**Session Summaries**

**Monday, August 14, 2017**

8:00 a.m. – 5:00 p.m.

**Registration & Information**

St. Peter’s Episcopal Church

Burns Hall

801 Atlantic Avenue

9:00 a.m. – 11:00 a.m.

**Tour – North Fernandina “The Golden Era of Amelia Island”**

This tour of Fernandina Beach’s north end introduces the players in Amelia Island’s unique history while giving a broad understanding of how the city was affected by national and world events from 1782-1850.

*or*

**Tour - Centre Street**

Hear fascinating anecdotes of the families and industries that shaped Fernandina Beach on this walk down the main thoroughfare of this national historic district.

**TECH TALK**

**Building a Social City: Digital Media for Downtown**

9:00 a.m. – 10:45 a.m. │ Room 201

Social Media has become increasingly relevant in communicating with your community. However, the rules are always changing. From Facebook to Twitter, and from Instagram to Snapchat, what are the proven tools that successful municipalities and Main Street Programs are using to increase awareness and drive visitors to their downtown. Learn from a social media expert that has built digital engagement for cities, municipalities, and Main Streets throughout the southeast!

*Terra Spero, RealTime Marketing Group*

**Managing Main Streets in the Digital Age**

10:15 a.m. – 11:00 a.m. │ Room 202

Main Street executive directors do not need to be tech experts, but understanding how technology can benefit your community is more important than ever! This session will deal with the evolution of Main Streets, looking at the recent past, present situation, and trends pointing toward coping with change in the future.

*Ron Cook, Distrx, LLC*

**Lunch in Exhibitor’s Hall**

11:00 a.m. – 12:30 p.m. │Burns Hall

Page 14

Working Harder. Climbing Higher.

We work with communities all across America, helping to rebuild the heart of communities, and inspiring the residents that make this country great.

Cultivating the Power of People to

**Opening Session**

12:30 p.m. – 2:00 p.m. │ St. Peter’s Episcopal Church

Sanctuary

801 Atlantic Avenue

**Keynote Address**

The Opening Plenary is a not-to-be-missed opportunity to welcome **Ben Muldrow** of Arnett Muldrow & Associates. Ben’s keynote message will showcase some of the cutting-edge trends and newest concepts across America’s downtowns, and plant the seed for the ideas of tomorrow’s downtown. Ben is responsible for all community marketing and branding functions of the Greenville, South Carolina-based urban planning firm. He helps communities develop their brand identity through an open process including public design sessions and collaborative small groups. He has designed new branding and marketing elements for revitalization projects in more than 300 communities.

**DEEP DIVE SESSION**

**The Power of Numbers: Market Analysis 101**

2:15 p.m. – 5:00 p.m. │ Room 201

Market analysis has too often been the first and last project of economic vitality committees. Efforts to complete a prolonged market analysis process often face a slow and painful death as valuable economic vitality volunteers lose interest or lose hope. This session will demystify market analysis, but more importantly show how to get past paralysis by focusing on the prize, not the process. Learn the benefits of ongoing targeted market research as a way to drive transformation strategies, refine and improve downtown’s market position, and inform development investment (develop partners, develop markets, develop property, and develop businesses).

*Todd Barman, Barman Development Strategies, LLC*

**Creative Placemaking: A Toolkit for Cultural Sustainability and Arts-Based Community Development**

2:15 p.m. – 3:00 p.m. │ Room 202

This engaging workshop will explore how Main Street programs can utilize local arts and cultural resources to tell the authentic story of place, and then put those stories to work. Through concrete examples and practical techniques, this workshop will help you celebrate your community’s unique identity, harness and strengthen local pride, tap into new audiences, and support small business and the creative economy.

*Amanda Hardeman, State Folklorist, Division of Historical Resources*

Page 15

**How to Maximize Your Visit Florida Partnership**

3:15 p.m. – 4:00 p.m. │ Room 202

Through this presentation you will learn simple, free and low-cost ways to maximize your benefits available through your Main Street Partnership. The session will cover managing your online listing, submitting social media posts, the Online Hospitality Training Program and accessing complimentary research, image library, webinars, and more.

*Brenna Dacks, Visit Florida*

**Sociability Accelerates Economic Development**

4:15 p.m. – 5:00 p.m. │ Room 202

Sociability is an engine driving both day and night businesses. Learn how to evaluate your downtown or city's sociability - what you can do to enhance vibrancy with dining, entertainment and events; assure safety; and plan for activities that increase demand for transportation and impact residential quality of life.

*Marjorie Ferrer, Downtown Management Consulting*

**Opening Reception**

**Hang with the Locals!**

Green Turtle Tavern

5:15 p.m. – 7:30 p.m.

