



**EAU CLAIRE
HOUSING
OPPORTUNITIES
COMMISSION**
**REGIONAL
HOUSING
CONFERENCE**

**THURSDAY, DECEMBER 1, 2022
8:30AM - 1:30PM**

8:30 – 9:00 NETWORKING & LIGHT REFRESHMENTS

9:00 – 9:10 INTRODUCTIONS

9:10 – 10:00 OPENING KEYNOTE: HOUSING ANALYTICS

- DR. KURT PAULSEN, UW-MADISON DEPARTMENT OF PLANNING & LANDSCAPE ARCHITECTURE

10:00 – 10:45 SESSION 1: ZONING FOR AFFORDABLE HOUSING

(MODERATOR: SCOTT ROGERS, EAU CLAIRE AREA CHAMBER OF COMMERCE)

- SCOTT ALLEN, CITY OF EAU CLAIRE COMMUNITY DEVELOPMENT
- TAYLOR GREENWELL, CITY OF ALTOONA PLANNING & DEVELOPMENT
- BRAD HENTSCHEL, CITY OF CHIPPEWA FALLS PLANNING & ECONOMIC DEVELOPMENT
- MATT MICHELS, EAU CLAIRE COUNTY PLANNING & DEVELOPMENT

10:45 – 11:00 BREAK & VISIT BOOTHS/DEMOS

11:00 – 11:30 SESSION 2: SUSTAINABILITY/GREEN BUILDING

- JOHN VINER, ELEVATE
- KEVIN KANE, GREEN HOMEOWNERS UNITED

11:30 – 12:00 SESSION 3: UNIVERSAL DESIGN & INCLUSIVE DESIGN

- KAREN BETZIG-LUNDBERG, CITY OF EAU CLAIRE HOUSING OPPORTUNITIES COMMISSION

12:00 – 12:30 SESSION 4: HOUSING & EDI

- DAVID CARLSON, C.C. WE ADAPT
- TRUE VUE, EAU CLAIRE AREA HMONG MUTUAL ASSISTANCE ASSOCIATION

12:30 – 12:40 BREAK

12:40 – 1:30 LUNCH & CLOSING KEYNOTE: HOUSING & TRANSPORTATION

(MODERATOR: JEREMY GRAGERT, CITY OF EAU CLAIRE CITY COUNCIL)

- DR. CARRIE MAKAREWICZ, UC-DENVER
- DR. PETER HAAS, CENTER FOR NEIGHBORHOOD TECHNOLOGY
- AARON WILSON, CITY OF MISSOULA, MT
- ANDREW HAGEMEIER, MISSOULA COUNTY, MT

1:30 WRAP-UP AND ADJOURNMENT

OPENING KEYNOTE: HOUSING ANALYTICS

DR. KURT PAULSEN, AICP

Kurt Paulsen is a professor of urban planning in the Department of Planning and Landscape Architecture at the University of Wisconsin – Madison. His teaching and research focuses on housing, affordable housing finance and policy, land use, and municipal finance. In addition to his published academic research, he has authored two Dane County housing needs assessments, has chaired the City of Middleton Workforce Housing Committee, and does economic impact analysis research for WHEDA (Wisconsin Housing and Economic Development Authority). He is most recently the author of “Falling Behind: Addressing Wisconsin’s workforce housing shortage to strengthen families, communities and our economy,” published by the Wisconsin Realtors Association. Professor Paulsen is a member of the American Institute of Certified Planners (AICP).

SESSION 1: ZONING FOR AFFORDABLE HOUSING

MODERATOR: SCOTT ROGERS

Scott Rogers is Vice President Governmental Affairs for the Eau Claire Area Chamber of Commerce, where he is responsible for its advocacy efforts, serving as the eyes and ears of the business community and representing its interests at all levels of government. Housing supply and affordability is a top priority of the Chamber, and Scott serves as a member of the Eau Claire’s Housing Opportunities Commission. Before joining the Chamber staff in 2013, Scott was an active business member for more than a decade, serving on the Board of Directors and as Chair of the Governmental Affairs Committee.

SCOTT ALLEN, AICP

Scott Allen is in his 28th year as a local government planner, currently serving as Community Development Director for the City of Eau Claire. Born and raised in Wausau, Scott holds a Bachelor’s Degree in Political Science, with a Minor in Environmental Studies, from St. Olaf College (Minnesota) and a Master’s Degree in Community and Economic Development from Penn State. Scott spent the first several years of his career as a county natural resources planner in the Twin Cities area, and then as a city planner for Marshfield. From there, he moved to Blue Springs, Missouri, a suburb

of Kansas City, to become a Senior Planner and was later promoted to Community Development Director. He moved back to Wisconsin in 2018 to serve as Community Development Director for the City of Eau Claire. Scott is a member of the American Planning Association, the American Institute of Certified Planners, and the Urban Land Institute.

