

# BROWNFIELDS AND BEYOND:

## 2022 MINNESOTA REDEVELOPMENT CONFERENCE

The Minnesota Department of Employment and Economic Development (DEED) is hosting a 1 1/2 day redevelopment conference focused on brownfield and redevelopment topics and projects.

Thursday, April 28 - Friday, April 29, 2022

Breezy Point Resort

9252 Breezy Point Drive

Breezy Point, MN 56472

Conference registration is \$125 for both days. [REGISTER HERE.](#)

Sponsorship opportunities, the tentative agenda and speaker biographies are [AVAILABLE HERE.](#)

## 2022 Keynote Speaker, Deb Brown



Deb Brown grew up in a town of 141 people, Geneva, Iowa. She loves to tell stories and share real world examples of how people are changing their small town into the kind of place the community wants to live, work and play in. She has a passion for small towns and brings you practical advice on how to shape a brighter future for your small town.

Her programs on small business, what to do with empty buildings, customer service, marketing, economic development and more have been received by chambers, economic developers, tourism specialists, museum experts, business groups, and small town conferences. Deb has keynoted at Rural X Summit, TEDx Brookings, Michigan Rural Economic Development Conference, Roscommon County Michigan, Central Iowa Tourism Annual Meeting, NADO, NRECA, Milbank South Dakota Chamber Annual Dinner and several 140 Character Conferences, to name a few.

## Deb Brown

### Keynote Speaker

#### *Filling Empty Buildings*

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## Heidi Peper

### Stantec

### Senior Funding Specialist

#### *Show me the Money*

With more than 26 years of experience in community and economic development, Heidi Peper is the US East lead for Stantec's North American Funding Program, a coordinated network of more than 150 funding specialists across the country with broad ranges of funding experience. Heidi works on solving complex funding problems— ranging from pedestrian trails to highways, wastewater to drinking water projects, mobility and so much more. Throughout her career, Heidi has successfully secured more than \$210 million in grants for clients' projects. Her experience in project development and securing affordable financing packages—including grants, legislative appropriations, and other financial incentive programs - helps to move projects to a successful conclusion. Heidi serves on the Career Solutions Workforce Development Board and is a member of the Rotary Club of St. Cloud. She also serves on the Economic Development Association of Minnesota EDAM U Committee.

## John Hinzman

### City of Hastings

### Community Development Director

#### *When is that ^&\*\$ Building going to Develop?*

John Hinzman has served as Community Development Director for the City of Hastings, MN, a historic community of 22,000 located within the Minneapolis\St Paul Metropolitan Area. In his 20 years at Hastings, he has worked with a broad range of development from small local business expansion to large redevelopment projects. Mr. Hinzman has served as Project Manager for The Confluence a historic rehabilitation of a former factory building located along the Downtown Mississippi Riverfront. Redevelopment included significant environmental remediation including polluted soil, soil vapor, and building contamination. The 100,000 building is being transformed into a hotel, restaurant, banquet facility, apartment, and retail destination. Mr. Hinzman helped to secure 20 grants totaling \$4.9 million to assist with environmental cleanup and development of site amenities. Work on the project began in 2009 with a scheduled completion date in 2022.

Jordan Zeller  
Renville County HRA/EDA  
Economic Developer

*The Good, the Bad, and the Ugly: Behind the Scenes of a Development Deal*

Jordan Zeller has done economic development at the City, County, Regional & State levels in Minnesota for nearly 20 years.

Amanda Othoudt  
Benton Economic Partnership, Inc.  
Executive Director

*The Good, the Bad, and the Ugly: Behind the Scenes of a Development Deal*

Amanda Othoudt serves at the Executive Director for Benton Economic Partnership, Inc., a public-private, non-profit organization with an overall goal of promoting and facilitating economic development throughout Benton County, MN.

Amanda earned a bachelor's degree from St. Cloud State University in Planning and Community Development, Magna Cum Laude. She is certified as an Economic Development Finance Professional from the National Development Council and holds a certificate in Economic Development from Hamline University. Amanda holds membership with the International Economic Development Council (IEDC), Economic Development Association of Minnesota (EDAM), Minnesota Commercial Real Estate Association (MNCAR), and is an active board member for the Anoka-Ramsey Technical College Foundation. She is a Founding Board Member for Shoot for the Troops, Committee Chair and Merit Badge Counselor for Troop 10 BSA, and a Student Mentor for SCSU Planning and Community Development Department.

Elissa Hansen  
Northspan Group, Inc.  
President & CEO

*The Good, the Bad, and the Ugly: Behind the Scenes of a Development Deal*

Elissa Hansen leads Northspan with more than 20 years of experience in business, community, organizational, and economic development across Minnesota and Wisconsin. She invests her time creatively advancing others' capabilities. In Elissa's role at Northspan, she engages with and elevates every client by facilitating tough conversations and moving organizations forward with action-oriented strategic methods. She works to create a setting for meaningful communication that respects diverse perspectives, creates joint resolve, and inspires individual and group action.

Hansen grew up in central Minnesota and achieved her undergraduate and master's degrees from Northern Arizona University. More recently she has completed certification coursework with the Institute of Cultural Affairs - USA in the Technology of Participation. She is a certified Economic Development Finance Professional with the National Development Council and a graduate of both the Leadership Duluth and Blandin Community Leadership programs. Hansen has also been honored as one of the Duluth News Tribune's "20 under 40," which celebrates professionals who are making a positive impact and working for change in the region.

Julie Wischnack, AICP  
City of Minnetonka  
Community Development Director

*The Good, the Bad, and the Ugly: Behind the Scenes of a Development Deal*

Ms. Wischnack has been involved in local government for over 25 years. As a city planner and community development professional she has experience with all types of development in various jurisdictions. She is currently the community development director for the City of Minnetonka. Prior to joining the city of Minnetonka in 2006, Julie served as planning director for the city of Hutchinson and city planner for the city of Minnetrista. She exhibits her leadership and expertise on regional organizations and as a frequent speaker on challenging issues like affordable housing, light rail, and development negotiations. Wischnack makes it her personal mission to ensure that people are included, that cities are well planned and positive community assets are the result.