

# INVITING SPACES, FRIENDLY FACES, AUTHENTIC PLACES 2021 OREGON MAIN STREET CONFERENCE SCHEDULE

## WEDNESDAY, OCTOBER 6

9:00 A.M. — 10:00 A.M.: **WELCOME & OPENING SESSION**



**Keynote: Peter Kageyama** is the author of *Love Revisited*, *For the Love of Cities: The Love Affair Between People and Their Places*, *Love Where You Live: Creating Emotionally Engaging Places*, and *The Emotional Infrastructure of Places*. Peter speaks about emotional engagement with PLACES – cities, towns, communities and neighborhoods. He speaks about why love matters and why it is a good thing when more people become emotionally engaged with their places, when they “fall in love” with those places.

10:00 A.M. — 10:15 A.M.: **BREAK**

10:15 A.M. — 11:15 A.M.: **WORKSHOP**

Peter Kageyama will follow-up the keynote address with a deeper dive look at putting the ideas he talks about into practice with special emphasis on downtown/Main Street issues. You won’t want to miss this engaging session! There will be time for interactive Q & A.

11:15 A.M. — 11:30 A.M.: **GRAB A BITE TO EAT AND JOIN ONE OF THE AFFINITY LUNCHES**

11:30 A.M. — 12:30 P.M.: **AFFINITY LUNCHES**

Join with your peers from across the state to share your experiences!

Board Members: Moderator - Jordan Haferbier, Alberta Main Street

Committee Members: Moderator - Bailey Wilkerson, Hillsboro Downtown Partnership

Local Government: Moderator - Alysia Rodgers, City of Lebanon

1:00 P.M. — 2:15 P.M.: **CONCURRENT SESSIONS (THREE OPTIONS)**

**BRINGING HISTORY TO LIFE** This session will inspire you to creatively celebrate your community's history by telling engaging stories in interactive settings that capture and sustain attention. It will help you identify what makes your community great, then capitalize on those historic pillars via “visitor centers,” “heritage center/museums,” and “community art/displays.” See how to add a creative twist to these standard old story-tellers. If you have anything to brag about in your community, then you need to attend this session!



**About the Presenter:** Author, award-winning designer, business owner, and international speaker, Lyn Falk, has earned national praise for her holistic, innovative, results-driven design philosophy. She has devoted over 35 years to teaching and helping retailers and business owners across the country define their brand, tell their story, and create memorable customer experiences, all of which help establish profitable downtowns and shopping environments. She has been a consultant with National Main Street for over 20 years and finds revitalizing the heart and soul of a community to be exciting and essential.

**RETAIL COVID SUCCESS STORIES + GETTING READY FOR WHAT’S NEXT** The COVID pandemic demanded (demands?) quick adaptation, ingenuity, gumption and grit to keep retail operations going. Three tough and imaginative downtown retailers will share their turnaround stories, tactics and approaches to survive and how they came out stronger than before. Learn from these creative business owners about tactics to face market challenges head-on, a forecast of what changes lie ahead and how to prepare for an ever-uncertain retail future.



**About the Moderator:** Mary Bosch is Principal with Marketek, Inc. a planning and economic development firm and has over 30 years of experience with every facet of business development. Mary’s passion is to help downtowns and neighborhoods connect their market opportunities to businesses and entrepreneurs for long term success. She enjoys helping Main Street organizations embrace their Economic Vitality goals. In her spare time, Mary is a community activist for historic preservation and sustainable development and enjoys hiking and gardening.

### Panelists:

- Mike Angeli, The Ledge, Klamath Falls, a full-service outdoor store
- Shawna Turkins, Homegrown Oregon Foods, Albany, 6 years in business
- Michelle Smith, Piccolo Mondo Toys (Hillsboro, Beaverton, Portland), 21 years in business

**CIVIC LEADERS IN SUPPORT OF MAIN STREET** Public-private partnerships are essential to support and sustain a revitalization effort over the long haul. In this session, local government leaders and main street representatives will share the ways they work together, the different ways local government support their local main street organizations, and why they value these partnerships. You will walk away with solid ideas on working with your own local leaders.



