



Land Use Coordinating Committee

July 29, 2021 | 9:00-10:30 a.m.

[**REGISTER NOW!**](#)

1. Welcome & Announcements

Keri Stevens
ARC

2. Comprehensive Economic Development Strategy (CEDS)

Keri Stevens
ARC

Keri Stevens will provide an overview of the CEDS and what it can do for your community. She will continue with a discussion of how equity and resiliency will be featured in this update. Attendees will be asked about their familiarity with the CEDS, their participation in the 2017 update, and the role of the CEDS in their local planning activities.

3. The Atlanta Regional Marketing Alliance

Misti Martin
Cherokee Office of Economic
Development
Gregg Simon
Metro Atlanta Chamber of
Commerce

Misti Martin and Gregg Simon will provide an overview of The Atlanta Regional Marketing Alliance, formed out of the Atlanta Regional Commission's Comprehensive Economic Development Strategy and consisting of the 10 Metro Atlanta Counties in the Atlanta Regional Commission (ARC), City of Atlanta (Invest Atlanta), Metro Atlanta Chamber, Georgia Power Company, and Georgia Department of Economic Development. They will highlight some of The Alliance's partnerships, projects, and successes. Attendees will be asked about their community's most pressing economic development need and projects or resources they would like to see incorporated into the CEDS.

4. Public Engagement & the CEDS

Ryan Schlom
ARC

Marian Liou
ARC

Ryan Schlom will begin with a spatial analysis of census tracts in the region that are home to high concentrations of people on whom COVID-19 has had the most significant negative economic impact. Marian Liou will discuss how this data will be used to guide the community engagement process as well as highlight innovate community engagement techniques discussed at the 2021 Arts Leaders of Metro Atlanta program. Attendees will be asked about their community's primary community engagement challenges, local changes to engagement techniques to overcome these challenges, and the types of engagement techniques they would like to see used as part of the CEDS.

5. Introduction to Climate Resources

Kelsey Waidhas
ARC

Kelsey Waidhas will set the stage for upcoming briefs on climate change resources offered to local governments at little to no cost. This will kick off a larger series of bite-sized presentations on climate mitigation and adaptation resources and build on work already being done at ARC.