



9th Annual River Summit
March 18, 2016 at University of Dayton River Campus

“Promoting the Great Miami River Corridor”

8:00-8:30am: Registration, Light Breakfast, Networking and Tour Corridor of Exhibits

8:30-8:45am: Welcome and OGCA Annual Update – *Stan Kegley, City of Troy and OGCA President*

8:45-9:00am: Great Miami River Placemaking Project Update – *Miami Conservancy District*

9:00-10:00am: Mayor’s Panel – Mayors from along our corridor will share recent successes, developments and ongoing plans in their communities. Enjoy learning how each city is activating their riverfront in an effort to build community, spur economic development, and improve the quality of life for their citizens.

10:00-10:30am: Networking Break and Tour Corridor of Exhibits (Marshall Room)

10:30-11:45am: Breakout Sessions (location)

What’s next for Water? (Executive Dining Room) – Participate in a facilitated discussion including the Great Miami River Watershed Network, Dayton Water Roundtable, and others to explore a collaboration of water advocates. We will explore the untapped synergies among institutions, organizations, groups, companies, and individuals to protect, promote, and leverage the value of water for our region.

Facilitator: Dusty Hall, Southwestern Ohio Council for Higher Education

Signage and Wayfinding (Marshall Room)– What is the value of signage and wayfinding for communities in providing distinct connections between the river, the river corridor assets, and the community? How have other communities accomplished this goal?

Moderator: Jeff Malik, University of Dayton Rivers Institute

Speakers: Cathy Fromet, Studio Graphique

Angela Manuszak, Miami Conservancy District

Emmy Fabich, Bike Miami Valley

Kelly Kolar, Kolar Design

Economic Development Along Our Rivers (Meyer Room) – How can communities turn back to the river and utilize their riverfronts as a vibrant and welcoming public space? Learn from cities along the Great Miami River that are planning and developing new projects on their riverfront, and how these projects are spurring private investment.

Moderator: Frances Mennone, Row America Hamilton

Speakers: Jody Gunderson, City of Hamilton

Carrie Slater, City of Troy

Amy Walbridge, City of Dayton

Dave Williams, Miller-Valentine

David Gamble, Gamble Associates

12:00-12:15pm: Corridor Champion of the Year Awards

12:15-1:30pm Lunch and Keynote Speaker – *Ethan Kent, Project for Public Spaces* - The Project for Public Spaces (PPS) is a nonprofit planning, design, and educational organization dedicated to helping people create and sustain public spaces that build stronger communities. Their pioneering Placemaking approach helps communities transform public spaces into vital places that highlight local assets and spur rejuvenation. They have completed projects in more than 3000 communities in 43 countries and all 50 US states.

1:30-1:45pm: Networking Break and Tour Corridor of Exhibits (Marshall Room)

1:45-3:00pm: Placemaking in the Great Miami River Corridor – *Studio Graphique* - The Great Miami River Corridor is in the process of developing a Brand Strategy, Name and Identity for the Corridor – a vibrant, mixed-use district that connects cities to the river. A strong brand is the first step into a broad awareness campaign for the Corridor. How will this new brand be used to market, communicate, build recognition and foster connectivity within the various amenities and communities that make up the Corridor?

Join our panel of community stakeholders to learn more about the Brand Development process as we begin to establish a Sense of Place for the Corridor. Provide input and ideas for the future initiatives guided by the new brand, such as marketing campaigns, signage and wayfinding that will help bring awareness and recognition to the region.

****Social Reception immediately following at Jimmie's Ladder 11 - 936 Brown Street, Dayton, OH***