Thank you to our wonderful sponsors for supporting the 2016 San Joaquin Valley Parks Summit!

About the San Joaquin Valley Parks Summit Organizers

Fresno State’s Recreation Administration Department aims to provide the highest quality education and training of recreation professionals in the Central Valley. Its nationally accredited curriculum centers on relevant project-based and experimental learning methods designed to foster career preparation. Students graduating from the program will be able to implement recreation programs and manage facilities serving diverse populations. Faculty, staff and students in the fields of Adventure Recreation and Tourism; Commercial Recreation and Event Planning; Community Recreation and Youth Services; Sports and Entertainment Facility Management; and Therapeutic Recreation work together to create value for teaching and learning through application focused projects and research.

The Office of Community and Economic Development at Fresno State is an on-campus division dedicated to aligning the university’s intellectual capacity and innovation-driven economic development initiatives to improve the competitiveness and prosperity of the 8-county region of the San Joaquin Valley. OCED connects communities to the resources of Fresno State through data, research, industry insights, and connections to collaborators, investors, researchers, affiliates, and new markets.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8am</td>
<td>Registration, Exhibits and Continental Breakfast</td>
</tr>
<tr>
<td>9am</td>
<td>Welcome and Introduction</td>
</tr>
<tr>
<td></td>
<td>Mike Dozier</td>
</tr>
<tr>
<td></td>
<td>Dean Jody Hironaka-Juteau</td>
</tr>
<tr>
<td></td>
<td>Sam Lankford, Ph.D.</td>
</tr>
<tr>
<td>9:10am</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td></td>
<td>Stephanie Stephens</td>
</tr>
<tr>
<td>9:20am</td>
<td>Opening Plenary</td>
</tr>
<tr>
<td></td>
<td>Gina Fromer</td>
</tr>
<tr>
<td></td>
<td>Jean Lacher</td>
</tr>
<tr>
<td></td>
<td>Michael McCormick</td>
</tr>
<tr>
<td></td>
<td>Lee Ayres (Modrator)</td>
</tr>
<tr>
<td>10:30am</td>
<td>Break and Exhibits</td>
</tr>
<tr>
<td>10:40am</td>
<td>Morning Education Sessions</td>
</tr>
<tr>
<td></td>
<td>Land-Use and Park Planning</td>
</tr>
<tr>
<td></td>
<td>Classroom 1</td>
</tr>
<tr>
<td></td>
<td>Healthy Parks: Healthy People: Healthy Communities</td>
</tr>
<tr>
<td></td>
<td>Classroom 2</td>
</tr>
<tr>
<td></td>
<td>Funding Park Acquisition and Maintenance: A Developer’s Prespective</td>
</tr>
<tr>
<td></td>
<td>Classroom 6</td>
</tr>
<tr>
<td>12pm</td>
<td>Lunch-Open Networking</td>
</tr>
<tr>
<td>12:30pm</td>
<td>Breathe, Walk, and Observe with Fresno Mindfulness Walks: How 220 Miles Across Fresno Changed My Life</td>
</tr>
<tr>
<td></td>
<td>Lori Clanton</td>
</tr>
<tr>
<td>1pm</td>
<td>Break and Exhibits</td>
</tr>
<tr>
<td>1:10pm</td>
<td>Afternoon Education Sessions</td>
</tr>
<tr>
<td></td>
<td>Parks and Economic Development</td>
</tr>
<tr>
<td></td>
<td>Classroom 1</td>
</tr>
<tr>
<td></td>
<td>Citizen Engagement and Advocacy</td>
</tr>
<tr>
<td></td>
<td>Classroom 2</td>
</tr>
<tr>
<td></td>
<td>Parks Are Green Infrastructure: A Valley of Resiliency</td>
</tr>
<tr>
<td></td>
<td>Classroom 6</td>
</tr>
<tr>
<td>2:30pm</td>
<td>Break and Exhibits</td>
</tr>
<tr>
<td>2:40pm</td>
<td>Director’s Roundtable</td>
</tr>
<tr>
<td>3:50pm</td>
<td>Conclusion and Networking</td>
</tr>
<tr>
<td></td>
<td>Esmeralda Soria</td>
</tr>
<tr>
<td>4pm</td>
<td>Sustainable Parks and Recreation Community Initiative: Community Engagement Event</td>
</tr>
</tbody>
</table>
8am  Registration, Exhibits and Continental Breakfast

