GREETINGS SPEAKERS, PARTICIPANTS + PARTNERS:
Thank you for sharing your time and expertise with our participants. While we are all in a time of uncertainty, there is a certain freedom to dream and share thoughts because none of us know for certain where we will be in a few months. We are excited to share our dreams and ideas together in this time where there are no limits to the change we can imagine. Thank you for dreaming with us!

2020 (COVID) CHALLENGE SUMMIT:
The goal of the Summit is to share inspiration and gather ideas to ensure that Colorado has the resources needed to support our communities, districts, and small businesses! Downtown Colorado, Inc. (DCI) will use discussions, polls, and engaging processes develop an action plan together to move into our new reality stronger and more resilient than ever! The Summit will bring together great minds to talk about how to move forward starting with:

WHERE WE WERE
WHERE WE MAY BE
WHERE WE WANT TO GO

WAIT... WHAT HAPPENED? AND NOW WHAT DO WE DO?
The Covid 19 virus has taken our reality and turned it upside down. Join us as we try to understand the impacts and the heroes who are building new solutions each day!

CHALLENGE SUMMIT DISCUSSION TOPICS:

- **A VISION FOR THE NEW ECONOMY**
  For some time now both our rural and urban communities have known that some things are not working. Let’s talk about what does work. Let’s talk about building on the strengths of our history and community to create the economy we want to see.

- **COMPONENTS OF PLACE**
  It is no secret that we struggle with housing, workforce, and these deficiencies have made it even harder for small business to survive, let alone thrive.

- **DATA DIVAS: PEOPLE, HOUSING, FISCAL HEALTH**
  Join us as we investigate the world we knew, how it has changed, and the key things to consider about the future. What was?; What is likely next?; What would be positive impact now?

- **BUILDING THE EQUITABLE FUTURE**
  How do we go forward? How do we elevate our communities?

ROLES: Each portion of our agenda will have the following players making the experience special.

- **Virtual Meeting DJ:** The Master of All who designs and facilitates
- **Note Taker:** Takes action notes/takeaways and shares back
- **Technical Support:** Helps with technical troubleshooting and can assist those unable to use a video conference platform or facilitates in the chat
- **Small Group Moderator:** A leader who leads and identifies a reporter from each small group.
- **Time Keeper:** Keeps time and manages the event components
MAXIMIZING YOUR SUMMIT WITH VIRTUAL EXPERIENCE DESIGN

After significant exploration, we have really dug into the upside of the virtual meeting. Not only are we able to bring you content during isolation, save you costs on travel, but we are able to create different platforms for you to share and engage with us and each other. We have considered carefully each moment, tool, materials, and roles to make the Virtual Challenge Summit an experience NOT JUST ANOTHER VIDEO CALL. Here are some ways you can make the most of this!

PARTICIPANT’S GUIDE TO THE VIRTUAL CHALLENGE SUMMIT

• **Express yourself with your background.** It wouldn’t be DCI if we didn’t ask you to represent your love of place. Use your Virtual Background function to upload a cool picture of something you LOVE in your community. If you can’t do backgrounds, bring an object and text us why it represents something you LOVE about your community. Whatever your background, be sure you have a quiet space that is free of distractions. We will even have a vote on the best background, so get ready to show out.

• **Order from your favorite restaurant.** Bring your afternoon snack and a beverage of choice to the table. Share with us the restaurant you supported to enter our raffle, if selected and Chris Koehn of Second61 will send them an extra check for $100!

• **Get dressed.** You know that DCI is a place to show off your new look so shed the pajamas for this event. Dress professional and feel professional. As an added perk you’ll be more focused and productive because you make a point to be so. We will include a costume contest and the winner will choose a business of their choice that DCI will send a check for $100!

• **Stop multitasking.** They say you lose your productivity by multitasking. You certainly lose some of your attention... We are hoping to have your whole engagement, and we know that is a lot to ask. If you can shut it down during the Summit, we will promise to keep you entertained and give you lots of breaks!

• **Keep your video on.** Keeping your video on will help you stay engaged and feel connected. It is okay to turn it off for times, but for small group discussion it is going to make the experience much more meaningful for you and the people in your group.

• **Keep your hands off the keyboard.** If you want to take notes, jot them down by hand. It won’t take your focus away or distract you with other area of work! And word is that you retain more information when write notes by hand.

• **Essential windows only.** Whether it is bandwidth or notifications, your focus and background noise will be less if you close the windows you don’t need for the Summit. Avoid temptation to work on other things by closing all non-essential programs and windows. The only programs that should be open are the ones that you need for the meeting, such as documents and presentations.

