

## Sessions Descriptions

TUESDAY, SEPTEMBER 23

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### ***In This Together: The Mutual Benefit of a Special Improvement District***

10:15 am-11:30 am

[SUZIE GRAHAM](#)

Join Suzie Graham, president of Downtown Akron Partnership for a look at Akron's history in the formation of its Special Improvement District, its growing pains and advantages over time, and its trajectory for serving the Downtown district in the future. Discuss the mutual benefits of creating a SID district and strategies for building the groundwork for a successful SID.

### ***60 Retail Promotion Ideas in 60 Minutes***

10:15 am-11:30 am

[MICHELLE SAHR](#)

Teaching retailers success from a big picture viewpoint. Success will always be greater in a collaborative effort among nearby retailers, restaurants and businesses. Retailers often get wrapped up in their day to day business and sometimes have difficulty understanding how being a part of Main Street can benefit them. We will go over some ideas to help communicate the big picture benefits to retailers.

### ***Pro Forma Development***

10:15 am-11:30 am

[CHERRYL STEPHENS](#)

With experienced based assumptions and estimated data a company can project financial outcomes in pro forma documents. The key elements of information correctly placed in a pro forma will tell both developers and lenders how and when a project will make money, or how and when a project will lose money. A pro forma, correctly structured, presents a project's financial story with numbers in a way that will answer most questions about a project and define the policies and practices from management and ownership of businesses and properties. In this session work thru a couple of basic options on pro formas (real estate and small business projects) and a more complicated project where the spreadsheets feed information into each other.

### ***Downtown Kent Orientation***

10:15 am-11:30 am

[ROGER DIPAOLO](#)

Join Roger DiPaolo, editor of the local *Record Courier* for an introductory tour of downtown Kent. You will learn about Kent's humble beginning in the early 19<sup>th</sup> century along the Cuyahoga River when they were known as Franklin Mills. Kent's name change occurred in 1864 and their growth as a University town didn't begin until 1910 when Kent State Normal School was established. Today Kent's downtown is an unexpected mix of old and new, all of which gives them a distinct personality.

### ***The Basics of Organization/Operations***

10:15 am-11:30 am

[SANDRA HULL, EXECUTIVE DIRECTOR, MAIN STREET WOOSTER](#)

The Organization Committee works with the Main Street Manager, local businesses, property owners, residents, and other community stakeholders to facilitate a broad base of support for the Downtown program in an effort to retain, promote, and attract Downtown business. The committee also manages the coordination of volunteer, membership, & fundraising programs; focuses on instituting appropriate policies and procedures, including those that address the responsible management of financial, personnel, & physical resources; and develops long term resource and communication plans.

## Heritage Ohio Conference 25<sup>th</sup> Anniversary Celebration

### Sessions Descriptions

#### **Optional Lunch Session: Revolving Loan Focus Group**

11:30am- 1:15pm

[DELLA RUCKER](#)

Spend your lunch with the team that is helping Heritage Ohio evaluate options for the new Save Ohio's Treasures Program for a discussion of preservation needs and priorities across the state. We want to hear from you about the opportunities and barriers that preservation projects face, and how some of the possible approaches that SOT could take might (or might not) work. *(Price of lunch is not included)*

#### **Creating a Local Food Culture**

1:15pm- 2:30pm

[KELLY FERRY, MARKET MANAGER, HAYMAKER FARMERS' MARKET](#)

Discussion of ways in which small businesses such as farms, farmers' markets, restaurants, and local food producers can work together to not only create a strong local food economy, but also bring the community together to create a vibrant local food culture.

#### **Evaluating Your Outreach Efforts: Special Events & Membership**

1:15pm- 2:30pm

[MATT WIEDERHOLD, EXECUTIVE DIRECTOR, MAIN STREET MEDINA](#)

Is your program growing in financial and member support, or are you slowly withering on the vine and not getting very far? Join Matt Wiederhold for a discussion on how to plan, implement, and then evaluate your program outreach and marketing efforts. Together, we'll look at different tools and messages in marketing to help determine if you're on the right path to success, or if you may have taken an unfortunate detour.

#### **3D Laser Scanning of Architecture**

1:15pm- 2:30pm

[RYAN HACKER, PRESIDENT](#)

This session will introduce attendees with the basics of 3D laser scanning and how it can be used by architects as a simple tool to solve complex architectural challenges. In addition, we will show how some of our progressive clients are using laser scanning as a competitive advantage to gain new clients, as well as retain existing firms.

