

QUICK FACTS

- Southeastern Wisconsin encompasses 2,689 square miles
- The population of southeastern Wisconsin is nearly 2 million people, or 35% of the state
- 1.25 million jobs are located in this region – this is over one-third of all jobs in the state
- Over 147 municipalities are located in the 7 counties that make up Southeastern Wisconsin
- Since 1970 the number of jobs created in this region has grown in every county
- Between 1995 and 2000, public transit service expanded by nearly 25%...
...Since 2000, public transit services were cut by 19%

THE SEVENTH ANNUAL



COMMUNITY DEVELOPMENT
S U M M I T

TRANSPORTATION & JOBS: THE CASE FOR REGIONAL COOPERATION

GETTING THERE FROM HERE

WEDNESDAY, JUNE 25, 2008
8:00 A.M. TO 4:00 P.M.
ITALIAN CONFERENCE CENTER, MILWAUKEE

PRESENTED BY
URBAN ECONOMIC DEVELOPMENT ASSOCIATION
OF WISCONSIN (UEDA)

This event was made possible through the generous support of the companies and organizations listed below. Their involvement with UEDA and this event continue to make the Community Development Summit a success each year!

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William Johnson, Executive Director
Kristi Luzar, Program Manager
Roxanne Defoe, Project Coordinator



UEDA MEMBERSHIP FORM

The Urban Economic Development Association of Wisconsin (UEDA) is a nonprofit membership association dedicated to the professional development of individuals and groups working in community and economic development. We support our members at both strategic and operational levels, and help forge collaborations and partnerships to achieve community goals. We provide technical assistance and organizational support through training and targeted projects. Our members help guide our direction as we strive to connect them with colleagues, resources and new partners.

We invite you to become a UEDA member if you are interested in programs, services or advocacy in Community Development, Economic Development, Affordable Housing and Commercial Revitalization Activities.

Drop off this form at the registration table on the way out, or pick up a membership brochure at the UEDA booth in the Galleria.

Main Contact Name	Email

Organization	

Address	

Phone	Fax

Names and emails of additional members	

MEMBERSHIP TYPE

- Individual Membership \$50
- Student Rate \$20
- Nonprofit Corporation/Organizational \$150
(This form of organizational members names two staff – please list separately)
- Corporation/Government \$350
(This form of organizational members names four staff – please list separately)

TYPE OF ORGANIZATION

- Community Development Corporation
- Financial Services *(please circle: banking, business lending, investment, mortgages, other)*
- Business Improvement District
- Nonprofit Organization _____501(c)(3) _____Other nonprofit
- Government _____City _____County _____State _____Federal
- Foundation
- Other _____

GEOGRAPHIC SERVICE AREA

- Neighborhood-Based
- City-wide
- Regional _____
- Statewide
- Nationwide
- Multi-state
- Other _____

Make checks payable to the Urban Economic Development Association of WI, Inc.
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WELCOME

Welcome to the 7th Annual Community Development Summit: Transportation & Jobs: The Case for Regional Cooperation – Getting There From Here.

On behalf of our Board of Directors and Summit Planning Committee, UEDA is pleased to provide this opportunity to explore the critical need for regional cooperation and collaboration on these two large-impact issues facing Southeast Wisconsin — transportation and jobs. Stemming from the discussion which began last year regarding the City of Milwaukee's Economic Opportunities, Vision and Strategy Framework, this Summit will broaden the discussion to focus on the potential for collaboration on regional economic development strategies.

With the challenges and opportunities inherent in a rapidly changing economy, a regional approach to issues such as transportation and workforce development will allow this region to capitalize on its assets and foster economic growth.

Over the past eight years, the Community Development Summit has provided opportunities to bring together participants from community and economic development organizations, business and civic leaders, government representatives, and communities from throughout the region to learn, network and formulate solutions to pressing issues facing Southeastern Wisconsin and the region. An expected outcome for 7th Annual Community Development Summit will be to forge a more cooperative and collaborative approach to the planning and implementation of major economic development initiatives related to transportation and workforce across Southeast Wisconsin.

Your participation in this event is integral to ensuring the health and prosperity of Southeast Wisconsin. We invite you to come and share your thoughts and ideas, as we move forward in creating a region that is economically healthy, and provides opportunities for all its citizens.