• **Mute your microphone.** You never know when unexpected background noise (barking dogs, smoke alarms, crying babies, etc.) might happen. To prevent this, simply keep your microphone on mute until it’s your time to speak.

• **Speak clearly and concisely.** Virtual meetings may have delays or at least a slightly slower pace. Make sure that you speak clearly and concisely. Enunciating your words gets around any muffled microphones or poor-sounding speakers. Make sure you pause after asking a question. If you’re on video, you may want to raise your hand when asking a question.
PURPOSE
The goal of the Summit is to share inspiration and gather ideas to ensure that Colorado has the resources needed to support our communities, districts, and small businesses! Downtown Colorado, Inc. (DCI) will use discussions, polls, and engaging processes develop an action plan together to move into our new reality stronger and more resilient than ever!

AGENDA | TUESDAY - APRIL 14TH | 1:30-4:30 PM

WELCOME TO THE CHALLENGE SUMMIT
Katherine Correll, Executive Director, Downtown Colorado, Inc

VIRTUAL MEETING INSTRUCTIONS
Stephanie Owens, Communications Coordinator, Downtown Colorado, Inc

COLORADO SURVEY RESULTS
Michelle Kobayasi, Senior Vice President of Innovation, National Research Center

UNDERSTANDING SYSTEMS CHANGE
Sarabeth Berk, PhD, *Creative Disruptor*, Systems and Innovation Strategist

BREAK
Enjoy a short break!

VISION: THE NEW LOCAL ECONOMY
Chris Koehn, Founder, Second-61, LLC.

SMALL GROUP DISCUSSION AND REPORT BACK
What is your perfect new world? Followed by a quick report back to the Summit on small group topics

COMPONENTS OF PLACE
Chuck Marohn, Founder & President, Strong Towns

BREAK
Enjoy a short break!

DATA DIVAS: PAST, PRESENT, AND FUTURE
Katherine Correll, Executive Director, Downtown Colorado, Inc

WORKFORCE: PAST, PRESENT, AND FUTURE
Elizabeth Garner, State Demographer, State of Colorado

BREAK
Enjoy a short break!

HOUSING: PAST, PRESENT, AND FUTURE
Jennifer Newcomer, Research Director, Colorado Futures Center (Colorado State University)

BREAK
Enjoy a short break!

FISCAL HEALTH: PAST, PRESENT, AND FUTURE
Phyllis Resnick, Executive Director and Lead Economist, Colorado Futures Center (Colorado State University)

THREE SMALL GROUP DISCUSSIONS
Three small group discussions on: Workforce/Housing/Fiscal Health: What is our vision?

BREAK
Enjoy a short break!

SMALL GROUP FINDINGS
Quick, minute-and-a-half, report back to the Summit on small group topics

HOW DO WE GO FORWARD? HOW DO WE ELEVATE OUR COMMUNITIES?
Katherine Correll, Executive Director, Downtown Colorado, Inc.

NEXT STEPS FOR COMMUNITIES OF ALL SIZES
Katherine Correll, Executive Director, Downtown Colorado, Inc.

Zoom Tips
We recommend that you use your computer so you can see the screen/videos prepared. If your computer audio is not working, pair your phone audio with the call on your computer (found in the audio option arrow, next to mute/unmute icon).

Mute/Unmute Feature
Located on zoom toolbar, bottom left hand corner

Video Panel View of Participants
Can be adjusted using view options tab- side by side view

Chat Box Feature
Located on zoom toolbar, type questions/contributions

Breakout Rooms
Automatically invited to breakout room by the host and redirected back to main meeting room by the host

Virtual Background Setup
Video settings located on zoom toolbar

Phone Shortcuts
Unmute/Mute: Star 6
Raise Your Hand: Star 9
Colorado Challenge Community Summit

SPEAKER BIOS

Sarabeth Berk, PhD, Systems and Innovation Strategist
Dr. Sarabeth Berk is a TEDx speaker and a hybrid professional who works in hybrid roles and researches hybrid professional identity. She calls herself a creative disruptor because she blends her artist/researcher/educator/designer identities to lead and create innovation strategies that radically connect resources and people in new ways. Berk was the founding director of futurebound, an innovation ecosystem focused on solving challenges for underserved children across Colorado.

Paul Bindel, Digital Marketing Consultant, Co-op Organizer
Paul Bindel loves food, preservation, poetry, and theatre. He lives in and writes from a housing cooperative in Capitol Hill. Experienced copywriter, digital marketing strategist, and editor with successful campaigns in arts organizations, public agencies, small business, education and nonprofits. Co-founder of Queen City Cooperative and Colorado Solidarity Fund, with expertise in social enterprise, employee ownership, and cooperative economies. Skilled in Facilitation, Improvisation, Team Building, and Outreach.

