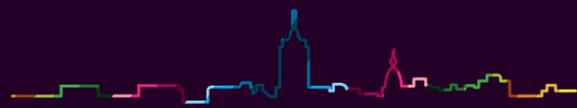
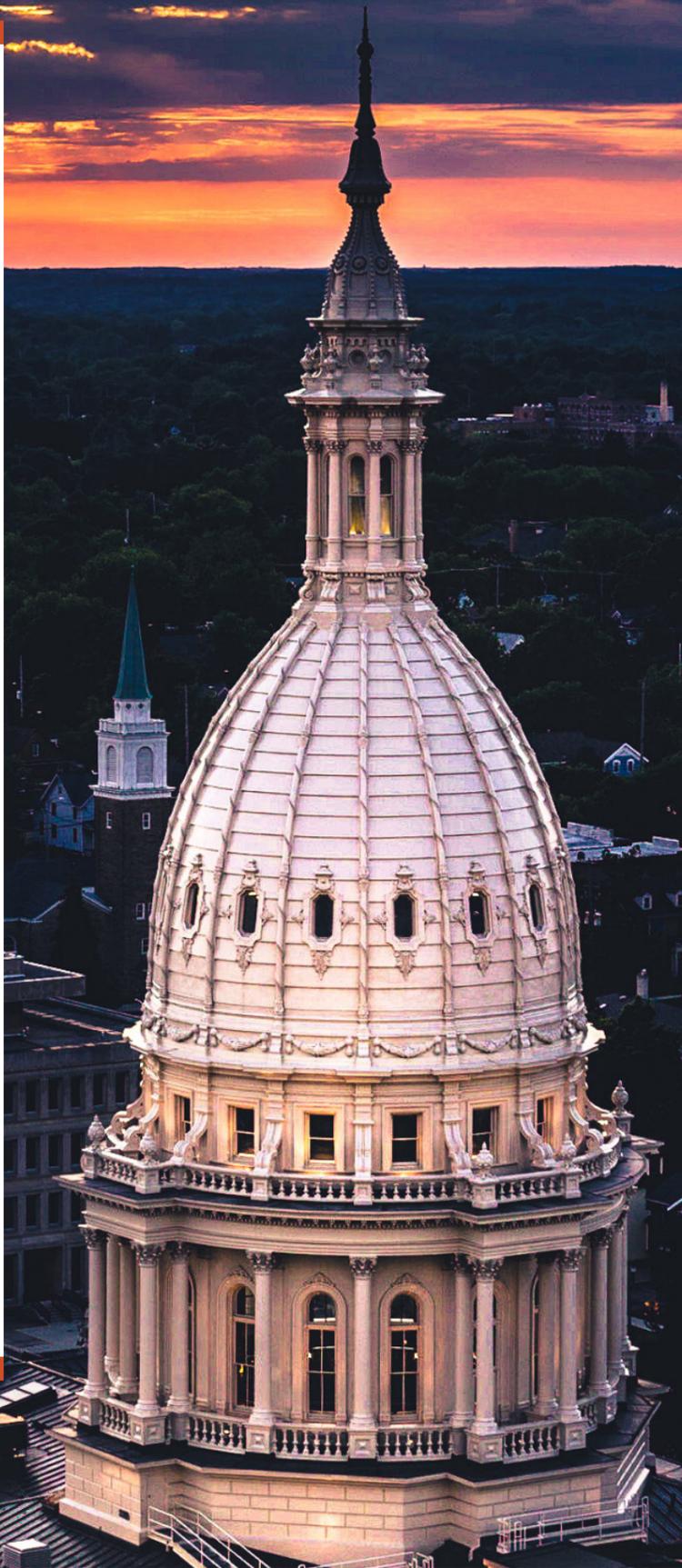




MI Capital Region is all about telling the story of our region's economic development through data and statistics. At the forefront of this regional dashboard is the **Greater Lansing Regional Prosperity Initiative (GLRPI)**, a collaboration of organizations with a vision for the tri-county region's economy. These partners come together to brainstorm and plan for talent, education, transportation, health and environment, and placemaking initiatives. To date, GLRPI has invested nearly \$1.3 million to advance community development efforts in Clinton, Eaton, and Ingham counties.

Get involved and help revitalize our region! For more information, contact Tri-County's Economic Development Program Manager, Rachel Elsinga, at 517-393-0342 or relsinga@mitcrpc.org.