Jesse Greenlee

Wisconsin Housing & Economic Development Authority
UEDA Board Chair

William Johnson

Executive Director
UEDA

2008 COMMUNITY DEVELOPMENT SUMMIT PLANNING COMMITTEE

Today's event would not have been possible without the generous assistance and commitment of these Committee members. The unselfish contribution of their time and expertise was invaluable to the successful planning and execution of this event. Please join us in thanking each of them for their help!

Julia O'Connor
UEDA Board Member
Urban Strategies, Inc.

Eldeen Carpenter
Milwaukee Area Technical College

James Hiller
Legal Action
of Wisconsin

Mayor Larry Nelson
City of Waukesha

Willie Johnson, Jr.
UEDA Board Member
Milwaukee County Supervisor

Todd Clausen
Nonprofit Center of Milwaukee

Peter Hoeffel
Disability Rights
Wisconsin

Eric Palm
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Steve Adams
Riverworks Development
Corporation

David Drew
Gannett Fleming

Brenna Holly
30th Street Industrial
Corridor Corp.

Sharon Robinson
City of Milwaukee

Bob Berlan
Urban Strategies, Inc.

Pam Fendt
Good Jobs & Livable
Neighborhoods Coalition

Mark Kessenich
Milwaukee Workforce
Investment Board

Bethany Sanchez
Metropolitan Milwaukee Fair
Housing Council

Martha Brown
City of Milwaukee
Dept. of City Development

Melissa Goins
Maures Development LLC

Gary Korb
SEWRPC/UW-Extension

AGENDA

8:00-8:30 REGISTRATION/CONTINENTAL BREAKFAST

8:30-9:45 WELCOME/OPENING PLENARY

Mayor Tom Barrett will welcome attendees and present the City of Milwaukee's transportation plan, followed by a presentation from Robert Liberty, Metro Councilor from the City of Portland, Oregon.

10:00-11:30 REACTION & DISCUSSION

A panel of community and business leaders from around the region who are entrenched in efforts concerning transportation and workforce will respond to the presentation and offer their perspective on what can be done to move forward in Southeast Wisconsin. During this session, Summit attendees will be provided the opportunity to develop questions and responses that will guide the discussion in the afternoon Town Hall.

Moderator: Eric Von – Host, The Eric Von Show 1290 WMCS-AM

Panelists:

- Rob Henken, President, The Public Policy Forum
- Bill Mitchell, Executive Director, Waukesha County Economic Development Corp.
- Michael Mortell, WIRED Coordinator, Regional Workforce Alliance
- H. Carl Mueller, Communications Consultant, SE Wisconsin Regional Transit Authority
- Donald Sykes, President/CEO, Milwaukee Area Workforce Investment Board, Inc.
- Kenneth R. Yunker, PE, Deputy Director, Southeastern Wisconsin Regional Planning Commission

11:45-12:45 LUNCH & NETWORKING

Your opportunity to connect with old friends, meet new ones and begin the discussion with fellow attendees!

1:00-2:15 TOWN HALL

The afternoon session will begin with a moderated discussion among local elected officials and business leaders who will respond to issues and questions raised during the morning plenary.

Moderator: Mike Gousha – Distinguished Fellow in Law and Public Policy at Marquette University Law School and Anchor of WISN TV's "Up Front with Mike Gousha"

Panelists:

- Mayor Tom Barrett, City of Milwaukee
- Michael J. Cudahy, President, The Endeavors Group, LLC
- County Executive William McReynolds, Racine County
- Mayor Larry Nelson, City of Waukesha
- Mayor Christine Nuernberg, City of Mequon
- Assembly Representative Jeff Stone, 82nd District
- State Senator Lena Taylor, 4th District
- County Executive Dan Vrakas, Waukesha County

2:15-3:00 ATTENDEE ROUND-TABLES

Participants will be instructed to develop recommendations, questions or concerns that they see as important for successful regional cooperation in transportation and workforce development.

3:00-4:00 CLOSING PLENARY

Participants will share their questions/outcomes/recommendations with the Town Hall panel that they would like to see implemented moving forward. The day will conclude with identifying next steps and potential opportunities to continue moving regional cooperative efforts forward.

