

“COOL CITIES: OLD BUILDINGS. NEW ATTITUDES.” 2013 OREGON MAIN STREET CONFERENCE

PRELIMINARY SCHEDULE & SESSION DESCRIPTIONS

WEDNESDAY, OCTOBER 2

PRE-CONFERENCE WORKSHOPS

9:00 A.M. – NOON

- **MAIN STREET BOOT CAMP**

Speakers: Dennie Houle, Business Oregon; Timothy Dalton, Historic Downtown Kennewick Partnership

As a comprehensive economic development tool, the Main Street Four-Point Approach is the foundation for local communities to revitalize their historic downtowns and commercial districts by leveraging their local assets – from cultural and architectural heritage to local entrepreneurs and community pride. The four points of Main Street work together to build a sustainable and complete community revitalization effort. Spend the morning with main street practitioners and gain in-depth understanding of the program. You will leave energized and ready to revitalize YOUR Main Street!

- **“FOR BOARD MEMBERS ONLY”**

Speaker: Kathy La Plante, National Main Street Center.

Gather with board members from across the state to identify and discuss pressing issues for local programs and boards. Share successes and challenges and the lessons you have learned. Facilitated session with NMSC staff and other Main Street leaders.

1:30 – 3:00 P.M.

CONFERENCE REGISTRATION

3:00 P.M. – 5:00 P.M.

WELCOME & OPENING SESSION

Location: Liberty Theater

- **KEYNOTE: “POWER OF TEN”**

Fred Kent of Project for Public Spaces will discuss Placemaking, the Power of Ten principles, and how to create cities of the future. Case studies from around the world will exemplify both small scale interventions to large scale public destinations with insight into how they were achieved and why they are successful. Mr. Kent is a leading authority on revitalizing city spaces and one of the foremost thinkers in livability, smart growth, and the future of the city. As founder and president of Project for Public Spaces, he is known throughout the world as a dynamic speaker and prolific ideas man.

- **EXCELLENCE IN DOWNTOWN REVITALIZATION AWARDS**

Join Oregon Main Street and help us celebrate and recognize outstanding accomplishments in downtown revitalization throughout our state.

5:30 P.M. – 6:30 P.M.

OPENING RECEPTION HOSTED BY ASTORIA DOWNTOWN HISTORIC DISTRICT ASSOCIATION

Join your counterparts from around the state for an early evening social gathering sponsored by the Astoria Downtown Historic District Association.

6:30 P.M. ENJOY DINNER ON YOUR OWN IN DOWNTOWN ASTORIA!

THURSDAY, OCTOBER 3

7:30 A.M. — 5:00 P.M.

CONFERENCE REGISTRATION

Location: Liberty Theater Lobby

8:00 A.M. — 9:30 A.M.

“LIGHTER, QUICKER, CHEAPER”

Speaker: Fred Kent, Project for Public Spaces

“Lighter, Quicker, Cheaper” (LQC) describes a local development strategy that has produced some of the world’s most successful public spaces — one that is lower risk and lower cost, capitalizing on the creative energy of the community to efficiently generate new uses and revenue for places in transition. Learn how PPS works with communities first through Amenities and Public Art, followed by Event and Intervention Projects, which lead to Light Development strategies for long-term change. By championing use over design and capital-intensive construction, LQC interventions strike a balance between providing comfortable spaces for people to enjoy while generating the revenue necessary for maintenance and management.

I HATE FUNDRAISING! REMOVING ANXIETY & BOOSTING BOARD PARTICIPATION

Speaker: Donna Harris, Heritage Consulting Inc.

How many times do you hear: “I’ll do anything, but just don’t ask me to raise money!” Find out how to turn your board (or committee) members into confident fundraisers. Watch a mock 20-minute training session about the many tasks needed to raise funds including – but not limited to – the dreaded “ask.” Based on the work of Hildy Gottlieb (hildygottlieb.org), this workshop will show how to turn even the most reluctant board member into an enthusiastic worker for downtown fundraising efforts. Leave with a nifty template to use for your training session at home.

