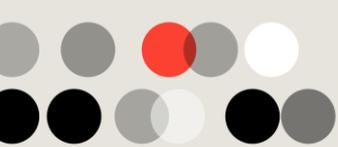




# AIA Leadership Summit

February 11-14  
Washington, DC

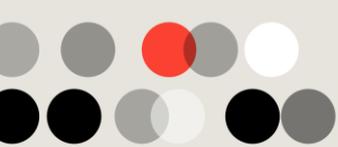




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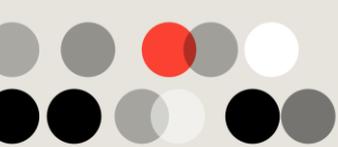
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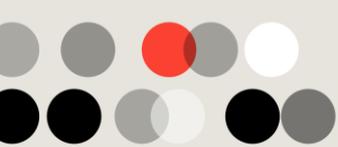
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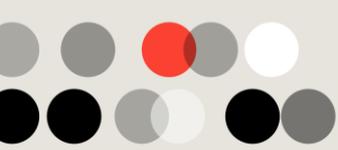
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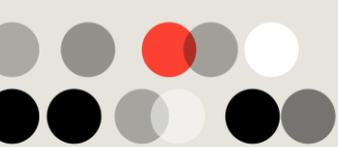
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# **Blueprints for Power: Architects Serving in Elected Office**



**Marcus Monroe**  
**Former Councilmember,**  
Brentwood, Maryland

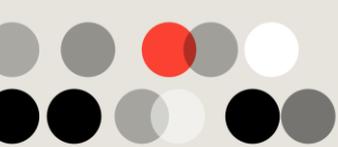


**Robert Tuñón**  
**Mayor**  
Etna, Pennsylvania



**Jeremiah Woodring**  
**Ward 3 Commissioner,**  
**Board Vice-President**  
Lower Merion Township,  
Pennsylvania

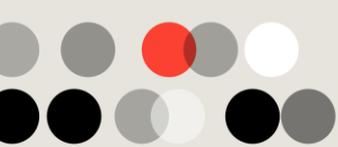
**Panel Members**  
**Blueprints for Power: Architects Serving in Elected Office**



## Point of Concern:

### Value of the Profession

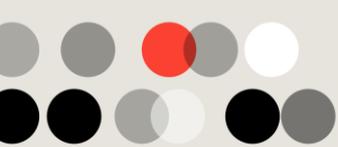
In a rapidly evolving world, the value of architects and similar professionals is often overlooked. Despite a diverse and impactful skill set, we're frequently absent from key decision-making spaces—especially when it comes to shaping public policy. The scarcity of architects in public office means missed opportunities for vision-driven leadership. Stronger, more thoughtful policy could emerge if architects had a seat at the table.



# ArchElect

## Mission & Vision

The ArchElect initiative aims to empower architects, emerging professionals, and allied experts to serve as civic leaders. Architects, with their multifaceted set of skills, are uniquely positioned to advocate for communities and shape policies that truly serve the public good. By stepping into public office, they can drive visionary change, creating a more thoughtful, sustainable, and thriving society that elevates the quality of life for all.



## 01 Pillar 1: Empowering the Professionals of Today

- Led by AIA PA Government Affairs Committee (GAC)

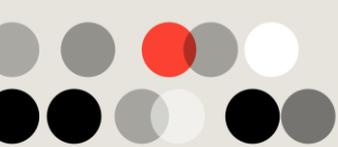
- **Goals:**
  - Inspire architects and young professionals to become more civically engaged

- Educate members on Civics and show them the path towards running for office
- Support members as they become candidates running for office.

## 02 Pillar 2: Inspire the Professionals to Come

- Joint collaboration between AIA PA GAC and Emerging Professionals Committee (EPiC)

- **Goals:**
  - Engage with students and EPs to promote pathways towards civic engagement.
  - Support professional development with a focus on Civic engagement.
  - Create a pipeline of members for Pillar 1 initiatives.



