

10:00 – 11:00 Breakout Sessions #1

Salon A - Faith-Based Organizations and Affordable Housing

o Colleen Swingle-Titus, Pastor, Park Street Christian Church

After completing her study at Mary Baldwin College in 1993, (double-majoring in Sociology and Psychology), Swingle-Titus began her post-grad studies in Psychology in NOVA. After relocating back to Charlottesville, her studies took a detour to pursue a socially aware and community-building pastorate. One requirement of her seminary study would be a Cultural Immersion experience; her choice was Havana, Cuba, in 2001. It would be there that an international cultural exchange/people to people project would begin and last for nearly a decade to involve several dozen Crozetians traveling to Havana, and over a dozen Ebenezer Baptists Cubans traveling to Central Virginia. Part of this cultural exchange was the introduction to Ebenezer's NGO, The Martin Luther King Center, which began with \$500 offering collected for hurricane relief and grew into a commitment that has since provided affordable quality housing and neighborhood improvements to those with the greatest need and commitment. This experience and work with her friends in Havana has solidified Swingle-Titus' belief that churches who feel that have little to offer, are under-estimating the unique giftedness and abundance that they possess and are called to share with those in greater need. If it can be done in Cuba, it certainly can be done in Charlottesville. Park Street Christian Church is a dynamic faith community, celebrating inclusivity & the individual, creatively responding to the needs of our community through acts of justice, peace, and love. Our long-term vision for our campus is to provide opportunities for our corner of C'ville to be a place for intergenerational engagement as a caring community. We hope that the addition of our affordable Senior Housing paired with our already thriving affordable quality child-care will bring this vision into a reality.

o Sunshine Mathon, CEO, Piedmont Housing Alliance

Sunshine Mathon is the Executive Director of Piedmont Housing Alliance in Charlottesville, VA. Committed to supporting deeply equitable and sustainable affordable communities, he has led the development of over 1,200 healthy, efficient homes in Texas and Virginia. As a nationally-recognized leader at the intersection of climate resilience and equitable affordable housing development, Sunshine has consulted with a wide variety of local and national housing intermediaries. With a broad range of professional experiences, from architectural design to mentoring children to catalyzing organizational inquiry into antiracist practices, Sunshine strives for collaborative work at three connected, equity-focused scales: relationship-building through one-on-one connections; cultivating place-based community development that centers residents' lived-expertise; and guiding policy-shift through a racial equity lens. Sunshine holds a Masters in Architecture from the University of Texas at Austin and B.S. in Physics from Bates College in Maine.

o Bruce Wardell, Founder and Senior Principal, BRW Architects

Bruce is the Founder and Senior Principal of brwarchitects, and a leader in Charlottesville's community. He has focused his career on working with clients to create buildings and environments which are 'good citizens' in their neighborhoods, communities, and cities. His 'good citizen' approach to his work has been recognized locally and state-wide both for design excellence and for leading extensive and innovative strategies engaging diverse communities during periods of significant transition. He also speaks nationally regarding the firm's work in affordable housing and strategies for resident-led collaboration in complex community engagement. His leadership cultivates an environment where connection between communities that have been distanced from each other can foster new relationships.

o Moderator: Greg Powe, AIA, Principal, Powe Studio Architects

Greg leads Powe Studio Architects which focuses primarily on the design of an urban mix of residential, commercial and hospitality facilities in Central Virginia and the Mid-Atlantic. More than 1,200 families live in homes designed by Greg, ranging from affordable single-family and multifamily homes to luxury high-rise condominiums. Greg is actively engaged in resolving the affordable housing shortage, serving on the Executive Board of the Central Virginia Regional Housing Partnership, and designing dozens of affordable housing units currently being built in Charlottesville, VA and Washington, DC.

