchard, Michael Ludwig | | |
ONLINE REGISTRATION AT WWW.IOWA-APA.ORG