

**2021 MEDA SUMMER CONFERENCE
REAL ESTATE DEVELOPMENT AND REUSE
Wednesday, July 28, 2021
9:00a.m. – 12:00p.m.
Virtual**

Sponsored by:

Maryland Department of Commerce
Maryland Department of Housing and Community Development
Scheer Partners, Inc.

There's a special feeling about taking something old and making it new again. Case study, after case study has shown that when vacant and often challenging commercial properties are transitioned in to productive reuses, there is a positive ripple effect leading to community stability, increased sustainability and positive economic development.

Join us for MEDA's Summer 2021 Conference and hear firsthand from those involved in successful redevelopment projects across Maryland; how they are benefitting the larger community in which they are located; and the challenges of brownfield redevelopment and how public-private partnerships can work to achieve an economically beneficial outcome for all.

9:00 – 9:15 WELCOME AND MEDA BUSINESS MEETING

Welcome: Danny Thompson, MEDA President

Approval of May Business Meeting Minutes: Denise Beaver, CEcD, MEDA Secretary

Membership Report: Ebony Stocks and Renée Winsky, MEDA Membership Co-Chairs

9:15 – 10:15 WHAT'S OLD IS NEW AGAIN

There's a special feeling about taking something old and making it new again. Whether it's renovating a century home or restoring an old car, there's a sense of satisfaction in rediscovering the quality of treasures from our past that have been tarnished by time. In many ways, redeveloping an old site carries the same level of significance. The unique aspect of redevelopment is that these sites not only have character, but they carry a history that can't be mimicked. While redeveloping a site can present its own set of challenges, it also presents some unique benefits. Hear firsthand about several successful redevelopment projects and how they are benefitting the larger community in which they are located.

Moderator: Tereance Moore, Owner, TMConsulting

Panelists:

Taylor Yewell, Chief of Development, Charles County Economic Development Department

Jane Shaab, Associate Vice President for Economic Development, University of Maryland BioPark

Ernst Valery, Founder and President, Ernst Valery Investment Corporation

10:15 – 11:15 **THE NOT SO TRADITIONAL REUSE DISCUSSION**

Brownfield redevelopment is traditionally associated with private investments and often through public-private partnerships to result in economically beneficial ventures. Addressing the argument that greenfield development is more economical than brownfield redevelopment, one has to see beyond perceived costs and benefits and understand the true nature of infrastructure costs and the intangible benefits of redeveloping inner-city, deteriorated, and blighted areas to be able to fully justify brownfield redevelopment. Even though public investments in brownfield redevelopment might not result in an economic endeavor, it does have a positive ripple effect on nearby communities and leads to increased assessed property values that ultimately result in increased tax revenue. Panelists will discuss the challenges of brownfield redevelopment and how public-private partnerships can work.

Moderator: Sylvia A. Mosser, AICP, Resource Conservation Planner, Resource Conservation & Management, Maryland Department of Planning

Panelists:

Scott Noteboom, Chief Technology Officer, Quantum Loophole

Steve Cassard, Director of Special Projects, MEDCO

Dan Ellis, Executive Director, Neighborhood Housing Services of Baltimore

11:15 – 11:45 **KEYNOTE ADDRESS**

Broderick Green, Senior Manager - Economic Development, Amazon

Broderick is a seasoned economic developer who has transferred his skills to his role as Senior Economic Development Manager at Amazon. He will discuss Amazon's approach to project management and share ways the economic development community can work with the corporation to identify a clear path to completion on those projects. He will also expand on the company's community involvement and programs that Amazon has created to support their neighboring communities.

11:45 **CLOSING COMMENTS AND ADJOURNMENT**