



2024 Housing Summit Draft Agenda

Agenda (Brief)

Thursday, October 24th

7:30-9:00 a.m. Check-in

8:00 - 9:00 Breakfast

9:00 a.m. Welcome Remarks, State of the Region, Legislative Update .5 AICP CM

9:30- 10:30 a.m. Key Note- Becky McCray-Introduced by Lake Michigan Credit Union, Keynote Sponsor 1 AICP CM

Coffee Break

10:45-12:00 p.m. State Agency presentations- Introduced by Aspire North Realtors 1.25 AICP CM

12:00 p.m, Summary of Ten Years/Announcements (Housing North Team)

12:15 Break for lunch

12:45 p.m. Presentation of annual awards

1:30 p.m. Sessions (3 concurrent- chose one of 3 sessions) 1 AICP CM

- Housing Innovation and Collaboration panel- Room B
- How are Northwest Michigan communities using the housing tools to bring more housing?-Room C
- Get In The Zone: Enabling more housing through zoning reform- Room A

2:45-3:45 p.m. Sessions (3 concurrent- choose one of 3 sessions) 1 AICP CM

- Visionary Ventures: New and exciting housing innovations and collaborations- Room B
- “Permit Ready” plans for communities to consider- Room A
- Thinking Big, Building Small: Enabling Missing Middle Housing- Part I- Room C

4:00-5:00 p.m. Sessions (3 concurrent-choose one of 3 sessions) 1 AICP CM

- The Land of Opportunity: Community Land Trust Projects in NW Michigan and how they are leveraging funding to support their projects- Room C
- Zoning Atlas/Growth corridor mapping- Room A
- Community capital investment panel- Room B

5:30-7:30 p.m. Housing Leadership Happy Hour (City Opera House)- Sponsored by Traverse City Tourism (NOTE: Shuttle Provided)

Friday, October 25th

8:00-9:00 am Check-in and breakfast

9:15 Morning Keynote- Toby Muresianu- “Why Housing Breaks People’s Brains”
Introduced by Janie McNabb, Networks Northwest. 75 AICP CM

Option 1: 10:00 am-2:00 pm Bus Tour Sponsored by the Federal Home Loan Bank of Indianapolis_ **1.25 AICP CM**

10:05-11:30 Workshops (3 concurrent-choose one of 3 workshops) A deeper dive
1.25 AICP CM

- Thinking Big, Building Small: Enabling Missing Middle Housing- Part II- Room A
- How can Northwest Michigan use Modular and Manufactured technology to meet our housing needs?- Room B
- Managing Housing TIF Incentives: a BRA Policy Conversation-Room C

11:50-1:30 Lunch/Networking.

12:15-1:15 Feedback Forum- Room C: How are we doing on our Regional Housing Plan? 1 AICP CM

1:35-3:00 Workshops (3 concurrent-choose one of 3 workshops) 1.25 AICP CM

- Housing in Plain English: How to Talk About Policy to Broad Audiences with Toby Muresianu.- Room C
- The Land of Opportunity: Community Land Trust Projects in NW Michigan- Room B
- Hands-On Housing: Incremental Innovations- Room A

Detailed Agenda

Thursday, October 24th, 2024

7:30-9:00 a.m. Check-in and breakfast

9:00 Welcome Remarks, State of the Region, Legislative Update (Kent/Yarrow)- Celebrating 10 years you will hear an update from the Executive Director of Housing North and Policy Advisor, Kent Wood. There may be a few surprises and announcements.

9:30- 10:30 Key Note- Becky McCray-Introduced by Lake Michigan Credit Union, Keynote Sponsor

Coffee Break

10:45-11:45 State Agency presentations (Introduced by Aspire North Realtors)

Nicki Basch, Housing Director, Grand Traverse Band of Ottawa and Chippewa Indians, Amy Hovey, Executive Director of the Michigan State Housing Development Authority (MSHDA), Michelle Wildman, Chief Place Officer, Michigan Economic Development Corporation (MEDC), Sarah Lucas, Executive Director, Office of Rural Prosperity (ORP) and the Joseph Rivet, Executive Director, State Land Bank (SLB)

Starting with CEDAM as the moderator agencies will give a status update on the new and innovative programs and how we can use these tools in NW Michigan. You will hear a status on Land Bank grants, what is happening with the Rural Readiness Network and Rural Readiness grant status and the Housing Ready Incentive Grants. Nicki will give an update as the representative for the Statewide Housing Partnership on how our three tribal communities are working together and what projects they are working on in our region. We will also learn when and where they look for collaboration and how we can all be partners with our tribal communities.