Salon B - College Towns & Affordable Housing

o Matt Hanratty, Assistant to the Town Manager, Town of Blacksburg

Matt Hanratty began working for the Town of Blacksburg in February of 2006 as the Housing and Neighborhood Services Manager and became the Assistant to the Town Manager in October of 2015. In his current role he is responsible for all functions of the town's Housing and Community Connections and Sustainability Offices. This includes all aspects of the town's Community Development Block Grant (GDBG) and New River Valley's HOME programs, local housing plans, and implementing the town's various sustainability initiatives. Matt is also responsible for parking, nuisance code enforcement and various relationships with Virginia Tech including Town Gown and Fraternity and Sorority Life which strive to improve Blacksburg's neighborhoods. Prior to his employment in Blacksburg, Matt worked for Community Planning Partners (formerly K.W. Poore and Associates) in Richmond, Virginia where he served as a consultant assisting local governments with urban planning and community development project management. Matt earned a B.S. in Environmental Policy and Planning and a Masters in Public Administration from Virginia Tech.

o Sarah Stafford, CSX Professor of Economics and Public Policy and Department Chair, College of William & Mary

Dr. Stafford is the Chair of the Economics Department and the CSX Professor of Economics, Public Policy and Law at William & Mary. Dr. Stafford is the author of numerous peer-reviewed publications in economics, public policy and interdisciplinary journals as well as a number of articles in law reviews. Her current research focuses on examining the impacts of sea level rise on individuals, local communities, and government and helping those entities prepare for and adapt to their changing environment and increase affordable and resilient housing.

o Ridge Schuyler, Dean of Community Self-Sufficiency Programs, PVCC – Moderator

Ridge Schuyler graduated from the University of Michigan and the University of Virginia School of Law. Ridge spent 10 years on Capitol Hill serving as Chief of Staff to U.S. Congressman Rick Boucher (VA-9) and Chief Policy Advisor to U.S. Senator Charles S. Robb of Virginia. In 2016, Piedmont Virginia Community College selected Ridge to lead the newly created division of Community Self-Sufficiency Programs, where he serves as Dean and directs Network2Work@PVCC. The award-winning Network2Work program uses community-based connectors to identify people being left behind in our economy and provides the training and supports they need to find quality employment in our community. Network2Work@PVCC connects real people to real jobs so they can realize their potential. Network2Work@PVCC recently enrolled its 1,500th job-seeker. In October 2020, the Governor of Virginia asked Ridge to pilot the Network2Work framework to communities across the Commonwealth, with a focus on equity.

Salon C - Economic Development and Housing

o Andrew McCoy, Director, Virginia Tech's Virginia Center for Housing Research

Dr. Andrew P. McCoy is the Director of the Virginia Center for Housing Research (VCHR), Beliveau Professor and Associate Director of the Myers-Lawson School of Construction (MLSoC) at Virginia Tech. He teaches several undergraduate and graduate Building Construction courses which give students practical experience on real construction projects and explore concepts, theories and applications of innovation in construction. Dr. McCoy's main area of research involves diffusion and commercialization of innovative projects in the construction industry. He has authored over 100 articles and has been a primary investigator on millions of dollars in funded projects, including Virginia Housing's "Printing for Affordable Concrete housing and Training (PACT)" which developed the first affordable, owner-occupied house in the world using 3D concrete printing. Dr. McCoy's research won the 2015 Game Changer Award for the State of Virginia, Engineering News Record's 2014 "Top 20 under 40" for the Mid-Atlantic, ASCE's Journal of Architectural Engineering "Top Paper Award 2015," the American Real Estate Society

conference's "best paper prize for the topic of Sustainable Real Estate" and Historic Richmond's Golden Hammer Award 2022.

Dr. McCoy has over 25 years of experience in the architecture, engineering and construction (AEC) industry, including 8.5 years of fieldwork and 4.5 years of managing a design-build firm that maintained a Class A Virginia contractor license and employed licensed architects. Dr. McCoy received undergraduate degrees in Architecture and Architectural History from the University of Virginia, and an MS in Building Construction and a Ph.D. in Environmental Design and Planning from Virginia Tech.

o Mel Jones, Associate Director, Research Scientist, Virginia Tech's Virginia Center for Housing Research

Mel Jones is a Research Scientist and Associate Director of the Virginia Center for Housing Research at Virginia Tech. Mel leads housing studies and housing research in Virginia and across the country. She specializes in quantitative analysis and data driven policy connecting housing to broad issues including economic and community development, individual economic opportunity, and well-being. Mel's expertise is demonstrated in her recent work: the New River Valley Regional + Local Housing Study, the Fairfax County Consolidated Plan, and the Loudoun County Unmet Housing Needs Strategic Plan. Mel earned a BS in Economics and a BA in International Service from American University as well as an MS in Applied Economics and a Master of Urban Affairs and Planning from Virginia Tech.

