

Retail Retention and Development Workshop
Gaining a Competitive Advantage: Community Retail Development
Day 1 – Speaker Biography's

Lisa Hill
Vice President, CommunityID
Buxton

As vice president of the CommunityID® division, Lisa works with proactive cities in California with their retail economic development efforts. She works with communities to maximize their ability to generate sales tax revenue and enhance quality of life for their citizens by successfully recruiting new retailers as well as maximizing current retail options. Lisa's California clients include Newport Beach, Crescent City, Cupertino, Pasadena, San Jose, Selma, Saratoga and many more.

Lisa received her B.A. degree from Texas Wesleyan University and is a member of the International Council of Shopping Centers (ICSC). Buxton has worked with more than 450 communities nationwide, helping to recruit over 20 million square feet of retail.

Bill Shelton
Partner, CommunityID
Buxton

Bill is a founding partner of CommunityID®, Buxton's retail development program for communities. For more than 20 years, Bill worked for the Fort Worth Chamber of Commerce, serving 16 years as its president. He is a Certified Economic Developer and is past chair of the American Economic Development Council. A founding member of the Texas Economic Development Council, he has served as the organization's president. Bill was honored with a lifetime membership to the International Economic Development Council. Bill's professional service also includes serving as dean of the Basic Economic Development Course at Texas A&M University. Bill holds a bachelor's degree in marketing from the University of Texas at Austin, and he completed post-graduate studies at Texas A&M University.

Steve Hopkins
President & CEO
Hopkins Real Estate Group

Steve Hopkins, a third generation Californian, was born and raised in Southern California. He graduated from UCLA with a Bachelor of Arts degree in Business Administration. Steve started his real estate career with Coldwell Banker in 1968, and after a number of years in the brokerage business, he formed Hopkins Real Estate Group in 1972.

Hopkins Real Estate Group (HREG), located in Irvine, California, specializes in the development of neighborhood and community shopping centers throughout California. HREG's emphasis is developing retail projects in urban infill areas with municipalities (public/private partnerships) and has been involved in a number of "de-mall" developments. HREG is also actively involved in a number of mixed-use projects (retail and residential) and is a preferred retail developer for The Newhall Land and Farming Company in Valencia. Since its inception, HREG has developed over 100 centers.

Steve remains very active in several professional associations. He has been a Trustee for the International Council of Shopping Centers, is on the Advisory Board of the California Business Properties Association, and is involved with the Urban Land Institute as a Council Member. He is also a member of the Community Redevelopment Association.

Steve resides in Laguna Beach, California, with his wife and four children.

Rob White
Economic Development & Redevelopment Director
City of Livermore

Mr. White joined the City of Livermore in June of 2007. His duties include:

- Downtown Revitalization and Redevelopment
- Oversight of Redevelopment Tax Increment and Housing Set-aside Funding
- City-wide Business Attraction, Retention, and Growth
- Small Business Assistance and Training
- Coordination with Regional Organizations
- Cultural Arts Programs
- Marketing and Outreach

Mr. White's background includes work in government revitalizing commercial corridors and former industrial complexes and in business permitting assistance; work in the private sector in large-scale former military base reuse and revitalization; work in the non-profit sector on technology transfer for the Department of Energy and e-commerce assistance to business; as a previous owner of a small consulting business; as a partner in a commercial real estate Limited Liability Corporation; and extensive experience in brownfields and hazardous materials mitigation.

Mr. White has a Master's in Planning and Development from the University of Southern California and a Bachelor's in Geology from California State University, Chico. He is also working on a Doctorate in Governance from Queens University in Belfast, Northern Ireland. He is also a registered Professional Geologist in California and Illinois.

As a former Deputy Director of the Economic Development and Intergovernmental Affairs Department for the County of Sacramento from May 2002 to June 2007, he acted on behalf of the Sacramento County Executive's Office. Mr. White was responsible for business permitting assistance, business attraction and retention, military base reuse and redevelopment, and commercial corridor revitalization.

Mr. White and his wife of 3 years enjoy being a part of community events and involved in local activities. They also enjoy wine-tasting and travelling to new destinations. They have two children, Aidan and Maura.

Amy Wetzel
Senior Vice President, CommunityID
Buxton

Amy brings more than 18 years of marketing, retail and business development experience to her position. Prior to joining Buxton, Amy held positions with the Colleyville (Texas) Chamber of Commerce, Baylor Health Care System and Andersen. Amy has worked with numerous communities to establish or enhance their retail recruitment & retention strategies and has been a featured presenter at many organizations, including the Texas Municipal League, the Urban Land Institute, the National League of Cities, and the League of California Cities. She is a member of the Texas Municipal League, the California Association of Local Economic Developers, the California Redevelopment Association and ICSC. Amy has won a number of awards including being named a Great Women of Texas, Woman of Influence by the Fort Worth Business Press. She is also a past board member of Junior Achievement. Amy holds a bachelor's degree in communications from Baylor University.

Dan Meinert
Deputy City Manager
City of Dinuba

- **Professional Positions**
 - City of Dinuba
 - Deputy City Manager (10/06 to present)
 - Deputy City Manager/Development Services Manager (10/01 to 10/06)
 - Community Development/Public Works Director (7/94 to 10/01)
 - Public Woks Director (1/90 to 7/94)
 - City of Corvallis, OR
 - Facility Planning Manager (10/85 to 1/90)
 - City of Rockford, IL
 - Assistant to Public Works Director (12/81 to 10/85)
 - Acting Public Works Director (8/80 to 12/81)
 - Capital Projects Coordinator (5/79 to 8/80)

- Transportation Planner I, II, III (2/75 to 5/79)
 - Southwestern Wisconsin Regional Planning Commission, Platteville, WI
 - Planning Intern (9/73 to 12/74)
- **Education**
 - University of Wisconsin, Platteville, BS - City and Regional Planning, December 1974

Bill Kelly
Interim City Manager
City of Yorba Linda

Bill Kelly specializes in economic development, redevelopment, planning and organizational management. Mr. Kelly has worked on numerous complicated municipal projects, including public facility bond issues and construction, negotiated complicated economic/development agreements, managed numerous community outreach and focus sessions and has worked with several cities and organizations developing and implementing strategic plans.

Mr. Kelly joined Urban Futures in 2007 and previously served as the City Manager of the City of Arcadia and Executive Director of the Redevelopment Agency for 14 years. He has also held positions of Deputy City Manager, Director of Community Development, Director of Development Services, and Director of Planning and Building for several California municipalities. He also has been Chair of the LA County Emergency Medical Services Commission and Vice Chair of the California State Attorney General's Advisory Committee on the California Law Enforcement Telecommunication System.

Education: Bachelor of Science in City Planning from California State Polytechnic University, Pomona, MPA from University of Southern California, and both an Executive MBA and MA in Management from Claremont Graduate University, where he has also taken Doctoral Studies in Executive Management.

Mr. Kelly is an Adjunct Professor in the MPA program at the University of Southern California and serves on the Academic Advisory Board for the Graduate School of Policy, Planning and Development.