



# **The Economics of Placemaking**

## Preserving Creative Spaces in LA

January 26, 2017

## Dear Community and Economic Leaders:

Welcome to **The Economics of Placemaking: Preserving Creative Spaces in LA** and to the Federal Reserve Bank of San Francisco's Los Angeles Branch. In our efforts to attract a wide audience of diverse thinkers we sought to include leaders, advocates, funders and enthusiasts from the arts community, the financial services industry, public agencies, and nonprofit community development organizations. We are excited to say that all are well represented here today.

It was not difficult for the team to decide to take up this very interesting and inclusive subject. After all, formal and informal art is at the heart of economic development. It transforms weak neighborhoods into vibrant communities. We are pleased to showcase the prominent role of the arts sector as a driver of economic and racial diversity in a time of great significance to our city. We intend to identify for you the opportunity for greater investments in public places and the even greater responsibility for those in the arts and in finance to avoid the displacement of local businesses and residences.

We wish to share ideas with you, and we ask you to take an active role in the Q&A segments today. We hope you came with a few questions or comments of your own, and we also hope you will walk away with a name, an idea, a tool or perhaps just a "new pair of glasses" with which to view this subject and the possibilities for your role in it.

Sincerely,

## The Economics of Placemaking Planning Committee

### Melody Winter Head

Federal Reserve Bank of San Francisco

### Caroline Bhalla

USC Price School of Public Policy

### Sofia Klatzger

ARTS for LA

### Winifred Neisser

Community Arts Advocate

### Alex Sasayama

NeighborWorks America

### Ana Jimenez-Hami

OC Children's Therapeutic Arts Center



# AGENDA

January 26, 2017

## 12:00 p.m. Welcome and Introduction

**Melody Winter Head**, Regional Manager, Southern California, Community Development  
Federal Reserve Bank of San Francisco

**Caroline Bhalla**, Senior Director of Development and Constituent Relations  
USC Sol Price School of Public Policy

**John Moon**, District Field Manager, Community Development  
Federal Reserve Bank of San Francisco

## 12:10 p.m. Lightening Round Table Exercise

**Sofia Klatzker**, Executive Director  
ARTS for LA

## 12:20 p.m. Lunch and Keynote Presentation

**Maria Rosario Jackson, Ph.D.**

Institute Professor, Herberger Institute for Design, the Arts College of Public Service and  
Community Solutions, Arizona State University  
and Senior Advisor, Kresge Foundation

*Introduction by*

**Winifred Neisser**, Community Arts Advocate

*Respondent*

**Gary Painter, Ph.D.**

Director of Social Policy  
USC Sol Price Center for Social Innovation

## 1:45 p.m. Panel Discussion: Arts, Culture & Community Development

*Moderator*

**Alex Sasayama**, Relationship Manager, NeighborWorks America

*Panelists*

**Dean Matsubayashi**, Executive Director, Little Tokyo Service Center

**Betty Avila**, Associate Director, Self-Help Graphics

**Ana Jimenez-Hami**, Founder & CEO, Orange County Children's Therapeutic Arts Center

**Sofia Klatzker**, Executive Director, ARTS for LA

**Kat Taylor**, Co-Founder and Co-CEO, Beneficial State Bank

*Respondents*

**Winifred Neisser**, Community Arts Advocate

**Tim Herwig**, Community Affairs Liaison, Office of the Comptroller of the Currency

## 3:25 p.m. Closing Remarks

# SPEAKERS

## **Betty Avila**

**Associate Director  
Self-Help Graphics**

Betty Avila's work has centered on the intersection of the arts and social justice, with particular focus on community building, public space, and youth empowerment. She has held positions with the Getty Research Institute, The Music Center and the Levitt Pavilion MacArthur Park. Betty joined the Self Help Graphics and Art leadership in 2015, an organization with a 43-year nationally-recognized artistic legacy of empowering the Chicano and Latino communities of Los Angeles through the arts. She is a founding board member and immediate past president of Multicultural Communities for Mobility, which exists to support low-income communities of color that bike, walk and use public transit. MCM is led by people of color, nurtures leadership and builds advocates who work together toward safer and more equitable streets for their communities. Betty was named one of C-Suite Quarterly Magazine's NextGen 10 in Philanthropy, Arts and Culture and an Impact-Maker to Watch by City Impact Labs. She received her B.A. in Literature at Pitzer College, has an M.A. in Arts Management from Claremont Graduate University, and is a 2008 Fulbright Fellow to Korea.

