

*Leading the Way*

*Challenges...*

*Innovations...*

*Solutions...*



**17th Annual  
Ventura County  
Housing Conference**

**Wednesday**

**October 17, 2018**

8:00am - 12:30pm

VCOE Conference Center

5100 Adolfo Road, Camarillo

**Hosted by:**



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Together we'll go far



# AGENDA

## “Leading the Way ... Challenges, Innovations, Solutions”



8:00	Check-in Opens	Networking & Breakfast
8:30	Conference Begins	Welcome, Introductions & Announcements <b>Marta Golding-Brown</b> , HOME President & Board Chair Government Affairs Director at Ventura County Coastal Association of REALTORS
8:45	OPENING KEYNOTE	<b>Dr. Matthew Fienup</b> , Director of the Center for Economic Research & Forecasting, California Lutheran University <i>Dr. Fienup will set the scene addressing local housing and land use issues, explaining the economics behind it all, and providing an overview of innovative solutions discussed within the Housing Solutions Group collaborative.</i>
9:45	PANEL	<b>Sandy Smith</b> , Sespe Consulting (Moderator)  <b>Noah Ornstein</b> , Leap of Faith <i>Mechanized stacked parking, modular construction, and sustainable building</i>  <b>Don Monti</b> , Renaissance Downtown USA <i>Impact framework project management model</i>  <b>Tyson Cline</b> , AIA, Roseling Nakamura Terada Architects <i>Micro-units and other Design Innovations</i>
10: 45	BREAK	Exhibits and Networking
11:15	CLOSING KEYNOTE	<b>Dr. Mark Schniepp</b> , PhD, Principal at California Economic Forecast <i>Dr. Schniepp will lead us in a discussion about automated vehicles and the projected changes transportation will have on housing and logistics.</i>
12:15	Conference End	Closing Remarks, Action Plan, Evaluations

*Space is provided on the last page to record any notes, insights, epiphanies, and connections that may occur during the conference. We hope you leave inspired and armed with real-world solutions.*

## THANK YOU FOR ATTENDING THE 17<sup>TH</sup> ANNUAL VENTURA COUNTY HOUSING CONFERENCE!

Please join us for our next quarterly Housing Issues Forum to be held on:

**Tuesday, November 27, 2018 @ 8:00 am @ the new Oakwood Communities project**  
2599 Wagon Wheel Road, Oxnard 93036

*Breakfast and Networking, Project Tour, Discussion of November ballot and Housing Conference Outcomes*





## YOUR COMMUNITY / OUR COMMUNITY

**Bank of America is proud to be part of the Ventura County Housing Conference.**

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### **DR. MATTHEW FIENUP, PH.D.**

*Center for Economic Research and Forecasting (CERF) at California Lutheran University*  
[www.clucrf.org](http://www.clucrf.org)

Matthew Fienup is the Executive Director of the Center for Economic Research & Forecasting, at California Lutheran University, where he also teaches in the Masters of Quantitative Economics program. His specialties are applied econometric analysis, the economics of land use, and environmental markets.

Much of Matthew's work involves facilitating stakeholder involvement in local policy initiatives. Matthew created the Housing Solutions Working Group, a diverse stakeholder group which is working to implement innovative solutions to the housing shortage in Ventura County. He is also the Chair of the Fox Canyon Water Market Group and was chosen by the Fox Canyon Groundwater Management Agency to serve as exchange administrator for an innovative, first of its kind water market pilot program.

Matthew completed his doctorate in environmental economics at Bren School of Environmental Science and Management at UCSB. His dissertation examines the unintended consequences of urban containment policies. Matthew returned to school to pursue his PhD after running a small business in Ventura County for more than a decade. His other interests include California Natural History, technical rock climbing and photography. He graduated summa cum laude from the Brooks Institute of Photography and spent more than 15 years working as a professional climbing guide.



### **DR. MARK SCHNEIPP, PH.D.**

*California Economic Forecast, a private consulting arm of UCSB Economic Forecast Project*  
[www.californiaforecast.com](http://www.californiaforecast.com)

Dr. Schneipp, Director of California Economic Forecast, prepares forecasts, economic analysis and commentary on the real estate and regional economies of California for a variety of clients including Caltrans, Kaiser Permanente, Exxon Mobil, and the Southern California Association of Governments. He participates with the UCLA Anderson Forecast in the preparation of the annual Orange County Economic Forecast and the San Diego County Economic Forecast, which are held in the spring of each year. He often presents his findings, including updated U.S and California economic and demographic information, to a number of organizations at over 25 large conferences throughout the year. Today he will lead a discussion about automated vehicles and the projected changes transportation will have on housing and logistics.