**About the Moderator:** Erik Andersson is the President of SEDCOR. He has over 30 years of experience in economic development, including Economic Development Manager for Tacoma Public Utilities and Pacific Power, as the regional coordinator for Gov. Kulongoski's Economic Revitalization Team, and as a Business Development Officer with Business Oregon. He has also served as a SEDCOR board member, as president of Oregon Economic Development Association, chair of Oregon Infrastructure Finance Authority, and a board member of Restore Oregon and Rural Development Initiatives. He was awarded the Oregon Economic Developer of the Year in 2014.

**Panelists:**

- Megan Braunsten and Rachel Thieme, City of Beaverton, and Kevin Teater, Beaverton Downtown Association
- Shawn Irvine, City of Independence, and Kate Schwarzler, Independence Downtown Association
- Amanda Ferguson, City of Cottage Grove, and Jim Gilroy, Downtown Cottage Grove

**2:15 P.M. — 2:30 P.M.: STRETCH & BEVERAGE BREAK**

**2:30 P.M. — 3:30 P.M.: CONCURRENT SESSIONS (THREE OPTIONS)**

**ADVOCACY — ORGANIZING TO SHARE THE MAIN STREET STORY** With the impacts of COVID on small businesses and downtowns and the ongoing need to revitalize the heart of communities, Main Street work has never been more essential, yet many Main Street programs struggle to sustain funding or enact innovative programs through government support. Advocating Main Street work on the federal, state and local levels requires organizational planning and commitment. In this session, learn about the ways you can advocate for Main Street priorities and create stronger connections with elected officials to help elevate your program's visibility and viability.

**About the Presenters:**



As Director of Government Affairs, Kelly Humrichouser leads the development of Main Street America's statewide and local advocacy program. Prior to her current position, Kelly was the Manager of Education & Illinois Main Street Coordinating Program. In this role, coordinated professional development and educational content via the Main Street America Institute and the Main Street Now Conference. Before joining MSA in 2016, Kelly worked at the School of the Art Institute of Chicago (SAIC), which included implementing the school's strategic plan for diversity and inclusion. Originally from northeast Ohio, Kelly graduated with a B.A. in Art History from Kenyon College and a M.S. in Historic Preservation from SAIC.



Over four decades, Paul Cosgrove has represented Fortune 500 corporations, local and national trade associations and various non-profit organizations before the Oregon legislature, state agencies, and local governments, advocating for policies and budgets to support those clients' work. But his first taste of the legislative process came as a student intern in the office of US Senator Mark Hatfield in Washington DC. Paul is a graduate of Fairhaven College, a division of Western Washington University, and earned his law degree from Northwestern School of Law at Lewis and Clark College. He is a member of the bar in Oregon and Washington.

**ECONOMIC VITALITY THAT REFLECTS THE WHOLE COMMUNITY: SHIFTING MINDSETS** This interactive workshop session will offer examples, exercises and guidance to enhance your economic vitality work, using mindsets to inform community engagement.

**About the Presenters:**



Lauren Kolojejchick-Kotch, Senior Program Manager at RDI, manages RDI's Main Street Economic Vitality Hubs. Lauren's background is in rural public policy, community organizing, food systems development, and sustainable tourism development. She has a degree in Economics from Seattle University's Albers School, and served as a two-term RARE-AmeriCorps member, as Network Manager for the Columbia Gorge Tourism Alliance.



Christian Vazquez-Rivera, Bilingual Program Manager at RDI, is responsible for creating and implementing community-specific curriculum for RDI's Spanish-language programs including entrepreneurship development, financial literacy, and business development. He completed his academic studies at the University of Puerto Rico at Mayaguez, and served as an AmeriCorps volunteer working with rural, at-risk communities in Puerto Rico.

## FUN AND TASTY WAYS TO PROMOTE DOWNTOWN CULINARY OFFERINGS

Foodie alert! Want to experience the tastes on main street? Encourage others to see what your community has to offer? Then come to this session to hear about some of the creative and engaging ways local communities are bringing customers downtown to experience new culinary offerings from Albany's Restaurant Week, to Woodburn's Food Passport, to Taste of Baker City. Learn how to host food related events in your communities and insider tips to successfully work with your restaurants.