12:00 -10 year interactive timeline/walking tour

12:15-1:15 Lunch

12:45 Presentation of annual awards- President Josh Mills, Housing North Board

1:30 Sessions (3 concurrent- chose one of 3 sessions)

1A Housing Innovation and Collaboration panel-

Speakers: Nick Celarek (NW Ed), John Vonwagoner (TCAPS), Dave Mengebier (GTRCF), Ed Potus (Cinnaire)

Learn about an innovative and collaborative project in the Traverse City area with an educational consortium formed to help build housing for their workforce. During this session you will hear from regional organizations on how the collaborative efforts and innovative housing policy led to state funding to address our housing needs for employers in our schools. They will walk you through step by step on how the coalition was built, who the partners were and how the advocacy and collaborative efforts led to success. *Moderated by Warren Call with Traverse Connect*

1B How are Northwest Michigan communities using the housing tools to bring more housing?

Speakers: Trevor Woolot (Fleis Vanderbrink), Nora Dunlop (Goodwill), Yarrow Brown and Lindsey Dotson (Housing North)

In this session you will hear from different communities in Michigan and how they are using/implementing the new housing tools. We will explore a project that uses the Housing TIF or HTIF, Payment in Lieu of Taxes (PILOTs) and how the Downtown Development Authority in the City of Charlevoix used the Housing North Deed Restriction Program to promote year round housing. *On day 2 there is a workshop diving deeper into the Housing TIF or HTIF.*

1C Get In The Zone: Best practices for zoning-

Get In The Zone: Enabling more housing through zoning reform

Speakers: Claire Karner, East Bay Township and Suzanne Schulz, Progressive Companies

Description: This session describes how to use master planning and zoning reform to increase housing supply and bring housing to your community's auto-oriented commercial corridors.

During this session you will hear from the planner in East Bay Township on how they updated their master plan and then used best practices to update their zoning ordinance around housing. Suzanne Schulz, co-author of Michigan Association of Planning's Zoning Reform Toolkit, will share how Plainfield Charter Township reimagined its aging MDOT commercial corridor to kickstart new mixed-use development and create placemaking opportunities. *Moderated by Eric Kehoe, Progressive AE*

2:30- BREAK

2:45-3:45 Sessions (3 concurrent- choose one of 3 sessions)

2A Visionary Ventures: New and exciting housing innovations and collaborations-

Speakers: Al Everett with Thrive TC/NMC & Tom Woodman with Citizen Robotics, Wendy Irvin and team from Habitat for Humanity Grand Traverse Region

Description There are new and exciting technologies on the horizon, this panel will highlight 3D printing projects, new opportunities in NW Michigan and other energy efficient and innovative building technologies from regional and statewide nonprofit developers. In this session you will learn all about 3D printing and what collaborative projects are coming to our community. *Moderated by Housing ready Staff*

2B “Permit Ready” plans for communities to consider

Speakers-Dan Leonard (MEDC) and Rob Carson (Networks Northwest)-

In this session you will learn about site selection for a few select areas (neighborhoods) in NW communities to identify potential locations for future infill of residential projects. In partnership with the MEDC and Networks Northwest, each RRC Certified community will outline how to use spatial analysis to isolate a draft list of locations that would then be cross-referenced with zoning, and ground-truthed by locals, to identify parcels that can be targeted for placement of housing utilizing new “Permit Ready” housing plans developed by the MEDC’s Redevelopment Service Team. Communities targeted for the presentation are Petoskey, Cadillac and Manistee. The session will provide an overview of the “Permit Ready” plans, a walk-through of the site selection process, discuss challenges, successes of the approach. Ultimately, findings that will identify ready 'vacant' sites, will position communities to then market said public, or privately held sites for the purpose of supporting future infill residential development and revitalization of a site.

2C Thinking Big, Building Small:Enabling Missing Middle Housing- Part I

Speakers- Jennifer Settle, Opitcos Design

In this session dive deep into the nuances of enabling a broader range of housing choices within communities of all sizes and markets. -What is the need and why are more housing choices needed? Attendees will get an overview of the range of building types for Missing Middle Housing including the key characteristics to consider and what are the key barriers preventing middle housing from being built? How to think about middle housing in terms of market feasibility and attainability in your community? -How are communities addressing this need? In this session you will learn about a few Case studies of built examples and strategies for implementation including fixing your zoning, pre-approved buildings, test fits, and a number of next steps that communities can take no matter where you are in the process! Opitcos will use its broad public and private

experience to discuss the wide range of ways, both big and small, that communities can enable new housing types in their community. *On day 2 for Part 2, you can dive in. dive deeper into the nuances of enabling a broader range of housing choices within communities of all sizes and markets*

4:00-5:00 Sessions (3 concurrent-choose one of 3 sessions)

3A The Land of Opportunity: Community Land Trust Projects in NW Michigan and how they are leveraging funding to support their projects.

