

NEWBURGH MAIN STREET SUMMIT AGENDA

MAY 5TH 2017

8:30am - 9:00am

Light Breakfast + Networking

9:00am

Program Kick-off

9:05am - 9:45am

GOINGS ON AROUND TOWN: Community Development

Presented by key stakeholders working in Newburgh, this session will give an overview of the development and community revitalization efforts taking place today. Covering topics from public and green space, to creative communities, to residential development and preservation of small building housing stock, this session will set the scene for the day's conversations.

MODERATOR: Madeline Fletcher, Newburgh Community Land Bank, Executive Director

- **Lisa Silverstone**, Executive Director, Safe Harbors
- **Kevin O'Connor**, Chief Executive Officer, RUPCO, Inc.
- **Joe Czajka**, Senior Vice President for Research, Development & Community Planning, Patterns for Progress
- **Cathy Collins**, Executive Director, Habitat for Humanity
- **Shay Sellars**, Founder and Managing Director, SASRE Properties

9:45am - 10:45am

HOW TO GET IT DONE: City Owned Properties, Newburgh Community Land Bank Properties, City Approval Process & Real Estate Tax Incentives

In this session, we'll hear how to develop in Newburgh. Covering everything from land acquisition to real estate tax incentives available in Newburgh, learn best practices for getting your project to completion.

MODERATOR: Alexandra Church, City of Newburgh, City Planner

- **David Kohl**, Economic Development Specialist, City of Newburgh
- **Thomas Burwell "Burr" Dodd**, RIPRAP, LLC. and Brooklyn Fire Proof Inc.
- **Madeline Fletcher**, Executive Director, Newburgh Land Bank
- **William "Bill" Horton**, Assistant Fire Chief, City of Newburgh



**Community
Preservation
Corporation**



10:45am - 11:00am

Break

11:00am - 11:45am

INTERACTIVE SESSION: What is Working in Other Communities?

Join us for a brainstorming session as we discuss programs and incentives that are promoting community development in other communities across the Hudson Valley. We'll discuss everything from IDA and new partnership models, real estate tax pilots, other municipal incentives, and best practices used in other small Hudson Valley Cities to encourage and increase developers to invest in Downtowns and Main Streets. Bring your thinking hat, because we want to hear from you!

MODERATORS:

Sadie McKeown, Chief Operating Officer, CPC

Teri Waivada, Executive Director, Newburgh Industrial Development Agency

11:45am - 12:45pm

FINDING FUNDING: Accessing Financing in Newburgh

In this last session we'll get the inside scoop on how to get financing from experts investing in Newburgh. Learn about private capital and debt financing as well as the various programs offered by State and Local governments.

MODERATOR: Doug Olcott, Senior Vice President and Regional Director, CPC

- **Crystal Loffler**, Director, New York Main Street, NYSHCR
- **Mary Paden**, Vice President and Senior Mortgage Officer, CPC
- **Kim Jacobs**, Executive Director, Community Capital
- **Greg Maher**, Executive Director, Leviticus
- **John Ebert**, Rehabilitation Planner, Orange County Office of Community Development

12:45pm – 1:00pm

Questions and Opportunity to Troubleshoot with the Experts

Newburgh Main Street Summit Speakers (in agenda order)

Session 1: Goings On Around Town - Community Development

Moderator: Madeline Fletcher

Madeline Fletcher has been the Executive Director of the Newburgh Community Land Bank since its formation in 2012, where she focuses on designing and implementing strategies to reduce vacancy and abandonment in Newburgh. As a licensed attorney and a trained urban planner, Madeline manages both the strategic operations and transactional aspects of the land bank. Prior to her work in Newburgh, Madeline focused on land use and construction matters in New York City. She has a BS from Cornell University, a JD from Brooklyn Law School, and an MUP from Hunter College.

Lisa Silverstone

Lisa Silverstone has been the Executive Director of Safe Harbors of the Hudson, a mixed-use, non-profit housing and arts redevelopment project since 2013. The Safe Harbors project includes the Cornerstone Residence, 128 units of supportive housing; the Ann Street Gallery, Safe Harbors Contemporary arts venue; the Lobby at the Ritz, an intimate performing arts space; and the historic Ritz Theater. Prior to Safe Harbors Lisa was the Director of the Historical Society of Newburgh Bay and the Highlands for 7 years. Ms. Silverstone has a BA from University of New Hampshire and M.Ed in Elementary Ed. from Cabrini College.