o Sarah Lyon-Hill, Associate Director for Research Development, Virginia Tech's Virginia Center for Housing Research

As Senior Economic Development Specialist, Sarah Lyon-Hill specializes in cultivating viable solutions for community and economic challenges by integrating community and industry input, university resources and data-driven analysis. She works across disciplines to engage key stakeholders, collecting and interpreting both quantitative and qualitative data to provide multiple perspectives and garner the greatest impact. Sarah has significant expertise in understanding community impact and much of her research investigates how to most effectively gauge and articulate the social and economic impacts of different organizations, initiatives, and technologies.

Some of her recent work has been in the autonomous systems field, exploring how a technology can impact a particular region or industries. For the past several years, she has led the center's development of Quarterly Workforce Reports for three Workforce Development Areas in Southwest Virginia. She has also conducted opportunity assessments and strategic planning processes, including an agritourism opportunity analysis for James Madison's Montpelier in Orange County, VA. Finally, Sarah has focused on examining entrepreneurial ecosystems through a grant from the Kauffman Foundation that outlines the different types of entrepreneurs, the resources they utilize, how to foster entrepreneurship, and the metrics with which to measure the system.

Over the past decade, Sarah has worked both nationally and internationally in the fields of community and economic development. She joined the Center for Economic & Community

Engagement as a graduate student in 2011 and became an economic development specialist in 2014. During these years, she has proved herself an invaluable asset to the team through her tenacity, dedication to research and caring engagement with those she serves.

Beyond her work in Virginia, Sarah also served in Northwest Africa as a Peace Corps worker, leading many community groups and facilitating vision and strategy meetings. Her work led to collaborative projects such as a community kindergarten, a region-wide birth certificate writing campaign, and a goat microfinance lending program across five women's groups. Sarah has her Ph.D. in Planning, Governance, and Globalization, where she examined the changing national dynamics and roles of arts-based community organizations in community and economic development. She holds a master's degree from Virginia Tech in Urban and Regional Planning from Virginia Tech, as well as bachelor's degrees in French and International Relations from Beloit College.

1:00 – 2:00 Breakout Sessions #2

Salon A - University of Virginia Affordable Housing Initiative

o Alice Raucher, FAIA, AUA, LEED AP, University Architect

As Architect for the University of Virginia, Alice Raucher is the symbolic custodian of Thomas Jefferson's design legacy, directing the architecture, planning, and landscape design of the University's Grounds. In addition to being the chief steward of the UNESCO World Heritage site of Jefferson's original college, Alice oversees a dynamic and expanding campus embedded in the City of Charlottesville and surrounded by Albemarle County. In her previous role as Senior Architect and Chair of the Design Steering Team at Yale University, Alice oversaw the largest expansion of the college in a generation. At Yale, and now at UVA, Alice is a strong advocate for design excellence, accessibility, resilience, equity, and sustainability.

Ms. Raucher earned a bachelor's degree in studio art and art history from Queens College of the City University of New York and a Master of Architecture degree from Syracuse University School of Architecture. She is a registered architect in Virginia and holds NCARB certification. She is a Fellow of the American Institute of Architects, a member of the Association of University Architects, and holds Leadership in Energy and Environmental Design certification.

o Colette Sheehy, Senior Vice President for Operations

Colette Sheehy serves as the Senior Vice President for Operations and State Government Relations at the University of Virginia, where she oversees the functions of the Office of the Architect, Business Operations, Facilities Management, Real Estate and Leasing Services, State Government Relations, and the University Building Official. She first came to UVA in 1982 and served in multiple successive capacities in finance and operations before taking on her current role in 2015. A native of Freehold, New Jersey, Sheehy earned a B.A. in economics from Bucknell University and an M.B.A. with a concentration in finance from Rutgers University Graduate School of Management. Sheehy currently serves as a board member for the Emily Couric Leadership Forum and the Charlottesville Regional Chamber of Commerce; she previously served as a board member for several organizations, including the Central Virginia Partnership for Economic Development, Leadership Charlottesville Alumni Association, the UVA School of Architecture Foundation, the Virginia Discovery Museum, and the Virginia Retirement System. Ms. Sheehy is a member of the team working on the affordable housing project at the University of Virginia.

o Fred Missel, Director of Design & Development

Fred Missel is the Director of Design and Development for the University of Virginia Foundation where he has served for 22 years. He oversees management of the Foundation's development projects. Fred also serves on the Albemarle County Planning Commission and is an adjunct professor at the UVA School of Architecture. Among other projects, he serves as Co-Project Manager of the UVA Affordable Housing Initiative.