TAYLOR GREENWELL

Taylor Greenwell is the Planning Director for the City of Altoona. He has worked in local government in both a public and private capacity for 7 years, first as a consultant and analyst for various municipalities across the United States, then as a city planner for South Salt Lake City, Utah. Taylor attended the University of Utah and has a Master's in City & Metropolitan Planning and a Master's in Public Administration.

BRAD HENTSCHEL, AICP

Brad Hentschel is the City Planner for Chippewa Falls. Prior to joining the City in 2018, Brad worked as a Consultant for 10 years in Community and Economic Development with Short Elliott Hendrickson, Inc. (SEH). He has Masters Degrees in Urban Planning and Public Administration from the University of Wisconsin-Milwaukee.

MATT MICHELS, AICP

Matt Michels is Senior Planner for the Eau Claire County Planning & Development Department.

A practicing city and county planner for almost 25 years - including more than a decade in Arizona - he has held his current role for the past 8 years. He also manages the Recycling & Sustainability programs for the county. Matt is a certified planner and holds a Master of Urban and Regional Planning degree from Portland State University in Oregon.

Session 2: Sustainability/Green Building

John Viner

John Viner is a Senior Program Manager on the National Strategic Engagement Team working on Wisconsin's unsubsidized affordable

housing programs. In this position John manages client and contractor relationships that improve a building's energy efficiency, adds onsite solar electric generation, and electrifies space heating systems. Working with property owners of small to medium sized multi-family housing John brings emerging technologies to housing units that has typically been underserved with energy saving and building resiliency services. Prior to joining Elevate, John spent the last 11 years developing education programs for residential, commercial, and industrial building professionals to incorporate energy saving technologies and processes. John's field experience includes residential HVAC installation, home performance consulting services and field data collection responsibilities on a variety of HVAC research projects

Kevin Kane

Kevin is the Chief Economist and co-founder of Green Homeowners United. Kevin works with lenders, realtors and homeowners to navigate and understand the benefits of green homes, and green mortgages specifically. Kevin calculates the carbon impact, costs and economic returns of energy efficiency improvements, and financial calculations of green lending. He worked for over a decade as a community organizer and policy advocate, has helped found cooperative organizations, is a BPI-certified energy assessor and has a Masters in Applied Economics from Marquette University.

Session 3: Universal Design & Inclusive Design

Karen Betzig-Lundberg, MEd, OT, ECHM

Karen serves on the City of Eau Claire Housing Opportunities Commission. Karen has both professional expertise and lived experience as a person with a disability, relative to universal design. Karen attended the University of WI-Madison where she earned a Bachelor of Science in occupational therapy, and the UWEC for a Masters degree in adult education/professional development. In addition, Karen earned an Executive Certificate in Home Modification from the Leonard Davis School of Gerontology at the University of Southern California.

SESSION 4: HOUSING & EDI

DAVID CARLSON

Next Generation Properties, LLC, was founded by David Carlson and Nick Brunner. David Carlson is the owner of C.C. WE ADAPT, a peer-support and mentorship agency that operates in the western and central regions of Wisconsin, and Nick Brunner is the owner of People First Property Management. David is also in his second year of law school at Mitchell Hamline School of Law in St. Paul, Minnesota.

David has lived experience in homelessness, addiction, incarceration, and recovery from trauma, both in his childhood, and from his two tours of service in Iraq. He has pursued business and law to create new and innovative solutions to social challenges that he has seen remain unchanged throughout his lifetime. He believes in person-centered advocacy, activism, and community building. David operates under the belief that if there is a problem that no one has been able to adequately resolve, then that is the area we should all, as advocates, be focused. David's greatest pride, and his motivation, is his family. His wife Alicia, son Knox, and son Lenox are the reasons he pushes as hard as he does.