9am  Welcome and Introduction
    Mike Dozier | Executive Director, Office of Community and Economic Development, Fresno State
    Dean Jody Hironaka-Juteau | College of Health and Human Services, Fresno State
    Sam Lankford, Ph.D. | Chair, Professor-Department of Recreation and Administration, Fresno State

9:10am  Opening Remarks | The Park and Recreation Profession in 2016
    Stephanie Stephens | Executive Director, California Parks and Recreation Society

9:20am  Opening Plenary | State of Parks: Nation, State, and San Joaquin Valley
    Gina Fromer | California State Director, Trust for Public Land
    Jean Lacher | Office Chief, California State Parks-Office of Grant s& Local Services
    Michael McCormick | Senior Planner, Governor’s Office of Planning and Research
    Lee Ayres (Moderator) | CEO/Executive Director, Tree Fresno

10:30am  Break and Exhibits

Sustainable Park and Recreation Community Initiative- a partnership between Fresno State’s Department of Recreation Administration and parks and recreation agencies in the Valley. In Spring 2016, 16 faculty members opened up their coursework to projects for the City of Fresno Parks, After School, Recreation and Community Services (PARCS) to identify best practices and opportunities to improve services. Students and faculty will be on site to showcase projects.

10:40am  Morning Education Sessions

(1) Land-Use and Park Planning-Classroom 1
    Planning for park systems sometimes happens separately or secondarily from land-use planning. As a result, several parks lack adequate bicycle and pedestrian infrastructure connections to surrounding neighborhoods. Many Valley residents must get into a car to drive to a park or to walk on a trail. Collaboration among park professionals and land-use planners has positive benefits for existing and planned communities, resulting in accessible parks.
    This session will explore: systemic changes to better integrate land-use planning and park planning, including close coordination and integration between planning documents; fee-based development vs. dedication ordinances; the need for parks support from political leadership; and current park development trends and opportunities in Valley planning agencies.

Panelists
    Kelley Hart | Planning Director, Trust for Public Land-Conservation Vision
    Ted Holzem | Principal Planner, Mintier Harnish
    Josh McDonnell | Assistant Community Development Director/City Planner, City of Visalia

Moderator
    David E. Fey, AICP | Executive Officer, Fresno Local Agency Formation Commission
(2) Healthy Parks: Healthy People: Healthy Communities-Classroom 2

The social benefits of parks are well-documented and easily understood; parks serve as a central determinant of social outcomes, including health and education. However, a majority of Valley cities, counties, and neighborhoods are “park poor”, lacking adequate parks, green spaces, and trails. With fewer opportunities for recreation, residents in these neighborhoods and communities often live with poorer health standards than their counterparts in park-or open space-rich areas. Improving health and wellbeing of these populations through regular use and enjoyment of parks is achievable.

This session will provide an update on the health impacts of parks; discuss case studies of projects and programs that work to increase open space and incorporate health benefits in underserved and distressed communities in Los Angeles and the Bay Area; and show some opportunity areas for these types of projects and programs to be implemented in Valley communities.

Panelists
Robert Garcia | Founding Director and Counsel, The City Project
Sabrina Kelley | Resident Services Manager, Fresno Housing Authority
Philip Vitale | Project Manager, Trust for Public Land-Bay Area Parks for People Program

Moderator
Sabina Gonzalez-Eraña | Program Manager-Fresno, The California Endowment

(3) Funding Park Acquisition and Maintenance: A Developer’s Perspective-Classroom 6

Park development today comprises two realities: (1) communities want safe and accessible parks; (2) cities need revenue to develop and maintain parks. However, even though benefits of parks are widely acknowledged, local agencies and parks departments consistently grapple with tight budgets in cash-strapped cities. Revenue for development and maintenance can only come from taxpayers, donors, or fees. This problem is especially present in older, distressed neighborhoods where there are parks and basic services, but there is a need for more maintenance and services beyond what the local agency can provide.

This session will discuss challenges to park development and maintenance from the perspective of three developers, and some strategies they have identified that utilize available and innovative tools to overcome these challenges, including an example of a successful grassroots community development financing tool - community benefit districts.