## **Caroline Bhalla**

**Senior Director of Development and Constituent Relations  
USC Sol Price School of Public Policy**

Caroline Bhalla joined the USC Price Development team in September 2012 and serves as the Senior Director of Development and Constituent Relations. In this role, she is responsible for designing and implementing high-level policy events, including programs created to increase diversity and inclusivity at USC Price. Caroline is responsible for developing and growing the Athenian Society, the premier philanthropic support organization at USC Price, as well as managing all annual giving and alumni relations programs for the school. Before returning to California in July 2011, she was the Associate Director of the New York University Furman Center for Real Estate and Urban Policy, where she began as a research assistant in 2002. At NYU's Furman Center, she was the project lead on the annual State of the City's Housing and Neighborhoods report. As the Associate Director she was responsible for human relations, finance and fundraising for the Furman Center. Prior to that, she worked as an Assistant Account Executive in a boutique public relations firm in San Francisco, Graham and Associates. Caroline served as an adjunct professor in NYU's Department of Culture and Communication, where she taught courses in Interviewing Strategies and Conflict Resolution. Caroline earned her B.A. in Mass Communications/ Rhetoric from the University of California at Berkeley. Caroline received an M.A. in Culture and Communication from NYU's Steinhardt School of Education and an M.A. in American Studies from NYU's Graduate School of Arts and Science.

## **Melody Winter Head**

**Regional Manager, Southern California, Community Development  
Federal Reserve Bank of San Francisco**

Since joining the San Francisco Federal Reserve Bank in 2003, Melody has engaged financial institutions, community development leaders and government agencies in developing solutions to pressing neighborhood issues in low-wealth communities of Southern California. Through community preservation and capacity building strategies she has contributed to the fields of affordable housing finance, small and micro business development, workforce development, asset building and more recently population health and K-12 education reform. Melody is active with several community-based nonprofit organizations and serves in various capacities at the Clearinghouse CDFI, the Orange County Community Housing Corporation, the OC Children's Therapeutic Arts Center, the Oak View Renewal Partnership, the Housing Opportunities Collaborative of the Inland Empire, and the Los Angeles Education Partnership. She received her B.S. in Business Management from Pepperdine University and her M.A. in Community Economic Development from Southern New Hampshire University.

## **Tim Herwig**

**District Community Affairs Officer  
Office of the Comptroller of the Currency**

Tim Herwig is a District Community Affairs Officer in the Central District of the Office of the Comptroller of the Currency, located in Chicago, Illinois. In this capacity he provides community development outreach, training, and partnership development services to national banks and federal thrifts, training and technical support to examiners, and other outreach services to organizations representing the interests of low- and moderate-income individuals and communities. Tim has focused his work to the extent possible on rural community and economic development in the states of Minnesota, Wisconsin, Illinois, and Indiana: and more precisely on the financing of rural broadband, the development of rural workforce housing, and the preservation of rural subsidized affordable housing. He has addressed these issues at Broadband Communities, Fiber to the Home Council, and BroadbandUSA conferences and workshops, as well as at National Interagency Community Reinvestment Conferences, CRA & Fair Lending Colloquia, state-wide housing and rural development conferences, and numerous interagency CRA and community development workshops and seminars. Prior to joining the OCC, Tim was the Central Region Community Affairs Liaison with the Office of Thrift Supervision. He also served ten years as a Vice President of Community Affairs and CRA Officer for TCF National Bank in Chicago. He has served on a variety of boards in Chicago including Neighborhood Housing Services of Chicago, the Greater Southwest Development Corporation, and the Donors Forum. Tim holds a B.A. from St. John's University in Collegeville, Minnesota and an M.A. from the University of Virginia, both in English Literature.