True Vue

True Vue was born in Thailand came to the United States in 1987. Her family has lived in Eau Claire since then. She graduated with a BFA in Ceramics from the University of Wisconsin Eau Claire. True's passion for helping the Hmong community has inspired her to change her career path to non-profit work. She is currently the Executive Director at the Eau Claire Area Hmong Mutual Assistance Association. Along with her amazing staff, she extends her love to support the community by collaborating with different organizations, finding different resources, and creating events. One of the programs they have is the Affordable Housing Program where they rent out their units below fair market costs, assist in Section 8 applications, and provide emergency assistance with mortgage, rent, and utilities. Currently, she also serves on the Board of Health for the Eau Claire County Health Department as well as the Literacy Chippewa Valley Board. She enjoys meeting new people and sharing her passion with others.

Lunch & Closing Keynote: Housing & Transportation

Moderator: Jeremy Gragert

Jeremy Gragert has been serving on the Eau Claire City Council since 2018, representing District 3, which includes UW-Eau Claire, most of the Third Ward and Putnam Heights neighborhoods, part of the Eastside Hill and Shawtown neighborhoods, and the entire southwest side of the city. Until recently he served on the Plan Commission for four years, and since 2018 has served on the Transit Commission. Jeremy also currently serves on the city's Landmarks Commission, and as secretary of the Chippewa-St. Croix Rail Commission. Outside of his city council role, he serves on community non-profit boards including the Chippewa Valley Transit Alliance and Bike Chippewa Valley, which he serves as the president and is the project lead for the Chippewa Valley Bike Map. Jeremy has lived car-free in Eau Claire since he moved to the city to attend college in the year 2000, and gets around primarily by walking, biking, and riding the bus. He has been a renter in the same Third Ward home for the past ten years. Jeremy has a degree in history from UW-Eau Claire, and a master's in education from UW-La Crosse. For his day job, he is the northwestern organizer for Citizen Action of Wisconsin.

Peter Haas, Chief Research Scientist

Since joining CNT in 1994, Dr. Haas has revolutionized the geographic analysis of social, environmental, and economic data to produce tools for measuring sustainability and equity in urban areas and leveraging the benefits of transit and location efficiency. Dr. Haas has been integral in the development of CNT's location efficiency metrics, and developed its Housing + Transportation (H+T®) Affordability Index, co-produced with the Brookings Institution. He served as lead analyst on CNT's subcontract to develop the Location Affordability Index and related web tool for HUD (Housing and Urban Development) and US DOT (Department of Transportation) and lead the technical development of the joint, CNT and MPC, Equitable Transit Oriented Development (ETOD) tool. His work in GIS, web development and data analysis support all of CNT's programs. Dr. Haas has a doctoral degree in particle physics from The Ohio State University.

CARRIE MAKAREWICZ, PHD

Carrie Makarewicz, PhD is an associate professor and chair of the Department of Urban and Regional Planning at University of Colorado Denver. She researches the implications for individuals and families from the interactions among infrastructure investments, private development, planning processes, and public policies with a focus on public and active transportation, affordable housing, public schools, community development, and disaster recovery. Prior to academia, she worked in the public, private, and nonprofit sectors as a city planner, consultant, and policy analyst.

AARON WILSON, AICP

Aaron Wilson, AICP is the Planning Manager for the City of Missoula's Public Works & Mobility Department, where he oversees the Missoula Metropolitan Planning Organization, Missoula In Motion, and the City's Bicycle/Pedestrian Program. His focus in this position is currently figuring out how we make ambitious plans and goals a reality. Prior to concentrating on Missoula's many transportation issues, Aaron gained experience understanding how our natural and built environment systems interact through work on land use planning, open lands preservation, and wildfire research. He is also the current President of the Montana Association of Planners. Aaron attended Cornell University where he received a Bachelor's degree in Ecology, and later earned a Master's degree in urban and regional planning at Portland State University.

ANDREW HAGEMEIER, AICP

Andrew Hagemeyer, AICP is the Long Range Planning and Implementation Section supervisor for Missoula County Planning, Development and Sustainability Department (PDS). The mission of this section of PDS is to align the county's plans, priorities, and implementation tools to the community's values. Andrew's career in the public, private and non-profit sectors of the planning profession has taken him across the state of Montana. Prior to Missoula County, he worked as a consultant for public sector clients, writing long range plans, downtown master plans, and developing regulations for rural and urban communities. In 2014, Andrew worked with Governor Bullock's Administration to draft the Main Street Montana Project

Report, a central part of Governor Bullock's economic agenda. While working for the National Parks Conservation Association, Andrew was essential to creating, organizing, and initiating the Whitefish Range Partnership, a collaborative effort with a diverse membership whose mission was to create a shared vision for forest management on the Flathead National Forest. Andrew is an AICP certified professional planner and the immediate past President of the Montana Association of Planners.

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