

# MAIN STREET AT WORK: BUILDING JOBS & PRESERVING DOWNTOWNS!

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## SESSION DESCRIPTIONS

### WEDNESDAY, OCTOBER 5

#### KEYNOTE: THE 20 INGREDIENTS OF AN OUTSTANDING DESTINATION

Speaker: Roger Brooks, Destination Development International

Have you ever wondered why some communities or downtowns are so successful while others struggle? To find out, the DDI team spent nearly six years surveying and studying more than 400 well-branded, vibrant downtowns, downtown districts, and communities in North America to uncover the most common elements that led to their success. In this photographic “idea book” workshop, you’ll hear stories from these great places, see dozens of “how-they-did-it” photographic examples, and learn the 20 universal ingredients, including things you can do to create or enhance your outstanding destination.

### THURSDAY, OCTOBER 6

#### THINGS YOU CAN DO TODAY TO MAKE A DIFFERENCE TOMORROW

Speaker: Roger Brooks, Destination Development International

This session provides several tips and tricks – inexpensive marketing and community-improvement actions you can implement immediately to increase local spending, attract visitors, extend their stays and increase sales. Using case histories, advertising examples, and dozens of photos, you will see how merchants have doubled their sales for just pennies; tricks that will pull customers into your stores and communities; and ways to get everyone on the same page and pulling in the same direction.

#### BEYOND OLD IS THE NEW GREEN: ACHIEVING SUSTAINABILITY WHILE MAINTAINING HISTORIC SIGNIFICANCE

Speaker: Joy Sears, Heritage Programs, Oregon Parks and Recreation Department

Improving energy efficiency should be a goal of any renovation project for downtown property owners. The real issue for property owners is deciding what energy efficiency investment to make among competing strategies. This program will present an overview of the issues and opportunities of working with historic buildings and energy efficiency tools and techniques to guide property owners in making effective investment in efficiency.

#### THE NUTS AND BOLTS OF DOWNTOWN CIRCULATION

Speaker: Keith Tianen, AICP, Downtown Solutions LLC

Want to attract more customers and investment? Then improve your traffic circulation and “set up” your district for success. Street design, parking, and zoning are the most cost-effective and often least expensive elements you can improve. Get answers to frequently asked questions about roads, traffic, parking, and customer conveniences. Leave this session with ideas to deal with that highway bisecting your downtown, ways to create a better pedestrian shopping environment, how to get the highway department to allow on-street parking, and more.

#### WHAT MANAGERS NEED TO KNOW ABOUT RETAIL & RETAILERS

Speaker: Kathy La Plante, National Trust Main Street Center

Business owners are crucial stakeholders in a revitalization effort—so why aren’t more of them involved? Hear about recent retailing trends and perspectives gathered from business owners located in Main Streets throughout the United States. Understand their greatest concerns and the best ways to get them involved in your downtown.

## 7 STORE-FRONT COMPONENTS CONTRIBUTING TO AN EYE-CATCHING & APPEALING STORE

Speaker: Seanette Corkill, Frontdookback

Retailers seeking to improve their stores and business districts are aware that design matters but are often at a loss to determine exactly what changes are needed for themselves or their districts. They stall out and are stymied by the specifics for their unique location. There is a science to the art of retail presentation and once they learn the basics they can better judge which solutions are suitable for them. Topics include what constitutes effective branding and signage, how to choose color and where to put it, façade elements, the difference between lighting to see and be seen by, visual presentation standards, store-front activation, and window display must-haves. Included will be plenty of photos showing the DO's and DON'Ts of the above.

## BUILDING A SUCCESSFUL FRAMEWORK FOR VOLUNTEER RECRUITMENT, RETENTION, AND RECOGNITION

Speaker: Kuri Gill, Heritage Programs, Oregon Parks and Recreation Department

In the world of Main Street, volunteers are, hands down, the most valuable part of your program. The stronger your volunteer base, the more successful your organization! This interactive session will give you the tools to gather, train, and keep great volunteers. Whether you are structuring a new volunteer program or seeking ideas to re-energize your current volunteer team, this session will prove to be a valuable tool.