LOOKING FOR MORE INFORMATION?

Interested in learning more about regional efforts in transportation and job creation? Throughout the day, you will be presented with ways to access information about Southeast Wisconsin. Learn about the region's geography, natural resources, transportation and planning that affect efforts to address transportation and workforce needs. Be sure to look out for presentation materials, display boards and handouts that will help you increase your awareness!

Be sure to stop by and visit the organizations and displays in the Galleria. There is a wealth of information and analysis on the assets and opportunities in this region, and many groups and resources that can support economic growth initiatives. Stop by and network with them to find new ways to collaborate and further your work!

HOW TO GET INVOLVED

Throughout the day, there will be opportunities for attendees to engage and react through active discussion, comment cards and reaction boards. Discussion outcomes resulting from the Town Hall and round-table session will be reported out at the end of the day, but this process will continue through future quarterly gatherings hosted by UEDA and the activities of other groups working on these issues.

If you would like to continue participating in this process, please stop by the UEDA booth and sign up to receive the latest updates. Additionally, you can:

- Become a member of UEDA to connect with other organizations and individuals who are working on your issues of interest. See the next page for a Membership form, or pick up a brochure from our booth to learn about the additional benefits of becoming a UEDA member.
- Attend future UEDA quarterly gatherings for updates and follow-up on the key action items that result from this event.

We welcome your active involvement in moving the regional approach to transportation and workforce forward in Southeast Wisconsin!

Mr. Sykes has also served as a Senior Executive Service (SES) manager with experience in managing an \$8 billion dollar Federal office within the U.S. Department of Human Services. He managed the development of nationally recognized welfare and employment programs, and provided expert leadership to the department in its collaboration in the establishment of HUD & USDA's Empowerment Zone/Enterprise Community program and DOJ's Weed & Seed program. As a political appointee at the federal level, Mr. Sykes initiated a number of programs to fight poverty and expand services to others. He facilitated the development of a national information and reporting system for the over 1,000 Community Action Agencies and provided technical assistance and training to private industry on employment and workforce issues.

Mr. Sykes holds a B.S. from Northern Illinois University & M.S. from the University of Wisconsin, and a Certificate of Completion from the Minority Business Executive Program at the Amos Tuck School of Business at Dartmouth University.

Kenneth R. Yunker, PE

Deputy Director, Southeastern Wisconsin Regional Planning Commission • Wisconsin

As Deputy Director for the Southeastern Wisconsin Regional Planning Commission, Kenneth Yunker provides day-to-day direction to the Commission's regional transportation and land use planning programs. He holds both Bachelor's and Master's Degrees in Civil Engineering from Marquette University, and has completed further graduate level course work at Northwestern University. Mr. Yunker is a registered professional engineer in the State of Wisconsin, and has over 30 years of experience in the planning and engineering of public transit, highway, and airport facilities. As part of his work at the Regional Planning Commission, he has managed and conducted short and long range planning studies for each of the Region's transit systems and the corridor planning for the KRM commuter rail, and is serving as staff to the Southeastern Wisconsin Regional Transit Authority.

TOWN HALL

Moderator

Mike Gousha

Distinguished Fellow in Law and Public Policy at Marquette University Law School and Anchor of WISN TV's "Up Front with Mike Gousha"

Mike Gousha serves as a Distinguished Fellow in Law and Public Policy at Marquette University Law School. He joined Marquette in January of 2007 after concluding a 25 year career at WTMJ-TV in Milwaukee. In his role at Marquette, Gousha organizes and coordinates forums and conferences which address important public policy issues. He also brings newsmakers and political debates to campus, acting in the role of interviewer, moderator, and facilitator. In addition, Gousha continues to work as a contributing anchor and reporter for WISN-TV in Milwaukee. He is the host of the weekly Sunday morning program "Up Front with Mike Gousha," which airs statewide. He also offers political analysis and does long form reporting for the ABC affiliate.

Town Hall Panel

The panelists consist of elected officials and business leaders from the municipalities or counties that comprise Southeast Wisconsin: Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha. They are key policy-makers and stakeholders in Southeast Wisconsin, concerned with regional planning in regards to transportation and workforce initiatives.