### **About the Presenters:**



Lise Grato currently serves as the Executive Director of the Albany Downtown Association. She started with ADA as a downtown enthusiast volunteering at events. Lise stepped into her current role four years ago. Her enthusiasm for Downtown Albany and the success of local businesses is unparalleled. Her extensive marketing background includes positions with Comcast and Lee Enterprises in Oregon and ADVO and Harte-Hanks in the LA area. Lise resides in the Weatherford House, a 1904 Dutch Colonial Revival home in Albany's Monteith Historic District, with her husband, Chuck, and daughter, Sabrina.



Jamie Johnk has been with the City of Woodburn for nearly six years as their Economic Development Director and has enjoyed working with the vibrant and diverse rural community. During her 25+ year career, Jamie has worked with numerous communities throughout Oregon on their economic development efforts, however she always comes back to where the heart of the community resides - on Main Street. Jamie enjoys working with downtown businesses and is committed to making downtown a vital part of the community.



After retiring from a career in professional basketball, Jenny Mowe relocated to Baker City Oregon with her new husband. The slow-down was a little too slow for her and after disastrous attempts at sewing, gardening, or anything Pinterest, she joined a baking blog. She soon found herself churning out everything from macarons to marshmallows with ease. Sweet Wife Baking first opened in 2011 and is now located at 2028 Main Street in Baker City.

**3:30 P.M. — 4:00 P.M.: STRETCH & BEVERAGE BREAK**

**4:00 P.M. — 5:00 P.M.: HAPPY HOUR & TRIVIA**

Join your counterparts from around the state for an early evening social. Plus, you have a chance to win a copy of Love Revisited by Peter Kageyama in the first ever Oregon Main Street Trivia challenge!

## THURSDAY, OCTOBER 7

**9:00 A.M. — 10:00 A.M.: "EXCELLENCE ON MAIN" AWARDS**

Join us for this inspiring kick-off to Day Two of the Conference! The Excellence on Main Awards celebrate the people, projects, and activities that add vitality and livability to the communities we cherish. Let's show our recipients how much we value them and the impact they are having.

**10:00 A.M. — 10:15 A.M.: STRETCH & BEVERAGE BREAK**

**10:15 A.M. — 11:15 A.M.: CONCURRENT SESSIONS (THREE OPTIONS)**

**COLLABORATIVE PARTNERSHIPS** The influence and effectiveness of Main Street organizations is often tied to the success of collaborative partnerships with other government and/or nonprofit agencies. This session highlights examples of partnerships with three of our Main Street organizations and exposes the nuts and bolts of how even resource-constricted organizations can bring important value to their partnerships.

### **About the Presenters:**



Currently serving as the executive director of the Klamath Falls Downtown Association, Darin Rutledge has been involved in economic and community development in Klamath County for nearly 20 years. He is a past president of the Klamath County Chamber of Commerce and a former board member of Klamath County Economic Development Association. Darin also serves on the City of Klamath Falls Downtown Parking Advisory Committee, as a board member for Discover Klamath Visitor & Convention Bureau, and as a member of the Klamath IDEA team.



Scott Souders is the Development Services Director for the City of Klamath Falls. Scott is a licensed Civil Engineer with 20+ years of site development and engineering experience in both private and public sectors. He joined the City in January of 2016 as the City Engineer and currently oversees the Planning, Engineering, and Parks divisions. Scott understands the importance of a vibrant and active Main Street and works closely with community partners to identify and complete new built environment projects for the downtown area.



Lyndsey Dixon has been the Business Outreach & Community Coordinator for Gold Beach Main Street since January of 2020. Before working with GBMS, she served as an Agricultural Extension Peace Corps volunteer in Ghana and graduated with her B.S. in Agricultural Business Management from Oregon State University in 2018.



Tamie Kaufman is the Mayor for the City of Gold Beach, serving a 2020-2024 term. She was appointed to a City Council seat in 1995 and 2010, and elected to it in 2010, 2014, and 2018. She also served on the Gold Beach Planning Commission as the chair for several years from 1999-2010 and on the Gold Beach Budget Committee as the chair in 1995, 2000-2002, and 2007-2010. Kaufman earned her B.S. in philosophy, politics and economics from Eastern Oregon University in 2015. She works as a Licensed Property Manager.



