



Continuous effort,  
not strength or intelligence,  
is the key to unlocking our potential.  
- Winston Churchill



Houston-Galveston Area Council  
Fall Planning Workshop for Local Governments  
Realizing Our Potential  
December 4, 2015



# Agenda

- 8:30 a.m.....**Registration and Breakfast**
- 9:00 a.m.....**Welcome and Introductions**  
Cheryl Mergo, Sustainable Development Program Manager, *H-GAC*
- 9:15 a.m.....**How To Tell Your Story With Data?**  
Jeff Taebel, FAICP, Director of Community and Environmental Planning, *H-GAC*
- 9:45 a.m.....**How Do We Engage the Community?**  
Jessica Pugil, Founder and Principal, *Working Partner*
- 10:15 a.m.....**How Do We Get the Ball Rolling?**  
Kinder Baumgartner, Managing Principal, *SWA*
- 10:45 a.m.....**Break**
- 11:00 a.m.....**How Can Communities Market Themselves as a Destination?**  
Adena Lewis, Director of Tourism and Economic Development, *Bastrop County*
- 11:30 a.m.....**Regional Examples: How Can Communities Realize Their Potential?**  
Gary Mitchell, Vice President and Managing Director, *Kendig Keast Collaborative*
- 12:00 p.m.....**Closing**

# Speakers

## Jeff Taebel



Jeff Taebel, FAICP, is the Director of Community and Environmental Planning at H-GAC where he oversees the agency's community and environmental planning, socioeconomic modeling, economic development, community enhancement, disaster recovery, and sustainable development initiatives. He has 33 years of experience in urban and regional planning, including 28 in his current position. He is a past President of the Texas Chapter of the American Planning Association (APA) and served on the Urban Land Institute Houston District Council Executive Committee. His work has received local, state and national awards. In 2008, he was named a Fellow of the American Institute of Certified Planners and in 2013, he received Houston Tomorrow's inaugural Community Catalyst Award for his contributions to quality of life in the Houston region.

Today's presentations and resources will be available at  
[www.h-gac.com/go/fall-planning](http://www.h-gac.com/go/fall-planning)

# Speakers

## Jessica Pugil



Jessica Pugil is Founder and Principal of Working Partner, LLC, a Houston-based firm that specializes in planning, rigorous evaluation, and community engagement. She is a skilled empowerment evaluator, planner, and analyst with extensive experience supporting collaborative efforts. She has led community engagement efforts that engaged hundreds of stakeholders working together to bring water and sewer infrastructure into a colonia east of El Paso; create land development, infrastructure, and streetscape standards along the six rail corridors in Houston; and develop a plan to create walkable, mixed-use places that knit together the East End and Fifth Ward, two of Houston's most historic neighborhoods. Her unique ability to combine big-picture thinking with a deep understanding of the details have yielded lasting results for her clients.

## Kinder Baumgartner



Kinder Baumgartner, ASLA, CSLA, is the Managing Principal of SWA's Houston office. Over the span of 20 years, he has actively traveled the country seeking out regional flavors to create landscapes that are culturally resonant. His collaborative mindset and awareness of the effect of historical and contemporary culture in creating experiential places is rooted in the design work he has performed in all corners of North America. His current work often finds him in the Middle East and Africa where he is called upon to synthesize complex systems to create open spaces for new cities or urban precincts. While much of his work is focused in these regions, he cherishes his projects in the U.S. and Texas where regional American cultures and landscapes define who we are and how we live.

## Adena Lewis



Adena Lewis serves Bastrop County as Director of Tourism and Economic Development. She works with partners from around the county and state to grow traditional economic development as well as economic development through film and tourism. Before joining the Bastrop County team in January 2013, she served for eight years as President of the Smithville Area Chamber of Commerce. After careers in Fort Worth, Houston and Arlington, she now resides on Main Street, Smithville, just four blocks from where she was born and two blocks from her childhood home.

## Gary Mitchell



Gary Mitchell, AICP, Vice President and Managing Director of Kendig Keast Collaborative, has 26 years of community planning experience at the city, county, and regional levels since 1989. Over his career, he has completed a variety of plans and special studies addressing: land use, transportation, growth management and annexation, housing, economic development, infrastructure, community facilities, public services, bicycle/pedestrian circulation, parking, downtowns, neighborhoods, special districts, environmental and cultural resources, park systems and trail networks, historic preservation, urban design, and transit-supportive station area planning. His portfolio includes nearly 40 comprehensive plans - in communities ranging from 2,000 to 200,000 people - with consulting engagements completed in 14 states.

# Notes



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