THE ARTS COUNCIL OF GREATER LANSING'S

CREATIVE PLACEMAKING SUMMIT 5

PRESENTED BY THE GREATER LANSING REGIONAL PROSPERITY INITIATIVE





**ARTS
COUNCIL**
greater lansing

Board of Directors

Patty Lloyd Barnas | President
First National Bank of Michigan

Kirk Meadows | Vice President
Attorney

Rachel Elsinga | Secretary
Tri-County Regional
Planning Commission

Kathie Feldpausch | Treasurer
Michigan Realtors

Kristin Beltzer
KB Collaborative

Stella Cash
Michigan State University

April Clobes
MSUFCU

Taylor Gast
Foster, Swift, Collins & Smith

Christopher Harkins
Senate Fiscal Agency,
State of Michigan

Janet Lillie
MSU Governmental Relations

George Orban
Community Volunteer

Julie Pingston
GLCVB

Laurie Robison
CATA

Stephen Serkaian
Board of Water and Light

Nathan Triplett
Michigan House of Representatives

Ashlee Willis
Lansing Mosaic

WELCOME FROM PATTY & MEGHAN

Oh, how far we've come!

The Creative Placemaking Summit started as an idea to encourage collaboration, innovation and celebration of creativity and place, and it has since grown into a highly-anticipated event with new voices joining in the conversation every year. It has been the Arts Council of Greater Lansing's goal to elevate arts and culture to the top of your brain as a solution and an opportunity EVERY time you begin a new project or have community issues you want to address.

Leading initiatives and sparking creativity in Clinton, Eaton and Ingham counties for the past five years has been such a pleasure, and we believe that as a community, we have only scratched the surface of what we are capable of doing! At the root of our success, are hard-working individuals from every sector who believe in creative placemaking's power to build community and help residents feel connected to their place — the place they call "home," "work," "Lansing."

However, it's important for us to remember, that without the "creatives," the movement is only "placemaking."

Because arts and culture are at the core of the Arts Council's work, we want to take this opportunity today to remind you what a wealth of world-class artists, arts organizations and creative entrepreneurs we have here in Greater Lansing. We see them within our membership and beyond — individuals and organizations who are doing the most amazing things by collaborating and working together to bring the dreams we have for our communities to life. We invite you to explore what creativity lies within you and what creativity surrounds you. Get curious about our region and all of the people in it!

In the meantime, we hope you will enjoy the day's activities, inspiring stories and invaluable information and take time to get to know the rest of the passionate individuals who are convening here. Today, you join our community — our motivated #LansingPlacemakers that make things happen in Greater Lansing!



Patty Barnas
President



Meghan Martin
Interim Executive Director



TIME FLIES

Welcome to Creative Placemaking Summit 5: Forward Momentum!

Take your seat and prepare for an exciting ride! We've had an exhilarating journey in creative placemaking over the last four years, and as we soar into year five, it's time to look at all we've accomplished and set our sights on the future!

Creative placemaking has played a major role in growing our communities — making arts and culture part of the fabric of our neighborhoods, our streets and pathways and our residents' lives. These changes have made our region more vibrant and exciting, bringing in more businesses, eateries and talent and boosting our economy.

Since the movement began, experts have watched it grow — collecting data and research to get a picture of what should come next. Today, we will consider it all! Our stage will be energized with some amazing speakers who are going to take us through the highs and lows and introduce us to new ideas and new ways to look through the creative placemaking lens.

We're going to take stock of all we've done and then dive into different perspectives, ideas and insights. We are going to be inspired in new directions so we can move forward with a momentum that takes our region to the next level.

Get ready to soar!

