



Wednesday, November 2 | Stevens Point Holiday Inn & Convention Center
Registration 8:00 a.m. | Conference 9:00 a.m. to 4:15 p.m.

- 8:00** **Registration**
Common area near Expo Room 3A
- 9:00** **Welcome & Opening Remarks**
Darsi Foss, Director, DNR Remediation and Redevelopment Program
Christine Haag, Chief, DNR Brownfields and Outreach Section
- 9:05** **Transformation: Downtown Stevens Point**
Mike Wiza, Mayor of Stevens Point
No stranger to brownfields redevelopment, Stevens Point has been working to transform a former, near-vacant mall in the heart of downtown into the new home of Mid-State Technical College. Across the street, the City worked closely with DNR on the cleanup of a former furniture factory, utilizing two DNR financial assistance programs and enrollment in the Voluntary Party Liability Exemption (VPLE) program. Stevens Point is proof positive that underused sites can find new life if you're willing to roll up your sleeves.
- 9:15** **Winner! Winner! Economic Impact of Brownfields Redevelopment in Wisconsin**
Nancy Frank, Ph.D, AICP, Associate Professor – Urban Planning, UW Milwaukee
In 2015, the Brownfields Study Group commissioned a study on the economic impacts of brownfields investments in Wisconsin. What did researchers find? The state's investments, combined with local and federal capital, have generated \$3.3 billion in direct total investment; 30,000 new jobs; and nearly 10 million sq. feet of new or renovated space. The numbers don't lie and they can support your efforts to build enthusiasm for cleaning up and reusing your abandoned or underused properties.

- 9:45 **Fundamentals of Wisconsin’s Contamination Cleanup Law**
Judy Fassbender, Chief, DNR Policy and Technical Resources Section
Wisconsin’s “Spill Law” and NR 700 Administrative Rules govern most of the environmental investigation and cleanup actions in the state. How does it work? What’s the DNR’s role in the cleanup process? How do EPA and Federal laws fit in? Who is responsible for investigating and cleaning up contamination? Is it the person who caused the contamination or is it the current property owner? Maybe it’s both. This overview will help you understand the basic answers to these questions.
- 10:30 **Break**
Coffee & refreshments in the back of the room
- 10:45 **Brownfields Toolbox: DNR’s Programs and Products to Help You Successfully Redevelop Brownfields**
Christine Haag, Chief, DNR Brownfields and Outreach Section
Michael Prager, DNR Land Recycling Team Leader
The Wisconsin DNR’s brownfields program is nationally recognized for being an innovative partner in cleanup and redevelopment. We’ve assisted with cleanups in 96 percent of the state’s municipalities and we’re ready to take on more. Our program can help you obtain state and federal liability exemptions, apply for grant and loan opportunities for assessment and cleanup, and negotiate tax cancellation and cleanup agreements. Green Team meetings are where these strategies come together as a plan. If you haven’t yet scheduled one, don’t put it off any longer.
- 11:15 **Federal Resources for Brownfields Redevelopment**
Margaret Renas, P.E., LEED AP O+M, Senior Manager – Delta Institute
Don’t overlook federal partnerships when you’re planning a redevelopment project. The US EPA, HUD, USDA and others can be vital partners, depending on your plans. The TAB Program from US EPA may be especially helpful with grant writing and other technical services, free of charge to your staff.
- 11:45 **Morning Q & A**
- 12:00 **Lunch**
Served at your table. Look for the color meal ticket in your folder for your registered menu selection and place it in front of you on the table.
- 1:00 **Ordinances and Acquisition: Control your Site, Control Your Future**
Darsi Foss, Director, DNR Remediation and Redevelopment Program
Arthur J. Harrington, Attorney, Godfrey & Kahn S.C.
A year after a national collapse in manufacturing in 2008, the Chrysler Engine plant in Kenosha closed its doors and declared bankruptcy. But the City, with help from DNR and the US EPA did not sit idly by. The partnership saw to it that Kenosha was not left out to dry, but actually received millions of dollars in cleanup funds for the property, liability protections for the city, the use of superior liens on the property, and a municipal ordinance that protected the city from salvage concerns.

- 1:30 Going Blue at Brownfields: Use of Green Infrastructure for Storm Water Management
Margaret Renas, P.E., LEED AP O+M, Senior Manager – Delta Institute
Storm water runoff is a major cause of water pollution, localized flooding, and degradation of natural streams and rivers in communities. Green infrastructure uses vegetation, soils, and other practices to restore some of the natural processes required to manage storm water runoff and create healthier environments. Your community could save some “green” by going green.
- 2:15 **Break**
Coffee & refreshments in the back of the room
- 2:30 Inside the Mind of a Brownfield Developer
Mark Geall, President – Tanesay Development, LLC
Randy Stadtmueller, President – Stadtmueller & Associates
Marvin Wanders, Owner – Three Sixty Real Estate Solutions
Well-designed, master planned, urban infill developments are complex and can take years, sometimes even decades, to complete. And during that process, municipal leadership often changes. What can municipalities do to help foster development in economically disadvantaged urban infill areas? What steps can they take to provide continuity during the multi-year process? Bring your questions and ask the developers as they describe several projects across the state and give you the “ins and outs” of fostering infill development.
- 3:15 Local Brownfield Redevelopment Leaders: Success Stories and Lessons Learned
Garth Frable, Planner, Prairie du Chien
Debra Lewis, Mayor of Ashland
John Stibal, Director of Development, West Allis
Successful brownfield redevelopment projects can turn a neighborhood around. Whether it’s a downtown cleanup and redevelopment site; a new residential community and a pathway to a lakefront entertainment spot; or turning a shuttered implement manufacturing center into a thriving, modern day business complex, putting brownfields back to work can be a good investment. Our guest speakers have walked the walk and can tell you why they took redevelopment projects head on.
- 4:00 Afternoon Q & A
- 4:15 Closing Remarks
Darsi Foss, Director, DNR Remediation and Redevelopment Program
Christine Haag, Chief, DNR Brownfields and Outreach Section