

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 | Allison Klee |
| Odessa Amaryllis | Jonathan Meagher-Zayas |
| Calvin Eaton | Adrienne Pettinelli |
| Graham Hughes | Stacey Lawrence |
| Julia Monica | Megan DeCausemaker |
| Kadin Benjamin | Philip McHarris |
| Riane Pares-Kane | Edan Lambright |
| Andrea Gregoire | Steering Committee* |
| Amaru Taylor | |

* See full list on website

A Special Thanks to:



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



SPONSORED BY



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 Theatere (Room 225)



Scan the QR code to learn more

A Gift From A Stranger: A Story of Community Renewal, Friendship, Family Affirmation, and Healing Personal Trauma is written by Christopher T. "Amunubeneh" Brown and directed by Almeta Whittis

- Almeta Whittis - 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. Amunubeneh 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:

UGLY DUCK



ABUNDANCE FOOD CO-OP



PETIT POUTINERIE



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

Workshop 2: "Power Mapping Workshop: Unmasking Gentrification's Allies." Presented by Stanley Martin and Kelly Cheattle.

Workshop 3: "Bountiful Blocks: Systems and Practices for Building Community." Presented by Jonathon Jones and Gwen Olton.

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.

Workshop 2: "Community Engagement as a Tool for Mitigating Displacement as a Result of Gentrification." Presented by M. Ann Howard, Nancy Muiasko, Helen Dumas, and Mckenna Erwell.

Workshop 3: "Abolitionist & Anti-Capitalist Mechanisms to Combat Gentrification." Presented by Halima Aweis.

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 VOCAL- 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.