

# 2022 Oregon Main Street Conference: Session Descriptions – *Updated Sept. 22*

Wednesday, October 5

3:00 – 5 p.m.

## **Keynote and Excellence on Main Awards**

WE'RE BACK! Join your fellow conference attendees for the official kick-off of the 2022 Main Street Conference in the beautiful Ross Ragland Theater. The Opening Plenary is always a highlight of the conference and will get you inspired and energized as you prepare for the two action-packed days to follow of sessions, tours, and events. Joining us for the opening are Patrice Frey, former President and CEO with Main Street America. Patrice will share lessons and reflections based on her nine years leading Main Street America. We also have Jon Stover from Jon Stover & Associates (JS&A), an Economic Development Consulting firm specializing in place-based economic development. In this special presentation Jon will share the results of the recently complete Oregon Main Street Impact Analysis.

Thursday, October 6

Crash Courses

8:30 – 9:15 a.m.

## **Guidebook for Main Streets**

The Vibrant Oregon Downtowns Resource Guidebook (the Guidebook) presents enduring best practices, success stories and additional resources for improving small downtowns, recognizing that change is inevitable, the future is uncertain, and adaptability is paramount. The Guidebook is made possible by Oregon's Transportation and Growth Management Program (TGM). This session will provide an overview of this important resource and highlight tools and resources to overcome common barriers to development, redevelopment, and recovery of downtowns in rural, urban and suburban environments.

Speaker: Jon Pheanis, AICP, and Alex Dupey, AICP, MIG; and Aimée Okotie-Oyekan, Dept. Land Conservation & Development

## **How Community Engagement Improves Historic Preservation**

A step-by-step guide to how we improved existing design standards for the City of La Grande's historic main street by engaging the community first. Through a walking tour, surveys, and interviews we received thoughtful feedback about what aspects of the existing guidelines were working and what wasn't. With input from the community, Landmarks Commission, and the La Grande Planning Department, we brought all the interested parties together to create revised design standards that will lead to a smoother permitting process now and more successful preservation projects in the future.

Speaker: Tricia Forsi, Peter Meijer Architect

## **Enhancing Downtown's Vibrancy Through Seasonal Markets**

Seasonal markets add vibrancy to downtowns, can be an incubator for local makers and entrepreneurs, be a source of healthy local foods, as well as an income stream for main street organizations. Hear from three local

main street organizations about some of the benefits and challenges with managing seasonal markets in their downtowns. You will walk away from this session with solid ideas to develop or enhance your own markets! Speakers: Rebecca Hollenbeck, Historic Willamette Main Street Association; Dave Rucklos, McMinnville Downtown Association; and Jessamyn West, Astoria Downtown Historic District Association

## Breakout Sessions

9:30 – 10:30 a.m.

### **Brownfields – Making Contamination Work for Your Community**

This session will provide a brief overview of the EPA Brownfields Assessment Program as well as the Business Oregon opportunities for assistance with contamination clean up and identification. Resources available to communities, how to access those resources and examples of work currently being done in Klamath and Lake Counties. The speakers will provide descriptive scenarios of projects that have been successful in bringing properties back into use and ready for current and future development. These properties range from old mill sites, historic structures, neglected and contaminated properties and buildings.

Speakers: Karen Homolac, Business Oregon; Cathy Stuhr, Chiloquin Community Builders; and Ginger Casto, Lakeview Community Partners

### **Boots on the Ground: Catalyzing Entrepreneur Ecosystems**

The importance of robust entrepreneurial ecosystems in underserved and rural communities cannot be overstated. Yet bringing them to life is a puzzle that is still being put together. One Oregon-based organization that is working across our state to solve this issue is RAIN. To learn how RAIN approaches this critical issue, join Robert Killen, Deputy Director, for an actionable exploration of research, strategies and tactics to improve economic vitality where it is most needed.

Speaker: Robert Killen, RAIN

### **Building Bridges Between Tourism Development & Main Street Initiatives**

From local restaurants, hotels, artisan shops, craft breweries, to community events, downtowns are critical hubs for visitor experiences that drive economic impact and create a sense of pride and place for both residents and visitors. This conversational, interactive session will address how we as tourism, Main Street, and supporting organizations in Oregon break down the silos, engage and empower each other to collaborate. Join us for an honest & open dialogue facilitated by Travel Oregon and partners to discuss strategies and opportunities to create alignment across downtown and tourism development initiatives.

Speakers: Alexa Carey, Travel Oregon; Jessica Batchelor, Social Strategies

## Main Idea

11:00 a.m. – Noon

### **Creating People Centered Places**

Your town has all the talent and resources to be vibrant, it may just need an invitation for people to get engaged. Andrew will bring examples of how Better Block projects and other quick-build actions have revitalized communities from Sidney Australia to Bethel, Vermont. Be aware this keynote has led to people painting their own bike lanes, setting up pop-up shops and converting parking spaces to parklets.

