

N Y G R E N
P L A C E M A K I N G
Fall 2019 Conference Agenda

MONDAY September 23, 2019

8:00am – 8:45am

BREAKFAST at *The Farmhouse Restaurant*

9:00am – 10:15am

INTRODUCTION and HISTORY

The Oak Room

Steve Nygren

The Nygren Family, the Chattahoochee Hill Country Story and the Vision of Serenbe

BREAK

10:30am – 11:45am

DEVELOPING SERENBE – Concept to Reality

The Oak Room

Steve Nygren, Serenbe Founder

The Chattahoochee Hill Country story of land use change, overlay and zoning

Phill Tabb, Texas A&M Professor and Serenbe Planner

Serene Urbanism: The Serenbe Masterplan

Steve Cover,

Working with local Governments

Garnie Nygren, Serenbe

Integrating commercial themes for hamlet center with path grids connecting nature and density

11:45am – 12:45pm

TOUR OF SELBORNE HAMLET and WALK TO MADO

Led by Steve Nygren and Garnie Nygren

1:00pm – 2:00pm

LUNCH at *Halsa*

2:00pm – 3:30pm

TOUR OF MADO

Led by Steve Nygren and Garnie Nygren

3:30pm – 4:30pm

ARCHITECTURE AND STREET SCAPES – Addressing the street and the topography, price point mixture

The Oak Room

Steve Nygren, Serenbe

Steve Dray and **Cecilia Winston**, Serenbe Planning and Design

4:30pm – 5:45pm

GREEN INFRASTRUCTURE – Systems and Utilities

The Oak Room

Wayne Matthews, Southeastern Engineering, Inc.

Storm Water

Steve Hurwitz, ENERTECH GLOBAL

Geothermal

Don Tonic, Solar Plus

Solar

Michael Darrow, Serenbe

Waste Water

6:30pm

COCKTAILS at *The Farmhouse Bar*

7:30pm

DINNER at *The Farmhouse*

TUESDAY September 24, 2019

8:00am – 8:45am

BREAKFAST at *The Farmhouse Restaurant*

9:00am – 10:15am

The Oak Room

MARKETING AND HOSPITALITY AT SERENBE

Garnie Nygren, Serenbe

Monica Olsen, Serenbe Communications

10:30am – 12:30pm

WALKING TOUR OF NEIGHBORHOOD, ART FARM & SERENBE ORGANIC FARMS

Led by Steve Nygren and Garnie Nygren + Farmer Ian Giusto

12:45pm – 1:30pm

LUNCH at *Grange Hall*

1:45pm – 3:00pm

Gainey Hall

AGRICULTURE – What Defines an Agrihood?

Alice Rolls, Georgia Organics

The Importance of Local AND Organic Agriculture

Diana Martin, Rodale Institute

Garnie Nygren, Serenbe

Agriculture in Community

3:15pm – 4:30pm

Gainey Hall

SERENBE INSTITUTE

Brian Clowdus, Serenbe Playhouse

Lucio Petroccione, AIR Serenbe

John Welker, Terminus Modern Ballet Theatre

John Graham, Serenbe Institute

4:30pm – 6:30pm

Optional Activities or Self Exploration

6:30pm – 7:30pm

COCKTAILS at *The Nygren's Townhome*

7:45pm

DINNER at *The Hill*

WEDNESDAY September 25, 2019

8:00am – 8:45am

BREAKFAST at *The Farmhouse Restaurant*

9:00am – 10:30am

The Oak Room

Q&A AND CONCLUSION