Salon B - Preventing Rural Displacement

o Perry Hickman, Virginia State Director, USDA Rural Development

Perry M. Hickman started his federal career with USDA Rural Development in April 2008 and has primarily worked in Virginia's Community Programs Division, helping rural municipalities, non-profit corporations and Tribal entities obtain financial assistance to enhance their ability to provide essential community services.

Mr. Hickman's work with the Community Facilities Program later took him to the Rural Development national office in Washington, DC, where he served as a senior loan specialist and planned numerous partnership events with commercial lenders and private sector partners. He later returned to the state office in Richmond to manage a \$750 million portfolio as the Virginia Community Programs Director and was appointed State Director in March of 2022.

o Jesse Rutherford, Chairman, Board of Supervisors, Nelson County

Jesse Rutherford is a Nelson County Native. He graduated from Lynchburg College with business management and has been an active builder for manufactured, modular, and site-built homes since graduating college as well as developing and managing manufactured home communities and numerous rental properties across the Commonwealth. He was elected to the Nelson County Board of Supervisors at 23 years old in 2017 and now serving his second term.

Salon C - Senior-Friendly Affordable Housing

o Shannon Guzman, Director, Housing and Livable Communities, AARP Public Policy Institute

Shannon Guzman is the director of housing and livable communities with the AARP Public Policy Institute. She is also the deputy of the AARP enterprise Housing Issue Area and works on housing and livable communities policy as well as building innovative partnerships in the Housing space. She provides policy analysis and guidance and develops resources to inform community members and assist local decision makers in their efforts to support residents who want to age in place. Shannon has presented on livable communities and housing policy solutions to various audiences across the country, testified before Congress about the housing challenges of older adults, and has been quoted in local and national media. She has co-authored publications on housing, community livability, and transportation.

2:15 – 3:15 Breakout Sessions #3

Salon A - Missing Middle Housing

o Sierra Latham, Senior Research Analyst, Richmond Federal Reserve

Sierra Latham is a Senior Research Analyst with the Regional and Community Analysis team at the Federal Reserve Bank of Richmond. Her research focuses on housing, community and economic development, equitable access to economic opportunities, public finance, and mission-driven lending. She holds a bachelor's degree from the University of Mary Washington, a master's in applied economics from Georgetown University, and a master's in public policy from the Harris School of Public Policy at the University of Chicago.

o Kellie Brown, Comprehensive Planning Section Supervisor, Arlington County

Kellie Brown has been a planner in Arlington County for 15 years. Her current work focuses on long-range land use planning and reinvestment studies, zoning studies, small area plans, and housing initiatives, including Arlington County's Missing Middle Housing Study scheduled to be completed this spring. She holds a Bachelor of Science degree from Georgetown University, and a Master of Community Planning degree from the University of Maryland.

o Michael Payne, Councilor, City of Charlottesville

Michael Payne is a Charlottesville City Councilor. Payne grew up in the Charlottesville area and has worked in affordable housing. Since being elected to City Council in 2019, Payne has been part of City Council's efforts to adopt an affordable housing strategy, rewrite the City's zoning code, and invest in resident-led redevelopment of public housing.

o Keith Smith, Vice-Chair, Central Virginia Regional Housing Partnership – Moderator

Keith Smith is a Realtor with YES Realty Partners LLC, a Keller Williams Alliance Partner in the Charlottesville area. He has over 36 years of experience in General Real Estate, Land Development, Land Planning, Residential & Commercial General Contracting, and Business Management. He co-founded YES Realty Partners LLC and serves as a coach and mentor for Real Estate agents in the Charlottesville region. He serves on the boards of the Thomas Jefferson Planning District Commission and Corporation. He also currently serves on and chairs the Piedmont Community Land Trust and is the Vice-Chair of the Central Virginia Regional Housing Partnership. Keith received recognition as a Trendsetter in 2022 and Crusader in 2023 by RISMedia, the residential real estate industry's definitive source for news and information.