This is your chance to hear from them how they will work towards increasing regional cooperation, and what they see as the key challenges and opportunities for growing Southeast Wisconsin.

SUMMIT PRESENTERS

WELCOME & INTRODUCTION

William Johnson

Urban Economic Development Association of Wisconsin

MASTER OF CEREMONIES (MC)

Julia Taylor

Greater Milwaukee Committee

OPENING PLENARY

Tom Barrett

Mayor, City of Milwaukee

Robert Liberty

Metro Councilor, The Portland Metro Council • Portland, Oregon

Robert Liberty is a resident of the Richmond neighborhood in Portland, and was elected to the Metro Council in November 2004 to represent District 6, which includes portions of Northeast, Southeast and Southwest Portland. The Portland Metro Council is the only popularly elected, multijurisdictional regional government in the United States. It was created in 1979 and its jurisdiction encompasses about 1.4 million people including 24 cities and parts of three counties. Its primary responsibility is regional land use and transportation planning. The Council has adopted and is implementing regional planning goals and a framework plan that addresses everything from the urban growth boundary and housing affordability to transportation and natural resources protection.

Councilor Liberty was elected Deputy Council President for 2008. He serves on the Joint Policy Advisory Committee on Transportation and Chairs the South Corridor Project, which is preparing recommendations on the proposed light rail line connecting Milwaukee and downtown Portland. He serves as Council liaison to the Transit Oriented Development Steering Committee and the Oregon Zoo Foundation Board. His interests as Metro Councilor include promoting redevelopment in town centers and along main streets, increasing transportation and housing choices, conserving natural areas inside and outside the urban growth boundary, and giving citizens a stronger role in the regional planning decisions affecting our future. Along with Councilor Collette, he serves as a lead councilor on the Investing in Our Communities project to find ways to accommodate expected growth and make our communities livable. He was co-chair of the Housing Choice Task Force in 2005-06 and initiated Metro's 2006 Economic Development and 2007 Transportation Speaker Series.

Liberty is an attorney with 27 years experience in land use planning issues, including serving as a staff attorney and Executive Director for 1000 Friends of Oregon, the nation's oldest statewide Smart Growth advocacy organization. During that time, he served as President and an officer for the Growth Management Leadership Alliance, an association of US and Canadian Smart Growth advocacy groups. He has received a BA in Political Science from the University of Oregon Honors College, a MA in Modern History from Oxford University and a JD from Harvard Law School. He was a Loeb Fellow at the Harvard Graduate School of Design during the 2002-03 year. An avid backpacker and committed bicycle commuter, Liberty enjoys spending time outdoors.

REACTION PANEL

Moderator:

Eric Von

Host, The Eric Von Show 1290 WMCS-AM • Milwaukee, WI

Weekdays from 2 until 6 pm, you'll find Eric Von behind the microphone hosting one of Milwaukee's most popular talk shows for radio station 1290 WMCS-AM. Von is a veteran of more than 20 years in the radio industry, starting his career as a disc jockey, then, moving into news where he was a reporter and anchor. He served as the Business Manager for Radio One in Washington, D.C., and Director of Operations for WMCS radio. Today, he is one of the most sought after opinion leaders, sharing his insights as a panelist and moderator on political and socio-economic issues.

For seven years Von was a regular panelist on Wisconsin Public Television's public affairs program, "Interchange". He was also co-host of "Black Nouveau," which airs on the network. From 1998 through 2000, Von was a special assignment reporter and a co-host of "It's Your Vote," a weekly show which featured candidate forums, debates and voter education information on Milwaukee's ABC network affiliate WISN Channel 12.

Von has received many awards and commendations for his on-air and community service work. His deft handling of issues is widely acknowledged as the primary reason 1290 WMCS has been nominated twice for the radio industry's coveted Marconi Award.

Rob Henken

President, The Public Policy Forum • Milwaukee, WI

Rob Henken is the newly appointed President of the Public Policy Forum, a non-partisan think tank dedicated to fact-based public policy research on key issues facing Southeastern Wisconsin. Prior to becoming President of the Forum in March 2008, Henken worked in Milwaukee County Government for almost 10 years, serving as Director of Research for the County Board, Director of Health and Human Services and Director of Administrative Services. Henken also has directed two non-profit organizations in Milwaukee – the Alliance for Future Transit and the Milwaukee Jobs Initiative.

Prior to moving to Milwaukee in 1994, he worked for seven years on Capitol Hill as a senior aide to two congressmen; in addition he worked as staff director for a House of Representatives subcommittee. Henken has a Bachelor's Degree in History from Brown University and a Master's in Journalism and Public Affairs from American University. He was born and raised in Newton, Massachusetts.

Bill Mitchell

Executive Director, Waukesha County Economic Development Corporation • Waukesha, WI

As Executive Director of the Waukesha County Economic Development Corporation (WCEDC), Bill Mitchell's work focuses on growing the economic base of Waukesha County. WCEDC's mission is to prepare Waukesha County businesses and communities for the global economy. WCEDC provides innovative services and consultation to over 1300 businesses each year that are located in or expanding to Waukesha County and SE Wisconsin.

Mr. Mitchell has over 20 years experience in human resources and business development, including work as a consultant in employee retention and leadership.

Michael Mortell

WIRED Coordinator, Regional Workforce Alliance • Milwaukee, WI

Michael Mortell currently coordinates the Southeastern Wisconsin's Regional Workforce Alliance and the WIRED initiative. Workforce Innovation in Regional Economic Development (WIRED) is a project designed to transform talent development programs and activities into a sustainable force for regional growth. The Milwaukee 7 region of Southeastern Wisconsin is one of 39 areas across the United States participating in the WIRED initiative.

Prior to this role, he served as operations manager of four workforce development centers in the region. He has also worked nationwide as a consultant evaluating business operations and restructuring workflow for improved financial outcomes and patient satisfaction in healthcare systems. He is a senior member of the American Society for Quality and has served as an examiner for the Wisconsin Forward Award, a Malcolm Baldrige-based process promoting performance excellence. Mr. Mortell earned a Masters of Science degree in Industrial Organizational Psychology and has served as an adjunct faculty member at Cardinal Stritch University in Milwaukee and Carroll College in Waukesha.

H. Carl Mueller

Communications Consultant, SE Wisconsin Regional Transit Authority • Milwaukee, WI

Mr. H. Carl Mueller has worked for more than 30 years as a journalist, marketing, public relations, media and governmental affairs executive. In addition to managing client projects and the work of the firm's talented professionals, Mr. Mueller has served as a manager and advisor to a Wisconsin Governor, several university presidents, a Wisconsin Congressman and chief of staff to the Mayor of Milwaukee.

Mr. Mueller is president and owner of Mueller Communications, Inc., which serves clients with marketing, public relations, media and governmental affairs, issues and crisis management and internal and external communications programs. Mr. Mueller worked for ten years as a newspaper reporter and editor for the *Milwaukee Sentinel* and *The Paper for Central Wisconsin*. As a newsman, he won national recognition for his work and served as a board member and president of the Society for Professional Journalists. He currently serves as treasurer of the Milwaukee Press Club.

An active member of his community, Mr. Mueller serves on the Board of Directors of The Greater Milwaukee Committee, The Milwaukee Urban League, the Milwaukee Press Club, Fighting Back, Inc., the Police Athletic League and Gilda's Club of Southeastern Wisconsin. He is a member of the Society of Professional Journalists and has served as a board member and president of A Wisconsin African Relief Effort (Project Aware). Mr. Mueller also is a member of the Public Relations Society of America (PRSA) Counselor's Academy.

A graduate of the University of Wisconsin-Milwaukee, Mr. Mueller has completed graduate work at both the University of Wisconsin-Madison and University of Wisconsin-Milwaukee. He also received professional training at the American Press Institute at Columbia University and at Medill School of Journalism at Northwestern University.

Donald Sykes

President/CEO, Milwaukee Area Workforce Investment Board, Inc. • Milwaukee, WI

A successful executive with over 30 years of non-profit, public and inter-governmental community action and social planning experience, Mr. Sykes was recently appointed CEO and President of the Milwaukee Area Workforce Investment Board (MAWIB) by Milwaukee Mayor Tom Barrett. Prior to this, he worked as a senior management and community development consultant to organizations contracting with foundations, corporations and departments of the federal government.