



**Spring 2024 Conference Program  
The Pub at Baxter, Lewiston, Maine  
May 10, 2024**

**9:00 AM – 9:30 AM: Registration and Networking**

**9:30 AM – 10:15 AM: Welcome and Legislative Updates**

This year's Spring Conference is a great opportunity to catch up on some of the important planning activities happening in Maine as well as utilizing conference networking opportunities to catch up with planners around the state. From state planning policy and law to climate change, to zoning, to new redevelopment & planning programs, we'll spend the day touching on some of the work that's being done at the state, regional and local levels.

After a welcome, we'll hear from MAP's Legislative Policy Committee on all of the happenings in the whirlwind Maine Legislative Session and what we should expect in the future.

**10:15 AM – 11:00 AM: What's Happening with the Maine Land Bank Redevelopment Authority?**

Do you want to know what is happening with the NNECAPA Award winning Maine Land Bank Redevelopment Authority? Learn the latest and begin to think about how the program can help your community with Economic Development and Housing! Lee Jay Feldman, Chair of the Authority, and Anne Ball, Maine Development Foundation Staff to the Authority will describe what it takes to get this new statewide program off the ground and what is to come with your help!

Speakers: Lee Jay Feldman, Southern Maine Planning & Development Commission  
Anne Ball, Maine Development Foundation

**11:00 AM - 11:30 AM: Networking and Break**

**11:30 AM – 12:15 PM: Effective Communication Strategies for Climate Change**

Maine planners are increasingly playing a role in facilitating conversations about tackling climate change with the communities that they serve. Communication about this important issue must raise awareness and make people understand that they have an integral role in further action. But what happens when these conversations get contentious? How do we overcome denial, fear, and concern at public meetings? Better yet, how do we get ahead of those issues?

In this panel discussion, we will hear from planners and sustainability professionals about their best practices for communication about climate change. We'll hear about recent projects from across the state and how communication with stakeholders and the general public has been integral in making our communities more resilient to climate change impacts.

Speakers: Isabelle Oechsle, IOV Community Planning + Consulting  
Maddie Jensen, Bangor Area Comprehensive Transportation System (BACTS)  
Karina Graeter, Southern Maine Planning & Development Commission



### **12:15 PM – 1:30 PM: Luncheon and Awards**

Every year, planners and their work are acknowledged through the MAP awards program. The program is designed to recognize a special person, organization, or project for its contribution to the field of planning. Awards to be presented include Citizen Planner of the Year, Professional Planner of the Year, Project or Program of the Year, and Plan of the Year!

### **1:30 PM - 2:00 PM: Networking and Break**

### **2:00 PM - 2:45 PM: Why a Maine Zoning Atlas is Important**

The interagency team behind the Maine Zoning Atlas will provide an overview of the current status of the state atlas effort, the rationale for the creation of the atlas, work done to date, funding needs, and issue a call to action to Maine's planning, policy, and development communities to get involved in the creation of this critically important data visualization project. Maine's effort is an affiliate of the Cornell University-based National Zoning Atlas, an initiative that seeks to create a unified zoning data layer covering all municipal jurisdictions in the United States that can be accessed and understood by anyone via an easy-to-use online viewer.

The atlas will illustrate the way in which zoning \*influences\* the market; how the zoning dimensional and use standards in one town compare and contrast to others in its region and across the state by normalizing arcane zoning data hidden within local ordinances and displaying it visually in an intuitive way. The data discovery that the atlas will facilitate will help increase the resilience of our citizenry, elected decision makers, and planning practitioners, allowing them to formulate policy responses to market forces that can seem like a black box today.

Speakers: Hilary Gove, Maine Department of Economic and Community Development  
Eric Larsson, Private Practice Land Use Attorney  
Abe Dailey, Maine Department of Agriculture, Conservation and Forestry  
Eleanor Snyder, Legislative Aide, Maine House Majority Office  
James Rather, Southern Maine Planning & Development Commission

### **3:15 PM – 4:15 PM: Walking Tours and Mentoring Discussion**

We will be offering two walking tours in Auburn and in Lewiston. Additional details forthcoming.

For those who may be looking for mentorship opportunities, join planners working for regional planning agencies, the private sector, and the public sector for discussion at Side by Each Brewing at 1110 Minot Avenue in Auburn.

### **4:15 PM: Reception and Networking**

Join us at Side by Each Brewing at 1110 Minot Avenue in Auburn for a reception and networking.



# Maine Association of Planners

## Registration Information

Register by May 3! Early registration is \$55 for members, \$70 for nonmembers, and \$35 for retirees and students. After May 3, registration will increase to \$65 for members and \$80 for nonmembers. Registration closes on May 8.

[Register using this form.](#) Payment is accepted by PayPal or check made out to Maine Association of Planners.

Questions may be directed to Erin Zwirko, MAP's Professional Development Officer, at [mappdo@nnecapa.org](mailto:mappdo@nnecapa.org). AICP credits are pending.