# SECOND ANNUAL PA LAND BANK SUMMIT
**MONDAY, JUNE 9, 2013 AT THE HERSHEY LODGE**
Presented by the Housing Alliance of Pennsylvania in partnership with PAHRA

## AGENDA

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<th>TIME</th>
<th>TOPIC</th>
<th>PRESENTERS</th>
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<tr>
<td>8:00 to 8:30AM</td>
<td>Welcome to the PAHRA Spring Conference and Expo</td>
<td><strong>Mike Pries</strong>, Dauphin County Commissioner</td>
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<td>8:35 to 8:45AM</td>
<td>Welcome to the Land Bank Summit! Unveiling the Online Land Bank Library</td>
<td><strong>Liz Hersh</strong>, Executive Director, Housing Alliance of Pennsylvania&lt;br&gt;<strong>Champ Holman</strong>, Deputy Secretary, Office of Community Affairs and Development, Pennsylvania Department of Community and Economic Development</td>
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<td>8:45 to 10:00AM</td>
<td>The First Four! Lessons Learned from the First Pennsylvania Land Banks - and Charting the Path Forward&lt;br&gt;Leaders from Pennsylvania’s four successful land bank campaigns share their experiences and insights about what they learned and where they are going from here.</td>
<td><strong>Moderator: Mike Lombardo</strong>, Former Mayor, City of Pittston and Current Vice Chair, Board of Directors, Pittston Redevelopment Authority&lt;br&gt;<strong>Presenters:</strong>&lt;br&gt;<strong>Skip Memmi</strong>, Executive Director, Dauphin County Office of Economic Development&lt;br&gt;<strong>April Kopas</strong>, Executive Director, Westmoreland County Redevelopment Authority&lt;br&gt;<strong>John Carpenter</strong>, Deputy Director of Land Policy, Philadelphia Redevelopment Authority&lt;br&gt;<strong>Nate Hanson</strong>, Chief of Staff, Pittsburgh Councilwoman&lt;br&gt;<strong>Deborah Gross</strong></td>
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<td>10:10 to 11:00AM</td>
<td>Best Practices and Lessons Learned from Around the Country&lt;br&gt;Communities all over the country have or are adopting land banks. Kim has - or is - working with many of them. She has seen it all! Kim will give us the benefit of her work! Come with your questions.</td>
<td><strong>Presenter: Kim Graziani</strong>, Vice President and Director of National Technical Assistance, Center for Community Progress</td>
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**Quick Break – no refreshments**

**Refreshment Break**
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### CHOOSE ONE OF THREE CONCURRENT SESSIONS

| **SESSION A** | **SESSION A: Getting Good Press for Your Land Bank**  
11:30AM to 12:45PM | **Moderator:** An Lewis, Executive Director, Steel Valley Council of Governments (COG)  
**Presenter:** John McDonald, Senior Associate, Ceisler Media  
An effective messaging and media strategy can be a game changer. Hear from our media pro, see samples from campaigns around Pennsylvania and learn about how you can message your land bank for success. This session will also talk specifically how to address concerns from developers, realtors and community members should they arise. |
| **SESSION B** | **SESSION B: Data Foundations for Land Bank Strategy and Operation**  
11:30AM to 12:45PM | **Moderator:** John Kromer, Senior Consultant, University of Pennsylvania, Fels Institute of Government  
**Presenters:** Sabina Deitrick, Director, Urban and Regional Analysis, University Center for Social and Urban Research, University of Pittsburgh  
Ira Goldstein, President, Policy Solutions, The Reinvestment Fund  
Whether you are charting your course forward with a feasibility or business plan, developing a disposition strategy or making decisions about what to do with which property, it is based on data. But what data? How? Two of the leading experts on data for community reinvestment join us to explore data solutions for land banks. |
| **SESSION C** | **SESSION C: The Money Question: Exploring Funding and Financing Options for your Land Bank**  
11:30AM to 12:45PM | **Moderator:** Bryce Maretzki, Director of Policy and Planning, Pennsylvania Housing and Finance Agency (PHFA)  
**Panelists:**  
Kim Graziani, Vice President and Director of National Technical Assistance, Center for Community Progress  
Champ Holman, Deputy Secretary of Community Affairs and Development, DCED  
Diana Kerr, Owner, Community Development Consulting  
Funding and financing options are at the heart of what you are able to accomplish with your land bank, yet there is no dedicated pool of funds available. This session will be an interactive exploration of ideas, options, actual experiences and proposals by resource people and participants. |