## **Maria Rosario Jackson, Ph.D.**

**Institute Professor, Herberger Institute for Design and the Arts and the College of Public Service and Community Solutions, Arizona State University**

Dr. Maria Rosario Jackson's expertise is in comprehensive community revitalization, systems change, the dynamics of race and ethnicity and the roles of and arts and culture in communities. She is Institute Professor at Arizona State University in the Herberger Institute for Design and the Arts and the College of Public Service and Community Solutions. She is a Senior Advisor to the Kresge Foundation and consults with national and regional foundations and government agencies on strategic planning and research. In 2013, with U.S. Senate confirmation, President Obama appointed Dr. Jackson to the National Council on the Arts. She is on the advisory boards of the Lambert Foundation and L.A. Commons and on the boards of directors of the Alliance for California Traditional Arts and The Music Center of Los Angeles County. Previously she was on the boards of the Association for Performing Arts Presenters, the National Performance Network, the Mid-Atlantic Arts Foundation, Cultural Alliance for Greater Washington, Fund for Folk Culture and the Dunbar Economic Development Corporation. She also advises a number of national and regional projects and initiatives focusing on arts leadership, arts organizations and changing demographics, arts and community development and arts and health. Dr. Jackson has been adjunct faculty at Claremont Graduate University and at the University of Southern California. In the 2014-2015 academic year, Dr. Jackson was also the James Irvine Foundation Fellow in Residence at the Luskin School of Public Affairs at the University of California, Los Angeles. Previously, for almost 20 years, Dr. Jackson was based at the Urban Institute, a public policy research organization based in Washington, D.C. There she was a senior research associate in the Metropolitan Housing and Communities Policy Center and founding director of UI's Culture, Creativity and Communities Program. At UI, she led pioneering research on arts and culture indicators, measuring cultural vitality, the role of arts and culture in community revitalization, development of art spaces, and support systems for artists. She also was a senior researcher on studies of public housing programs, use of urban parks, handgun violence prevention and teacher training initiatives for urban schools.



## **Dr. Ana Jimenez-Hami**

**Founder and Executive Director**

**Orange County Children's Therapeutic ARTS Center**

Dr. Ana Jimenez-Hami is the Founder and Executive Director of the Orange County Children's Therapeutic ARTS Center (OCCTAC), a nonprofit (501c3) organization located in the City of Santa Ana. She is also an Adjunct Faculty at Chapman University, School of Education; and teaches methodology courses to education and psychology students on how to work with children and youth from culturally and linguistically diverse backgrounds. During the past 30 years, she has dedicated her life to helping communities at-risk and children and families with special needs. Dr. Jimenez sits on various (local, state and national) Boards that involve Youth and the Arts. She has been a Board Member for the following entities: 1) State Board - VSA Arts & Disability, 2) State Board - California Arts Advocates, 3) National Board - NACOPRW (National Conference of Professional Puerto Rican Women), 4) Regional Board - MECCA (OC Multiethnic Collaborative of Community Agencies), 5) Local - City of Santa Ana Workforce Investment Board, and 6) Founder & Executive Director of OCCTAC. Prior to founding the OC Children's Therapeutic Arts Center, she taught at several universities, including: California State University (Los Angeles), Loyola Marymount University, and the University of Puerto Rico. Dr. Ana Jimenez-Hami holds a PhD in Educational Psychology from the University of Southern California and Bachelors and Masters Degree in Psychology and Music Therapy from Florida State University. Dr. Ana Jimenez-Hami's passion is to bring artistic access to children and families of very limited resources; empower at-risk youth through education and leadership development and reach their highest potential. Also, Dr. Ana Jimenez has great passion for teaching and inspiring future leaders in the community; as well as researching educational methods that help the Latino community succeed in the academic world, and reach for higher educational goals.

## **Sofia Klatzker**

**Executive Director**

**Arts for LA**

Sofia Klatzker is the Executive Director of Arts for LA, a regional advocacy organization dedicated to promoting arts and culture across government, education, business, and community life. Under her leadership, the ACTIVATE advocacy leadership training program more than tripled in size now representing 225 leaders; created a new mobile website connecting Arts for LA's 55,000 members with local officials; surveyed every candidate across 60 local elections in 2016; and launched a campaign to register arts and cultural organizations to become polling stations. She has over 17 years experience advocating for and implementing arts policies, arts education, and grant making. Sofia currently serves on the boards of California Arts Advocates and Californians for the Arts, and serves on both the California Alliance for Arts Education's Policy Council, and the Arts for Incarcerated Youth Network Advisory Council. Sofia received her B.M. in Electronic Music Composition from Oberlin Conservatory and her M.A. in Arts Administration from Goucher College.