**THE LEAD UP**

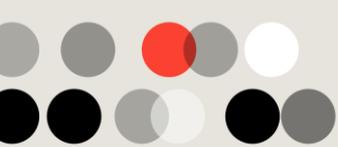
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**CAMPAIGNING**

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**SERVING**

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# Marcus Monroe

**Former Councilmember, Brentwood, Maryland**

Chief of Program Development, Maryland-National  
Capital Planning & Commission



- **Architect's mindset** → **civic lens**: My training taught me to balance vision, constraints, and stakeholders — skills that transfer directly to public service.
- **Community roots**: Longtime advocate in the Gateway Arts District, serving on nonprofit boards and leading placemaking initiatives.
- **The pivot point**: I saw how decisions made at the policy table often lacked design thinking or community perspective. That gap and encouragement from community members motivated me to run for office.
- **Relatable entry point**: I didn't start with national ambitions — I started with wanting safer streets for kids, stronger arts investment, and more trust in local government.

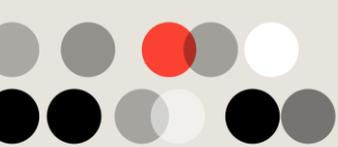


**The reality check:** Campaigning meant knocking on doors after work, juggling childcare, and translating complex issues into plain language.

**Core issues:** Pedestrian safety, small-town infrastructure, racial justice, and protecting artists from displacement.

**Architect's advantage:** I was used to facilitating across disciplines. That helped me listen, sketch solutions, and build consensus.

**Message to the room:** If I could step in with a young family, a full-time job, and no political pedigree, then it's absolutely achievable for others too.



**A RECORD OF LEADERSHIP**

**Councilmember**  
2 Terms  
Gateway Community Develop, Corp.  
Vice President, Board of Directors  
Prince George's County Municipal Assoc.  
Legislative Chair

Anacostia Trails Heritage Area  
Board Member

American Inst. of Architects,  
Potomac Valley  
Associate Board Member

**A RECORD OF SUCCESS**

Collaborated on \$400K Bond Bill for New Town Center

Partnered with local leaders on \$300K Bond Bill for artist ownership & anti-displacement

Advocated for ARPA funding toward senior home repairs, safer playgrounds, and relief for businesses

Working to expand mental health resources

**RE-ELECT MARCUS MONROE FOR TOWN COUNCIL**

**6 PRIORITIES**

- 2035 PLAN**  
Develop plan for town growth over next 12 years
- ARTS & CULTURE**  
Protect and grow our creative industry
- EQUITABLE DEVELOPMENT**  
Community-led development that benefits all
- SUPPORT IMMIGRANT FAMILIES**  
Partnerships for wrap around social services
- RACIAL EQUITY**  
Embed diversity & equity in town policies
- EARLY CHILDCARE**  
Expand local early childcare options

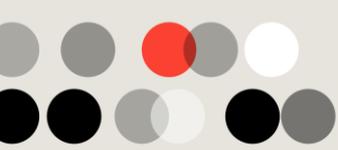
**VOTE MAY 1**

**Our team has worked to bring results to the community:**

- ✓ \$400K Bond Bill for Town Center Project
- ✓ Free Wi-Fi to the community at Bartlett Park
- ✓ Supported 25 businesses through Relief Fund
- ✓ Oversaw the Resident Relief Fund
- ✓ Free community resources during the Pandemic
- ✓ Community awareness and engagement with public forums
- ✓ Addressed oversight of American Rescue Plan Act Fund and recovered \$2.9M

**Marcus Monroe for Council**

I've been a resident since 2013. As an architect by trade I have a focus on aging in place, youth enrichment, affordable housing, social justice, community arts development, mental health wellness, and public safety. During the pandemic I worked on: advocating for the Kirwan Commission, serving on the Board for the Gateway Community Development Corporation, leading efforts to provide support through the Business Relief Fund & Resident Relief Fund, working with the Council to create a parking study, collaborating on the Bridging the Brentwoods march, focusing on the Town Center Project's completion, and bringing shared mental health crisis response services to our Town.