STEERING COMMITTEE

Joan Bauer
Lansing Community College

Laurie Baumer
Community Foundation

Mitchell Brown
PNC Bank

Andi Crawford
City of Lansing,
Neighborhood Resources

Tim Daman
Lansing Regional
Chamber of Commerce

Kurt Dewhurst
Michigan State University

Shanna Draheim
City of East Lansing

Rachel Elsinga
Tri-County Regional
Planning Commission

Brent Forsberg
Forsberg Real
Estate Company

Pat Gillespie
Gillespie Group

Ben Graham
Artist

Samantha Harkins
City of Lansing

Elizabeth Hude
City of Mason

Amy N. Jackson
Coldwell Banker
Hubbell Briarwood

Bob Johnson
Martin Commercial

Scott Keith
Lansing Entertainment
Public Facilities Authority

Dr. Brent Knight
Lansing Community College

Janet Lillie
Michigan State University,
Governmental Relations

Meghan Martin
Arts Council of
Greater Lansing

Brian McGrain
City of Lansing,
Economic Development

Courtney Miller
Greater Lansing
Association of Realtors

Dru Mitchell
Clinton County
Economic Development

Joan Nelson
Allen Neighborhood Center

Julie Pingston
GLCVB

Daniel Rials
Lansing Regional
Chamber of Commerce

Lolo Robison
Capital Area
Transportation Authority

Bob Rose
City of Lansing Public
Service Department

Dillon Rush
Lansing Economic
Area Partnership

Chris Sell
Lansing 5:01

Emily Stevens
Lansing Parks & Recreation

Jennifer Sturdy
PNC Bank

Arnold Weinfeld
MSU Office of Outreach
& Engagement

Gil White
Gilbert M. White Realtor

Adam Williams
Christians of Greater
Lansing Network

ABOUT THE ARTS COUNCIL



The Arts Council of Greater Lansing

Since 1965, the Arts Council has played a key role in upholding the Capital Region's vitality with a mission to support and strengthen arts, culture and creativity. Our region's identity, spirit and continued economic growth are defined by our arts and cultural sector, which includes cultural organizations, artists and creative entrepreneurs. As a membership and service organization, the Arts Council advocates to keep the arts in schools, helps artists strengthen their businesses and seeks to empower artists and organizations whose diverse cultural activities make a difference in the lives of those who live, work and visit here.

The Arts Council of Greater Lansing Staff Members



Meghan Martin
Interim Executive Director



Dawn Gorman
Communications & Events Manager

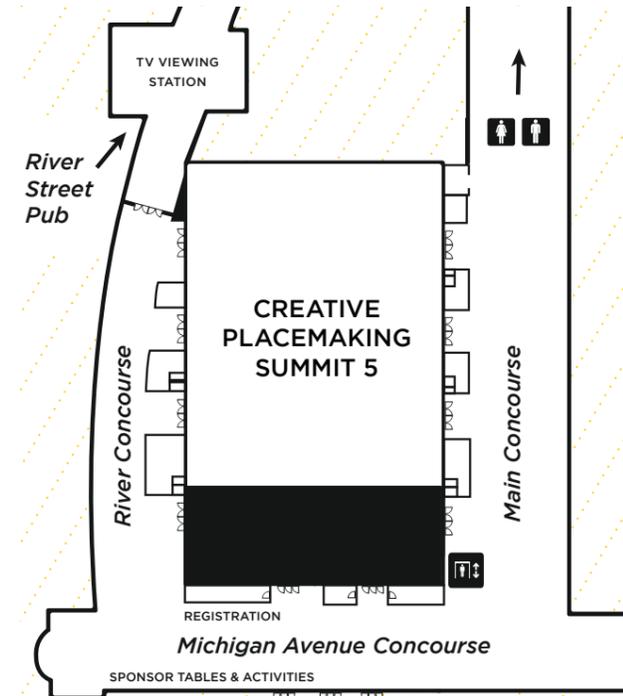


Taylor Haslett
Membership & Program Manager



Ryan Logan
Graphic Designer & Photographer

CONFERENCE INFO



WiFi Information

Username: createplace
Password: Summit5

Follow The Arts Council



@ArtsCouncilGL
#LansingPlacemakers

QUICK ITINERARY

- 8:00AM** Networking & Morning Entertainment
- 9:00AM** Welcome
- 9:30AM** Placemaking Personalities
- 10:45AM** Keynote 1
- 12:15PM** Lunch
- 1:15PM** Panel
- 2:15PM** Keynote 2
- 3:15PM** Closing
- 4:00PM** Reception at MP Social

Let Me In, designed by Bruce Mackley is one of 35 permanent public art pieces funded through LEAP's Public Art for Communities Grant Program.

8 years

24 grants awarded

\$240,000 invested in public art by LEAP

LEAP
stronger together
purelansing.com

THREE COUNTIES.
ONE REGION.
#MiLansing

**PROUD SPONSOR OF THE
CREATIVE PLACEMAKING SUMMIT**

LEPFA
Lansing Entertainment & Public Facilities Authority

THANK YOU SPONSORS!

The board of directors and Arts Council of Greater Lansing staff would like to thank our sponsors for their generous contributions to the Creative Placemaking Summit!