Panelists
Leiasa Beckham | Senior Real Estate Consultant, Northern California Community Loan Fund
Terance Frazier | CEO/Co-Owner, TFS Investments
Jeff Roberts | Vice President, Granville Homes

Moderator
Michael McCormick | Senior Planner, Governor’s Office of Planning and Research
her, and together they walked, mindful of the sights, sounds, smells, and feelings of the communities we share. After each walk, walkers answered the question: “What was invisible that is now visible?” Lori documented each walk with photos and written reflections, creating the first human view map of a city.

Join Lori for a 30-minute up-close look at Fresno neighborhoods, and see the city with new eyes. Learn how everyone can become a traveler in their own town and experience the life-changing benefits of walking mindfully.

1pm

Breaks and Exhibits

1:10pm

Afternoon Education Sessions

(1) Parks and Economic Development-Classroom 1

The social benefits of parks are well-documented and easily understood. As destinations for play and recreation, parks have long served as community gathering places for activity. However, the economic benefits of parks are less visible, despite a growing recognition that parks can and do generate real economic benefits for cities; in 2013, spending at local and regional public parks contributed almost $140 billion in economic activity and generated nearly 1 million jobs.

This session will first provide the perspective of the largest regional parks district - the first to quantify the quality of life associated with parks - and how parks are being used in the 21st century; then show how the functions of parks are integrated into economics and finance; and conclude with examples of recently developed parks in Valley communities, and how these local parks have managed to impact the local economies in a very positive way.

Panelists
Carol Johnson | Assistant General Manager for Public Affairs, East Bay Regional Parks District
Michael Ratajski | Senior Project Manager, Quad Knopf
Teifion Rice-Evans | Managing Principal, Economic & Planning Systems

Moderator
Mike Dozier | Executive Director, Office of Community and Economic Development, Fresno State

(2) Finding the Political Will to Support Parks: Engagement and Advocacy-Classroom 2

Park development comprises of two realities: (1) communities want safe and accessible parks; (2) cities need revenue to develop and maintain parks. The morning session, Funding Park Acquisition and Maintenance, explored the cost and revenue side of park development. This session will explore the other side: the ongoing education process of community members and city officials to build advocacy and engagement, and how to increase the quality of collaboration and partnerships across and within stakeholder groups to ensure equitable development and funding.

Panelists
Leticia Corona | Policy Advocate, Leadership Counsel for Justice and Accountability
Keith Berghold | Executive Director, Fresno Metro Ministry
Xavier Morales | Executive Director, Latino Coalition for a Healthy California

Moderator
Mary Savala | Vice President, Natural Resources, League of Women Voters of Fresno
Extreme weather conditions are resulting in physical problems as long-term droughts are causing severe water shortages in California. Parks, public green spaces, rivers, wetlands, and other natural systems are increasingly being recognized as essential components to economic and environmental health, and sustainable development and resiliency. Green infrastructure is the practice of using these natural systems to control and manage storm water and runoff.

This session will provide: a broad look into recent efforts in climate resiliency, resource and water management, and sustainability in the nation, state, and Valley; examples of how developers may incorporate green aspects - such as trails, groundwater recharge, and creek restoration - into a new development; and a case study of land conservation around the San Joaquin River.

**Panelists**
John Gibbs | Landscape Architect/Senior Associate, Wallace Roberts & Todd, LLC
Craig Roberts | Senior Water Resource Manager, Precision Engineering
Sharon Weaver | Executive Director, San Joaquin River Parkway & Conservation Trust

**Moderator**
Lee Ayres | CEO/Executive Director, Tree Fresno

**2:30pm**
Break and Exhibits

**2:40pm**
Directors Roundtable
Park Development in Valley Communities: Challenges, Opportunities, & Successes

**Panelists**
Darin Budak | Assistant Director, City of Bakersfield Recreation and Parks Department
Manuel Mollinedo | Director, City of Fresno, Parks, After School, Recreation, and Community Services
Mary Anne Seay | Parks and Community Services Director, City of Madera
Ashlee Winslow-Schmal | Community Services and Senior Citizens Coordinator, City of Kingsburg

**Moderator**
Mark Keppler | Executive Director, The Maddy Institute-Fresno State

**3:50pm**
Conclusion and Networking
Esmeralda Soria | Councilmember (District 1), Cit of Fresno

**4pm**
Sustainable Parks and Recreation Community Initiative: Community Engagement Event
Lee Ayres | CEO/Executive Director, Tree Fresno

Lee Ayres serves as the Chief Executive Officer of Tree Fresno: an organization founded in 1985, which has planted over 40,000 trees and promotes the art of living green. Lee is an advocate for increased funding for parks and greenways in the San Joaquin Valley.