PRESERVATION 101

Speakers: Peggy Moretti and Brandon Spencer-Hartle, Restore Oregon

Historic Preservation and Main Street intersect in many ways. From listing in the National Register of Historic Places to financial incentives for building rehabilitation, the staff of the Historic Preservation League of Oregon will provide a 90-minute overview of the basics of historic preservation in Oregon. This session will help property owners, Main Street staff, and local advocates sort out the difference between a SHPO and a Section 106 and will allow for a question and answer period to help clear up any preservation concerns you may have on your Main Street.

9:30 A.M. — 10:00 A.M.

COFFEE BREAK

Location: Liberty Theater lobby

10:00 A.M. — 11:30 A.M.

REVITALIZE MAIN STREET WITH URBAN RENEWAL

Moderator: Kate Porsche, Central Albany Renewal Agency; Speakers: Brett Estes, City of Astoria; Renate Mengleberg, City of Canby; and Tracy Brown, City of Sandy

Participants will learn how communities are using Urban Renewal to support downtown revitalization efforts. Panelists will cover the innovative design master plan and façade program in Sandy, Astoria’s targeted building improvement and placemaking projects, and how Canby is staffing their main street revitalization effort. Included will be an intro to tax increment financing and working within the confines of an Urban Renewal program.

BEYOND BRANDING: WHY BUZZ WORDS MAKE US WASTE MONEY

Speaker: Ben Muldrow, Arnett Muldrow & Associates

Communication and marketing are rapidly changing. How can underfunded and understaffed Main Streets benefit from coordinated marketing messages? Learn from the lessons of 300 communities in 30 states how to develop a compelling and effective brand.

NEW LIFE FOR HISTORIC THEATERS

Moderator: Erik Andersson, Pacific Power; Speakers: Rosemary Baker-Monaghan, Liberty Theater; Doug Whyte, Hollywood Theater; and John Southgate, John Southgate Consulting

Historic theaters play key roles in revitalization efforts in rural communities and urban neighborhoods alike. They act as community facilities and gathering places, drawing residents and visitors to be educated, informed, and entertained with a variety of programming. Yet communities struggle to keep up with the costs of restoration, maintenance, and operations. In this session, learn from the experience of three distinct theaters - the Hollywood Theatre, the Liberty Theater, and the Venetian Theatre & Bistro – about sparking rehabilitation projects, innovative programming, and effective fundraising strategies.

TROLLEY TOUR: WATERFRONT REVITALIZATION

Location: Meet in Liberty Theater lobby.

Much of Astoria's current revitalization has come through a community vision to focus on the riverfront using the former railroad line as a people friendly link through town. Gather at the Liberty Theater and walk to the tracks where we will board the 100 year old Astoria Riverfront Trolley, "Old 300", and enjoy a tour by many recent renovations and potential renovation projects. Stops will be made at a few sites to hear from business leaders responsible for redevelopment projects.

11:45 P.M. – 1:15 P.M.

BENEFIT LUNCHEON –THE POWER OF MAIN STREET

Sponsored by Pacific Power and Restore Oregon.

Join Main Street supporters from across Oregon for an informative panel discussion about broad initiatives that are impacting Oregon's downtowns. The luncheon is hosted by Pacific Power, but pre-registration is required. Donations are accepted to benefit Restore Oregon.

1:30 P.M. – 3:00 P.M.

STOP TEXTING & BUY SOMETHING: MAIN STREET MEETS MODERN RETAIL

Speaker: Ben Muldrow, Arnett Muldrow & Associates

In a world where 46% of young Americans would choose surfing and texting over driving, it is obvious that consumer behavior is shifting. Customers want less stuff and more experiences. While our downtowns might offer the physical place to connect, our retail environment must create the economic and emotional connection. Join us to learn about connecting with the modern consumer, recruiting the contemporary retailer, and helping them fall in love with their downtown.

WEAK COMMITTEES? TRY TASK FORCES INSTEAD

Speakers: Donna Harris, Heritage Consulting Inc.