#### **What Is Architectural Conservation?**

1:15pm- 2:30pm

[JOHN BURNELL](#)

*Talk will give a general overview of the subject of architectural conservation, including identifying materials, deterioration mechanisms and appropriate methods of repair used for historic architecture.*

#### **The Basics of Promotions/Marketing**

1:15pm- 2:30pm

[MATT WIEDERHOLD, EXECUTIVE DIRECTOR, MAIN STREET MEDINA](#)

The job of the Promotion Committee is to PROMOTE downtown as the center of commerce, culture, and community life for residents and visitors alike. To be effective, your committee must move beyond the typical "tried-and-true" downtown promotion ideas of yesteryear. You must think about promotion in a broader sense and develop new strategies by: Identifying downtown assets, including people, buildings, heritage, and institutions. Defining Main Street's market niche- it's unique "position" in the marketplace. Creating NEW image campaigns, retail promotions, and special events to lure people back downtown.

#### **Rehabilitation of the Historic Franklin Hotel**

2:45pm- 4:00pm

[DOUG FULLER](#)

Architect Doug Fuller will discuss a brief background on the history of the hotel and its architect, showing the original plans of the lobby floor and guest floors. His description of this tax credit rehabilitation process will include before and after conditions as well as the complicated acquisition process.

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### **Kent State Memorial Site**

2:45pm- 4:00pm

JERRY LEWIS AND LAURA DAVIS

Inquire, learn, and reflect. May 4, 1970 is a day that changed America, and it happened on the Kent State University campus. This tour will take visitors to the site to recall where four students were killed and nine wounded during an antiwar protest. The tour will include the Kent State Memorial Visitors Center and site, which was listed in the National Register in 2010.

### **Kent's Revitalization Through Public Private Partnerships**

2:45pm- 4:00pm

ADAM BRANSCOMB, PROJECT MANAGER AND DAVE RULLER CITY MANAGER KENT OHIO

The session will provide an overview of the \$130 million revitalization of downtown Kent, focusing on the thoughtful blend of restoration and new construction, to transform downtown Kent into a destination. The discussion will showcase the roles of Kent State University, the City of Kent, PARTA (regional transit agency), private developers and Main Street Kent to create this regional, state and national award winning downtown project.

### **Approaches in Addressing the Conservation of Historic Masonry**

2:45pm- 4:00pm

JOHN BURNELL

Talk, demo and hands-on opportunities focusing on methods and materials used in historic masonry.

### **Historic Homes**

2:45pm- 4:00pm

We have just over an hour to take in Kent's residential history. Join us on a whirlwind tour that includes an inside look at two of Kent's gorgeous residences, including the historic Marvin Kent Home, an 1880 Italianate residence constructed for the namesake of Kent.

WEDNESDAY, SEPTEMBER 24

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### **The Board's Role in Fundraising**

8:30am- 9:45am

JANUS SMALL

One of the most basic responsibilities of a Board of Directors is to secure the resources necessary for the organization to thrive. Among the many resources that this includes are the financial resources. Fundraising is often seen as a duty of the staff, but regardless of whether the organization has an entire department of fundraising professionals or the organization has no staff, the Board still plays a significant role in fundraising. Often Board members are asked – or required – to make introductions to wealthy friends and acquaintances, meet with representatives of foundations or private donors, sell tickets to fundraising events, and/or make a financial contribution of their own. Through presentation, facilitated discussion, and even a little role-playing, Janus Small of Janus Small Associates will impart to you what she has learned through leading nonprofit organizations through the years, consulting for a wide variety of organizations for more than ten years, and educating the next generation of nonprofit leaders at Baldwin Wallace College, Case Western Reserve University, John Carroll University, and Youngstown State University. Come learn how to bolster your understanding of how the Board can best be involved in securing financial resources for your organization.

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### ***How to Best Utilize Volunteers***

8:30am- 9:45am

MARY RODGERS

Volunteers are essential to every non-profit. No matter what the focus of your non-profit, medical, educational, artistic, etc. You can make your income go further by recruiting an army of volunteers. No matter what age, people want to use their skills to give back to their community. In order to be successful, you need to assess what skills your organization needs, compare that to the skills you already have and recruit the missing elements. Once you have the right skills assigned to the tasks at hand, you will need to keep those volunteers happily associated with your organization. Rewarding the work of your volunteers keeps them connected to the cause. It also allows you to stay aware of their efforts and connected to them. Join us to learn more in this session where we will review the three Rs (Recruiting, Retaining and Rewarding) of volunteers!