Special thanks to our

VISIONARY TITLE SPONSOR

ACCELERATOR SPONSOR



IMPACT SPONSOR



DRIVING FORCE SPONSORS



RENDER STUDIOS



INNOVATION SPONSORS



CREATION SPONSORS



OTHER SUPPORT



KEYNOTE SPEAKERS

Jun-Li Wang

SPRINGBOARD FOR THE ARTS / MINNEAPOLIS, MN

Jun-Li Wang is the **Community Development Program director** at **Springboard for the Arts** and has extensive experience in asset-based community development. She created and led "Irrigate," a nationally-recognized creative placemaking program to train and support local artists in addressing community challenges.

Jun-Li's international experience includes five years at The Asia Foundation and Project HOPE in China. In 2014, she was awarded a Bush Foundation President's Innovation Fund grant to launch "Board Repair," a network organized by and for people of color to increase their board participation within the Twin Cities. In 2016, Jun-Li received two Knight Foundation grants for "Saint Paul Hello," an initiative that quickly welcomes and includes newcomers to Minnesota. She holds a B.A. from Vassar and an International Development M.P.S. from Cornell University.



@SPRINGBOARDARTS |

Tru Pettigrew

TRU ACCESS / CARY, NC

Tru is a celebrated author, an engaging speaker, a committed community leader and an award-winning marketing executive with 20-years' experience at the nation's top advertising & marketing agencies. Tru currently serves as a "Community Bridge Builder" in his role as **founder & president** of **Tru Access**.

Tru founded Tru Access to serve as an inspiration and empowerment consultancy to help individuals and organizations bridge gaps across areas that cause division, dysfunction and separation.

He is considered one of the country's top millennial empowerment experts and cross-generational thought leaders. In addition to connecting brands with consumers and building bridges across generations, Tru has also established a strong reputation for helping organizations build bridges across racial, cultural, social and relational lines. For more information, visit Tru-Access.com



@TRUACCESS |

ENTERTAINMENT



Botala

Botala is a solo project by drummer/percussionist Greg Vadnais. It blends the sounds of traditional Afro-Cuban and Brazilian music with house and Afro Beat, including live percussion and live looping with a variety of world instruments. Greg grew up in East Lansing and developed an affinity for the various sounds of world music through his love for history and geography. Traveling and playing in bands, he eventually ended up in Southwest Colorado where he performed in West African and Afro-Cuban dance troupes, as well as several bands.

Greg currently resides in Northern Michigan and performs around the state with The Greg Vadnais Quartet, The Jon Archambault Band and his solo project Botala. He also produces a concert series at Sojourn Lakeside Resort.

Lorenzo Lopez

Lansing native Lorenzo Lopez began dancing Mexican Folkloric Dance at the age of six. Dance became his passion, and eventually he was trained in flamenco. Through his many years of dance, he also studied ballet, modern, jazz and tap at Lansing Community College and modern at Michigan State University, all used to strengthen his Mexican folkloric dance and flamenco.

Using his dance experience, he further developed and performed Latin dance such as bolero, cha,cha,cha, cumbia and salsa. His experience in not only performing Latino dance styles but also in teaching over many years, gives him the opportunity to share the wide spectrum of what has developed into Latino dance today. On top of being an experienced performer, Lorenzo is a very active Lansing community member with deep roots in Latin American arts, culture and advocacy.



Thank you Arts Council of Greater Lansing for managing the request-for-proposal and selection process to place public art on BWL's Central Substation.



Three iconic Eckert Power Station stacks and public art create a grand entrance to Lansing's REO Town. Artists Dane Vermuelen and Caitlin Gwinn of Lansing-based Michigan Imagery created "City Rhythm," telling the story of an ever-changing Greater Lansing region using colorful lighting and metal panels. Their murals are installed on the north- and south-side substation walls along S. Washington Ave.



LANSING **BWL**
Hometown People. Hometown Power.

Michigan's Capital City!
GREATER LANSING
SHOP ★ DINE ★ PLAY ★ EXPLORE



The Greater Lansing Convention & Visitors Bureau Welcomes the Creative Placemaking Summit

The GLCVB understands the importance of placemaking and works everyday to make Greater Lansing a truly unique destination. Consider Michigan's Capital City for your next meeting or event, visit www.lansing.org today!



MICHIGAN STATE
UNIVERSITY

Office of University Outreach and Engagement
& Office of Government and External Relations

CREATIVE PLACEMAKING

AT THE SUMMIT



TIME FLIES WHEN YOU'RE HAVING FUN

.....