Main Street managers engage in a never-ending struggle to maintain a vibrant committee structure – the very bedrock of the Main Street Committee system – for their revitalization programs. Some towns are experimenting with alternatives to committees. Learn about the benefits of devolving committee work into small, limited term task forces or short individual projects to help engage more people in your organization's work. We will discuss how the role and activities of the Committee chair must evolve to permit these new task forces to thrive. See why work plans are still critical to the success of these arrangements and how to create reliable reporting relationships. We will also recommend how the Committee chair can supervise this new army of task forces and how to recognize their work. The session includes one exercise and participants will receive a resource packet of materials.

THINKING LIKE A DEVELOPER

Speakers: Paul Falsetto, Architect; and Jessica Engeman, Venerable Properties

In this 90-minute program, Paul and Jessica will examine the process developers use in evaluating the redevelopment potential of an existing building. The program will discuss how preservation architects examine the existing condition of a building and how decisions are made on what upgrades are necessary in a redevelopment project. Participants will learn the basics of assembling a project proforma and will see how buildings in Oregon Main Streets can take advantage of existing tax incentive programs.

WALKING TOUR: DOWNTOWN ASTORIA'S ON-GOING REVITALIZATION EFFORTS

Location: Meet in the Liberty Theater lobby.

Astoria early on embraced their history and heritage as an important part of their economic development efforts. This tour will cover how Astoria's downtown revitalization got started, some new initiatives underway, as well as building renovation projects and use of tax credits.

3:00 P.M. — 3:30 P.M.

COFFEE BREAK

Location: Liberty Theater lobby

3:30 P.M. — 5:00 P.M.

HOW TO TALK TO PROPERTY OWNERS

Speakers: Michele Reeves, Civilis Consultants

Who ultimately controls the buildings and land in your town? Property owners. While there are many stakeholder groups that can have an impact on your Main Street's success, there are none more important than this group. But, they are often difficult to wrangle into cohesive action because they usually have owned their property for a long time (multiple generations even), they generally do not have a great relationship with the public sector, and they get weary of people asking them to spend their money! Come to this session and learn constructive and productive ways to engage this stakeholder group, with real world examples and case studies from revitalization projects in Oregon.

REHABBING OREGON'S INCENTIVES FOR HISTORIC PRESERVATION

Speaker: Peggy Moretti and Brandon Spencer-Hartle, Restore Oregon

Since 2010, Restore Oregon has convened an annual Preservation Roundtable to gather input on how Oregonians can tackle some of the thornier issues that stymie historic preservation. Every year, participants have determined that the lack of financial incentives for building rehabilitation is a critical issue for the health of Oregon's Main Streets. In this program, Peggy and Brandon will present information on existing incentive programs, give participants the opportunity to discuss what rehabilitation tax credit could mean for Oregon, and lay out a legislative strategy for how Oregon can better support Main Street rehabilitation.

CRASH COURSES IN DOWNTOWN REVITALIZATION OPPORTUNITIES

- Creating Local Investing Opportunities Amy Pearl, ChangeXchangeNW
- Pop-up Businesses Mary Bosch, Marketek Inc.

WALKING TOUR: HISTORY OF DOWNTOWN ASTORIA

Location: Meet in the Liberty Theater lobby.

Learn about the early beginnings of the Oldest American Settlement West of the Rocky Mountains (1811) and how Astoria evolved from the wooded hillside of John Jacob Astor's Fort Astoria to the Main Street historic city, tourist destination of the 21st Century.

5:30 P.M. — 6:30 P.M.

SOCIAL MIXER HOSTED BY ASTORIA DOWNTOWN HISTORIC DISTRICT ASSOCIATION

6:30 P.M. ENJOY DINNER ON YOUR OWN IN DOWNTOWN ASTORIA!

FRIDAY, OCTOBER 4

8:30 A.M. — 10:00 A.M.

HISTORIC PRESERVATION AND ENERGY EFFICIENCY: CLATSOP COMMUNITY COLLEGE HISTORIC PRESERVATION PROJECTS

Speakers: John Goodenberger and Lucien Swerdloff, Historic Preservation and Restoration Program, Clatsop Community College

Pacific Power recently contracted with Clatsop Community College to develop the publication, "Energy Efficiency Through Historic Preservation: A guide for historic commercial buildings." This guide, available at the conference, contains case studies, strategies, and resources relevant to historic buildings in Main Street districts. This session will provide an overview of this project as well as other projects the Historic Preservation program has undertaken relevant to the revitalization of Main Street communities. The Historic Preservation and Restoration program, the only one of its kind in Oregon, offers both practical hands-on construction techniques and historic preservation theory.