Katherine Correll, Downtown Colorado, Inc.
Katherine Correll is an innovative and creative strategist, who serves as a resource choreographer for local governments, non-profits, and private businesses to help them achieve more with less. She brings broad experience from forming coalitions of rural women, initiating local government strategic reforms, expanding professional development and volunteer networks, and spanning the fields of outreach and engagement, community and economic development, not-for-profit administration, strategic planning and logistics, project development and management, local government planning, marketing and communications, financial and economic development services, and education.

Brian Corrigan, Creative Placemaking Strategist
Brian Corrigan is a creative strategist and artist exploring the intersection of technology, art, culture and place. He is the founder and director of OhHiYeah (OHY), a 2014 AffPlace America creative placemaking recipient. OHY is a first-of-its-kind interactive street arcade that uses the power of play to connect people on the street. He has worked and partnered with FORBES Global 2000 companies, museums, universities, community centers, city agencies and small businesses to craft award-winning work that has been featured by NPR, Cool Hunting, Huffington Post and PSFK. www.briancorrigan.net

Elizabeth Garner, State Demographer
Elizabeth is the State Demographer for the Colorado Department of Local Affairs, an agency focused on strengthening the capacity of Colorado’s communities and local governments. She leads the State Demography Office, which produces population and economic estimates and forecasts for use by state agencies and local governments. Elizabeth has over 25 years of experience analyzing population and economic trends in the state, and her current areas of research include aging in Colorado, characteristics of migration, and poverty. Elizabeth is an economist and received her B.A. in Business at the University of San Diego, her masters in Agricultural and Resource Economics at CSU.

Michelle Kobayashi, National Research Center
Michelle Kobayashi is a thought-leader in the field of survey research and evaluation, and has written numerous books and articles on the subject. As a community survey expert with experience working in local government, she travels the country to speak professionally and lead workshops about resident surveys, public and employee surveys, strategic planning and more. Kobayashi has lead the innovation efforts of National Research Center (NRC) for over 25 years, and keeps Polco / NRC at the cutting edge of the survey industry.

Chris Koelein, Second-61, LLC
Chris Koelein, Founder and CEO of Second-61 in Cañon City, Colorado has been working for years on what he calls “rural reshoring.” The purpose of Koelein’s work is to help people find their purpose in meaningful work that allows them to become self-sufficient and empowered market actors who are actively participating in building the future instead of having it pushed on them and being told their problems will be resolved by an imaginary, big income corner. He believes that by providing job opportunities and retaining communities that may otherwise get left behind or looked at as outdated, businesses can achieve both cheaper labor and lower overhead costs while also feeling proud that they’ve reinspired family economic well being. In addition to published reports, Jennifer has spoken at numerous conferences and events on the full cross-section of her work. Jennifer is a doctoral candidate in Geography, Planning and Design at the University of Colorado Denver, and holds a Master’s in Urban and Regional Planning with a focus on Economic Development, at the University of Colorado at Denver, and a Bachelor’s in Environmental Design from the University of New Mexico.

Jennifer Newcomer, Colorado Futures Center
Jennifer Newcomer is the Research Director of the Colorado Futures Center. Her research focuses on social and built environment issues, particularly household and neighborhood life cycles, housing affordability, and the factors that influence family economic well being. In addition to published reports, Jennifer has spoken at numerous conferences and events on the full cross-section of her work. Jennifer is a doctoral candidate in Geography, Planning and Design at the University of Colorado Denver, and holds a Master’s in Urban and Regional Planning with a focus on Economic Development, at the University of Colorado at Denver, and a Bachelor’s in Environmental Design from the University of New Mexico.

Chuck Marohn, Strong Towns
Charles Marohn - known as “Chuck” to friends and colleagues - is the Founder and President of Strong Towns and the author of Strong Towns: A Bottom-Up Revolution to Rebuild American Prosperity. He is a Professional Engineer (PE) licensed in the State of Minnesota and a land use planner with two decades of experience. He holds a bachelor’s degree in Civil Engineering and a Master of Urban and Regional Planning, both from the University of Minnesota. Towns’ web content. He has presented Strong Towns concepts in hundreds of cities and towns across North America. He is featured in the documentary film Owned: A Tale of Two Americas, and was named one of the 10 Most Influential Urbanists of all time by Planetizen.