Speakers- Jane Mackenzie- Northern Homes CDC, Bill Mulder (HART), Larry Mawby- Peninsula Housing, Annette Knowles- FACLT, moderate by Housing Ready Staff

During this session we will highlight the four Community Land Trusts in our region and learn about what projects they are working on that involve for sale and rental housing.

What is a CLT and how are they leveraging community support and funding? How do these collaborative projects ensure housing is affordable in perpetuity and what models can you bring to your community? Jane MacKenzie from Northern Homes CDC will

share how she is working to create more CLT homes in Antrim, Emmet and Charlevoix Counties. You will also hear from Bill Mulder with the Harbor Area Residential Trust

(HART) a new CLT in partnership with Northern Homes in the Harbor Springs area. Larry Mawby, President of Peninsula Housing will share what projects they are working

on in Leelanau County. Annette Knowles from the Frankfort Area Community Land Trust will share what projects they are working on and how they gained community support

for housing.

3B Zoning Atlas/Growth corridor mapping

Speakers- Ryan Kilpatrick- Flywheel Companies, Brook Osterman-Housing Next, Leah DeMouchel-Michigan Association of Planning, Chris Forsyth- Grand Traverse County

Description-West Michigan has the results of their zoning atlas. This session will share those results and explain how can Township, villages and Counties use a zoning atlas to help with decision making and the We will also share the progress and next steps for a zoning atlas in NW Michigan and how this zoning atlas project will tie with a physical mapping project to support growth in our region that also protects our natural resources.

Moderated by Housing Ready Staff

3C Community capital investment and housing fund panel

Speakers- Derek Sheils from InvestMitt, Yarrow Brown, Housing North, Chris Uhl, IFF
Moderated by Kate Redman, Commongrounds

During this session you will hear from a local (Emmet County) group called InvestMitt who is working with the National Coalition of Community Capital (NC3) to create local investment fund opportunities in a project in Petoskey. Yarrow Brown, Executive Director of Housing North will share briefly about a regional housing fund they are hoping to bring to NW Michigan. Chris Uhl will share how IFF, a regional Community Development Finance Institution, is deploying resources through a fund to support housing projects in NW Michigan. The goal of this session is to learn from local and regional partners on how you can bring local investment opportunities to your project.

END 5:00

5:30-7:30 Housing Leadership Happy Hour (City Opera House- shuttles provided)-
Sponsored by Traverse City Tourism- Key Legislators (State and Federal) invited along with local leaders to discuss housing policy and priorities.

Friday, October 25th, 2024

8:00-9:00 am Check-in and breakfast

9:15 Morning Keynote- Toby Muresianu- Why Housing Breaks People's Brains
Introduced by Janie McNabb, Networks Northwest

Bus Tour to the South (#45 people)- This tour will visit three different projects with three nonprofit different developers and three different scales of projects Starting in Traverse City we will visit the New Waves project that provides single family homes for homeownership and rentals. The next stop on the way to the City of Frankfort are the Honor Apartments, which are side by side units, 2 bedroom, 2 bath built by Homestretch Nonprofit Development Corporation. We will then finish the tour in Frankfort stopping for lunch at x spot, and visiting Grove Place, a Community Land Trust project. We will drive by and share details about two affordable housing projects in Frankfort- Gateways and Patterson Crossings. Becky McCray will be on the bus as will Josh Mills to give you a play by play as we pass by some of the key projects. Lunch at Stormcloud brewery (Pizza and Salad)

10-11:30 Workshops (3 concurrent-choose one of 3 workshops)

4A-Thinking Big, Building Small: Enabling Missing Middle Housing, Part II:
Speakers, Jennifer Settle, Opitcos. This session dive deep into the nuances of enabling a broader range of housing choices within communities of all sizes and markets. Part 2

will dive deeper into Identifying a range of building types that work in different context within your community and learn how to evaluate/assess considerations for pro forma-driven strategies and evaluation. We hope attendees will walk away understanding the barriers that may be preventing middle housing in your community. They will also learn how to utilize regionally-applicable case studies, best practices and strategies that they can take back to their community stakeholders, planning commissions, city councils, or housing agencies to further the conversation on housing choice.