14 South Third Street

**Tuesday, August 15, 2017**

8:00 a.m. – 5:00 p.m.

**Registration & Information**

St. Peter’s Episcopal Church

Burns Hall

801 Atlantic Avenue

**MOBILE WORKSHOP *–*** *Pre-registration required*

**The Art of Main Street: Focusing on Photography**

9:00 a.m. – 11:30 a.m. │ Room 201

So you don't have a big budget to hire a photographer - no problem, you have the best tool possible as a Main Street director with your smart phone.  Think outside the box with different angles and a different perspective to get interesting photos for social media and your website. We'll talk about it, then take a walking tour, sharing ideas on how to get the best pictures to promote your Main Street businesses and project.

*Miguel Guinard, Gateway Orlando*

*Andrea Kudlacz, College Park Main Street*

Page 16

**The Re-Vi Life Cycle – Six Steps to Revitalization**

9:00 a.m. – 10:15 a.m. │ Room 202

Breathing new life into an historic downtown can take a complex series of steps that isn’t intuitively evident due to the interdisciplinary nature of these big, hairy projects. Join us to explore key aspects of redevelopment from start to finish. We’ll demystify the six stages of revitalization to help you map out the economic development strategy to redevelop your downtown.

*Matt Ashby, Ayers Associates*

**Telling Your Main Street Story**

9:00 a.m. – 10:15 a.m. │ Burns Hall

Community branding is essential in helping your community realize its potential. Hear the five rules of what to avoid and see case studies of successful branding from around the nation.

*Ben Muldrow, Arnett Muldrow & Associates*

**The Power of Connections: How Trails Connect Main Streets to Regional History**

10:30 a.m. – 11:45 a.m. │ Room 202

Trails are powerful magnets for growth and development that improve residents’ lives and attract high-value, low-impact tourism. This session demonstrates the importance of trails and the need to incorporate regional historic and agricultural resources into downtown planning. Farm-to-table and agritourism principles, plus active mobility enabled by trails, connect Main Streets with historic and agricultural features benefiting downtown and outlying areas.

*Herb Hiller, St. Johns River-to-Sea Loop Alliance*

**The Architecture of Resilient Main Streets**

10:30 a.m. – 11:45 a.m. │ Burns Hall

The Main Street has long been a key element of the traditional American city. Despite its many manifestations, it has been defined by varying economic, civic, and societal pressures that render it a focal point in the city. Its evolution consists of transformation along radical infrastructural, technological an environmental development during the 20th and 21st centuries. It is resilient and adaptive to change. However, throughout these transformations, its architectural makeup has always been definitively physical. How will Main Street adapt to the pressures of an increasingly immaterial city?

*Abraham Aluicio, Oddhouse, LLC*

**Main Street Executive Directors’ Meeting - Lunch**

11:45 a.m. – 1:00 p.m. │ Pepper’s Mexican Grill

530 Centre Street

Page 17

**MOBILE WORKSHOP –** *Pre-registration required*

**Explore and Experience Real Stories along A1A Ocean Islands Trail**

1:15 p.m. – 4:00 p.m. │ Room 201

Join this mobile workshop exploring and experiencing the state’s most recent Scenic Highway designation; preserving and enhancing the cultural, historic, archeological, recreational, natural, and scenic resources in and around Fernandina Beach. Presented cooperatively with guides from the A1A Ocean Islands Trail Byway Organization.

*Jeff Caster, Scenic Highways Program, Florida Department of Transportation -*

**Crossroads: Determining the Right Steps in Your Downtown**

1:15 p.m. – 2:30 p.m. │ Room 202

Main Street communities inspire people to join an effort and compete with big box retailers and multi-national companies. In Florida, Main Street revitalization efforts attract global tourism attention. Determining the course can be rocky! Learn about the “crossroads” in our experience, starting a Main Street from the ground up, managing expectations, and delivering brilliant results on a shoestring budget.

*Matt Visaggio, Visaggio & Co., LLC*

**Public Art: A Key Ingredient to Creating a Sense of Place**

1:15 p.m. – 2:30 p.m. │ Burns Hall

This session will highlight the 15-year partnership between the Polk Museum of Art, the City of Winter Haven, and Main Street Winter Haven to organize annual exhibitions of outdoor sculptures in downtown Winter Haven’s Central Park. Learn about the selection process, the costs, and how the three partners work together to engage the community.