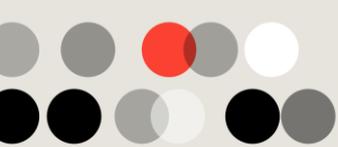


# AIA Leadership Summit



- **Councilmember**, Town of Brentwood, MD (3x)
- **Chair**, Town of Brentwood Cable TV Authority
- **President**, Gateway Community Development Corporation
- **Chair**, Prince George's County Municipal Association Legislative Committee (3x)
- **Board Member**, Anacostia Trails Heritage Area (ATHA)
- **Associate Director**, AIA Potomac Valley (Advocacy Committee)
- **Member**, County Universal Design Implementation Workgroup
- **Member**, County School Pedestrian Safety Workgroup

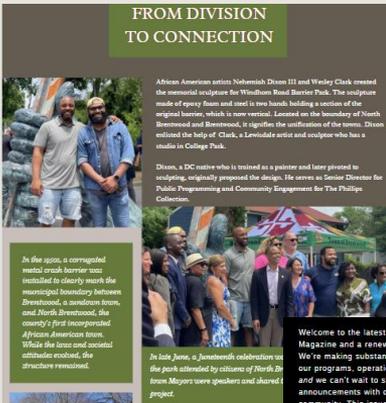
SERVING



# AIA Leadership Summit



WINDHOM ROAD BARRIER PARK



FROM DIVISION TO CONNECTION

Adrian American artist Nohemish Dixon III and Wesley Clark created the memorial sculpture for Windhom Road Barrier Park. The sculpture made of epoxy foam and steel is two hands holding a section of the original barrier, which is now metal. Inspired by the community of North Brentwood and Brentwood, it signifies the unification of the team. Dixon enlisted the help of Clark, a Leeward artist and sculptor who has a studio in College Park.

In the space, a corrugated metal crash barrier was installed to clearly mark the municipal boundary between Brentwood, a majority Black, and North Brentwood, the majority White neighborhood. While the loss and societal attitudes eroded, the structure remained.



In late June, a grassroots celebration in the park attended by citizens of North DC. Dixon, a DC native who is invited as a painter and later joined by sculpting, originally proposed the design. He serves as Senior Director for Public Programming and Community Engagement for The Phillips Collection.



Welcome to the latest issue of the Lab Magazine and a renewed Gateway CDC! We're making substantial improvements in our programs, operations and partnerships, and we can't wait to share several exciting announcements with our Gateway community. This issue will give you a glimpse of what's driving these changes, and our dedication to bringing equitable opportunities.

Our journey has been propelled by the support of local grassroots advocates in response to the displacement of artists and businesses. Together, we have witnessed an exciting convergence of support from our local and state elected officials. For these reasons, our team took a step back to rethink Gateway's strategy and its contributions to our collective efforts toward arts-driven economic development. We streamlined our offerings, temporarily paused the publication of this magazine, and are gearing up for a fresh start, with a stronger commitment to our mission. This process has required time, energy and heartfelt dedication - all essential for the organization's advancement. This new path empowers Gateway to grow the local creative economy, better support the community and foster the growth of our cherished arts district.

We sincerely hope you'll be part of the excitement and renewed energy as we continue our rollout—benefiting the Gateway Arts District, neighboring communities, and, of course, Prince George's County!

Sincerely,  
Marcus Monroe, President  
Gateway Community Development Corporation



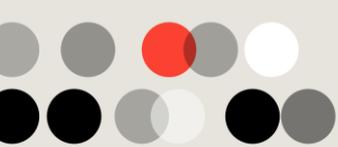
message from the president

## CHANGE IS IN THE AIR!

### Bond Bill Supports Artist Ownership



In May, representatives from Maryland's Legislative District 47 presented a check for \$300,000 to the Gateway CDC team to support the STUDIO Lab initiative.



