



**CREATIVE
PLACEMAKING
SUMMIT 7**

We're Ready To Reconnect

Oct. 20-21, 2021

INTRODUCTION

SCHEDULE AT A GLANCE

HELLO AGAIN!

And welcome to Creative Placemaking Summit 7: REconnect! Last year's summit was all about looking for ways to connect in the aftermath of a lockdown and a fast changing world. One thing we learned in 2020 was that comfort zones can't last and that they often blind us to things that need to be seen. We learned that it takes some disruption to make things more clear and to understand what needs to change in order to make the world better for all.

As we've all transitioned through 2021 and tried to create fresh starts, the need for reconnection has been front and center. But for most of us, how to go about that hasn't been simple. We have all changed in one way or another and are finding that conversations, gatherings large and small and even casual run-ins can be awkward or cause us to feel unsure. We felt it was time to have some honest talk about how we reconnect. This summit is all about taking what we know, sorting out what we no longer need and starting fresh.

Over the next two days, we are bringing you the goods on how to create new ideas. We will learn how to value new points of view, build new relationships and new creative spaces that serve, represent and welcome us all and that light up our region and our communities!

We can't wait to REconnect!

CREATIVE PLACEMAKING SUMMIT 7 STEERING COMMITTEE

Devon Akmon
MSU Museum

Brent Forsberg
T.A. Forsberg

Amy Jackson
Coldwell Banker
Hubbell Briarwood

Courtney Miller
Greater Lansing
Association of Realtors

Kurt Dewhurst
MSU University Outreach
& Engagement

Elizabeth Hude
City of Mason

Scott Keith
Lansing Entertainment
Public Facilities Authority

Dru Mitchell
Clinton County Catalyst

Cathleen Edgerly
Downtown Lansing, Inc.

Dustin Hunt
Muralmatics

Janet Lillie
MSU Government Relations

Julie Pingston
GLCVB

Lolo Robison
CATA

Rachel Elsinga
Tri-County Regional
Planning Commission

Najeema Iman
Youshine Events &
Consulting LLC

Brian McGrain
City of Lansing,
Economic Development

Bob Rose
Artist

DAY 1: WEDNESDAY, OCTOBER 20, 2021

11:00AM - 2:00PM

VIRTUAL CREATIVE PLACEMAKING SUMMIT

10:30AM

Virtual Lobby Opens

11:00AM

Immersion into Film: Shorts from the Capital City Film Festival

11:00AM

Welcome

11:15AM

Keynote Speaker — The Power of Welcome

12:35PM

Break — Firecracker Short

12:45PM

Concurrent Breakout Sessions

1:50PM

Closing Remarks

3:00 - 7:00PM

DLI "LIGHTER, QUICKER, CHEAPER" ACTIVITIES

DAY 2: THURSDAY, OCTOBER 21, 2021

11:00AM - 2:00PM

VIRTUAL CREATIVE PLACEMAKING SUMMIT

10:30AM

Virtual Lobby Opens

11:00AM

Immersion into Film: Shorts from the Capital City Film Festival

11:00AM

Welcome

11:15AM

Concurrent Breakout Sessions

12:30PM

Keynote Speaker — Improvise to Innovate: Overcoming Challenges with Creativity

1:45PM

Closing Remarks

7:00PM

LAUNCH OF THE CAPITAL CITY FILM FESTIVAL



**ARTS
COUNCIL**
greater lansing

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MI Premier Events & Lansing Mosaic

WELCOME FROM LOLO & MEGHAN

Here we are stepping into year seven of the Creative Placemaking Summit, and we are so proud of how it has grown since its humble beginnings in 2015. Over the years, Greater Lansing's creative placemaking movement has produced hundreds of projects that have had a profound impact on the overall growth of our region and its recognition as a burgeoning arts and culture destination.

There has been so much change; we have seen successes, made mistakes and encountered a lot of growing pains. As an international movement, creative placemaking has been explored, challenged and championed, and we have learned a great deal.

We have come to understand the importance of placekeeping and inclusivity — currently looking at sustainability, intersectionality, culture-led placemaking and more as the movement grows. It is, like all of us, ever-evolving, and that is why we felt “REconnection” was an important theme this year — reconnection to one another and to our ideas and understanding of what creative placemaking is and needs to be as we move forward into new times of sweeping change and a desire to be seen as individuals and as a collective.