Dave Rucklos is a recent transplant to McMinnville hailing from Boise, ID. He and his wife Kim were drawn to the city in large part due to the allure of its historic downtown. A former downtown association director with a deep entrepreneurial background, he embraces the association's mission statement "to promote and enhance our historic downtown as the economic, social and cultural heart of the community". Dave and his wife have three children, a granddaughter, and two needy black labs. He enjoys the beach, indie music and all that is McMinnville.



Jeff Knapp is serving his sixth year as Executive Director of Visit McMinnville, an Economic Development organization overseeing the promotion and development of McMinnville as a sustainable and profitable destination. Jeff spent eight years prior leading Direct to Consumer Sales at Sokol Blosser Winery, programming and developing next level hospitality and sales through relationships. He works in leadership on local, regional and state issues involving strategic planning and the Oregon Visitor Economy.

### **MAINTAIN, REPAIR, OR REPLACE? HOW TO APPLY THE SECRETARY OF INTERIOR'S STANDARDS TO YOUR HISTORIC PROPERTY**

Historic preservation and economic development go hand-in-hand and have proven successful in communities across Oregon and the nation. With new \$10 million in funding allocated for the Oregon Main Street Revitalization Grant, it is critical to understand the Secretary of Interior's Standards for Historic Rehabilitation. This session includes an introduction to the Secretary of Interior's Standards, case studies to help guide best practices, and examples of ways to layer economic incentives to make your project pencil out. Knowing what historic commercial resources you have and why they are important will aid communities in making informed decisions regarding planning, focusing energy, and funding.



**About the Presenter:** Born and raised near Wichita, Kansas, Rebecca Ziegler came into the field of historic preservation through the study of rural and urban planning. Since 2013, Rebecca has held various positions: Architectural Historian, Restore Oregon; Executive Director, McMinnville Downtown Association; and currently is the Downtown Revitalization Project Manager, City of Salem. She is the President, Friends of Historic Albany; Vice-President, Restore Oregon; and Co-Chair, Oregon Economic Development Association's Tax Increment Financing Committee. Her work has taken her across the state of Oregon where she has had the opportunity to work with urban and rural communities and assist them with their downtown revitalization efforts.

Rebecca has a Master of Science in Historic Preservation from Clemson University/College of Charleston and an undergraduate degree from University of Washington, Seattle, in Urban Studies/Geographic Information Systems.

### **SIMPLE & ACTIONABLE STEPS FOR MORE EFFECTIVE MARKETING FOR BUSINESSES AND COMMUNITIES**

This Marketing 3-4-5™ Quick Course will provide a marketing foundation that anyone can use to become more effective at marketing, without becoming a marketing expert. Attendees will review a content marketing approach that can be done by anyone using simple 10 - 15 minute activities - no creativity required! The session will explore free and mostly automated ways to market your organization and cross-promote with local companies and causes that you already know and love. The session will wrap up with key website considerations and examples of effective websites that you can quickly copy. *Conference Opportunity: Brian Ostrovsky with Locable is offering free professional website assistance to all communities that have at least 3 attendees at his session, Simple & Actionable Steps for More Effective Marketing for Businesses and Communities. Giveaway Details: The \$375 Professional Assistance Lite setup fee is waived and the winners pay just the \$29.99/mo or \$299.88/yr [Build Plan subscription fee](#) which includes hosting, support, software features, and a design refresh every 2-years. If the recipient wants a larger package, the \$375 prize can be applied as a credit. Prizes must be redeemed by October 28<sup>th</sup>, 2021.*



**About the Presenter:** Starting as an MBA research project at the University of Washington's Foster School of Business, Brian Ostrovsky wanted to identify and solve "the local marketing problem." As smartphones and social media were starting to reach mass adoption, Brian worked to create a publisher network to bolster local publications and learn from the countless interactions with small businesses and nonprofits. More than 11 years later, Locable powers nearly 200 local media websites, dozens of Main Street Programs, and thousands of small businesses around the U.S. More recently, Brian created Marketing 3-4-5™ which has been taught to thousands of small businesses with dozens of local workshops with Main Streets and state programs around the U.S. - the Tour continues in 2021. Having grown up in the small Gold Rush town of Placerville, CA, which has a quintessential Main Street, Brian saw how important community is to the people who live there and has been dedicated to helping it thrive in the face of whatever challenges arise.

