

Grand Valley Metropolitan Council
40 Pearl St. NW, Suite 410
Grand Rapids, Michigan 49503



GRAND VALLEY METROPOLITAN COUNCIL
**ANNUAL
GROWING COMMUNITIES
CONFERENCE**



**UNITED WE PLAN:
CREATING COMMUNITY IN
THE INFORMATION AGE**

FRIDAY, JUNE 5, 2009

PRINCE CONFERENCE CENTER

**1800 EAST BELTLINE SE
GRAND RAPIDS, MI 49546**

C O N F E R E N C E S E S S I O N S

Please note: Sessions with double asterisks (**) will be repeated.

Putting Everything on "Sketchup"

Jim Reminga, Crossroads, and Greg Meyer, GVMC-REGIS. Proposed developments can now be drawn in three dimensions and posted on Google Earth or can be used in REGIS. Planners and citizens are using the Google/Sketchup drawing program. Jim Reminga will show how to portray potential developments and make them realistic. Greg Meyer will show how Sketchup has been installed for interactive use in our regional GIS.

WWW 2.0 and Planning**

Now that we are stringing all of our personal computers together through the internet, planners are developing new ways to make effective public input a reality. Blog sites, social networks, nav/mapping sites, search engines, survey sites and many other products of the internet age are now allowing active public participation which is cost effective, interactive and more rewarding for both planning officials and public participants.

Electronic Community Involvement

Debra McGuire, MTA, and Rob Ferarri, MML.

Municipalities across the state are beginning to look beyond their static website pages seeking better ways of communicating with the public and with each other. Using new internet-based forms of communicating can more effectively involve broad public constituencies in decision-making and can offer direct methods for communicating with other officials, consultants and subject matter experts. However, as with all new technologies, there are pitfalls as well.

Towns Designed by Community Consensus

Jay Hoekstra, GVMC, and Mark Miller, Nederveld Assoc.

In one week, a new town center was designed which included 1400 dwellings, 3000 jobs, 20 new squares or greens, and 36 new blocks. Two cities, a township, land-owners, residents and business owners reached a consensus on this detailed plan with a minimum of fuss. "Fisher's Station" is a transit-oriented development at the south end of the proposed Silver Line of the Rapid. The City of Hudsonville, with the support of Ottawa County, followed the direction of citizens interactively to arrive at an extensive redesign of its downtown. Many stakeholders worked directly on the design and directed its evolution. See the detailed results of both these processes and find out the keys to their success in working together.

**Planning and Zoning Law
in an Electronic World****

Mark Van Allsburg, Mika Meyers Beckett & Jones.

Bristling with new tools from the internet, municipal officials are often left scratching their heads considering issues arising from new technologies. Certain of these have legal implications as well, especially in light of recent newspaper closing. Questions are being asked such as, "how are new technologies affecting access to and ownership, retention and destruction municipal documents" or "what about legal notices and the place and role of email?" Join this session to learn how changes in our information flow create new implications for public input and fit the Planning and Zoning Enabling Acts, Open Meetings Act, Freedom of Information Act and other laws.

Re-telling Retail **

Terry Sanford, Nederveld Assoc. While malls and suburban retailing is clearly struggling in our shifting economy, urban retailers are finding significant new opportunities in. Due to their unique position in our built environment, they can offer an emerging customer-base more appealing choices in more concise locations and are often better linked with a variety of transit options. Due to comparatively smaller market shares and independently offered niche product lines, urban retailers are turning to internet solutions to energize ready-made markets and to provide new methods to shop, purchase and advertise.

The Next Generation Rates Our Region

Panel Discussion. As we continue our efforts to create more exciting and desirable places to live, work and play, we must keep in mind these places are for future generations, not just those who have built them, for better or for worse. While it is critical to bring younger voices into the process of preserving or building new community, we thought it was time to ask, "how are we doing so far?" Join this panel of our successors, the young new inhabitants of our cities, villages and communities, as they discuss both the upside and the downside of our region.