Lee has served in leadership roles in the public, private and non-profit sectors; which include: City Manager of Sunnyvale, teaching Social Entrepreneurship, owner of Sequoia investments, and Project Coordinator with Stewards Inc. He is a member of the International City Management Association, the California Apartment Association, and the California Urban Forest Council. Lee invites you be a part of the Parks Summit and renew your commitment to the public green.

Lori Clanton | Founder, Fresno Mindfulness Walks

Lori Clanton is a self-proclaimed free-range social entrepreneur, and she engages with her community in ways that need no money and no permission. As founder of Fresno Mindfulness Walks, she believes that the power to transform a city resides in regular people taking creative action, and it starts with making the invisible visible.

Her experience with community philanthropy gives her a unique understanding of the San Joaquin Valley. Having survived crime, cancer, and exclusion, Lori chooses to value every day and draw the circle wide. Lori has traveled extensively, including twice to China to adopt her two daughters. She has a B.A. in Psychology and an M.B.A. from Fresno State.

Mike Dozier | Executive Director, Office of Community and Economic Development, Fresno State

Mike Dozier serves as the Lead Executive of the California Partnership for the San Joaquin Valley, and the Executive Director of the Office of Community and Economic Development (OCED) at Fresno State. The Partnership is an 8 county regional collaborative with a 45 member Board of Directors appointed by the Governor to address 10 areas of focus: Economic Development, Workforce Development/Higher Education, Housing, PreK-12 Education, Broadband, Health and Wellness, Air Quality, Energy, Water Quality/Supply, and Sustainable Communities. In addition to the Partnership, OCED also administers the Rural Development Center, San Joaquin Valley Broadband Consortium, and the Community and Regional Planning Center. Prior to his current position, Mike was Assistant to the City Manager/Planning Director with the City of Livingston, California (1985 to 1987), Redevelopment Director with the City of Atwater, California (1987-1992), and Director of Community and Economic Development with the City of Clovis, California (1992 to 2009). Mike is a director on the following Boards: California Association of Local Economic Development (CALED), and the University Economic Development Association (UEDA) – President 2014-15. Mike attended and graduated from California State University, Stanislaus with honors (Summa Cum Laude).
Gina Fromer | California State Director, Trust for Public Land

Gina Fromer has spent over thirty-five years devoting her energy and talent working to improving the lives of children, youth, and families throughout the Bay Area and California. Her commitments to the environment and to assuring accessibility to nature for all people are the driving forces in her work with The Trust for Public Land. Toward that end, Gina has committed her life to the building of community, protecting land for people, and developing parks to the inclusion of all families, businesses, and community-based organizations. A native Californian, Gina has been the honored recipient of numerous regional awards including the prestigious Jefferson Award for Community Service in 2012 and the KQED Local Heroes Award in 2013. Equally at home in the boardroom, building community gardens, or in the rec room, Gina has maintained a focus on the goal of “empowerment toward advocacy, toward social justice, and toward social change,” inspiring outpourings of community and foundational support for this crucial purpose.

Jody Hironaka-Juteau | Dean, College of Health and Human Services, Fresno State

Dr. Jody Hironaka-Juteau is dean of the College of Health and Human Services at Fresno State. In her role, she oversees a diverse college that has over 4,800 students at the undergraduate, graduate and doctoral level from seven academic majors, as well as 280 faculty and staff members and six research centers and institutes. She served as chair of the Department of Recreation Administration from 2007-2010, where she developed the Professional E.D.G.E.—a team and leadership development course and played a significant role in the department’s new designation from a program to a department. In 2003, Hironaka-Juteau was awarded the Outstanding Educator Award by the California Park and Recreation Society Therapeutic Recreation Section.