Kevin O'Connor

Kevin O'Connor joined RUPCO in 2002 and currently serves as Chief Executive Officer. Under Mr. O'Connor's direction, RUPCO has piloted NYS programs such as the Nursing Home Transition & Diversion program and collaborated with other non-profits to provide Foreclosure Prevention, Homeless Prevention, and Rapid Re-Housing program. RUPCO's footprint now includes Ulster and Greene counties and delivers housing programs in Orange and Sullivan Counties through its affiliate, RDAC. Mr. O'Connor also serves on the board of directors for Patterns for Progress, and recently joined the national NeighborWorks Association board of directors. In 2010, Mr. O'Connor graduated from Harvard University's Achieving Excellence in Community Development executive leadership program. In March 2013, the National Neighborworks Association named him its Practitioner of the Year. He is a 1983 graduate of Marist College with a BA in Communications.

Joe Czajka

Joe Czajka is Senior Vice President for Research, Development & Community Planning for Pattern for Progress and is also Executive Director of the Center for Housing Solutions and Urban Initiatives. Mr. Czajka has more than 26 years of experience in the field of community and economic development and neighborhood revitalization and is recognized throughout the Hudson Valley for his expertise on housing policy and trends. Mr. Czajka has successfully procured, and in many cases administered, well over \$15 million in state and federal funding in the Hudson Valley. Funding has been procured and managed for Main Street Revitalization, economic development programs and facilities through the EDA, Affordable Housing and various other community development projects and programs including community planning, housing development and supportive services. Mr. Czajka graduated from SUNY Cortland with a BS in Economics and Geography.

Cathy Collins

Cathy Collins is the Executive Director of Habitat for Humanity of Greater Newburgh. Ms. Collins received her undergraduate BS/BA degree from University of Southern California, M.Ed from University of Arkansas at Little Rock, and PhD in Human and Organizational Systems from Fielding Graduate University. She has been Executive Director for numerous non-profit organizations, taught junior high, high school and college students, studied in India, and lived in Senegal. All of these experiences opened her eyes to the realities of poverty housing, helped hone her skills, and target her passion to create transformative social justice that builds community and fosters human dignity.

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Shay Sellars

Shay Sellars is the Founder and Managing Director of SASRE Properties. SASRE Properties is a place-making and redevelopment firm with a focus on revitalizing cities and towns that are challenged. By collaborating with outside individuals and entities, SASRE targets communities plagued with distress and decline for revitalization and to realize the community's true potential. Prior to forming SASRE Properties, Ms. Sellars held various real estate acquisition roles at Weissman Equities and Knightsbridge Properties, where she sourced and analyzed multifamily, mixed-use, and new development sites within the New York City area. Ms. Sellars received her BFA from New York University's Tisch School of the Arts, MS in Non-Profit/Public/Organizational Management from the New School, MBA in Finance and Corporate Strategy from Howard University and MS in Real Estate Development from New York University.

Session 2: How to Get it Done – Newburgh Opportunities

Moderator: Alexandra Church

Alexandra Church has been the City Planner for the City of Newburgh since 2015. Her previous positions included a Planner for Milone & MacBroom, Inc. and working with the Philadelphia Redevelopment Authority on their Vacant Land Policy. Ms. Church graduated from Bard College with a B.A. Degree, the University of Pennsylvania with a M.S. in Historic Preservation and Conservation, and an M.C.P. in City /Urban, Community and Regional Planning.

David Kohl

David Kohl is the Economic Development Specialist for the City of Newburgh's Department of Planning and Development. His primary responsibility has been the managing, marketing and selling of City-owned properties acquired through the "in rem" (tax foreclosure) procedure. Before joining the Department of Planning and Development, Mr. Kohl was the Assistant Assessor of the City of Newburgh. While serving as the Assistant Assessor, he also began work on the inventory update of the City of Newburgh's East End Historic District. Mr. Kohl has over 25 years' experience in the real estate field: initially working for a regional mortgage brokerage firm and more recently as a NYS licensed Certified Real Estate Appraiser. Mr. Kohl is a graduate of Columbia University, receiving a B.A. in Art History.