UPSTAIRS DOWNTOWN: GROWING UP, NOT OUT

Speaker: Michele Reeves, Civilis Consultants; and Todd Scott, King County Historic Preservation Program
Upstairs Downtown: Growing Up, Not Out

Vacant upper floors are a persistent problem in historic and older commercial districts. This session will demystify the redevelopment process using a typical Main Street building. Participants will explore the key factors that can "make or break" a project, with a special emphasis on residential use and small scale buildings.

CRASH COURSES IN DOWNTOWN REVITALIZATION OPPORTUNITIES REVITALIZATION

- When Bicyclists Come to Town Alex Phillips, Scenic Bikeways Coordinator, Oregon Parks and Recreation Department
- Grant Program Successes Kuri Gill, Outreach and Grants Coordinator, Oregon Parks and Recreation Department

10:00 A.M. — 10:30 A.M.

COFFEE BREAK

Location: Liberty Theater lobby

10:30 A.M. — NOON

REVITALIZATION BY THE PINT

Moderator: Dan Bartlett

Across the nation, small independent craft brewers are helping to revitalize downtowns and their historic buildings. This trend is especially evident here in Oregon – the #2 state in the nation in breweries per capita according to the Brewer's Association. In many Oregon towns, small brewpub/brewery business owners have renovated vacant buildings. They have drawn visitors and new young residents who contribute to improving the community's vitality. In many cases this has helped drive other new small business startups. This session will look at a few Oregon case studies including Astoria's expanding craft beer scene.

PARKING MADE EASY

Speakers: Rick Williams, Rick Williams Consulting

For decades, many cities have used generic national standards based on outdated assumptions to establish local parking requirements. Rick Williams Consulting worked in collaboration with Oregon Transportation Growth Management Program to develop a new handbook, *Parking Made Easy: A Guide to Managing Parking in Your Community*. In this session learn about parking management strategies highlighted in this handbook that communities can use to ensure good access to local businesses and other destinations while maintaining a pedestrian-friendly, attractive business district.

DISASTER PREPAREDNESS ON MAIN STREET

Speakers: Joe Partridge, Genevieve Consulting LLC

Joe Partridge, an experienced emergency manager, will discuss the benefits of disaster planning for small business. The session will include an overview of disaster risk in Oregon, how emergency management gets done across the state, and practical "no regrets" actions that individuals and small businesses can do to help limit damage and downtime from likely disasters. Time will be available for questions about specific concerns and participants will leave the session understanding where to go for additional information and support.

NOON

CONFERENCE ADJOURNS – SEE YOU NEXT YEAR!

SATURDAY/SUNDAY, OCTOBER 5-6

POST-CONFERENCE WORKSHIOP: LEADED GLASS WINDOW REPAIR WORKSHOP

The Clatsop Community College Historic Preservation program is offering a two day workshop, October 5-6, that is available to Main Street Conference participants. College credit is available and it may apply toward continuing education credit.

Students learn the causes of deterioration and failure of leaded glass windows and gain hands-on experience in repair and restoration techniques required to re-establish the soundness and integrity of windows. Topics covered include: Properties and types of colored glass, Glass cutting, Laying out and transferring patterns, Soldering techniques, Assessing condition of damaged leaded glass windows, Planning appropriate corrective procedures, Techniques for removing and handling panels, Resoldering comes, Waterproofing/cementing repaired leaded glass windows.

Instructor: Jim Hannen, Hannen Stained Glass

Dates: October 5-6, 2013

Times: 9:00am–4:00pm

Location: Clatsop Community College Art Building

Register for BLD 236 online at www.clatsopcc.edu or call 503.338.7670

For more information contact Lucien Swerdloff at 503.338.2301 or lswerdloff@clatsopcc.edu