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.
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!

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 Elinga
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 Ingham

Amy N. Jackson
Coldwell Banker Hubbell Briawood

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 501

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

INTRODUCTION | 2
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

ABOUT THE ARTS COUNCIL

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
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!

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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.

KEYNOTE SPEAKERS

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
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.

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.

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.
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!

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 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!

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.

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!

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!
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!

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!

**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.

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

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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 Women 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_Ki1ton

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

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

Lady's Room is 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.
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