A tradition that started in 2017, the annual River Concourse installation has exemplified the artmaking possibilities that can happen in any community alleyway. This year, we are setting our sights on the future with "Forward Momentum," which symbolizes our trajectory into the NEXT five years of creative placemaking in the Greater Lansing region!



"City Rhythm"

.....

There's an exciting new rhythm in the city that can be seen in all of the innovative public art that is adding color and depth to our region. One such installation is the Lansing Board of Water and Light (BWL) substation murals, which welcome visitors to REO Town. We are grateful to our Innovation Sponsor, BWL for providing us with a micro version of these murals, which were created by Michigan Imagery artists, Dane Vermeulen and Caitlin Gwinn.



LANSING IS NOT A FLY-BY

.....

Lansing has so much to offer as a destination — we are not just a stop on the way to or from Detroit and Grand Rapids! There is a wealth of arts and cultural activity to enjoy while staying in our region. Thank you to Driving Force Sponsor Michigan Premier Events and artist Ivan Iler for showcasing one of the great benefits of living and working in Greater Lansing: proximity! We are not only centrally located in the Great Lakes State, but we have access to all the great things you could want in a community — urban nightlife, camping, rural-focused festivals and more — all within 20 minutes!



LAFCU LETTERS ART EXHIBIT

.....

Nevin Speerbrecker, Brian Whitfield, Azalea Miller, Ariana Moreno and Sofia Perez are the brilliant artists tapped to create the LAFCU Serves Series. This series is a traveling art exhibit, combining the talents of five Michigan artists. The series supports products, community and our statewide membership. Thank you LAFCU for showcasing their work and supporting this event!



POETRY BUILDING BLOCKS

.....

Engagement is an inherent part of creating a place people want to call "home." Utilizing arts and culture can take engagement to another level — one that invites communities to take part in creating their place! We invite you to choose your words and participate in writing our community rock poem. Thank you to the City of Lansing Parking Services for your support in sponsoring this installation.



COMMUNITY INPUT STATION

.....

Thank you to our Impact Sponsor, Capital Area Transit Authority (CATA), for sponsoring this input opportunity at today's Summit. Creative placemaking is done best when the whole community contributes its thoughts. Take a moment to look at the question at your place-setting; then fold it into a paper airplane you think will fly the best and launch it into our community input station provided by local arts and cultural staple and Arts Council of Greater Lansing member, Impression 5 Science Center!

FLIGHT PLAN

8:00AM / Networking & Morning Entertainment

Grab yourself a morning beverage and a bite to eat. It's time to mingle and chat with your peers, engage with creative placemaking activities and settle in for a great day.

9:00AM / Welcome & Entertainment

Morning Entertainment: Botala

Get ready to liven up your morning with sounds from all over the globe as Botala presents its spectacular blend of rhythms and beats. They will wake you up more than any cup of coffee could.

Render Studios Annual Creative Placemaking Video

Each year, the Summit has kicked off with an exciting and impactful video that fuels the conversation around the importance of creative placemaking in our region. This year, Render Studios, along with contributions from videographer Jennifer Berggren, has created another stunning piece that features multiple Greater Lansing visual, performing and literary artists. The Render team dedicated countless hours to the production of another moving montage, and we are very fortunate and grateful to have them as creative sponsors and supporters of this event!

Opening Remarks



Patty Barnas
President / Arts Council of Greater Lansing



Meghan Martin
Interim Executive Director / Arts Council of Greater Lansing



Deputy Mayor Samantha Harkins
Deputy Mayor / City of Lansing

9:30AM / Placemaking Personalities

These talks will be delivered in a quick and engaging format by some of the most inspired thinkers on the placemaking scene. Listen closely as national and local experts regale us with placemaking stories and share their tips, trials and revealing moments in keeping forward momentum!

5 to 10 on Hennepin: A Case Study in Participatory Program Design

Joan Vorderbruggen, Hennepin Theatre Trust / Minneapolis, MN

Hennepin Avenue in downtown Minneapolis is a place of unusual diversity in an increasingly segregated city. It is home to more than ten cultural organizations including Hennepin Theatre Trust, the owner of three historic stages that draw more than 600,000 people annually. The area also serves 1,200 adults, youth and families on any given night with emergency housing programs, making it the densest shelter-seeking community in a five-state region. 5 to 10 on Hennepin is the Trust's award-winning event series created with and for youth and adults experiencing homelessness. Learn how 5 to 10's inclusive design approach has effectively engaged the community by deepening and expanding relationships to become part of a comprehensive public safety plan both downtown and nationally.