It is extremely important we ensure that the voices of every community are heard, respected and reflected in each and every creative placemaking endeavor we embark upon. That is why we are all here — to learn from each other and support each other — because we can't do it alone. Thank you for joining us on this continued journey of making amazing, creative and inclusive spaces for all.



Lolo Robison

Lolo Robison
President



Meghan

Meghan Martin
Executive Director

ABOUT THE ARTS COUNCIL



THE ARTS COUNCIL OF GREATER LANSING STAFF



Meghan Martin
Executive Director



Dawn Gorman
Communication
Manager



Taylor Haslett
Membership &
Program Manager



Ryan Logan
Graphic Designer
& Photographer

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. To help us continue this work, please consider [donating to the Arts Council!](#)



**ARTS
COUNCIL**
greater lansing

Contact Us: 1208 Turner St., Lansing, MI 48906 | (517) 372-4636 | info@lansingarts.org | Lansingarts.org



ERIKA BROWN-BINION

*EXECUTIVE DIRECTOR,
REFUGEE DEVELOPMENT CENTER*

PRONOUNS: SHE / HER / HERS

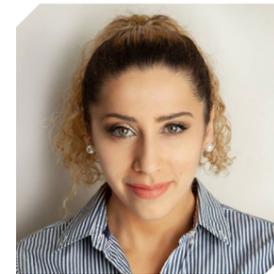
To kick off this year's summit, we'll ground ourselves in our local Lansing community through this opening keynote session from Erika Brown-Binion, the Executive Director of the Refugee Development Center, and examine what it looks like to create place in a new home, far from anything familiar.

JEFF PONDER'S II

*MARKETING EXECUTIVE,
TECH ENTREPRENEUR & JAZZ MUSICIAN*

PRONOUNS: HE / HIM / HIS

As we close, we will hear from jazz musician Jeff Ponders II, who will break down the secrets of jazz improv to help organizations break free from "how we've always done it."



SUMMIT EMCEE

ALEXIS ROSADO

*CEO OF VISION SUCCESS MARKETING,
AUTHOR, SPOKEN WORD POET*

PRONOUNS: SHE / HER / HERS

Alexis graduated from the University of Illinois Urbana-Champaign with a BAS in Broadcast Journalism.

In December of 2017 she started Vision Success Marketing, striving to help business owners, nonprofit organizations and creatives' visions succeed using media. She has worked on marketing for Below the Stacks Mural Festival, MLK Commission, Communities in Schools and many other local organizations.

She believes that art is a form of expression that can change the world. Her mission is to inspire, encourage and motivate others to bravely go after their dreams. She hosts The Mic Drop every Thursday at Blue Owl Coffee and published her first book "The Mountain Climber" in 2020.



IMMERSION INTO FILM

Joining us this year to provide stellar entertainment is the Capital City Film Festival, which has become an exemplary symbol for creative placemaking with its mind-blowing projects created in conjunction with its annual film festival in the City of Lansing.

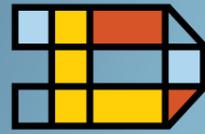
Attendees will have the opportunity to view popular shorts from previous festival years during both days of the Creative Placemaking Summit. The films will be available at various times and provide a break from all of the amazing sessions that will be coming at you!



VIRTUAL ART INSTALLATION

"Time" by Alexis Rosado

Take a moment to watch this thoughtful piece and document this moment in time through an interactive writing prompt.



DOWNTOWN
LANSING INC.

Virtual+ Experience

LIGHTER, QUICKER, CHEAPER ADVENTURE PRESENTED BY DOWNTOWN LANSING, INC.

When the virtual day is done, we invite you to join us in a live adventure, connecting with areas around downtown Lansing! With the help of our Creative Placemaking Summit partners, Downtown Lansing, Inc. (DLI), YouShine Events, as well as local artists and downtown businesses, experience a series of in-person tours, talks, art and shopping — all live! Creative placemaking has an innate way of connecting us not only with our community but with each other. See lighter, quicker, cheaper projects you might want to try in your neighborhood. Choose to visit them all, or choose your own adventure!

3:00 to 5:00PM

Middle Village Shopping (112 S. Washington Sq.): Grab your wallet and explore an all-new retail micro-market that's designed to add to the retail scene and sense of place found in the heart of downtown Lansing! Shop the merchants at Middle Village, and if you visit the space between 3-4pm you can hear more of how and why Downtown Lansing Inc. furthered their mission to #LiftUpLocal and address downtown vacancies.