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**11:15 A.M. — 11:30 A.M.: GRAB A BITE TO EAT AND JOIN AN AFFINITY LUNCH AT 11:30 A.M.**

**11:30 A.M. — 12:30 P.M.: AFFINITY LUNCHES (THREE OPTIONS)**

Affinity Lunch Topics/Leads: Pop in to a topic to learn a little more about these programs/opportunities!

Funders Panel: Aili Schreiner, Oregon Cultural Trust

Travel Oregon: Alexa Carey, Travel Oregon

Co.Starters: Brad Attig, Foundry Collective

**1:00 P.M. — 2:00 P.M.: CONCURRENT SESSIONS (THREE OPTIONS)**

**SIMPLE, IMPACTFUL PROMOTIONS TO ENGAGE COMMUNITY IN DOWNTOWN** Small promotional activities can be impactful for your business district and community as a whole. Come learn about Oregon City's Holiday Light Boxes, Hillsboro's Wishing Tree, and other small and even micro projects that you can easily reproduce in your downtown for no more than a \$3,000 investment. Participants will be invited to share their own small projects with the group.

**About the Presenters:**



Elisa Joy, 'EJ' Payne is the executive director of the Hillsboro Downtown Partnership. Her background includes small business ownership, community outreach, environmental education, and management of projects in a variety of industries. When you see all of the pollinator friendly plantings in Downtown you'll recognize her natural resources background, but growing community through genuine engagement is even more important to her.



Liz Hannum is currently the executive director of the Downtown Oregon City Association. She has been with Main Street for 8 years in 3 states and worked with several communities to bring community and commerce to downtown through fun programming, beautification projects, advocacy, and small business support. She specializes in creative programming to solve problems and has her sights set on adapting the old Courthouse in Oregon City for an active use. Stay tuned!

**SMALL/MEDIUM BUSINESS AND BROWNFIELDS FINANCING FOR MAIN STREET** Have a building sitting vacant that was formerly a drycleaner? Or auto repair? Then you might have some contamination issues that need to be addressed. Or maybe you are looking to connect businesses with financial resources to help them grow. Business Oregon has a wide variety of financing opportunities to support small and medium businesses as well as assess environmental property conditions. In this session participants will learn about some of these funding opportunities that are a good match for supporting efforts on Main Street.

**About the Presenters:**

Laura Engstrom is a Business Finance Officer with Business Oregon, providing loans and loan guarantees throughout the State of Oregon. Laura has worked for Business Oregon for 13 years and before that was in the banking and finance industry for 25 years. Laura graduated with a Bachelor's of Science in Anthropology from Portland State University.

Karen Homolac joined the Oregon Business Development Department in 2002 and serves as the Brownfields Program and Policy Specialist. She manages the State's Brownfields Redevelopment Fund and the U.S. EPA funded Oregon Brownfields Cleanup Fund. Prior to joining Business Oregon, Karen worked with the California Trade and Commerce Agency where she was responsible for providing community development assistance to cities within a 37-county region. Karen also served as an international trade economist with the U.S. Department of Commerce's International Trade Administration. Karen earned her Master's degree in Economics with an emphasis on international trade and economic development from the University of Oregon. She also holds Bachelor of Science degrees in Zoology and Botany/Plant Pathology from Oregon State University.

**UNIQUE STREETSCAPES** Every community has unique ways to express their history, culture and identity. We will look at several community journeys starting with the initial vision, conceptual planning and design implementation. We will further examine how these unique streetscapes have revitalized downtowns.

**About the Presenters:**



David Dougherty's design approach is rooted in experience gained while working at Hanna Olin in Philadelphia. David had the privilege of managing several high-profile projects including Bryant Park in Manhattan, Canary Wharf in London, and the Wexner Center for the Performing Arts at the Ohio State University. David moved to Oregon and founded DLA Inc. in Eugene in 1991. David Dougherty and his firm have worked closely with communities along the west coast to promote downtown revitalization through streetscape design.



Luzanne Smith was born and raised in Zimbabwe and has worked in London, New Zealand and China in the profession of landscape architecture. She loves to experience design through different cultures and observe how people interact and use the spaces we create. Since moving to Oregon Luzanne has worked on several streetscape projects throughout the state.

