



# 2019

Centralina Council of Governments

# REGIONAL CONFERENCE

## MARCH 7-8, 2019

This event, full of big-picture inspiration and locally-relevant solutions, offers educational, networking and skill-building opportunities for elected officials, civic leaders and others who want to build vibrant communities. Keynote **Peter Kageyama**, award-winning author of *For the Love of Cities* and *Love Where You Live*, will share how to create emotionally-engaging places, and Keynote **Tim Lowry** will demonstrate how a well-told story can impact presentations, social media campaigns and conversations. Breakout sessions will provide creative strategies for economic growth, housing, transportation, cyber security, healthcare, redevelopment and emergency response. AICP credits available both days.

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Register at [www.CentralinaThrivingCommunities.com](http://www.CentralinaThrivingCommunities.com)



# 2019 Centralina Council of Governments REGIONAL CONFERENCE

## Pre-Conference Workshop

March 7, 2019

9:00 a.m. – noon

Centralina Council of Governments  
9815 David Taylor Drive  
Charlotte, NC 28262

**Peter Kageyama** will lead a small workshop designed for community leaders who are looking to take simple and largely inexpensive steps towards a better, more interesting community. Get community-specific attention on creating emotionally-engaging places from a national expert while earning AICP credits! Registration includes lunch and a complimentary copy of Peter's latest book. Space is limited.



March 8, 2019, 8:45 a.m.

Conference Keynote  
Peter Kageyama: Placemaking



March 8, 2019, 12:30 p.m.

Conference Keynote  
Tim Lowry: Storytelling

## Regional Conference – March 8, 2019

8:00 a.m. – 3:30 p.m.

UNC Charlotte Popp Martin Student Union • 8755 Student Union Lane • Charlotte, NC 28223

### SCHEDULE

#### WELCOME

**8:00 a.m. Registration**

**8:45 a.m. Keynote Peter Kageyama: For the Love of Cities**

Learn the economic benefits to emotional engagement and best practices for people-centered placemaking.

#### BREAKOUT SESSIONS

**10:15 a.m. Local and Regional Transit 101**

Discover what transit modes and associated land use will offer your community the greatest value.

**Creating and Delivering an Interactive Regional Economic Development Strategy**

Hear how to implement strategies from the Prosperity for Greater Charlotte Comprehensive Economic Development Strategy and forge stronger economic ties using a new real-time data web platform.

**The Changing Face of Healthcare in NC**

Explore emerging trends in healthcare laws, access, funding policies and Medicaid that will impact local governments.

**11:30 a.m. Welcome to the Skills Economy**

Learn how to attract, engage and retain great talent in this new world where skills are the new currency.

**Redevelopment Success Stories**

Discover how local communities are turning vacant and underused land into tax generators and regional destinations.

**Cyber Security: Preparation and Management**

What happens when cyber criminals attack? Learn the steps needed to respond and what to do now to prepare.

#### LUNCH

**12:30 p.m. Keynote Tim Lowry: Essential Stories for Effective Communication**

Learn how to replace your elevator speech with a meaningful story that communicates your vision and inspires others.

#### BREAKOUT SESSIONS

**2:10 p.m. Lightning Round: Regional "Chatter" on Quality of Life**

Hear six best practices for creating livable communities with topics like mobility, opioid abuse, greenway expansion, economic strategy and water management.

**It's Going to Happen: Resources and Best Practices for Preparing, Managing and Recovering from a Disaster**

Discover local government resources for planning disaster response and recovery.

**What's Housing Got to Do with It?**

Learn barriers and solutions for creating housing that supports walkable, affordable and vibrant neighborhoods.

#### CLOSING

**3:20 p.m. Final Remarks**



Centralina Council of Governments is a regional council of more than 60 local governments in the greater Charlotte area. Every year we convene hundreds of the region's top elected officials, city and county managers, planners and business leaders to discuss issues confronting local governments and share best practices. Since 1968, our mission has been to drive prosperity and quality of life in the Centralina region.

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