## FROM THE TRENCHES: MAIN STREET AT WORK IN OREGON

Speakers: Joan Wessell, Executive Director, Downtown Corvallis Association; Charlie Mitchell, City of La Grande; & Ted Romas, Main Street Myrtle Creek Association

One of the key principles of a sustainable, long-term revitalization strategy is to be comprehensive and incremental in your approach. During this session representatives from both veteran and newcomer programs will tell you about how they are working to sustain and enhance their traditional downtown "Main Streets" by building on their unique character, assets, and sense of place.

## KEEP IT REAL: PRESERVING WITH AUTHENTICITY

Speakers: Sheri Freemuth & Peggy Sigler, National Trust for Historic Preservation; Rosemary Johnson Planner & Historic Preservation Officer, City of Astoria; & Beth Ineck, Assistant Community Development Director for the City of Nampa

This session will cover the importance and advantages of utilizing historic preservation and showcasing your community's authenticity for a successful Main Street program. With images, examples and resources, they'll help you identify tools and partners key to making good, locally-inspired design happen in your community. Main Street professionals from Nampa, Idaho and Astoria, Oregon will showcase their uniquely authentic downtowns, and share their wisdom in how to "keep it real" in your town by building on your existing strengths. Sponsored by the National Trust for Historic Preservation.

## **FRIDAY, OCTOBER 7**

### FUNDING TOOLS FOR DOWNTOWN REVITALIZATION

Speakers: Elaine Howard, Elaine Howard Consulting, LLC; & Jamie Johnk, Clackamas County Main Street  
How do you fund downtown revitalization activities? Urban renewal, BID's, and EID's are effective tools in implementation of Main Street programs. This session will cover the basics of these funding mechanisms, how they are most effectively used, how they can be used in implementing Main Street programs, as well as some of the recent changes in the legislation governing urban renewal. It will also highlight some of the Oregon cities which successfully use these funding tools in the development of their Main Streets.

### FALL CLEAN-UP! GET STARTED ON BUSINESS RETENTION AND ASSISTANCE!

Speakers: Mary Bosch, Marketek Inc.; & Timothy Bishop, CMSM, Baker County Tourism and Marketing  
One of the first priorities for a downtown revitalization program is to develop a comprehensive business retention program. This just makes sense from an economic – it is much cheaper to retain a business than it is to recruit a new business, as well as from a philosophical perspective – it is important to assist existing businesses that have already made a financial commitment to your community. In this interactive session participants will learn how to create an approach that works for your program, how to talk to business owners so they will listen, assess business needs and practice “what to do,” organize a business assistance team for action, provide meaningful assistance, get tips from the field that work, and lay out the steps for your program.

### NO PHOTOSHOP REQUIRED: CAPTURE GREAT PHOTOS TO GROW YOUR MAIN STREET PROGRAM

Speaker: Timothy Bishop, CMSM, Baker County Tourism and Marketing  
Are your photos compelling? Do they visually tell your story? Learn valuable tips for capturing great photographs and new ways for using them to increase web traffic, social media interaction, and media coverage. And, as the title says, no Photoshop® or photography experience is required!

### CREATING SUCCESSFUL SPECIAL EVENTS

Speaker: Sheri Stuart, Oregon Main Street  
Special events are a great way to create excitement, fun, and exposure for your organization. Learn the fundamentals of organizing a special event from brainstorming the concept, creating realistic budgets, assigning tasks, finding sponsors, and attacking the "to-do" list. Examples of successful events from around the country will be featured.

## WALKING TOUR DESCRIPTIONS

### UPSTAIRS DOWNTOWN

Take a peek into the upper stories to see how these spaces are being transformed into new dynamic living and meeting spaces in downtown while preserving the facades that give downtown Baker City identity. Stops along the tour will include an amazing private loft, the old Neuberger Heilner Building with a fantastic “Pompeii effect” third floor (a shining before example), and the upstairs of the Pythian Castle ballroom restoration replete with stain glass windows.

### BEHIND THE FACADES: DOWNTOWN’S HIDDEN PLACES

Learn the fascinating stories behind the facades of some of downtown’s iconic buildings including the fantastic Masonic Lodge, and the equally intriguing Odd Fellows, both of which have been continuously used as lodges since their construction.

### HISTORY OF DOWNTOWN BAKER CITY’S ON-GOING REVITALIZATION EFFORTS

Join HBC director Ann Mehaffy on a tour of downtown along Main Street and First Street with points of interest and several stops along the way. Hear about how Baker City’s revitalization got started, some new initiatives underway like the Leo Adler Memorial Parkway, as well as captivating tidbits about the history of downtown.