Dr. Schneipp served as Senior Economist to Kathleen Connell, the California State Controller from 1999 to 2003 and was the Director of the Economic Forecast Project at the University of California, Santa Barbara, between 1985 and 2000. As a past faculty member in the Department of Economics at the University of California, Santa Barbara, he taught intermediate microeconomic and macroeconomic theory, applied regional modeling, applied econometrics, and forecasting, from 1982 to 1991.

Dr Schneipp received his Ph.D. from the University of California, Santa Barbara in 1985. His fields of research for the degree were econometrics, regional economics, and natural resource economics.



# Lending a helping hand.



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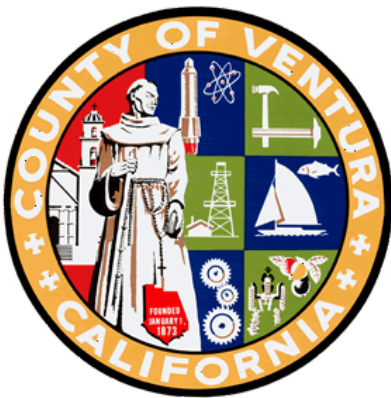
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The County of Ventura Community Development Department offers a variety of programs to assist with affordable housing development, home ownership, rental assistance and homeless programs.

[www.ventura.org/county-executive-office/community-development](http://www.ventura.org/county-executive-office/community-development)



The County is proud to provide staff support and participate in the Ventura County Continuum of Care, a collaborative group dedicated to promoting a safe, desirable and thriving community by ending homelessness in Ventura County.

[www.venturacoc.org](http://www.venturacoc.org)



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## PANEL SPEAKERS



Ventura County Housing Conference  
Wednesday, October 17, 2018

### DONALD MONTI

*Renaissance Downtown USA*

[www.renaissancedowntownusa.com](http://www.renaissancedowntownusa.com)

**Renaissance Downtown USA** is one of the first real estate companies of its kind to create a proprietary impact framework to measure, monitor and guide planning and development efforts to improve the positive impact in each of the communities they work in.

Donald Monti has over 35 years of diverse experience covering all aspects of the real estate spectrum. Don has been involved in over 80 completed projects that cover the full range of the development spectrum including office buildings, apartments, retail, mixed-use complexes, recreation and entertainment centers, hotels, marinas, condominiums and single family homes.



The Glen Isle waterfront project in Glen Cove, NY represented a clear turning point in Don's career by introducing him to a new business model based upon a triple-bottom-line approach to real estate development – social, environmental and economic responsibility. Construction on this transformative mixed-use redevelopment effort commenced in 2016. Don's visionary approach, coupled with his veteran standing within the development community has led to being referenced in numerous nationally respected media sources as an expert in downtown revitalization. He has also been a keynote speaker and/or panelist at a number of regional and national conferences. Don is an appointed member of the ULI's National TOD Council, LOCUS (a Washington D.C. TOD organization where Don is one of 16 steering committee members). The innovative thinking and demonstrated success has also led to his presentation of the Hempstead Village project at the United Nations World Energy Forum in Oct. 2012, in Dubai in front of a host of world leaders.

### NOAH ORNSTEIN

*Founder and General Counsel, Leap of Faith Partners LLC*

[www.lof.la](http://www.lof.la)

Leap Of Faith Partners, LLC ("LoF") is a fully-integrated real estate investor and developer with in-house entitlement and construction capabilities. LoF is a leading developer of homes using off site modular construction. All of LoF's ground up development utilizes modular construction.

The company has completed and is currently developing over 200 residential units with a total portfolio value in excess of \$130,000,000. LOF is owned by seasoned real estate investors with over 100 years of real estate experience and over \$1,500,000,000 of completed transactions among its principals. LoF owns and operates a structural concrete construction subsidiary – Completely Concrete Structures (CCS - [www.completelyconcrete.com](http://www.completelyconcrete.com)), which performs large scale foundation projects for commercial properties. CCS allows LoF to self-perform all the foundation and site work in its ground-up development projects.



Noah Ornstein is the founder and General Counsel for LoF and Completely Concrete. He has a JD/MBA from UCLA and believes he has poured more cubic yards of concrete than any other graduate of UCLA Law or Anderson.