2:00 P.M. — 2:15 P.M.: **STRETCH AND BEVERAGE BREAK**

2:15 P.M. — 3:30 P.M.: **CONCURRENT SESSIONS (THREE OPTIONS)**

### **ENGAGING WITH WOMEN & MINORITY OWNED BUSINESSES**

In our Oregon Main Street Network, we want to build inclusive organizations that supports engagement at all levels of downtown activity – whether as a business or property owner, event goer, or leadership position with organizations. In this session learn how local main street organizations can connect with and support women and minority owned businesses and entrepreneurs by hearing from organizations who have as their core mission to serve these communities, the programs they offer, and the impact they are having.



**About the Moderator:** Amanda Setzer-Lemon is the Economic Development Specialist for the City of Woodburn. With her degree from Western Kentucky University in non-profit Administration, Sociology and Spanish and with her experience living and teaching in Chile and Costa Rica, Amanda brings a great deal of knowledge and expertise to her role in Woodburn. Focusing her efforts primarily on downtown Woodburn's small businesses as well as tourism, Amanda's passion for the community is apparent with the relationships she has built. When Amanda is not working at the city, you can find her exploring the great outdoors, traveling, or spending time with her family.

#### **About the Presenters:**



Cobi Lewis is the Executive Director of Micro Enterprise Services of Oregon (MESO). MESO brings a holistic array of services and programs to small businesses. Prior to MESO, Cobi served as the Senior Vice President and Director of Community Reinvestment Act (CRA) and Corporate Responsibility at Umpqua Bank and was also on the Umpqua Bank Charitable Foundation Board of Directors. Cobi also worked at Wells Fargo Bank, managing Community Development and CRA, as well as the Vice President of Programs for One Economy Corporation. Cobi currently serves on the Board of Directors for the Portland Housing Center, the Black United Fund of Oregon, Pioneer Courthouse Square, and the Audit Committee for the Oregon Youth Authority, the National Association of Minority Contractors and on the Leadership Council of the Albina Vision Trust. Other accomplishments include the Portland Business Journal's 40 under 40, Women of Influence, and on the national list of Most Influential Bankers. She is a proud mother of two and an alumna of the University of Oregon.



Originally from Peru, Carmen Castro is the executive director of the Hispanic Metropolitan Chamber and is responsible for its overall success and financial stability. She is directly involved in fundraising, directing the organization's business affairs, managing operations, and overseeing all contracts. She is a University of Oregon Atkinson School of Business graduate, with an emphasis in Human Resources and Marketing. Carmen brings passion for executing the mission and strategic vision of the Hispanic Chamber, having led AAA Oregon/Idaho's Latino Initiative Program prior to taking on her current role at the Chamber. She was also a board member for over two years and brings an understanding of the Chamber's work and role in the community and over 20 years of experience marketing, relationship building and program administration.



Maribel De Leon is Director of Microenterprise Programs at Adelante Mujeres. Originally from Dallas, Texas, Maribel graduated from Northwood University with a BBA in International Business. She has over 14 years experience in business advocacy and small business development. Her career includes serving as a business advisor with the Small Business Development Center; leading the procurement division of a Hispanic Chamber of Commerce; and co-founding a film production company. In 2013 she was a recipient of the Dallas Business Journal's 40 under 40 awards.

**HOW TO READ FINANCIAL STATEMENTS** This session is designed for board members, executive directors, and other staff members who are interested in learning about the basic financial management tools and reports used in the nonprofit sector. In this session, you will become familiar with nonprofit accounting terminology and learn about the major financial statements used by nonprofits. Additionally, you will gain an understanding about what the numbers say about the health of your organization and how to use the information in assessing financial performance and decision-making.



**About the Presenter:** Erin Zollenkopf is the CEO of Susan Matlack Jones & Associates (SMJ), a bookkeeping firm specializing in not-for-profit accounting that works with over 100 Oregon and Washington nonprofits. Erin serves as the Board Chair for ninety-nine girlfriends, a collective women's giving circle and is on the board of the Oregon Historical Society. She is also a member of the public advisory board for Portland Parks & Recreation. Erin speaks and leads workshops in her field, including a workshop series through Regional Arts & Culture Council called DIY Accounting for Small Arts Nonprofits. Besides accounting, Erin enjoys spending time with her husband and two young children, playing piano and mandolin, and adventuring outdoors.