Panelists:

Maxine Gray	Andy Guy
Joshua Hagedorn	Selene Lacayo
Jason Wheeler	

KEYNOTE ADDRESS

"Growing Communities Online"

Paul Schutt, co-CEO Issues Media Group.

Taking from our years of conferences on Growing Communities in Grand Rapids, our best examples of community have always shown great places promising to bring people together, allowing for useful interaction and the conduct of life's daily rituals in socially enjoyable ways. This can also be said about the myriad new internet communities coming on-line. Social networking sites such as Twitter, Face Book or My Space are all marketing themselves to fulfill social elements that many of our real-time environments have rendered difficult if not impossible. But, there are limitations to these uses of the internet since they only provide useful platforms for social dialogue, not real community. They are not really places, but highly interactive conversations.

Bridging the gap between social networking and real places is exactly what Paul Schutt and his associates at Issue Media Group are doing. IMG has developed a very successful marketing model for strategically promoting our cherished places and all their desirable and marketable attributes. They not only help bring customers to businesses and vice versa, but they are helping to build, redevelop or enhance the places themselves. Through their marketing process, they help create centers of community online and allow local neighborhood and civic leaders offer "alternative narratives" for their communities. Their online places offer great writing, beautiful photos, splashes of fine art and a lot of news, blogging and hot-linking to real places.

But what really makes all this work is that it is not just a noble public service. It is real business. The IMG team focuses entirely on business investment in the regions they serve. To produce ongoing content for these customer regions, they strategically search out new stories in urban revitalization and desirable economic development. They also check out job availability and hiring in the area. They hire journalists to provide stories and content in their areas of expertise, Finally, Issue Media Group does not limit itself to text content but also produces a highly visual publication with images and video. This is very attractive to all stakeholders in the community, especially since it helps create buzz, expand markets and eventually connect people in real-time community.

Paul Schutt is the co-founder and co-CEO of Issue Media Group, a Detroit based media company that has created online magazines such as Rapid Growth in Grand Rapids, Model D and metro mode in Detroit, PopCity in Pittsburg, and Capital Gains in Lansing. IMG Publications focus on growth, investment and remarkable people leading communities into the new economy. In 2004, Paul sold the company he co-founded and led for 10 years, The Collective, an online marketing and web development firm that provided solutions to companies such as Coca-Cola, the U.S. Open, the SuperBowl, General Motors and many others. Mr. Schutt also co-founded Cleveland based, Easy2 Technologies in 1999 that creates rich media retail solutions for products and retailers such as Lowes, Amazon, Circuit City and others. Paul serves on my public and private sector advisory boards. He lives with his wife, Megan, and son, Oliver, in Ann Arbor.

LOCATION



Date & Time: June 5, 2009, 8:00 AM – 3:30 PM

Location: Calvin College
Prince Conference Center
1800 East Beltline SE
Grand Rapids, Michigan 49546
(616) 526-7200

Parking: Parking is available at the Prince Center.

REGISTRATION

Conference Attendees

Name _____

Organization _____

Title _____

Address _____

City/State _____

Phone _____

Fax _____

E-Mail _____

I require a vegetarian meal:

Name _____

Organization _____

Title _____

Address _____

City/State _____

Phone _____

Fax _____

E-Mail _____

I require a vegetarian meal:

Payment

Advance Payment Required. Cash/Checks Only.

\$75.00 per person

\$85.00 per person if postmarked after May 20, 2009

Send payment along with registration form to:

Grand Valley Metropolitan Council

Attn: Gayle McCrath

40 Pearl St. NW, Suite 410

Grand Rapids, Michigan 49503

Cancellation Policy

Full refund before May 20, 2009. 80% refund between May 21 and May 31, 2009. No refunds after June 1, 2009.

For More Information

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Website: www.gvmc.org

METROPOLITAN DEVELOPMENT BLUEPRINT AWARDS

This year's Metropolitan Blueprint Awards winners will also be recognized during the luncheon break.