Nelson Gallery Open: Tour a local artist exhibit, shop the art gallery, and hear how this historic building is experiencing new life while transforming a block with outdoor concerts, poetry and more! There will be live entertainment onsite as well!

I-496 Pave the Way Project Tours and Q&A: Stroll downtown and stop by The Knapps Center (300 S. Washington Sq.) to learn about a crucial and all but forgotten piece of Lansing History. The I-496 Pave the Way window exhibit offers an open and accessible view of Lansing's history featuring 10 fascinating tableaus. Each window covers the construction of the expressway by highlighting a different theme and subject, including its impact on businesses, churches and schools. "Pave the Way" also explores the other cultural aspects affected by the massive expressway's construction, such as sports and music.



4:00 to 5:00PM Pop-Up Stops: Choose Your Own Adventure!

Policy & Placemaking Q&A at Former House of Eden Rock (205 S. Washington Sq.):

Often the line between governmental approvals, policy-making and placemaking are hard to navigate for even the most seasoned professionals. Add in the hardship of how each community handles these projects differently, and it's hard to make the vision into a reality! Head to 205 S. Washington Sq. for an in-depth and interactive discussion centered around how to get your placemaking projects to YES! (Drinks and an interactive Q&A will be provided).

I-496 Pave the Way Project (See Previous Page)

Dinner & Drinks Celebrating "Inktober," Featuring the Artistry of Mila Lynn and Torrey Gray at Midtown Brewing Company (402 S. Washington Sq.)

5:00 to 7:00PM

Washington Square Market: The Washington Square Market is popping up again on S. Washington Square! Come connect with some of Lansing's coolest makers presented by Najeema Iman of YouShine Events & Collaboration in conjunction with Downtown Lansing Inc. during the Creative Placemaking Summit.

Poetry at Nelson Gallery (113 S. Washington Sq.): Enjoy local poets sharing their original works while strolling and shopping through the Nelson Gallery. This historic building is the last remaining George Nelson designed structure remaining in the world, designed to house upscale retail.

Art Live (205 S. Washington Sq.): Lansing is Always on Our Mind, but we know it will also be top of mind for all attendees of this live in-person painting and music performance combining Detroit artist Timothy Orikri and Cass Act Saxophonist Jonas Greenberg! BONUS: Hear from The Artist's Umbrella about their pop-up performances. They explore and introduce spaces all around Lansing, highlight and lift up all artists — all while creating community!



Please take precautions to keep yourself safe while mingling with the activities Downtown. Wear your mask, keep a safe physical distance from each other, wash those hands often and be sure to stay home if you're feeling under the weather!

SPEAKERS



ALLENTZA MICHEL

POWERFUL PATHWAYS

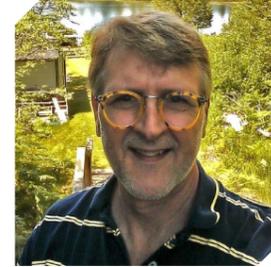
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BRONWYN MAULDIN

LA COUNTY DEPARTMENT OF ARTS AND CULTURE

PRONOUNS: SHE / HER / HERS



MICHAEL GELNIAK

MICHIGAN ARTS ACCESS

PRONOUNS: HE / HIM / HIS



CATHY BLATNIK

MID-MICHIGAN AUTISM ASSOCIATION

PRONOUNS: SHE / HER / HERS



JAINELLE ROBINSON

ARTOPS

PRONOUNS: SHE / HER / HERS



JULIE BAKER

CALIFORNIANS FOR THE ARTS

PRONOUNS: SHE / HER / HERS



EMILY CHASE

PECKHAM

PRONOUNS: SHE / HER / HERS



MICHELLE CARLSON

LANSING ART GALLERY & EDUCATION CENTER

PRONOUNS: SHE / HER / HERS



KADY YELLOW

WHAT'S UP DOWNTOWN FLINT

PRONOUNS: SHE / HER / HERS



SUNIL IYENGAR

NATIONAL ENDOWMENT FOR THE ARTS

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WANT TO KNOW MORE?

*YOU CAN READ MORE ABOUT OUR EXCELLENT SPEAKERS
AND THEIR BACKGROUNDS [HERE](#)*

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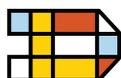
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