Thomas Burwell "Burr" Dodd

A graduate of Savannah College of Art and Design, Thomas Burwell "Burr" Dodd incorporated his business, Brooklyn Fire Proof Inc., in 1999 in Williamsburg, Brooklyn as an exhibition space for under-recognized artists. In collaboration with his future wife, Pearl Son-Dodd, BFP later moved to its current location in East Williamsburg/Bushwick, where the Dodds expanded the company to include studio spaces, a sound stage for film and television productions, a gallery space and café. The Dodds latest adventure RipRap LLC, finds them extending their business model to Newburgh, NY where they are currently rejuvenating historic buildings with the goal of creating affordable, eco-friendly spaces for artists and entrepreneurs, fostering creative and sustainable partnerships in this already vibrant community.

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Madeline Fletcher – see bio on first page

William "Bill" Horton

Bill Horton is not only Assistant Fire Chief in the City of Newburgh, but also the Zoning Officer and Building Inspector. Together with Ali Church, he manages applicants through the approval process of meeting the requirements of Zoning, Planning and the Conservation Advisory Council. There are over 1,000 commercial occupancies and 11,000 housing units in the City which is only 3.8 square miles. Mr. Horton has been a career firefighter since 1996, when he joined the Arlington Fire Department and in 2003, he transferred to Newburgh. He received his undergraduate degree in Mathematics from University of Buffalo, and Masters in Public Administration with a concentration in Emergency Management from John Jay College. He is also a graduate of the four-year Executive Fire Officers Program at the National Fire Academy in Emmitsburgh, MD. Mr. Horton is a State Fire Instructor for New York State as well as a Code Enforcement Officer.

Session 3: Interactive Session – Encouraging Community Development

Sadie McKeown

Sadie McKeown is Chief Operating Officer and Executive Vice President at CPC. In this capacity, Ms. McKeown oversees all of CPC's lending activities, business operations and investor relations, as well as the operation of all Regional Field offices. She is also responsible for the company's innovative Green Financing Initiative which combines public incentives for energy retrofits with private dollars to reduce a borrower's energy, heat and water costs as well as their carbon footprint. After starting her career at CPC as a Mortgage Originator in 1992, Ms. McKeown later served as Senior Vice President and Director of Lending in CPC's Hudson Valley Region, where she led the company's Downtown Main Street initiatives. Ms. McKeown earned her Master's Degree in Human Services Administration with a concentration in Housing from Cornell University. She received her Bachelor's Degree in Communications from Fordham University.

Teri Waivada

Teri Waivada serves as the part-time CEO of the City of Newburgh Industrial Development Agency. She has more than 35 years of experience in economic and community development for Hudson Valley municipalities serving in various positions in the private and public sectors. She was responsible for driving an economic development and marketing plan and implementation for Westchester County, where she served as head of the IDA for 12 years. As Deputy Commissioner of Development for New Rochelle for ten years; her focus was on grantsmanship, downtown revitalization and CDBG programs. During her planning career, she provided services to Peekskill, Beacon, Newburgh/Kingston, and Poughkeepsie. She served as Vice President of the NYS Economic Development Council and is a founding member of Clearwater and the Garrison Art Center. **phone: 845.424.3275 email: tgw1@optonline.net**

Session 4: Finding Funding - Accessing Financing in Newburgh

Moderator: Doug Olcott

Doug Olcott is Senior Vice President and Director of Lending in CPC's Hudson Valley Region. Mr. Olcott has been with CPC for over 20 years, focusing on mid to large construction and permanent transactions with special emphasis on neighborhood and community development initiatives. He works with private developers, not-for-profits, and government agencies to develop financing packages for local projects primarily in the Hudson Valley region. Prior to joining CPC, Mr. Olcott was the Community Development Director at Orange County, one of CPC's public partners in the region. Prior to that, Doug worked at NYC Department of Housing Preservation and Development (HPD) in a neighborhood office in the Bronx. Mr. Olcott graduated from Columbia University with a Master's Degree in Urban Planning and has an undergraduate degree from Colgate University. **phone: 914.801.1066 email:DOlcott@community.com**