*Leading the Way*

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## PANEL SPEAKERS

### TYSON CLINE

AIA, Principal at Roesling Nakamura Terada Architects

[www.rntarchitects.com](http://www.rntarchitects.com)

Tyson Cline has more than 23 years of experience in architecture, urban planning, and fabrication. He received his Bachelor of Architecture degree from the New School of Architecture + Design in San Diego. Tyson joined RNT in 2005 to help establish a strong Ventura presence for the firm, bringing his expertise in consensus-based design and live/work multi-family housing. He has a passion for exploring creative design solutions while engaging sustainable and energy efficient strategies. His current focus is on exploring unique housing types that reflect current demographic and societal needs. Tyson has broad project type experience in both design and urban planning. He has served as project manager for several national parks, government, education building designs.

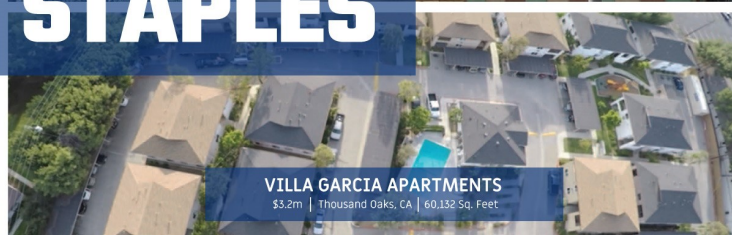
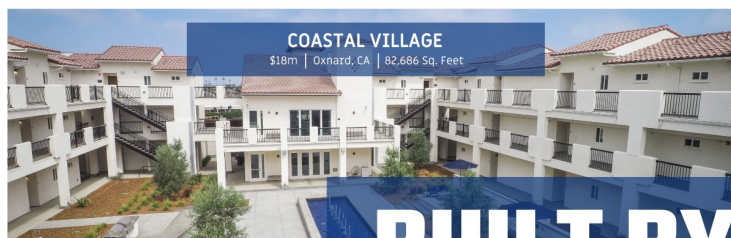


Tyson comes from a long line of Ventura residents. His passion for community is reflected by his appointments on the City of Ventura's Design Review and Historic Preservation Committees. He was a founding board member of the Green Building Council of Ventura County and worked as a liaison during its transition to the C-4 USGBC. He has been a commission as a public artist for various cities including Oxnard, Ventura and Santa Monica. In his free time Tyson enjoys a wide range of fabrication projects from home improvement to auto restoration/modifications and public art.



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## CONFERENCE MODERATOR

### MARTA GOLDING BROWN

*Government Affairs Director, Ventura County Coastal Association of REALTORS  
President and Board Chair, Housing Opportunities Made Easier*

Marta Golding Brown has had a long and successful career in housing and development in California and Nevada. For the past three years, as the Government Affairs Director for VCCAR, she led efforts to modify point-of-sale inspection, regulate short-term vacation rentals, amend rental inspection ordinance, and obtained VCCAR's first-ever grant from the National Association of Realtors (NAR). This year, she earned NAR's Realtor Association Certified Executive (RCE) designation, which exemplifies goal-oriented association executives with drive, experience, and commitment to professional growth. She is one of only 510 association executives nationwide and just 38 in California who currently hold the designation.



Prior to VCCAR, Brown was a government affairs director for the L.A./Ventura Chapter of the Building Industry Association of Southern California, primarily focused on development issues in the Antelope Valley and advocating for homebuilders. She also has 16 years experience with the cities of Lancaster, North Las Vegas, and Clark County, Nevada in redevelopment and planning, liaison in a number of housing and development programs, and directing the Major Projects Team - overseeing development of large master-planned communities. Brown was a partner in the firm Brown & Carlton Consulting, that among other projects providing government affairs advocacy for KB Home Nevada and the Greater Antelope Valley Association of Realtors.

Born and raised in Lancaster, Brown has a bachelor's degree in behavioral sciences from John F. Kennedy University, and a master's degree in Public Administration from California State Long Beach. She has been an active member of Rotary for nearly 20 years.

## PANEL MODERATOR

### SANDY SMITH

*Land Use Consultant for Sespe Consulting  
Sr. Adjunct Professor in the Master's program in Public Policy and Administration at California Lutheran University*

Sandy Smith provides strategic analysis and counseling, comprehensive land use planning and project planning and entitlement, and public hearing strategy development and representation – at the local and state levels. In addition, Sandy has years of experience as a facilitator and mediator – specializing in collaborative community problem solving, neighborhood design, and land use dispute resolution.



Sandy teaches classes in Urban Planning, Civic Engagement, and the Implementation of Public Policy. Sandy is currently Board Chair for the Ventura County Economic Development Association (VCEDA), a Board Member of the Economic Development Collaborative of Ventura County (EDC-VC), and serves on the Technical Advisory Committee for Habitat for Humanity. Additionally, he is a member of the Executive Committee of the Ventura County Civic Alliance where he Chairs their Center for Public Dialogue.