# Robert Tuñón

Mayor, Etna, Pennsylvania

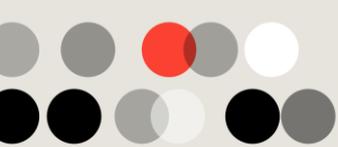
Principal, Rothschild Doyno Collaborative



## Robert Tuñón AIA, NOMA

Mayor, Borough of Etna  
Principal, Rothschild Doyno Collaborative

THE LEAD UP



Major Contributions /Priorities:

### Etna EcoDistrict

World's First Certified EcoDistrict,  
planning for resilient and sustainable  
future

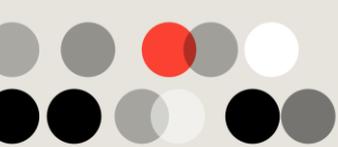
### Etna Center for Community

\$6 million renovation of historic  
building in heart of business district  
to become community library

Other:

- Youth Programming
- Housing & Comp. Plan
- Complete Streets
- Police Regionalization
- Trail Connection





Architect in Office:

## People First

Listening deeply, service focused on individual and community needs.

## Collaboration

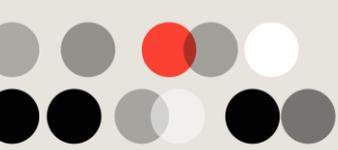
Understanding how to lead together teams and draw from everyone's strengths.

**Vision to Implementation** Turning big ideas into implementable projects and programs.

## Sustainability

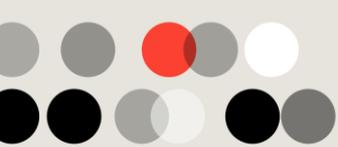
Embedding resilience, equity, and long-term thinking into governance.





# **Jeremiah Woodring**

**Ward 3 Commissioner, Board Vice-President  
Lower Merion Township, Pennsylvania**



Woodring teaches at Thomas Jefferson and Drexel universities.

### JEREMIAH WOODRING

#### ARCHITECT

#### HOK

There are certain careers that have always been more of a calling: You know from an early age that that is what you're going to do. Doctor, religious leader, inventor - for Jeremiah Woodring, it was architecture.

The product of a difficult childhood, Woodring had decided as a teenager that the discipline would afford him the future he wanted. "I came out of high school thinking that whatever career path I chose, I wanted it to be design-oriented," he says. "And then I fell in love

with architecture in college." Today, the 32-year-old architect at HOK specializes in health care and as one of the very few Certified Passive House Consultants in the U.S. The work is a core part of his personal philosophy: Innovate, Educate, and Advocate. He fulfills the other two tenets by teaching at his alma mater, Thomas Jefferson University, and at Drexel University, and by mentoring students interested in pursuing an architecture career. He is also the secretary of AIA PA's Government Affairs Committee and is the advocacy director for its emerging professionals committee.

"These three action verbs helped me set my mind on goals," he explains, adding that the watchwords help him "stay focused on making the biggest impact that I can."



## Interests lead to Opportunities:

Advocating with the AIA through Architect's Action Day & District Days

Joining your local party in order to connect with officials at rallies and fundraising event.

Being recognized locally for advocacy initiatives.

THE LEAD UP



## Impacts of Door Knocking:

Allocating several weekends to knock on doors and hold gatherings in residents' houses.

The need to make a presence.

Bring friends or family when knocking on doors!

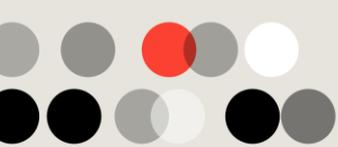
**CAMPAIGNING**



Impacts of Marketing Media & Social Media:

Ability to create enhanced graphics vs other campaigns

Developing strategies for target audiences



## Recognizing Community Leaders & Projects:

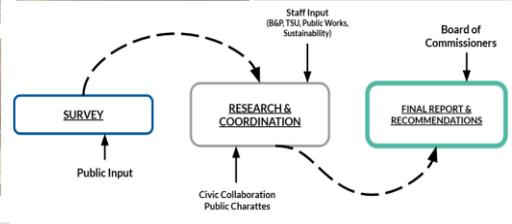
Construction of Senior Affordable Housing that consists of 48 Units