Promoting Healthy Communities with the Porch Light Program

Nadia Malik, Mural Arts / Philadelphia, PA

Mural Arts Philadelphia leader Nadia Malik will present on using participatory public art to advance individual and community health outcomes. Using a collection of case studies, Nadia will offer insight into building cross-sector partnerships, collaborating with community leaders and creating accessible spaces for creative expression. The Porch Light program began in 2008 as a partnership between Mural Arts and the City of Philadelphia Department of Behavioral Health & Intellectual disAbility Services. A longitudinal study led by Yale University School of Medicine produced evidence of myriad impacts, including increased collective efficacy, improved feelings of safety, and decreased stigma against people struggling with behavioral health challenges.

Roots, Routes and Ruptures: Mapping Towards One Another

Dr. Tamara Butler, Michigan State University's Womxn of Color Initiative / East Lansing, MI

What do roots, routes and ruptures reveal about our connections to land? How might we use stories to understand our connections to one another? In this session, participants will be invited to think through their own understandings of land, nature and community. Dr. Butler will share what artists, her local community, her students and women from her South Carolina community have taught her about placemaking.

Q&A Break

This is a time to dissect what you just heard, ask questions of the speakers, grab a coffee or take a break. There will be a television set up in the Pub area where people can network or watch the next speaker. Please do not interrupt the speakers by coming and going during the presentation.

10:45AM / Keynote Speaker Jun-Li Wang

CREATIVE PEOPLE POWER: A Natural Resource for Building Community Vitality

Community change requires the creativity to imagine what could be and the ability to turn ideas into reality. Art and culture have a unique capacity to bridge differences, build social connections and imagine new futures. To generate creative people power in our communities we need to ensure that our local policies and practices support people's creativity, sense of agency, and basic well-being and we need to build strong relationships and networks across different parts of the community. Jun-Li Wang will share stories and tools from the work of Springboard for the Arts to illustrate the potential of a creative people power approach to arts and culture.

Exercise: "Rekindling Your Dormant Creativity" with Karl Gude

We're all born with a brain that is hardwired to generate creative ideas, but, as we grow up, this superpower ability plunges drastically. By the time we're young adults many of us have become crippled thinkers and ineffective problem solvers. In this mind-opening talk, Karl Gude will explain why this happens and how you can begin to rekindle your dormant creativity. He will end with an empowering guided meditation that will help you jumpstart the process.

12:15PM / Lunch

Afternoon Entertainment: Lorenzo Lopez

Wrap up an hour of lunch and networking with an exhilarating performance by the talented and charismatic Lorenzo Lopez. Lorenzo will launch us into the afternoon fully energized with his fast-paced beats and engaging Latin moves — all to the music of Botala!

1:15PM / Panel

The Talent Connection: Creating Places to Attract and Retain Talent

Arts, culture and creative placemaking play a major role in drawing new talent into a region, as well as keeping talent that already exists! Join local talent attraction and retention specialist Chris Sell as he speaks with statewide placemaking experts on how talent and place factor into creating vibrant, successful communities.

Facilitator

Christopher Sell

Founder & Executive Director / Lansing 5:01

Panelists

Cathleen Edgerly / Downtown Lansing, Inc., Lansing, Mich.

Jennifer Kitson Jelenek / Kalamazoo Downtown Partnership, Kalamazoo, Mich.

Kris Mathis / Grand Rapids Creative Chambers Initiative, Grand Rapids, Mich.

Marc Pasco / Detroit Riverfront Conservancy, Detroit, Mich.

2:15PM / Keynote Speaker Tru Pettigrew

Art of Inclusion

The Art of Inclusion is an engaging and interactive discussion that guides attendees on a journey of exploration, entertainment, education and empowerment on how diversity & inclusion are both linked yet still very distinct. This session will help the audience understand what diversity is, why it's such a gift and the importance of going beyond diversity to experience true inclusion. Through story-telling, engaging dialogue and interactive participation, attendees will learn how to leverage the gift of diversity that is available to us all, by employing The Art of Inclusion. And when properly applied, this allows you to convert communities, schools, workplaces and places of worship into beautiful mosaics of purpose-driven citizens empowered by empathy and understanding.