## **MISSION STATEMENT**

To promote a diversity of housing opportunities which are essential for a healthy and sustainable quality of life in Ventura County.

### **HOME Board of Directors**

President & Chair: **Marta Golding Brown**, Ventura County Coastal Association of REALTORS  
Vice-Chair: vacant \*

Secretary : **Andrea Palmer**, City of San Buenaventura, Community Development Dept.

Treasurer: **Rena Sepulveda**, Turning Point Foundation

Director: **Rod Thompson**, Many Mansions

Director: **Felipe Flores**, Ventura County Community Development Corp.

*\* Brianna Vazquez, CityBldr, moved in Sept. 2018. We will miss the energy, insight and commitment she gave to HOME and the Housing Conference Committee.*

### **Conference Committee**

**Sandy Smith**, Sespe Consulting

**Linda Fisher-Helton**, Area Housing Authority of the County of Ventura

**Brad Golden**, Chicago Title Insurance

### **Staff**

Executive Director: **Karen Fraser**



**What We Do:** HOME seeks to advocate and educate about housing issues in Ventura County. Our current programs include an Annual Housing Conference, quarterly Housing Issues Forum on a range of housing-related topics, and education via our website and social media. HOME was the sponsoring entity for the Ventura County Housing Trust Fund (2012) and the Real Estate Fraud Advisory Team or REFAT (2018). HOME became a 501(c)(3) non-profit in 2008. Financial support comes entirely from Conference and Forum sponsorships and tickets, and individual donations.

*HOME is currently seeking professionals passionate about housing in Ventura County to serve on the Board of Directors or a committee (eg: annual conference, quarterly forums, outreach/media, etc.). If interested, please contact our Executive Director.*

[www.vcHOME.org](http://www.vcHOME.org)  
P.O. Box 191, Camarillo, CA 93011  
Nonprofit 501(c)(3) #20-4616988

Executive Director: Karen Fraser  
[info@vchome.org](mailto:info@vchome.org)  
(805) 216-2235



Each year HOME sponsors quarterly Housing Issues Forums.

The 2018 topics have been:

- ♦ **Apartment Market Survey**—presented by Dawn Dyer of Dyer Sheehan Group Inc.
- ♦ **Housing our Homeless**—presented by Tara Carruth, County of Ventura Continuum of Care and Jason Meeks, Turning Point Foundation. Sponsored by Tuff Sheds.
- ♦ **Ballot Propositions 1 & 2**—presented by Michael Hopkins and John Fowler, Peoples Self Help Housing. Sponsored by Ron Mulvihill, Housing Innovations & Solutions.

*We welcome your suggestions for future topics of discussion and hosting locations, as well as corporate sponsorship to defray costs.*

### **Join us for our final Forum of 2018**

**Tuesday, November 27 2018, 8:00—10:00 am**

**at the new Wagon Wheel community  
2599 Wagon Wheel Road, Oxnard**

**Sponsored by: Oakwood communities, Inc.**

- ♦ **Breakfast & Networking**
- ♦ **Speaker: Assembly member Jacqui Irwin (or staff)**  
**“Moving forward with the Nov. ballot/election results”**
- ♦ **HOME Conference take-a-ways and 2019 looking ahead**
- ♦ **On-site tour of the new Wagon Wheel development**



### ***A note from ....***

Ventura County is home to some 850,000 people. Almost one-fourth are under 18 years old. Will they be able to afford to live, work and raise their family here? What legacy are we leaving to our young people? About 15% (and growing) of our population is over 65. How many are struggling to simply live in the County of their past labors?

HOME strives to ensure all our residents have a decent place they can afford to call home— from transitional and subsidized housing to executive space. HOME advocates for an appropriate mix of housing...

to encourage new and existing employers to thrive,  
to inspire young adults to live productive independent lives,  
to show respect and gratitude for elders as they age,  
to embrace the fullness of life, opportunities and natural beauty around us.

I am pleased to be part of the dialogue and effort to make Ventura County a welcoming place where all can prosper. Please join us as a HOME Member, at our Housing Issues Forums, future Conferences, and other opportunities. I welcome your input and participation.

 **Karen Fraser, HOME Executive Director**

**17th Annual Ventura County Housing Conference  
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# *Leading the Way*

*Challenges...*

*Innovations...*

*Solutions...*

## **MY THOUGHTS, INSPIRATIONS, EPIPHANIES, AND CONNECTIONS**

*What did I hear that applies to my work? How can I apply it to my sphere of influence?*

*What obstacles are in the way of implementing the new product/process? How do I overcome?*

*What's my next step .... Information? Contact? Financing?*



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