Presenting awards for local impact on sustainability driven initiatives

Shining a light on the hard work of municipal advisory commissions



Belmont Ave & Rock Hill Road Corridor



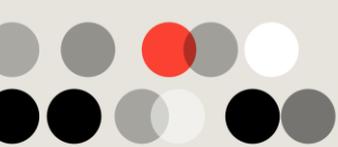
## Creating Township wide Priorities:

Revision of Traffic Calming Policy to broaden toolkit of strategies (#1 Ranked Priority of 40)

Re-Master Planning of Rock Hill Road Post-Industrial Corridor (#5 Ranked)

Study & Pursue LEED for Cities Certification (#23 ranked)





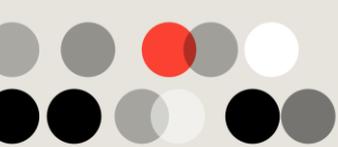
## **Senator Tim Kearney**

**State Senator, 26th Congressional District,  
Pennsylvania**



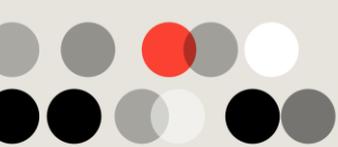
## **Secretary Jacob R. Day**

**Secretary, Maryland Department of Housing  
and Community Development**



**Senator Tim Kearney**  
State Senator, 26th Congressional District,  
Pennsylvania

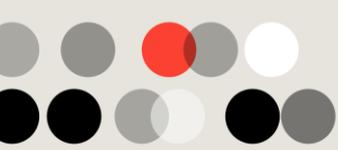




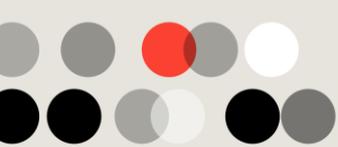
Secretary Jake Day



**Secretary Jacob R. Day**  
Secretary, Maryland Department of Housing  
and Community Development



# **Messaging Workshop**



# Tailoring the Message

The Goal:

District Concern

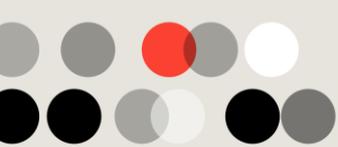


Architect's Training

To Submit:



An Architect's training can relate to concerns that constituents may have. Our ability to consult with many parties for the same purpose allows us to build a common ground for multiple perspectives.



# Next Steps:

February - March:

Petition Papers

April-May:

Primary Election

November:

General Election

Prior Year- January:

Campaign Launch

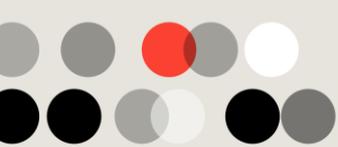
March-April:

Campaigning

May-November:

Campaigning



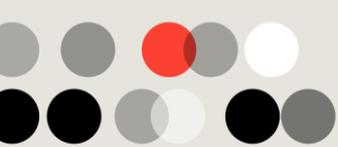


To Connect:



# Next Steps:

- Connect with a Mentor
- Research Public Offices
- Gather Resources
- Campaign – Run for Office!



# Resources

General Information:

[https://ballotpedia.org/Ballot\\_Access](https://ballotpedia.org/Ballot_Access)

<https://www.vote.org/>

Resources for women:

<https://montgomerywomen.org/running-for-office/> (Maryland)

<https://pa.emergeamerica.org/> (Pennsylvania)

<https://cawp.rutgers.edu/>

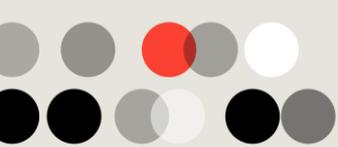
Party Specific Resources:

<https://traindems.org/>

<https://leadershipinstitute.org/>

Misc.

<https://www.isidewith.com/>



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**Jeremiah Woodring**  
[jeremiahmwoodring@gmail.com](mailto:jeremiahmwoodring@gmail.com)

To Submit:



**Q | A**

To Connect:

