



## **Middle Neighborhoods Working Group Meeting** **Schedule Outline and Details**

### **Building Advocacy for Middle Neighborhoods** **November 13-14, 2018 in Cleveland, OH**

#### **Proposed Meeting Goals and Objectives:**

- Build the knowledge base of the middle neighborhood Community of Practice.
- Strengthen the middle neighborhoods movement.
- Develop citywide coalitions for middle neighborhood stabilization.
- Demonstrate how middle neighborhoods stabilization reinforces inclusive development and racial equity goals, in Cleveland and nationally.
- Increase capacity of Cleveland civic community to address middle neighborhoods.

#### **Desired Meeting Outcomes:**

- Racial equity framework to guide middle neighborhoods stabilization efforts.
- Updated goals from those established in the Middle Neighborhoods Action Agenda, with indicators for measuring progress on goals.
- Pathways to broaden and mobilize the middle neighborhoods movement, including roadmap of year ahead for the Community of Practice.
- Secured commitment of Cleveland and Northeast Ohio partners to advance a middle neighborhood agenda aligned with the region's inclusive growth priorities.
- Core communication messages about middle neighborhoods.

As a reminder, the goals from the [Middle Neighborhoods Action Agenda](#) are as follows:

- Help practitioners, policymakers, and advocates active in the fields of city governance, city planning and community development understand that improving neighborhoods is a distinct area of practice, research, and investment.
- Build public awareness and understanding, including bipartisan support, around the important role middle neighborhoods play in stabilizing communities and the urban economy.
- Create long-term initiatives and partnerships to advance the field of middle neighborhood improvement.



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**SCHEDULE OUTLINE**

**Day 1: Tuesday, November 13, 2018**

- 2:00 – 4:30pm      Tour of Cleveland’s middle neighborhoods
- 5:30 – 5:45pm      Welcome by Joel Ratner, Cleveland Neighborhood Progress, and The Honorable Frank Jackson, Mayor of the City of Cleveland
- 5:45 – 7:30pm      Panel Discussion and Q&A: “The Essential Role of Middle Neighborhoods in Comprehensive Development” at [Merwin’s Wharf](#) (1785 Merwin Avenue, Cleveland, OH 44113)
- 7:30 – 8:30pm      Cocktail Reception at Merwin’s Wharf

**Day 2: Wednesday, November 14, 2018, 8:00am - 5:00pm**

Federal Reserve Bank of Cleveland – BY INVITATION ONLY\*

- 8:00 – 8:30am      Registration and Breakfast
- 8:30 – 10:00am      Opening Plenary: Building Advocacy for Middle Neighborhoods
- 10:05– 11:00am      Round I: Concurrent Breakout Sessions
- 11:00 – 11:15am      Break
- 11:15am – 12:00pm      Plenary Discussion on New Research
- 12:00 – 1:15pm      Lunch Plenary: Mobilizing an Inclusive Movement
- 1:15 – 1:30pm      Break
- 1:30 – 2:25pm      Round II: Concurrent Breakout Sessions
- 2:30 – 3:25pm      Round III: Concurrent Breakout Sessions
- 3:25 – 3:35pm      Break
- 3:35 – 5:00pm      Concluding Plenary: Goals and Next Steps
- 5:00pm              Adjourn

\*All working group participants must be pre-registered.



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**SCHEDULE DETAILS**

**Day 1: Tuesday, November 13, 2018**

- 1:30 – 2:00pm Registration in Hotel Lobby ([Hyatt Regency Cleveland at The Arcade](#))
- 2:00 – 4:30pm Tours of Cleveland neighborhoods organized by Cleveland Neighborhood Progress. Participants choose one of two tours: East Side or West Side.

**Tour 1 – Cleveland’s East Side** with a feature on Collinwood, a middle neighborhood. With Jeff Kipp, Director of Neighborhood Marketing, Cleveland Neighborhood Progress with Jamar Doyle, Executive Director of Collinwood United.

- ROUTE: Leave Downtown and take I-90 E to Collinwood. Tour various sections of Collinwood, including South Collinwood, E 185th Street, Waterloo and Lakeshore. Return to Downtown, passing through Glenville, University Circle, Larchmere, Shaker Square, Buckeye, and Central.

**Tour 2 – Cleveland’s West Side** with a feature on West Park, a middle neighborhood. With Jeffrey T. Verespej, Executive Director, Old Brooklyn Community Development Corp. with Melissa Miller, Community Development Director, Bellaire Puritas Development Corporation.

- ROUTE: Leave Downtown and take I-176 S to Old Brooklyn. Pass through neighborhood and head west on I-480 to West Park. Tour various sections of West Park, including Puritas, Lorain Ave, Kamm’s Corners and Rocky River Drive. Return to Downtown, passing through Cudell, Detroit Shoreway, and Ohio City.

- 5:00pm Shuttle buses depart from Hyatt Regency Cleveland to [Merwin’s Wharf](#).
- 5:30 – 5:45pm Welcome by Joel Ratner, Cleveland Neighborhood Progress, and The Honorable Frank Jackson, Mayor of the City of Cleveland.
- 5:45 – 7:30pm Panel Discussion and Q&A: “The Essential Role of Middle Neighborhoods in Comprehensive Development” at [Merwin’s Wharf](#) (1785 Merwin Avenue, Cleveland, OH 44113)
- Middle neighborhoods are a critical component of a city’s overall economic and community development strategy. Taking the case of Cleveland as a starting point, this discussion will frame the issues and the tough decisions that must be made in balancing growth and

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investment priorities -- and will highlight the benefits of a call to action for middle neighborhood stabilization.

- Panel participants: Emily Garr Pacetti, Federal Reserve Bank of Cleveland; Tania Menesse, City of Cleveland; Jeffrey T. Verespej, Old Brooklyn Community Development Corporation; Cherelle Parker, City of Philadelphia. Moderated by Joe Frolik, Ideastream.

7:30 – 8:30pm           Cocktail reception with hors d'oeuvres.

**Day 2: Wednesday, November 14, 2018**

Working Group Meeting at Federal Reserve Bank of Cleveland — BY INVITATION ONLY\*

8:00 – 8:30am           Registration and Breakfast

8:30 – 10:00am       Opening Plenary: Building Advocacy for Middle Neighborhoods

- Welcome Remarks. By Emily Garr Pacetti, Federal Reserve Bank of Cleveland.
- Intro: Why we are gathered in Cleveland and overview of the Middle Neighborhood Movement. Current status of work followed by review of meeting goals, agenda, and call to action. With Paul Brophy, Brophy & Reilly LLC and Senior Adviser to The American Assembly; Joel Ratner, Cleveland Neighborhood Progress; and Community of Practice Co-chair Nedra Sims Fears, Greater Chatham Initiative.
- Lightning Talks: The View from 50 Feet. Brief presentations from practitioners to highlight middle neighborhood interventions on the ground.
  - Baltimore: Johnette Richardson, Belair-Edison Neighborhoods Inc.
  - Milwaukee: Stephanie Mercado, Sixteenth Street Community Health Center
  - Des Moines: Amber Lynch, City of Des Moines
- Open Mic Discussion: Facilitated by Community of Practice Co-chair Marcia Nedland, Fall Creek Consultants with Treye Johnson, Federal Reserve Bank of Cleveland, and others.

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- What are strategies to partner with lower-income neighborhoods to achieve better outcomes for all? What are ways to address the competition for resources with distressed neighborhoods?
- What does racial equity mean in the middle neighborhood context? How can middle neighborhood stabilization address racial disparities in homeownership and wealth building?
- How can middle neighborhood strategies prevent moderate income homeowners from losing their hard-won home equity?

10:05 – 11:00am      Round I: Concurrent Breakout Sessions

- 1) Developing key elements of a racial equity framework for middle neighborhood stabilization. Strategies to highlight include adopting a statement of inclusion and community wealth building efforts. With Kendra Freeman, Metropolitan Planning Council, and others.
- 2) Advocating for a national policy to address the appraisal gap. Learn about the Neighborhood Homes Investment Act, a policy proposal to create a reliable source of equity in neighborhoods where the cost of purchasing and renovation a home exceeds the market value. With Carey Consuelo Shea, Neighborhood Homes Investment Coalition.
- 3) Lessons from Baltimore’s Healthy Neighborhoods Inc Program. Now in its 18th year, Healthy Neighborhoods Inc. (HNI) has made upwards of \$70 million available for community reinvestment, primarily through a loan pool. Learn how philanthropic, private, and community leaders are partnering to stabilize Baltimore’s middle neighborhoods. With Mark Sissman, President of HNI, and Johnette Richardson, Belair-Edison Neighborhoods Inc.
- 4) **Open Session:** Option to self-organize a session with colleagues to discuss a topic of mutual interest, brainstorm, and/or network.