Salon B - Short-Term Rentals, Long-Term Rentals, and Affordable Housing

o Travis Wilburn – Managing Partner, Stay Charlottesville

Travis is the Managing Partner/Founder of The Stay Charlottesville Management Group, a portfolio of tourism and hospitality related businesses in the greater Charlottesville area that consist of boutique hotels, vacation rentals, events and event venues, among others. Co-creator of TheOneHundredCollection.com. Passionate about helping Vacation Rental Managers thrive against OTAs and consolidators amongst others, helping them build organic and direct traffic.

o Anjali Kolachalam, Senior Policy Analyst, Up for Growth

Anjali Kolachalam is Policy and Research Manager with Up for Growth. She joined the organization in 2022 after working for National Journal for two years. Kolachalam has worked on various policy issues, including energy and transportation, and now focuses on robust pro-housing policy. Currently, she manages the production of Up for Growth’s signature research products, including the annual Housing Underproduction report, the brief policy series, and the Housing Policy and Affordability Calculators. She also works closely with Up for Growth’s Legislative Director to help support effective national housing policy.

o Eric Terry – President, Virginia Lodging and Travel Association – Moderator

A graduate of the Hospitality and Tourism Management School at Virginia Tech, Eric has a long and deep understanding of the hospitality and tourism industries. As President of VRLTA, Eric Terry leads a membership of over 1,500 from across the Commonwealth in efforts before the General Assembly and with Congress on national issues.

Eric Terry joined VRLTA from Redstone Companies Hospitality and has over three decades of experience and business success within the entertainment, hotel, casino resort, and events industries. Prior to joining Redstone, Eric was Vice President of Sales and Marketing at Benchmark Hospitality and the President of Xelerate Group, a company he launched in 2002. He grew the Xelerate Group into an organization with a recognized specialty in national events marketing, sponsorship partnering, media buying, and celebrity appearances including partnerships with NASCAR, Chuck Norris, The Food Network, and Indy Racing League. Prior to that, he was Vice President of Sales & Marketing for Malibu Entertainment Worldwide, Inc. and also served as Corporate Marketing Director and Vice President of Sales and Marketing for Hollywood Casino Corporation/Pratt Hotel Corporation. Eric has held leadership positions with Bristol Hotels, Marriott Hotels and Resorts, and for Anheuser Busch's Busch Gardens.

He is a board member of the American Hotel and Lodging Association (AHLA) and past Chairman of the International Society of Hospitality Associations (ISHA) and is a former president and vice president of the Crowne Plaza Marketing Association. In 2020, Eric was recognized as one of the “Top 500 Power List in Hospitality/Tourism” in *Virginia Business Magazine*.

Salon C - Virginia Housing: Creative Construction, Financing, and Development

o Luke Tate, Strategic Housing Officer, Virginia Housing

Luke Tate is a Strategic Housing Officer in Virginia Housing's Community Development division. He joined Virginia Housing in August 2018 after working for the Virginia Department of Housing and Community Development's Housing Division for almost 10 years. Luke is the primary point of contact for Virginia Housing's Rental Predevelopment Loan Fund which provides predevelopment funding for revitalization and supportive housing projects and projects addressing homelessness.

o Matthew Bolster, Senior Strategic Housing Officer, Virginia Housing

Matthew Bolster is Senior Strategic Housing Officer in the Community Outreach division of Virginia Housing, Virginia's housing finance agency. He has worked in the planning, community development, and housing world since 1993, starting in land use administration in Spotsylvania County. He later held planning and project management positions focused on community revitalization and housing in private consulting and with the Richmond Redevelopment and Housing Authority. He joined the Community Outreach team at Virginia Housing in 2016. Matt has a bachelor's degree in history from the College of William and Mary and a master's degree in city and regional planning from the University of North Carolina at Chapel Hill, and is a member of the American Institute of Certified Planners.