Crystal Loffler

Crystal Loffler is the Director of the New York Main Street (NYMS) program managed through NYS Homes & Community Renewal's Office of Community Renewal. NYMS provides annual competitive grants to units of local government and not-for-profit organizations that are committed to revitalizing historic downtowns, mixed-use neighborhood commercial districts, and village centers. Crystal has an MBA from SUNY University at Albany. Prior to joining HCR in 2008, Crystal held positions at both private and public sector planning and community development organizations.

NYS Homes and Community Renewal (HCR) is New York's statewide housing resource. HCR was created through the consolidation of five agencies and public benefit corporations: Division of Housing and Community Renewal (DHCR), Housing Trust Fund Corporation (HTFC), Housing Finance Agency (HFA), State of New York Mortgage Agency (SONYMA) and Affordable Housing Corporation (AHC). New York State Homes and Community Renewal (HCR) preserves housing affordability and works with many private, public and nonprofit sector partners to create inclusive, safe, "green," and resilient places to live in New York State.

Mary S. Paden

Mary S. Paden, Vice President and Senior Mortgage Officer with The Community Preservation Corporation, has nearly 30 years of banking experience and brings expertise in community development lending to CPC. Mary focuses on multi-family, mixed use, and commercial projects including new construction, redevelopment, and refinance. In addition, she works with community, neighborhood, and business groups, as well as local government leaders, agencies, and departments. Mary also has experience working with most of the federal and state funding sources including numerous affordable housing grants, historic, low-income housing, and new markets tax credits. She works in CPC's Ossining office. **phone: 914.801.1195 email: mpaden@communitycp.com**

Kim Jacobs

Kim Jacobs is the Executive Director of Community Capital New York, a position she has held for more than two decades. Community Capital provides flexible, affordable loans to community development initiatives including affordable housing, start up and emerging small businesses and not for profit organizations. In addition, Community Capital provides over 3000 hours of business training, technical assistance and mentoring annually. Under her leadership, Community Capital was awarded \$1 million from the NYS Regional Economic Development initiative to provide loan capital to small businesses in the Hudson Valley. Prior to her work in the Hudson Valley, Ms. Jacobs held positions in Economic Development in Rochester, NY, Marin County, CA and Sioux Falls, SD. She has an MS in Urban and Regional Planning and an MBA in Finance from Pace University. In 2000 she was selected as a Fannie Mae Fellow, Program for State and Local Executives, John F. Kennedy School of Government, Harvard University.

Gregory Maher

Gregory Maher is Executive Director of the Leviticus 25:23 Alternative Fund, Inc. (Leviticus). Leviticus is a faith-based charitable loan fund that provides flexible capital for the development of affordable and supportive housing; community facilities such as early education centers, charter public schools, and community health centers; and economic development projects. Leviticus serves low-income households and communities with a primary focus on New York, New Jersey and Connecticut. Prior to joining Leviticus, Mr. Maher spent 23 years at the Local Initiatives Support Corporation (LISC), where he last served as Senior Vice President for Lending, overseeing all aspects of LISC's 28 office national lending operations.

John Ebert

John Ebert has been a senior staff member and rehabilitation planner in the Orange County Office of Community Development since 1994. He coordinates the county's effort with the Orange County Homeless Housing Consortium and administers programs of the U.S. Department of Housing and Urban Development. Mr. Ebert works with for-profit and not-for-profit developers and has helped to provide thousands of affordable rental and 1st Time Homebuyer housing units. He is a 1978 graduate of LeMoyne College in Syracuse, NY and his career in public service includes a congressional internship, NYS Assembly legislative staff positions and special assistant to U.S. Senator Jacob Javits. John is a 2010 recipient of the "Regional Housing Leadership Award" from Pattern For Progress and a NYS Building and Fire Safety Code Enforcement Officer. **phone: 845.615.3817 email: jebert@co.orange.ny.us**