**LUNCH!!!**
| SESSION A | SESSION A: Property Acquisition Strategies Including Tax Sale Interface | Moderator: Winnie Branton, Attorney and Consultant with the Housing Alliance of Pennsylvania  
Presenters: Stacy Phile, Director of the Berks County Tax Claims Office  
Irene McLaughlin, Attorney and Consultant with the Housing Alliance of Pennsylvania |
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<td>1:45 to 3:00PM</td>
<td>This team of tax claim and legal professionals will discuss with you the range of property acquisition tools, address your questions and concerns with a particular focus on the interface between land banks and tax sale. Come prepared with your questions and concerns.</td>
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| SESSION B | SESSION B: Feasibility, Business, and Strategic Plans | Moderator: Chris Gulotta, Principal, The Gulotta Group and former Executive Director, Cumberland County Housing and Redevelopment Authorities  
Presenters: Kyra Straussman, Director - Real Estate, Urban Redevelopment Authority of Pittsburgh  
Jeremy Newburg, Founder and CEO, Capital Access Inc. |
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<td>1:45 to 3:00PM</td>
<td>Planning is integral to the success of the land bank, whether it’s the strategic plan to identify priorities, the feasibility plan to decide if and how a land bank might work, or a business plan to frame out its functioning and financing – or some other kind of plan your community wants to needs. This session will give you a chance to explore different and effective approaches to planning at various stages in the land bank process.</td>
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| SESSION C | SESSION C: Who decides and How? Disposition Policy Considerations, Strategy and Process | Moderator: Kim Graziani, Vice President and Director of National Technical Assistance, Center for Community Progress  
Presenters: Jerome Jackson, Executive Director, Operation Better Block  
Rick Sauer, Executive Director, Philadelphia Association of Community Development Corporations  
Jack Machek, President and CEO, 10,000 Friends of Pennsylvania |
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<td>1:45 to 3:00PM</td>
<td>This is where the rubber meets the road: how does land bank land get used? Is it affordable housing? Green space, parks, side yards, storm water management, market rate housing or commercial development? These are potentially contentious yet important considerations. This session will feature a frank exploration and how to forge a policy that considers competing views, but doesn’t sink the land bank.</td>
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| 3:30 to 5:00PM | Regional Round Tables – Choose One  
The last session of the day is designed to give you a chance to meet with others who are from similar communities to compare notes, share solutions, commiserate, celebrate, brainstorm – whatever you want. We have asked a few of our leaders to facilitate simultaneous discussions in one of the three breakout rooms. Or you can adjourn to the coffee shop or the bar. This is your time to get together with others from far away who are in Hershey for the day to talk Land Banks. |

**ROOM A: RURAL LAND BANKS**  
Facilitator: Dusti Dennis, Executive Director, McKean County Housing Authority  
**ROOM B: SMALL CITY LAND BANKS**  
Facilitators: Kim Green, Executive Director, Erie Redevelopment Authority and Joe Moskovitz, Manager, City of Pittston  
**ROOM C: BIG CITY LAND BANKS**  
Facilitators: Kyra Straussman, Director - Real Estate, Urban Redevelopment Authority of Pittsburgh and Brian Abernathy, Executive Director, Philadelphia Redevelopment Authority  
**LOCATION TO BE DETERMINED: COG BASED LAND BANKS**  
Facilitators: An Lewis, Executive Director, Steel Valley Council of Governments (COG) and Marybeth Dougherty, State Senator David Argall’s office and Board of Directors, Northern Schuylkill COG