## **Dean Matsubayashi**

**Executive Director**

**Little Tokyo Service Center Community Development Corporation**

Dean Matsubayashi is the Executive Director of the Little Tokyo Service Center Community Development Corporation (LTSC), a 36-year-old neighborhood-based social service and community development organization. With a staff of over 150 employees, LTSC provides a range of social services and youth programs to tens of thousands of clients per year. LTSC has also developed over 950 units of affordable housing and over 130,000 square feet of commercial and community facility space. Dean currently serves on the Board of Directors for the Coalition for Responsible Community Development, Little Tokyo Community Council, National Coalition for Asian Pacific American Community Development, and the Western Center on Law & Poverty. He also serves on the advisory boards for the Federal Home Loan Bank of San Francisco Affordable Housing Advisory Council, JPMorgan Chase Community Advisory Board, Local Initiatives Support Corporation Los Angeles Local Advisory Committee, the Low Income Investment Fund Western Region Advisory Committee, the Southern California Leadership Council for Enterprise Community Partners, and the Citibank New Market Tax Credit Corporation Advisory Board. A native Angelino, Dean grew up in the Venice/Culver City neighborhood. He received his B.A. from the University of California at Irvine and his Masters in Public Policy with a concentration in Urban Planning and Community Development from the John F. Kennedy School of Government at Harvard University.

## John Moon

**District Manager, Community Development  
Federal Reserve Bank of San Francisco**

John Moon joined the Federal Reserve Bank of San Francisco in 2012 and directs the strategic activities of the field team. He has extensive community development experience in the public and private sectors including work at Living Cities, the Federal Reserve Board of Governors, the CDFI Fund, the City of Seattle, Federal Home Loan Bank of Seattle, and Fleetbank. As an investor he has facilitated and invested in community development transactions ranging from affordable housing projects, small business loans, commercial-real estate, transit development, and others using a wide range of public and private capital sources. John has also advanced national community development programs and policies, including those involving community/social investments, small business credit, and affordable housing. He has also published articles and papers and spoken nationally on these topics. John earned his Bachelor's degree from UCLA and a Master's in Public Policy from the Kennedy School of Government at Harvard University.

## Winifred White Neisser

**Community Arts Advocate**

Winifred White Neisser's extensive and successful career in development of television programming evolved from a passion for education and the arts. Her 34-year journey in Hollywood, where she served for 14 years as an executive at NBC, and another 20 years at Sony Pictures Television, ending in 2014 as Senior Vice President of Television Movies and Mini-series, followed a strategic recognition of the impact that television can have on young lives and learning. After graduating from Harvard University, Winifred White Neisser received a Master's Degree in Education from Lesley University, in Cambridge, Massachusetts. Subsequently she taught in three very distinct environments -- an elite private elementary school in Cambridge, an inner-city arts school in Roxbury, and a bilingual 1st grade classroom in Ponce, Puerto Rico. Observing that one very common denominator among the kids was that they all watched a lot of television, she entered the PhD program in Television and Film through the Communications Department at the University of Wisconsin-Madison. She studied production, writing, and the utilization of television in developing countries. While at the university she worked at the NBC affiliate in Madison, which led her to NBC's management training program in Los Angeles. White Neisser enjoyed eight years working in NBC Children's Television division. The work involved supervising the writing and production of animated shows including *The Smurfs*, *The Amazing Spiderman* and *Alvin and the Chipmunks*, as well as After School Specials and a variety of Family Primetime programs including the Emmy Award winning series *Jim Henson's The Storyteller*. Winifred enjoyed the interaction with experts in child development, education and pediatrics, which allowed her to explore the impact of the product on the audience, as well as the challenges of often conflicting relationships between business, content, and the target audience. Leaving NBC for Sony Studios, Winifred continued to work in the ever-changing landscape of television, developing such award-winning movies and miniseries as *A Raisin in the Sun* starring the Broadway cast, *Broken Trail* starring Robert Duvall, *Having our Say: The Delaney Sisters First 100 Years*, which was screened at the White House; and *The Hatfields and McCoys*, which starred Kevin Costner and which was attributed with reinvigorating the mini-series television format. White Neisser left Sony at the end of 2014, accepting a fellowship at Harvard's Advanced Leadership Initiative, a third stage higher education program specifically designed to help business leaders transition to social impact work. In addition to her professional life, White Neisser has served on many non-profit boards focusing primarily on education and the arts, including Arts For LA, the Otis College of Art and Design; the Harvard University Board of Overseers, and Planned Parenthood of Los Angeles. She is also passionate about music and sings with the Angel City Chorale, in addition to serving on its board.