3:15PM / Closing

Closing Remarks



Meghan Martin

Interim Executive Director / Arts Council of Greater Lansing

4:00PM / Closing Reception at MP Social

Thank you to MP Social and Creation Sponsor Gillespie Group for providing a beautiful space for us to wind down and mingle after the Summit wraps up! Join us just north of the Lansing Center at MP Social inside the Marketplace Apartments. There will be light appetizers and the first round is on us if you bring the ticket attached below!

Closing Entertainment: Abbey Hoffman



Alt-folk singer-songwriter Abbey Hoffman has been writing and performing for over a decade in New York City and Lansing, Mich. She composes songs for voice and acoustic guitar, which cross the genres of indie, folk, rock, pop, blues, jazz and gospel, drawing from a variety of influences. She has sung in many choirs and performed with the Lansing Unionized Vaudeville Spectacle. She currently sings in the apocalyptic doo-wop trio Super Secret Cult Band in the Lansing area. Find her music at AbbeyHoffman.bandcamp.com

Thank you for coming!

CLOSING RECEPTION

AT

MP SOCIAL

Good for one drink at

MP SOCIAL

After Creative Placemaking Summit 5

While supplies last. Only usable during reception



MICHIGAN PREMIER EVENTS
Corporate Event Management Company

SERVING THE GREAT LAKE STATE
MANAGING CORPORATE EVENTS TO BE
SMOOTH SAILING!



"Events are the single most effective channel for achieving business goals. Michigan Premier Events understands the importance of developing your team, celebrating wins and furthering company development. Michigan Premier Events is enhancing your community & corporate culture through events"

-Ashlee R. Willis, CTA
CEO & Founder | Michigan Premier Events

- Meetings and Conferences
- Team Building
- Executive Retreats
- Golf Events
- Grand Openings
- Award Ceremonies & Galas
- City Wide Events and Festivals
- And More!

www.MichiganPremierEvents.com
Email: info@MichiganPremierEvents.com

Parking just got easier in downtown Lansing!

Tired of searching your car for loose change or rushing out to put more coins in the meter? Lansing's new multi-space pay stations and Passport app let you do it all from your smart phone.

Prefer to pay in person? No problem! You can still do that, too, at street-level pay stations.

Download the app at PassportParking.com  

Lansing Parking. Taking the pain out of parking.

517-483-4240 • LansingMI.gov/Parking



Driving Force Sponsor of the Creative Placemaking Summit

Proud to
support the Arts



FIRST NATIONAL BANK
of Michigan



fnbmichigan.com | 330 Marshall St., Suite 200 | 517.319.8000



**COMMUNITY
FOUNDATION**

We are proud to be a
leader and collaborator in
placemaking initiatives
that make our region vibrant!

(517) 272-2870 | www.ourcommunity.org



**ARTS
NIGHT
OUT**

JANUARY 10
MARCH 6
MAY 1
JULY 10
SEPTEMBER 11
NOVEMBER 6

2020

**Join Us In Old
Town Lansing**

Street Art / Live Music / Exhibits & More!

#MyArtsNightOut | MyArtsNightOut.com



**ARTS
COUNCIL**
greater lansing

OUR FORWARD THINKERS



Dr. Tamara Butler is an **assistant professor of English Education and African American & African Studies** at **Michigan State University**. She is also a co-organizer/contributor to the Womxn of Color Initiatives at MSU, which is responsible for organizing conversations and workshops with women artists of color, scholars, writers and activists.

| @BlackGirlLand |



Cathleen Edgerly recently joined **Downtown Lansing, Inc.** as **executive director** with past experience in program coordination and management, communications and marketing and most recently served as the Howell Main Street Inc. DDA executive director and chief operating officer. During Cathleen's time with Howell Main Street Inc., Howell won the Great American Main Street award, and was named a Master Level Main Street community. Cathleen created the 501(c)3 non-profit board, oversaw board transitions, expanded and revamped the Howell Art Project and mentored other downtown and Main Street leaders.

| @CathleenEdgerly |



Since 2013, **Rachel Elsinga** has worked for the **Tri-County Regional Planning Commission** as **senior planner in economic development**, coordinating the Greater Lansing Regional Prosperity Initiative. Her career has allowed her passion for the arts to merge with community development via creative placemaking opportunities spread throughout mid-Michigan. She is committed to the important role community planning has in creative placemaking and projecting it forward.

