



# VISION DURING CRISIS: REINVENTING NEIGHBORHOOD REVITALIZATION

(By invitation only)

Thursday, March 1, 2012

9:00 a.m. – 5:00 p.m.

Federal Reserve Bank of San Francisco – Los Angeles Branch  
950 South Grand Avenue at Olympic Boulevard  
Los Angeles, CA 90015 213-683-2932

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## AGENDA

**9:00 a.m. Registration** (Continental breakfast provided)

**10:00 a.m. Welcome and Introductions**

*David Erickson, Director, Center for Community Development Investments,  
Federal Reserve Bank of San Francisco  
Melody Nava, Regional Manager, Community Development,  
Federal Reserve Bank of San Francisco*

**10:05 a.m. Opening Remarks**

*Mercedes Marquez, Asst. Secretary for Community Planning & Development, U.S. Dept. of  
Housing & Urban Development (invited)  
Leonard Mitchell, Director, USC Center for Economic Development, Sol Price School of Public  
Policy, University of Southern California*

**10:30 a.m. Setting the Stage/Vision of Stabilized Housing**

*David Erickson, Director, Center for Community Development Investments,  
Federal Reserve Bank of San Francisco  
Jim Park, Founder and Co-Chief Executive Officer, New Vista Asset Management*

**11:00 a.m. Reinventing Neighborhood Revitalization**

*James Kennedy, Interim Executive Director, California Redevelopment Association*

**11:30 a.m. Roadmap to the Vision** (Working lunch)

**Moderator:**

*William Huang, Director, Department of Housing, City of Pasadena*

**Group Facilitators:**

*Susan Howard, District Community Affairs Officer, Office of the Comptroller of the Currency  
Ralph Lippman, Executive Director, California Community Economic Development Association  
Cecile Chalifour, Deputy Director, California Lending, Low Income Investment Fund  
Mark Asturias, Housing Manager, City of Irvine*

- 1:00 p.m. New Directions**  
**Moderator and Presenter:** *Imran Farooq, Associate, USC Center for Economic Development, Sol Price School of Public Policy, University of Southern California*
- Orson Aguilar, Executive Director, The Greenlining Institute*  
*Alon Cohen, Consultant, Center for American Progress*  
*James Yacenda, Vice President and Community Investment Officer, Federal Home Loan Bank of San Francisco*  
*Dan Rosenfeld, Senior Deputy for Economic Development, Office of Supervisor Mark Ridley Thomas, Los Angeles County, Second District*
- 2:15 p.m. Break**
- 2:30 p.m. Policymaker's Response**  
**Moderator:** *Jeffrey Schaffer, Vice President & Market Leader, Southern California, Enterprise Community Partners*
- Jim Gray, Manager, Counterparty & Portfolio, Office of Housing and Regulatory Policy, Federal Housing Finance Agency*  
*Craig Nickerson, President, National Community Stabilization Trust*  
*Wayne Schell, Executive Director, California Association for Local Economic Development*  
*Mercedes Marquez, Asst. Secretary for Community Planning & Development, U.S. Dept. of Housing & Urban Development (invited)*  
*U.S. Dept. of the Treasury (invited)*  
*California Bankers Association (invited)*
- 3:45 p.m. Closing Remarks**
- 4:00 p.m. Reception on-site**