11:00 – 11:15am      Break

11:15am – 12:00pm      Plenary Discussion on New Research. A recent report published by Lincoln Institute of Land Policy explores social, economic, and other forces affecting middle neighborhoods. Hear how these factors and variations between neighborhood types affect their trajectory of change. The discussion will highlight the policy implications of middle neighborhoods, as well as the particular challenges facing predominately

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African American middle neighborhoods. With Alan Mallach, Center for Community Progress, and Jessie Grogan, Lincoln Institute of Land Policy.

12:00 – 1:15pm

Lunch Plenary: Mobilizing an Inclusive Movement

- Open mic discussion facilitated by Community of Practice member Jeffrey T. Verespej, Old Brooklyn CDC; Johnette Richardson, Belair-Edison Neighborhoods Inc.; Paul Singh, NeighborWorks America; and others
- Growing the movement: What is needed to build a broad base of support for middle neighborhood stabilization, both in the city of Cleveland, other Ohio cities, and nationally?
- Promoting an inclusive movement: How can we more purposefully engage a broad and diverse network of middle neighborhood practitioners, researchers, and policymakers?

1:15 – 1:30pm

Break

1:30 – 2:25pm

Round II: Concurrent Breakout Sessions

- 1) Advancing citywide strategies using data, policy, and partnerships. Will include case studies from Milwaukee on using housing data to inform effective policy, from Baltimore on designing a middle neighborhoods strategy for an entire city, and others. With Charles Duff, Jubilee Baltimore; Austin Harrison, Neighborhood Preservation Memphis; Amber Lynch, City of Des Moines; Tanisha Briley, City of Cleveland Heights; and others.
- 2) Strategies for repositioning housing stock and attracting homebuyers. Best practices to build a comprehensive homebuyer recruitment strategy, including neighborhood image-building, branding, marketing to realtors, incentive lending, and targeted improvements to housing stock. With Paul Singh, NeighborWorks America, and Marcia Nedland, Fall Creek Consultants.
- 3) **Open Session:** Option to self-organize a session with colleagues to discuss a topic of mutual interest, brainstorm, and/or network.

2:30 – 3:25pm

Round III: Concurrent Breakout Sessions

- 1) Tools for improving the landlord landscape for middle neighborhoods. Will include programs for creating a local investor circle and screen for

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high quality rehabbers. With Kamla Lewis, City of Shaker Heights, and Nedra Sims Fears, Greater Chatham Initiative.

- 2) Developing a neighborhood revitalization strategy using market data and intervention costs. Learn tools and techniques to evaluate middle neighborhood interventions, market conditions, and opportunity costs. With Charles Buki and Eric Ameigh, czb LLC.
- 3) Possibilities for a Northeast Ohio Demonstration Project. With City of Cleveland, Cleveland Neighborhood Progress, City of Akron, Cleveland State University, and others.
- 4) **Open Session:** Option to self-organize a session with colleagues to discuss a topic of mutual interest, brainstorm, and/or network.

3:25 – 3:35pm

Break

3:35 – 5:00pm

Concluding Plenary: Goals and Next Steps

- Reporting out: Breakout session discussion leaders and/or rapporteurs provide 3-minute takeaway from each session. Open mic discussion facilitated by Treye Johnson, Federal Reserve Bank of Cleveland, Cleveland Neighborhood Progress, and others.
- Goal-setting: Develop goals for the next year that advance practice, research, and policy work, including indicators for measuring progress. Open mic discussion facilitated by Community of Practice Co-chairs Marcia Nedland, Fall Creek Consultants, and Nedra Sims Fears, Greater Chatham Initiative.
- Concluding thoughts: Closing points and call to action with Paul Brophy, Brophy & Reilly LLC and Senior Adviser to The American Assembly, and Tania Menesse, City of Cleveland.

5:00pm

Adjourn