## **Gary Painter**

**Professor**

**USC Sol Price School of Public Policy**

Gary Painter is a Professor in the Sol Price School of Public Policy at the University of Southern California. He also serves as the Director of Social Policy in the Sol Price Center for Social Innovation. He received his Ph.D. in Economics from the University of California, Berkeley, in 1996. He has published numerous articles in top journals such as the Review of Economics and Statistics, Journal of Urban Economics, Journal of Human Resources, Regional Science and Urban Economics, Journal of Policy Analysis and Management, Real Estate Economics, Urban Studies, Journal of Real Estate Finance and Economics, Journal of Policy Analysis and Management, Educational Evaluation and Policy Analysis, Economics of Education Review, Public Finance Review, Journal of Developmental Entrepreneurship, Housing Policy Debate, Journal of Housing Economics, Journal of Housing Research, The American Journal of Economics and Sociology, Harvard Business Review and Industrial Relations. Professor Painter's research interests focuses on social innovation, housing, urban economics, and education policy. He is among the world's foremost experts on how changing demographics impact U.S. housing markets. Recent work has focused on how immigrants are integrating into housing markets across the U.S. and the role of the economic cycle on household formation. Other recent work has studied immigrant integration issues in spatial labor markets and in education. Current research focuses on how to evaluate social innovation. He has served as a consultant for the National Association of Realtors, Pacific Economics Group, Andrew Davidson Co., Fannie Mae, Grant Thornton LLP, Burr Consulting, and the Research Institute for Housing America.

## **Alex Sasayama**

**Relationship Manager**

**NeighborWorks America**

Alex Sasayama is a relationship manager for NeighborWorks America and partners with community based organizations on affordable housing and community development efforts throughout the country. He represents the field division on the NeighborWorks Community Stabilization Advisory Committee; NeighborWorks Community Building & Engagement Program; and the NeighborWorks Arts, Culture, and Creative Placemaking Work Group. Alex is also a volunteer with Pershing Square Renew and collaborates with government, business, and other stakeholders for the revitalization of Los Angeles' oldest park. As an Angeleno and community builder, Alex has led and assisted in the planning of cultural and community events including World Cup LA, Taste of Mexico, and Día de los Muertos at Hollywood Forever. He is a board member of LA-Más, a nonprofit community design firm working for equitable city growth, and is on the steering committee of Sustainable Little Tokyo, a collaborative initiative to transform the 130-year historic neighborhood into a cultural ecodistrict. Alex holds a Bachelor of Arts in Community Development from Hampshire College in Amherst, MA and resides in Downtown Los Angeles.

## **Kat Taylor**

**Co-Founder and Co-CEO**

**Beneficial State Bank**

Kat Taylor works in service of restoring social justice and environmental well-being. Kat is active in a variety of social enterprises, public benefit and philanthropic ventures on the West Coast. Currently, she serves as Co-Founder and Co-CEO of Beneficial State Bank, a Community Development Financial Institution (CDFI) whose mission is to bring beneficial banking to low-income communities in an economically and environmentally sustainable manner. Beneficial State Bank is the result of a merger between OneCalifornia Bank, which Kat and her husband, Tom Steyer, founded in Oakland, CA, and ShoreBank Pacific, with offices in California, Oregon and Washington. The bank's revolutionary ownership mandates that any distributed profit be invested in the low-income communities it serves and environment upon which we all depend. Kat is also a Founding Director of TomKat Ranch Educational Foundation (TKREF), dedicated to inspiring a sustainable food system through ranching, training, tours, research, and school food and garden programs. TKREF owns the social enterprise LeftCoast GrassFed, raising humanely cattle and other livestock for the benefit of people and the planet. Kat serves and has served on many non-profit boards including the Harvard Board of Overseers, Ecotrust, Good Samaritan Family Resource Center, ProPublica, CuriOdyssey, Insight Prison Project, KQED and Yerba Buena Center for the Arts. She graduated from Harvard College and earned a JD/MBA from Stanford University. Tom Steyer, Kat's climate/energy activist husband, and she have four grown children, each pursuing their one wild and precious life.





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