4B-How can Northwest Michigan use Modular and Manufactured technology to meet our housing needs? Speakers-

Andy Trudeau, Engineering Manager and Brandon Spiers, General Housing Corporation (GHC),; John Lindley, MMHRVCA and Heidi Shearer with the Pine Pond development in Emmet County

A deep dive into modular versus manufactured homes. How do the projects pencil out? What is the difference? During this workshop you will learn about the process of modular construction and the collaboration with communities to bring quality housing options to communities in an efficient way. The speakers will share ways to provide single-family homes to fill the needs of communities and answer questions in regard to the benefit of modular and manufactured construction and how this construction method can be a solution to the housing shortage and expedite the process to provide housing for communities. ***Moderated by Housing Ready staff***

4C-Managing Housing TIF Incentives: a BRA Policy Conversation;

Speakers: Elizabeth Curcio, Township Planner / staff to the Plainfield Township BRA, Plainfield Township Susan Wenzlick, Senior Brownfield Consultant, Fishbeck Brownfield Redevelopment Authorities (BRAs) are experiencing an uptick in requests for brownfield incentives as a result of 2023 amendments to Act 381 that allow tax increment financing (TIF) to be used for any housing project, even if the property is not a traditional brownfield. MSHDA's willingness to approve a wide range of private housing development costs have sometimes placed BRAs and local governments – which must approve brownfield TIF – in a tough position. How much public support is really needed to make a project feasible? How much public good will result, and how much new demand will be put on public services? Should housing incentives be directed to certain types of property or parts of the community? How do BRAs and local governments create policy that attracts housing development, but doesn't break the local bank? In this session, Elizabeth Curcio, township planner and BRA staff member for Plainfield Township (Kent County), and Susan Wenzlick, a brownfield consultant for both developers and BRAs, will talk about new questions BRAs are asking, and how Plainfield Township's BRA and township officials are creating strategic, innovative policy to manage developer expectations, incent local priorities, and guide their own decision

making. BRA and local government leaders will leave the session with tools based on policies in use by Plainfield Township and other Michigan BRAs to evaluate and manage brownfield TIF incentives and give developers clear direction on local participation in housing projects.

11:45-1:30 Lunch/Networking

12:15-1:15 Feedback Forum: How are we doing on our Regional Housing Plan?

What programs are coming or available for our region? During this session you will hear from staff at MSHDA will give a status update on the dashboard and programs through the Statewide Housing Plan, including new and upcoming programs and more. You will also hear from the regional lead for our region, Housing North on what our region is implementing, where are the gaps and how can you help. You will also hear an update about the Field staff concept for MSHDA; moderated by Yarrow Brown with Housing North

Speakers: Tony Lentych- MSHDA, Karon Gagnon- MSHDA, Sandy Pearson, CEDAM

1:30-3:00 Workshops (3 concurrent-choose one of 3 workshops)

5A Housing in Plain English: How to Talk About Policy to Broad Audiences with

Toby Muresianu. Housing policy is full of jargon and complex ideas—and is often confusing to visualize and communicate. It doesn't have to be. Develop your intuitive understanding of housing policy and your ability to communicate to regular people about it with clear, accessible language in this hands-on workshop.

5B Community engagement for housing projects- Case Study in Leelanau county

Speakers-Jeff Schwaiger Urban Design Associates, Larry Mawby, Peninsula Housing
During this session we will dive deeper into a Community Land Trust Project in Sutton Bay Township, Leelanau County. You will hear from Jeff Schwaiger with Urban Design Associates who is working with Larry Mawby, President of Peninsula Housing, a new Community Land Trust in Leelanau County. They are working on a housing project on a 10 acre site in the Township and working with UDA on the design and concept for the project. They will share the process, feedback from the visioning session and more details about the project and next steps. Supported by Housing Ready Staff

5C Hands-On Housing: Incremental Innovations

Speakers: Jen Acosta, Housing and Community Development Consultant and Nicole Wilson

This session will share resources on leveraging economic development strategies, Housing Forward is actively working to tackle the local housing crisis through hands-on

technical assistance. We also offer lighter touch options like our Housing Resource Lab to empower stakeholders with mission-based learning tools to drive impactful, sustainable housing solutions. This session will offer practical solutions and incremental approaches to solving housing problems. Deeper understanding of the state of the industry in housing development. Sharing of free resources and highlighting some simple solutions to complex problems.