Outside the academic setting, Hironaka-Juteau has over 20 years of experience as a certified therapeutic recreation specialist working with children, teens, and adults in hospital and community-based settings. She has worked in the areas of physical medicine and rehabilitation, mental health, sensory impairment, and development disability. She even hosted a regular segment promoting fun family activities for the KVPT Valley Public Television parenting show 0-5 in 30 Minutes. Hironaka-Juteau earned a doctoral degree in Educational Leadership and Change from the Fielding Graduate University, a master’s degree in Education and bachelor’s degree in Recreation Administration from Fresno State.

Jean Lacher | Chief, Office of Grants & Local Services, California State Parks

Jean has served as Chief since May 2012 with responsibility for statewide administration of local assistance grants including Bond Act programs, the federal Recreational Trails Program (RTP), state Habitat Conservation Fund (HCF) program, and federal Land and Water Conservation Fund (LWCF) program along with the Statewide Comprehensive Outdoor Recreation Plan (SCORP). Jean served as the RTP State Trail Administrator for California from 2006 – 2012. Jean has worked for OGALS since 2003 and for the State of California since 1990. She has a Master of Business Administration degree in Public Administration.
Sam Lankford Ph.D. | Chair, Professor-Department of Recreation Administration, Fresno State

Sam Lankford, Ph.D. is Professor and Chair of the Department of Recreation Administration at Fresno State. He is the former Director of the Sustainable Tourism and the Environment Program (STEP) and Recreation Research & Service (R2S) at the University of Northern Iowa. Previous to the work in Iowa, he was Professor and the Director of the Sustainable Tourism and the Environment Program (STEP) at the University of Hawaii, School of Travel Industry Management. In addition, he was the Director of the Recreation and Leisure Science Program at the University of Hawaii from 1991-2001. At the University of Oregon, he was the Director of the Undergraduate Community Planning Workshop (CPW) for the Department of Planning, Public Policy and Management.

He holds a B.A. in Geography and Community Planning, and a M.A. in Park and Recreation Administration from California State University at Chico. He also holds a Master of Urban Planning Degree (MUP) and Ph.D. in Parks, Recreation and Tourism from the University of Oregon. As a practicing city planner, he has worked for the Tehama County LAFCO, City of Corning and City of Bishop, California. Sam has also worked as a policy analyst and assistant public affairs coordinator for the Eugene Oregon Water and Electric Board. He has provided planning and research services, and training workshops for tourism, parks, and recreation organizations in Washington, California, Oregon, Hawaii, Iowa, Northwest Territories of Canada, The Netherlands, Vietnam, Republic of Taiwan (ROC) Tourism Bureau, Hawaii, Japan, and Korea.

Michael McCormick | Senior Planner, Governor’s Office of Planning and Research

Michael McCormick, AICP joined the administration of California Governor Jerry Brown in July 2011. Michael works between organizations internal and external to the State to resolve issues of statewide importance. He is currently working with the Air Resources Board and the Resources Agency to develop tools that local governments can use to develop more effective plans and policies to address climate change. Mr. McCormick manages the coordination of the OPR Local Government Roundtable and is the Chair of the Climate Change, Land Use and Infrastructure (CCLUIn) team of the Climate Action Team (CAT). He is the co-author of the OPR Climate Action Plan Technical Advisory slated for release in April 2012 and represents OPR on workgroups for documents of interest to local government planning and sustainability efforts.

Mr. McCormick has experience working in academic, local government and consulting capacities and has been on the boards of several nonprofits including the American Planning Association, The Sustainability Academy and the Association of Environmental Professionals.

Stephanie Stephens, CAE | Executive Director, California Parks and Recreation Society

After spending the vast majority of her life in Colorado, Stephanie Stephens took the plunge and came to beautiful California to serve as the Executive Director of the California Park and Recreation Society in spring 2014. Her passion for parks and recreation, coupled with her love of non-profit management shows in the heart she brings to the work she does. As one of only 5,000 Certified Association Executives (CAE) in the US, she also brings a strong knowledge base. Stephanie manages a $2 million dollar budget, supervises seven full-time staff and works to advance the profession of parks & recreation through strategic initiatives that includes environmental stewardship legislative efforts, adaptive public agency action-planning, leadership, health & wellness and branding campaigns.

When Stephanie isn’t busy in a meeting, developing a partnership or working on the next best resource for members, you can find her gardening, hiking, or trying out a new recipe in the kitchen.