## CATALYZE YOUR COMMUNITY THROUGH CULTURAL DISTRICTS — INTERACTIVE WORKSHOP TO ENVISION AND CREATE A DISTRICT IN YOUR COMMUNITY

Cultural Districts catalyze communities across the country. With a high concentration of arts and cultural events and facilities in a specific geographic region, cultural districts serve as the anchor attraction to residents and visitors, bringing people together for a shared community experience. This includes music, dance and theater events, artists' studios and galleries, historic buildings and museums, and street fairs and festivals. Cultural Districts contribute to the quality of life for community residents, attract visitors, propel economic development, and serve as an incentive for new businesses. Cultural Districts are developed by committed community members who come together to envision this work and collectively take action to realize their goals. In this interactive workshop, you will:

- Learn the essential components in creating a cultural district
- Envision what a cultural district could look like in your community
- Develop an action plan to begin or continue this work in your community.

*Your participation will inform the work of the Oregon Art Commission and Oregon Cultural Trust to create a statewide Cultural District Program that supports and empowers your vision and plan.*



**About the Presenter:** Liora Sponko is the Community Arts Coordinator for the Oregon Arts Commission. Through grants, initiatives, and technical assistance, she helps arts organizations and communities across Oregon thrive through the arts. Liora is a passionate arts administrator and grassroots community-builder. She has worked in nonprofit organizations for over two decades including serving as the Executive Director for Lane Arts Council and various roles in organizations including Community Center for the Performing Arts/WOW Hall, Centro Latino Americano and Womenspace. She is fluent in Spanish, has a Master's in International Peace and Development from Universitat Jaume I (Castellón, Spain) and a Bachelor's in Sociology and Spanish from the University of California at Santa Barbara. She has received multiple certifications and awards, including recognition as a rising business star in Lane County.

### 3:30 P.M. — 4:00 P.M.: **STRETCH & BEVERAGE BREAK**

### 4:00 P.M. — 5:00 P.M.: **HAPPY HOUR & "EXCELLENCE ON MAIN" AWARDS — PART TWO**

Wrap up the day on a high note! Join us to celebrate the outstanding efforts across Oregon in the conclusion to our Excellence on Main awards. We hope that hearing about these inspiring people, projects, and activities will fill you with a sense of pride of being part of our amazing Oregon Main Street Network as well as serve as a spark to your own local endeavors.

## FRIDAY, OCTOBER 8

### 9:00 A.M. — 10:00 A.M.: **KEYNOTE: THE REQUIRED ART**



Erik Dominguez is a public speaking teacher and coach. As an immigrant who grew up between two cultures and mixed messages, the familiarity Erik has with communication fears fueled him to learn and share the tools to overcome those obstacles. For nearly 25 years, his team-oriented speaking and teaching style has centered around shared experiences, a philosophy that everyone has a unique story, and a belief that everyone can share their minds and hearts through powerful presentations.

### 10:00 A.M. — 10:15 A.M.: **STRETCH & BEVERAGE BREAK**

### 10:15 A.M. — 11:15 A.M.: **WORKSHOP**

Join Erik for this workshop as a follow-up to his keynote address, The Required Art. The workshop will focus on how to use public speaking to achieve personal and professional breakthroughs giving you practical tools for confident, powerful, and joyful communication.

### 11:15 A.M. — 11:30 A.M.: **STRETCH & BEVERAGE BREAK**

### 11:30 A.M. — NOON: **CLOSING KEYNOTE: REFLECTIONS ON THE MAIN STREET MOVEMENT**



Patrice Frey, President and CEO of the National Main Street Center, will share reflections on the Main Street movement and observations on the future. As CEO, Patrice oversees the Center's work, offering technical assistance, research, advocacy, and education and training opportunities for Main Street's network of approximately 1,800 members. Based in Chicago, Illinois, the National Main Street Center is a subsidiary of the National Trust for Historic Preservation, and has participated in the renewal of more than 2,000 older commercial districts during its 30-year history. Before joining the National Main Street Center in May 2013, Patrice serviced as the Director of Sustainability at the National Trust for Historic Preservation, where she oversaw the National Trust's efforts to promote the reuse and greening of older and historic buildings, including research and policy development work through the Seattle-based Preservation Green Lab.

### NOON : **CONFERENCE ADJOURNS — SEE YOU NEXT YEAR!**