ABOUT 540WMAIN, INC.
540WMain, Inc. serves as a virtual hub that brings people together. We engage our community through antiracist, accessible, and compelling digital and virtual content, centering Black and Indigenous thinkers and creators. Our educators and our content provide the tools needed to dismantle racism at personal, institutional, and policy levels.

Learn more at https://540westmain.org/

ABOUT CITY ROOTS COMMUNITY LAND TRUST
City Roots Community Land Trust was founded in 2016 and works to establish and promote permanent affordability, development without displacement, and community wealth building within Rochester, NY. We believe that everyone has a right to quality, affordable housing.

Learn more at https://www.cityrootsclt.org/

CO-ORGANIZERS, STAFF & VOLUNTEERS
We are sincerely grateful for all the people who have helped make this year’s conference a success.

Paola Macas Betchart
Odessa Amaryllis
Calvin Eaton
Graham Hughes
Julia Monica
Kadin Benjamin
Riane Pares-Kane
Andrea Gregoire
Amaru Taylor

Allison Klee
Jonathan Meagher-Zayas
Adrienne Pettinelli
Stacey Lawrence
Megan DeCausemaker
Philip McHarris
Edan Lambright
Steering Committee*

A Special Thanks to:

RIT
The Community Foundation
KIS
School of the Arts

SPONSORED BY

SURJ ROC
RIT
Climate Solutions Accelerator
Common Ground Health

540WMain, Inc and City Roots Community Land Trust Presents

HEAL, RESIST, REFORM, BUILD.
Preventing Displacement & Nurturing Thriving Communities.

FRIDAY, OCTOBER 13TH | 4-7PM
SATURDAY, OCTOBER 14TH | 10AM-4PM

School of The Arts
45 Prince Street, Rochester, NY
FRIDAY, OCTOBER 13TH
From 4:00pm to 7:00pm

4:00 to 4:45pm Registration, Dinner, and Networking

4:45 to 5:00pm Opening Remarks by Graham Hughes
Co-Director, City Roots Community Land Trust

5:00 to 6:00pm “A Gift From A Stranger” Performance
Ensemble Theatre (Room 225)

A Gift From A Stranger: A Story of Community Renewal, Friendship, Family Affirmation, and Healing Personal Trauma is written by Christopher T. “Amunubenheh” Brown and directed by Almeta Whitis
- Almeta Whitis – Producer, Director, Dramaturg, and Actor
- Jade Hodges – Technical and Lighting Director
- Aisha DaCosta – Actor, Dancer, and Singer
- William Jones – Actor and Dancer
- Doug Curry – Actor, Poet, and Storyteller
- Wendy Low – Freelance writing coach, Teacher, and Editor
- Christopher T. Amunubenheh Brown – Playwright

6:00 to 7:00pm Q&A and Closing Remarks by Calvin Eaton
Founder and CEO, 540WMain, Inc.

Special Sessions

REimagine & REMember collective session (All day Friday and Saturday)
Attendees are invited to draw or write ideas, actions, projects, or any other dreams they have to Heal, Resist, Reform, and Rebuild our neighborhoods and the land. This will be a massive collective brainstorming with the heart session to imagine and create a community without displacement and oppression.

Nap Room Art installation | Inspired by the Nap Ministry and Braiding Sweet Grass (All day Saturday)
This is an immersive experience that centers rest and resistance as tools for healing and liberation. Attendees will enjoy a cozy and sacred space for rest and medication while listening to influential authors and calming sounds. This experience will be offered several times during the day on Saturday.

Presented by multidisciplinary artists and activists Paola Macas Betchart and Amaru Taylor in collaboration with Heart of Roc, a grassroots organization dedicated to connecting, growing, and building community through Heart Work.

Food and Refreshments Provided By:

SATURDAY, OCTOBER 14TH
From 10:00am to 4:00pm

10:00 to 12:00pm Community Fair
Participating Partners:
- REACH Advocacy Inc.
- Capoeira Angola
- City Roots Community Land Trust
- BID Education Committee
- Ubuntu Roots

- Anyone’s Cafe & Bakery
- Nua Eco Chic
- Climate Solutions Accelerator
- Genesee Land Trust
- And more...

12:00 to 1:00pm Workshops
Workshop 1: “A Black and Indigenous Perspective of Gentrification.” Presented by Halima Aweis and Akoni Kwa Amani

1:00 to 1:15pm Lunch and Networking

1:20 to 2:20pm Workshops
Workshop 1: “Intro to Becoming a Community Freedom Fighter.” Presented by Tierra Stewart and James Bankston.

2:30 to 3:30pm Plenary Discussion
Moderated by Calvin Eaton, featuring:
- Serena Viktor, Ubuntu Roots Herbal Teas, and Apothecary
- Kim Smith, Political Director of VOCA – NY & City of Rochester At-Large Councilmember
- Stanley Martin, Co-founder, Free the People Rochester & City of Rochester At-Large Councilmember
- Peter Peters, Chair REACH Advocacy

3:30 to 4:00pm Q&A and Closing Remarks by Calvin Eaton
Founder and CEO, 540WMain, Inc.