*Anita Strang, Main Street Winter Haven, Inc.*

*Karen Thompson, Plant City Main Street, Inc.*

**Resilience in Destination Management**

2:45 p.m. – 4:00 p.m. │ Room 202

In this presentation, the speakers from Amelia Island Convention & Visitors Bureau (AICVB) will discuss macroeconomic forces and how Amelia Island navigates both positive and negative value drivers using their digital channels. By mitigating risk perceptions and prioritizing sustainability, the AICVB helps to maintain quality of life, drive economic impact, and protect assets vital to authenticity and sense of place. Attendees will learn how to scan the remote environment, anticipate forces, ride the good, and minimize the effects of the deleterious.

*Ktimene Axetell, Amelia Island Convention & Visitors Bureau*

*Kate Harris, Amelia Island Convention & Visitors Bureau*

Page 18

**Crisis Management**

2:45 p.m. – 4:00 p.m. │ Burns Hall

In this session participants will be introduced to the Emergency Support Function (ESF) structure and ESF18, as well as understand how emergency management through the ESF structure can assist businesses before and after a disaster. The second part of this session will show you how Vilano Beach Main Street experienced property damage during Hurricane Matthew in October 2016 and the resources they used to begin rebuilding.

*Geoff Luebkemann, Florida Restaurant & Lodging Association*

*Sallie O’Hara, Vilano Beach Main Street*

**Secretary of State Awards Banquet**

5:30 p.m. – 9:00 p.m.

Omni Resort

39 Beach Lagoon Rd.

*Secretary of State Ken Detzner – State of Main Street Address*

**Wednesday, August 16, 2017**

**Mornings on Main Street Meeting & Breakfast**

7:45 a.m. – 8:45 a.m.

The Palace Saloon

117 Centre Street

**MOBILE WORKSHOP –** *Pre-registration required*

**But I Already Have too Much to Do! The Economic Case for Finding Time for Real Estate Development**

9:00 a.m. – 11:45 p.m. │ Room 201

Finding time for another project - especially one as challenging as filling a vacant building or creating downtown housing - can seem daunting. But what is the cost to Main Street if your program doesn't take on these projects? Participants will learn from real world examples the economic impact of filling vacant property and increasing residential units, then take their knowledge on the road in Fernandina Beach.

*Thondra Lanese, Stuart Main Street, Inc.*

*Teresa Lamar-Sarno, AICP, City of Stuart*

**Combining Infrastructure & Aesthetics for Main Streets that Endure**

9:00 a.m. – 10:15 a.m. │ Room 202

Attendees will be given ideas on how their towns and cities can install necessary infrastructure

which is both attractive and functional. The end result can be a community that is both

environmentally and economically resilient. The audience will learn ways their community can develop in a resilient way and will understand the economic benefits of smart development

*Charlie Johnson, Wood+Partners, Inc.*

Page 19

**Opportunities Through the Florida Division of Historical Resources**

9:00 a.m. – 10:15 a.m. │ Burns Hall

Cruise through the basics of programs offered by the Florida Department of State, Division of Historical Resources. Historic preservation grants, federal historic preservation tax credits, State Historic Preservation Officer review of federal and state funding and permitting, National Register of Historic Places, Florida Master Site File, and the Florida Folklife program. This session is designed as a one stop shop to connect you to state and federal resources available to help preserve and promote your historic downtown!

*Alissa Lotane, Bureau Chief, Bureau of Historic Preservation*

**Creating a Durable Downtown: The Winter Haven Story**

10:30 a.m. – 11:45 a.m. │ Room 202

For over a century, Winter Haven thrived with an economy based on agriculture and railroads. To recreate a resilient community, Winter Haven is redeveloping downtown to prioritize pedestrians and connect public open spaces and mixed uses. Award winning visualization developed by Pennoni will show the community’s final product.

*Kelly Cranford, Pennoni*

*Steve Elias, Pennoni*

*Wayne Sweikert, Pennoni*

**“Shop Local” More than a Marketing Campaign**

10:30 a.m. – 11:45 a.m. │ Burns Hall

Shop Local campaigns can come and go. How do we sustain them? How do we grow the momentum? First, we'll discuss the power in nurturing our locally-owned independent businesses, then look at ways to create a sustained buy local ethic in your community. By the end of our session, you'll have an outline for moving forward with the shop local movement in your community. We'll use case studies, small group brainstorming, and discussion.

*Kristi Streiffert, American Independent Business Alliance and Industry Relations, Obsidian*

**Closing Session**

11:45 a.m. – 12:45 p.m. **│** St. Peter’s Episcopal Church

Burns Hall

Keynote Speaker, Mayor Robin Lentz

1:00 p.m. – 3:00 p.m.

**Tour - Historic Downtown District**

Take a journey through time on this 1½ to 2-hour walking tour of the south historic district. Starting at the landmark St. Peter’s Episcopal Church, this tour showcases Fernandina Beach’s beauty, charm, unique character, and highlights Fernandina’s unique historic architecture.

# # #

Page 20