| @mi_tcrpc |



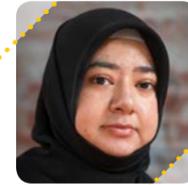
Karl Gude is the **director of Media Sandbox** in the College of Communication Arts and Sciences at Michigan State University. For 28 years, he was the information design director for various news organizations including the Associated Press and Newsweek magazine. In 2006, he began teaching courses in data visualization and creativity and problem-solving at Michigan State University. Gude is a visual storyteller who consults with a variety of organizations on their creativity and helps them create accurate and understandable information graphics (infographics). In addition to his day job, Karl is an avid sketch artist, cartoonist and painter and writes a column for the Huffington Post.

| @karlgude |



Jennifer Kitson Jelenek is **vice president of business development** for the **Downtown Kalamazoo Partnership**. In this role, she manages the organization's four Citizen Coalitions and leads the development of business recruitment and retention efforts. Previously, she served as director of the Business Improvement District (BID) Program for the City of New York and has held roles with Southwest Michigan First, the New York City Economic Development Corporation, Arizona State University and the Phoenix City Council.

| @Jenn_Kitson |



Nadia Malik is the **director** of the **Porch Light Program at Mural Arts Philadelphia**. She previously worked as a journalist and with several national nonprofits. Her expertise includes international and domestic policy for refugees, facilitating community involvement and communication at religious centers and working with development departments on media and education projects.

| @nadiamalik |



Kris Mathis is a **council member** for the **Grand Rapids Chamber of Commerce's Creative Council**. As part of their Creative Chamber program, the council empowers communities to grow their creative industry. He is a Grand Rapids native who has had a successful career as a motivational speaker, business coach, entrepreneur and author of the best-selling book, "From Success to Significance: The 8 Keys to Achieving any Goal or Dream."

| @KrisMathis |



Marc Pasco is the **director of communications** for the **Detroit Riverfront Conservancy**. For the past seven years he has been responsible for all of the conservancy's marketing, advertising and public relations efforts. During his 27 years in the PR field, he has worked at the Kalamazoo County Convention & Visitors Bureau, Cranbrook Educational Community, Campbell & Company and Hermanoff Public Relations.

| @DetroitRvrfrnt |



Christopher Sell serves as the **director of alumni and entrepreneur engagement** at **Michigan State University**, with a dual appointment to the Burgess Institute for Entrepreneurship and the Alumni Office. Chris is also the founder and executive director of Lansing 5:01, a non-profit organization that aims to retain and attract talent to the Lansing region through place-based marketing initiatives and unique large-scale events that promote the community as a top destination for college graduates and returning professionals.

| @ChrisFSell |



Kellie Swiger, creative director at **LAFCU**, is an award winning graphic designer. She has over 20-years' experience working within the design industry. A conceptual thinker, strategist, collaborator, educator and brand builder, she finds unique and engaging ways to tell a story. The LAFCU Serves Series, a traveling art exhibit, is one of the ways she has helped bring a form of creative placemaking to the community in which she resides.

| @LAFCUlansing |



Joan Vorderbruggen joined **Hennepin Theatre Trust** in 2013 and serves as the **director of Hennepin Theatre District Engagement**. She is a nationally recognized leader in the field of placemaking, a sought-after speaker and adviser, a 2016 Ethical Redevelopment Salon member at Place Lab and a 2019 Humphrey Policy Fellow.

| @hennepintheatre |

DRIVING THE CAPITAL REGION SINCE 1972



CATA

www.cata.org



GIVING VOICE TO THE HUMAN EXPERIENCE

RENDER STUDIOS

Strategic video production & post production

RenderStudios.com @ThisIsRender

Desk Drawer Fund is proud to support the Arts Council of Greater Lansing through our Arts & Culture pillar.

Visit deskdrawerfund.org to learn more about how you can make a difference in our local community.



DESK DRAWER FUND

A Foundation Supporting the MSUFCU and OU Credit Union Communities



Helping build better communities
Proud sponsor of the Creative Placemaking Summit



CREATE CONNECT COMMUNITY

It makes cents when it comes to your dollars.

We help connect the dots to your financial needs.

Visit
lafcu.com

The Radisson logo is written in a black, cursive script font with a light blue underline.

The logo for Creative Placemaking Summit 6 features a colorful, multi-colored line art graphic of a city skyline above the text "THE ARTS COUNCIL OF GREATER LANSING'S CREATIVE PLACEMAKING SUMMIT 6".

THE ARTS COUNCIL OF GREATER LANSING'S
**CREATIVE
PLACEMAKING
SUMMIT 6**

See you next year!

Wednesday, October 14, 2020