Speaker: Andrew Howard, Team Better Block

## Deep Dives

1:45 – 3:15 p.m.

### **Team Better Block – Overcoming Adoption Challenges for Revitalization Projects**

One of the challenges Main Streets face is garnering widespread adoption for downtown revitalization projects, especially when they impact traffic patterns and built environment. Elected officials and government leaders are hesitant to invest in built environment projects without the confidence they'll be supported and effective. In this field session with Andrew Howard, one of the leading voices in community revitalization, and with the cooperation of the City of Klamath Falls, you'll learn how to make incremental changes that gradually build adoption for large scale, transformative projects. And you'll get your hands dirty (hopefully only figuratively) and participate in actually creating some of these incremental changes! Wear layers, and plan for light manual labor near a downtown intersection. Paint will be involved!

Speaker: Andrew Howard, Team Better Block

### **Place-It! Community Engagement**

Forget all you know or think you know about community engagement. In this workshop, James Rojas, the co-author of Dream Play Build, will teach you how to plan and do engagement through play. His innovative method, widely popular across North America, will hype your senses and your connection to place.

Speaker: James Rojas, Place-It!

### **Nonprofit Board Governance**

Understanding the roles, responsibilities, and legal duties of a nonprofit board is critical to its success in carrying out its important mission. This session will provide an overview of board governance while also honing in on the financial responsibilities of the board. With the influx of COVID-19 recovery funds combined with remote meetings, finances may see hard to keep track of and manage but it is more important than ever to put some systems and processes in place to manage your nonprofit's finances. Learn about financial controls that small nonprofit organizations can put in place in order to be compliant but also to be more effective.

Speaker: Susan Bower, Oregon Department of Justice

## Walking Tours

3:45 – 5:15 p.m.

Tours will depart from the Ross Ragland Theater in front of the box office. Sign up for a walking tour during conference check in!

### **Railroad's Coming – We Need a Trolley! (Historic Streetcar Tour) – limited to 10 participants**

As Klamath prepared for the coming of the California Northeastern Railroad in the early 1900s, the city made plans for a streetcar system to facilitate travel up and down Main Street. On this tour, you'll trace the original trolley route on a replica streetcar similar to the one that operated in the early 1900s. Led by staff with the Klamath County Museum, the tour will focus on what the town looked like when the original trolley ran. At that time, there were few brick buildings in town, few cars on the road, and livery stables were common in the downtown area.

### **Leveraging Public Resources to Encourage Downtown Investment**

A transformation is happening in downtown Klamath Falls in adapting, reusing, and restoring the historic character of the district's buildings. On this tour see how local and state funds are helping to leverage private dollars to create upper floor housing and other exciting development projects in previously vacant or underutilized space and to bring back the historic character of buildings to help new and existing businesses flourish.

### **Placemaking on Main**

The Klamath Falls Downtown Association has continuously advocated for projects that activate certain components of its downtown and has leveraged partnerships with local stakeholders and community groups to make downtown more inviting and the district less prone to vandalism. On this tour see and hear about many of these projects including the award-winning utility box art and Klamath Piano projects. You will walk away inspired to create your own downtown projects!

### **More Than Just Open Space: Integrating Public Trails and Parks In Downtown**

Unique to other communities its size, Downtown Klamath Falls is home to four City parks. On this tour you'll visit these parks – each with its own distinct character – and learn how the City of Klamath Falls, in collaboration with KFDDA and other stakeholders, have leveraged vacant space, an up-and-coming trail system and the existing built environment to provide an urban parks system that serves and inspires its community.

### **Architecture of Klamath's Booming Era**

In the 1910s and '20s, Klamath Falls was the fastest growing city in Oregon, fueled by income from timber and irrigated agriculture. This half-mile walking tour will focus on some of downtown's most beautiful buildings erected during that time.

### [Social Mixer & Klamath IDEA Talk hosted by Klamath IDEA](#)

[5:15 – 6:15 p.m. Social Mixer/6:15-7:15 p.m. Klamath IDEA Talk](#)

Experience Klamath Falls' entrepreneurial ecosystem in action! Oregon Main Street Conference attendees will be special guests at Klamath IDEA's first event of the season aimed at inspiring local entrepreneurship. Heavy hors d'oeuvres will be served and a no host bar will be available, followed by an inspiring story about the journey from Main Street to main stream presented by entrepreneur and business leader, Mike Wallenfels. Mike co-founded Mountain Hardwear, which was eventually purchased by Columbia Sportswear. He is currently the SVP of Global Sales for Helen of Troy, the parent company of Hydro Flask, which got its start in a farmers' market. Make sure to wear your conference badge for free admission!

