

# 2019 Oregon Main Street Conference

Connecting People, Places, & Partners

October 2-4  
Tillamook

## OVERVIEW:

This year, conference participants will learn new techniques to forge deeper connections in their community and be inspired to take their main street efforts to the next level by connecting to resources, connecting to their place, and connecting to partners to help them get work done in their downtown. The events kick-off with an inspiring Keynote Speaker, author Melody Warnick, discussing place attachment and how to lead longtime residents and newcomers alike to commit to a more passionate relationship with their community.

## WHO SHOULD ATTEND:

Staff and volunteers of organizations focusing

on downtown historic preservation and economic development, downtown business and property owners, government leaders, chamber of commerce professionals and volunteers, and others with an interest in the future of downtown will benefit from attending this conference.

## HOST COMMUNITY:

Downtown Tillamook is nestled in a valley of dairy lands between the Pacific Ocean and the Cascade Mountain Range. The vibrancy of downtown is quickly being realized by both residents and visitors enjoying their time and patronizing local businesses. Tillamook has recently underwent a tremendous amount of revitalization with new streetscapes, food-trucks, breweries, restaurants, and parks.

## LODGING:

Lodging can be reserved at the following:

- Western Royal, (503) 842-8844 or
- The Ashley Inn of Tillamook, (503) 842-7599

Mention the Oregon Main Street Conference to get the the discounted rate.



## CONFERENCE LOCATION:

Keynote Speaker & Awards:  
Coliseum Theater  
310 Main Avenue

Celebration Dinner:  
Pacific Restaurant  
205 Main Avenue

Sessions:

- Coliseum Theater, 301 Main Ave.
- Tillamook Country Library, 1716 Third St.

## REGISTRATION:

Register online:

<https://oregon-main-street.ticketleap.com/conference/>

This conference is supported by:



FOR MORE INFORMATION CONTACT SHERI STUART AT (503) 986-0679 OR [SHERI.STUART@OREGON.GOV](mailto:SHERI.STUART@OREGON.GOV).

## PRELIMINARY SCHEDULE - SUBJECT TO CHANGE

### Wednesday, October 2

1:30-5:30 pm REGISTRATION

#### PRE-CONFERENCE WORKSHOP

**10:00 am - 1:00 pm**

- Main Street Bootcamp, presented by Kathy La Plante, NMSC

#### KEYNOTE & AWARDS

**3:30 pm**

- Melody Warnick

Melody Warnick's book *This Is Where You Belong: Finding Home Wherever You Are*, is a practical guide to loving the place where you live. *This Is Where You Belong* explores the groundbreaking concept of place attachment and leads longtime residents and newcomers alike to commit to a more passionate relationship with their community.

- 2019 Excellence in Downtown Revitalization Awards

#### EVENING EVENTS

**5:30 pm**

- Opening Reception and Dinner hosted by Tillamook Chamber of Commerce. Special Presentation by Scott Bolton, Pacific Power

### Thursday, October 3

8:00 am - 5:00 pm REGISTRATION

#### TOURS

**10:30 am - 12:00 pm**

- Women in Business

**1:30 - 3:00 pm**

- DT Tillamook Traffic Improvement Project

**3:30 - 5:00 pm**

- Urban Renewal

#### CONCURRENT SESSIONS

**8:30 - 10:00 am**

- 90 Day Yes, presented by Melanie Warnick
- Partnerships (Title TBD), presented by Kathy La Plante, NMSC
- Experience Marketing - Small Investment, Big Impact presented by Bridget Bayer, BAM

**10:30 am - 12:00 pm**

- Main Street as a Developer, presented by Bridgette Kelch, Downtown Washington Inc.
- Seeing Main Street in a Whole New Light, presented Seanette Corkill, Frontdoor Back
- Organizations Shouldn't be Ordinary, be Extraordinary, presented by Mary DesMarais & Mary Gorman, Gig Harbor Waterfront Alliance

**1:30 - 3:00 pm**

- Leveraging Promotions as an Attraction Tool, presented by Bridgette Kelch, Downtown Washington Inc.
- Parking Management Strategies that Increase Downtown Vitality, presented by Brian Davis, Lancaster Engineering; & Evan Manvel, TGM
- Co-working Fosters Community and Economic Success, presented by Brad Attig, Foundry Collective; Jason Aarstad, Gaucho Collective; & Kate Schwarzler, Indy Commons

**3:30 - 5:00 pm**

- The Shifting Landscape of Main Street Economies: What Can We Learn from Oregon's Cheese Factories?, presented by Michael Held, RDI

- Placemaking and the Arts, presented by Brian Wagner, OAC
- Main Street Refresh Spurs Community Engagement, presented by Mary Bosch, Marketek; Susie Johnston-Forte, Downtown Roseburg Assoc.; Harv Schuboth, Greater Bandon Assoc.; & Steve Poisson, Revitalize Downtown Stayton

#### EVENING EVENT

**5:30 pm**

- Social Mixer hosted by Tillamook Chamber of Commerce
- Dinner on your own, enjoy Downtown Tillamook!

### Friday, October 4

8:00 - 10:30 am REGISTRATION

#### CONCURRENT SESSIONS

**8:30 - 10:00 am**

- Managing Main Street in the Digital Age, presented by Ron Cook, distrx
- Embracing Your Heritage Resources, presented by Robert Olguin, SHPO
- Got Space? Just Fill it!, presented by EJ Payne, Hillsboro Downtown Partnership; Amanda Normine, St. Helens Economic Development Corporation; & Kendall Bell, Klamath Fall Downtown Association

#### CLOSING PLENARY

**10:30 am - 12:00 pm**

- Rising to the Top: 5 Minute Success Stories

Leave the conference inspired as representatives from Oregon Main Street Network Communities give us a snapshot of a success they had in their efforts to revitalize their downtowns. Facilitated by Wyatt King, Lebanon Downtown Assoc.

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