Hilari Portell, Portell Works
Hilari Portell is a consultant and practitioner in urban development and district revitalization. With 25 years of experience in both the public and private sectors, she has worked on a variety of complex projects in large cities and smaller communities. Portell and her team work with clients on project vision and identity, and how that informs branding, placemaking and communications. Clients praise their strategic thinking and ability to give “voice and vision” to a project to advance goals.

Phyllis Resnick, Colorado Futures Center
Phyllis Resnick is Executive Director and Lead Economist for the Colorado Futures Center at Colorado State University. In addition, she is an independent consultant with a practice that focuses on economic forecasting, revenue and fiscal sustainability studies for state and local governments, and economic impact studies. Her current and past clients include the Governor’s Office of State Planning and Budgeting, the region’s metropolitan planning organizations, many of Colorado’s municipal governments, and the State of Hawaii.

DOWNTOWN COLORADO, INC. STAFF

Kylie Brown, AmeriCorps VISTA Leader
Kylie is a Colorado Native and proud of it. She did take a brief sojourn to Tempe, AZ to get degrees from Arizona State University in Sustainability and Design Management. Kylie cemented her love for vibrant Colorado communities and their development when she interned at the Department of Local Affairs in the summer of 2015. She was hooked on providing assistance to communities all over the state so she came to work for DCI as their Communications VISTA. Now she’s back! Kylie will be overseeing the AmeriCorps VISTA program, and is looking forward to leading a strong team of VISTAs building capacity and fighting poverty in our communities.

Will Cundiff, Operations Manager
Will has been with Downtown Colorado, Inc. for over three years working to connect communities to resources through education and technical assistance. Will manages DCI’s inquiries to establish an understanding of customer needs and to identify the best resources to assist in overcoming Colorado community challenges. Will has his MA in Urban Planning from University of Colorado and his BA from Miami University.

Stephanie Owens, Communications Coordinator VISTA
Stephanie grew up in the Finger Lakes area of New York and attended Messiah College where she received a BA in Peace and Conflict Studies. Stephanie has a passion for learning more about the work involved with urban planning and public policy.

ABOUT DOWNTOWN COLORADO, INC.

WE ARE THE DOERS. Downtown Colorado, Inc. (DCI) is a nonprofit, membership association committed to building better communities by providing assistance to Downtowns, downtowns, commercial districts and town centers. Established in 1982 as Colorado Community Revitalization Association and now dba Downtown Colorado, Inc., our organization provides five core services to organizations and individuals engaged in downtown and commercial district development:

- Advisory Services
- Educational Events
- Advocacy and Information
- Program Participation
- Colorado Challenge Program
DCI BOARD OF DIRECTORS

EXECUTIVE COMMITTEE
Steve Art [President]
Economic Development Manager for the City and Exec. Director of the Urban Renewal Authority of Wheat Ridge

DiAnn Butler [Immediate – Past President]
Economic Developer
Grand County Economic Development

Katherine Correll
Executive Director
Downtown Colorado, Inc.

Tara Marshall (Treasurer + CO Main Street Representative)
Southeast Regional Manager
Division of Local Government

Jarah Walker [Secretary]
Executive Director
Colorado Springs Urban Renewal Authority

VOTING MEMBERS
Karen Current
Principal/Marketing Director
DHM Design

Jason Dennison
Executive Director
Downtown Fort Collins Business Association

Rick Kron [Advisor]
Spencer Fane

Erin Lyng
Senior Associate
Progressive Urban Management Associates

Ann Morgenthaler
Assistant City Manager
City of Montrose

Brandy Reitter [Regional Council]
Town Administrator
Town of Eagle

Brandon Stam
Executive Director
Downtown Grand Junction

Terri Takata-Smith
VP of Marketing & Communications
Downtown Boulder Partnership

Justin Vause
Commercial Loan Officer
Colorado Housing and Finance Authority

Carolynne White [Advisor + URA Committee Chair]
Brownstein Hyatt Farber Schreck

PROGRAM PARTNERS
Jennifer Henninger
Planning Manager
RG and Associates

Sunny Song
Accountant
Crowe Horwath LLP

STAFF & CONTRACTORS
Kylie Brown, AmeriCorps VISTA Leader & Challenge Community Coordinator
Will Cundiff, Office Manager
Stephanie Owens, Communications Coordinator VISTA

UNIVERSITY OF COLORADO- DENVER SPA CLASS
Randy Harrison, Professor
Heather Burger
Nicolas Carlson
Devin Clark
Erin Guthrie
John Hill
Connie Lui
Patrick Walton
THANK YOU, SPONSORS!