## [Friday, October 7](#)

### [Crash Courses](#)

[8:30 – 9:15 a.m.](#)

### **Small Scale Development on Main Street**

Main Street America is launching a new project, the Small Deal Initiative, to accelerate investment in small-scale real estate projects on Main Streets, and MSA needs your help shaping the future of this important national program! Join Senior Advisor to Main Street America Patrice Frey for this interactive session to learn more about this initiative and to share your experience with small-scale real estate development in your downtown or district. Come prepared to share your thoughts and advice about how MSA can create resources and tools to better support downtown development projects.

Speaker: Patrice Frey, Main Street America™

### **Not Your Grandmother's Leadership: The Role of Main Street in Economic Vitality Work**

This interactive session will explore the role of Main Street organizations and their economic vitality committees in leading economic development efforts. We will share some key concepts and examples

that illustrate what good leadership looks like. Participants will have the opportunity to test out a tool to support good leadership, and discuss how it might be relevant to the work in their community.

Speaker: Amy Hause, Rural Development Initiatives (RDI)

### **Putting Your Best Project Forward**

The Oregon Main Street Revitalization Grant is a significant tool that local main street organizations can use to strengthen local economies by improving buildings, encouraging appropriate new infill, or assisting with property acquisition. Learn from three local organizations the processes they have set up to help solicit projects, the criteria they use for determining the projects that they feel most closely meet their goals and will be most competitive, and the role they play once projects are awarded.

Speakers: Lise Grato, Albany Downtown Association; Erin Salisbury, St. Helens Main Street Alliance; and Liz Hannum, Downtown Oregon City Association

### [Crash Courses](#)

[9:30 – 10:15 a.m.](#)

### **Supporting Young Professionals**

The Tillamook Chamber of Commerce launched Young Pros Tillamook this year to bring a group of likeminded young professionals together to grow, connect, and engage with each other and the broader Tillamook community. Learn the successes and failures around how Tillamook launched this effort and how the Young Pros Tillamook will grow through professional and personal development workshops, connect with networking and social events, and engage through community service and volunteerism. All three pieces combined create a dynamic and meaningful experience for young pros.

Speaker: Justin Aufdermauer, Tillamook Chamber of Commerce

### **What's Up Downtown: Resources for Upper Story Revitalization**

Many of Oregon's historic downtowns have unused or underutilized space in their upper stories. At the same time, Oregon is experiencing housing shortages that make it difficult for residents to find affordable accommodations and for employers to attract and retain workers. Many communities also need lodging, co-office space, and other facilities. The use of existing buildings can provide a cost-effective solution for these needs. Oregon Heritage, the Oregon Main Street Program, and the UO's Institute for Policy Research & Engagement partnered on a project to investigate barriers to upper story revitalization and reuse. This session will feature an overview of the study findings and an introduction to the toolbox, including a step-by-step guide to inventory downtowns and will focus on practices that local downtown associations can use to encourage upper stories utilization.

Speakers: Aniko Drlik-Muehleck and Tram Anh Hoang, UO's Institute for Policy, Research, and Engagement Anh; and Cassie Cruze, Lebanon Downtown Association

### **Extraordinary Placemaking Projects in Oregon**

Learn about three new amazing placemaking efforts: the 2022 Northwest Mural Fest which brought together hundreds of Walldogs volunteers who painted more than 14 murals in just five days in downtown The Dalles; the Freewater Square project which transformed a vacant gravel lot into a space to host live events, food trucks, and act as a public space where people can congregate as well as small, converted storage buildings for use by start-up businesses; and the Klamath Falls Alleyway Art project which was a recent recipient of an AARP grant to improve the overall appearance of the alleys and to make them more inviting and safe . Learn how these projects came together and how they are already making a positive impact in the communities.

Speakers: Kelsey Mueller Wendt, Healthy Klamath; Mark Driver, Milton-Freewater Downtown Alliance; and Tory Davis, The Dalles Main Street

### **Closing Plenary**

10:30 a.m. – Noon

### **Open Door Pitch Contest**

Open Door Pitch Contest: We will conclude the 2022 Main Street Conference with the Oregon Main Street "Open Door" Pitch Contest. Our Oregon Main Street Network organizations help create inclusive and welcoming environments that make all feel that they belong and are invited into the community. Come hear from local organizations about a project or idea on their work plan to make their downtown or organization more welcoming but haven't been able to move forward due to a lack of funding resources. You can help us select the organization who will walk away with \$5,000 to implement their dream project! We are grateful to our expert panelists: Aimée Okotie-Oyekan, Department of Land Conservation and Development; James Rojas, Place It!; Carmel Snyder, Oregon AARP; and Brad Attig, Foundry Collective for sharing their insights. MC for the event provided by Basin Mediactive, a Klamath Falls-based radio media company.