### ***Small Historic Tax Credit Projects***

8:30am- 9:45am

DOMINIC GATTA AND NATHANIEL KAEIN, OHIO HISTORIC PRESERVATION TAX CREDIT PROGRAM MANAGER

This session will explore how historic preservation tax credit incentives can be applied in small scale development applications. The Ohio Historic Preservation Tax Credit (OHPTC) and Federal Historic Preservation Tax Credit have both leveraged small rehabilitation projects in historic downtowns and urban neighborhoods. In addition to basic program information, discussion will include structuring of small projects and successful project examples. Mr. Gatta will present a small scale project he has undertaken as a case study.

### ***Taking the Pane out of Historic Windows: and Other Window Things You Really Need to Learn How to do***

8:30am- 11:15am

ALISSA ZIEMER, A-Z WINDOW RESTORATION

Restoring old windows: You probably know why, now learn how. In this hands-on workshop, participants will learn from A to Z what's involved with a typical double-hung window restoration. It all begins with basic window anatomy and improving weatherization. After learning how to take out the sashes, we'll have discussion and participation regarding methods of removing glazing putty and paint. From there, it's on to cutting glass and glazing, where there will be an opportunity to try both. Finally, simple methods for replacing sash cord will be covered. Please come prepared to participate, get your hands dirty, and have fun!

### ***The Basics of Economic Restructuring/Business Enhancement***

8:30am- 9:45am

JEFF SIEGLER, DIRECTOR OF REVITALIZATION, HERITAGE OHIO

Rebuilding the economic vitality of traditional commercial districts is the focus of the economic restructuring component of the Main Street Four-Point Approach and is the ultimate goal of all Main Street revitalization programs. Downtowns and neighborhood commercial districts have declined over the past few decades for a variety of reasons. Highway development, overbuilt commercial areas, strip-center and regional mall development, competition from large retail chains and discounters, and changes in retail technology have all played a role in diminishing downtown's role as the center of commercial activity. Reversing decay and providing a direction and niche for traditional commercial districts are central to the revitalization process and the ultimate measure of a Main Street program's success.

### ***Preservation Initiatives: Past, Present, and Future in Northeastern Ohio***

10:00am- 11:15am

BARI OYLER STIITH, DIRECTOR HISTORIC PRESERVATION PROGRAM, URSULINE COLLEGE

Historic preservation and the creation of heritage areas are incredibly valuable tools in the revitalization of communities. Certainly they enhance community pride and often provide natural gathering places that help local areas celebrate, mourn, and coalesce effort. Equally important, they have the ability to provide

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economic stimulus. The landmark 2010 Rutgers University study, First Annual Report on the Economic Impact of the Federal Historic Tax Credit, as summarized by the National Trust for Historic Preservation, asserted that “\$90.4 billion in rehabilitation activity has generated about 2.0 million new jobs (measured in job years) – 145,000 jobs in 2009 and 2010 alone.” The impact, then, nationwide and locally, is tremendous.

Explore some of northeastern Ohio’s preservation/revitalization efforts over the past 25 years through the perspective of preservation’s next generation of practitioners. What initiatives have been successful? Which ones have proven unsuccessful? What successes do they envisioned for the future? And why? Examples include such initiatives as Ohio City, the Flats, University Circle, Geauga Lake, Cleveland’s waterfront, and downtown Heinen’s.

### ***Myth-Busting the National Register: What It Is and What It Is Not***

10:00am- 11:15am

**BARBARA POWERS, DEPUTY STATE HISTORIC PRESERVATION OFFICER FOR INVENTORY & REGISTRATION**

The session will present information about the National Register of Historic Places program in Ohio. Topics covered will include: how properties qualify for the National Register; the National Register nomination process; benefits and uses of the National Register; and addressing common misconceptions associated with the National Register program and process. Session will include opportunity for discussion and questions.

### ***Spontaneous Interventions and Temporary Use Strategies***

10:00am- 11:15am

**TERRY SCHWARZ, DIRECTOR**

This session will describe the ways that temporary interventions can align with community priorities and enliven urban neighborhoods.

### ***The Basics of Design***

10:00am- 11:15am

**TOM STARINSKY, PROGRAM MANAGER, CLEVELAND GATEWAY/WAREHOUSE DISTRICT**

The Design Committee works with the Main Street Manager, local businesses, and property owners to facilitate a positive visual image of the Central Business District that will help retain, promote, and attract Downtown business. The Design Committee will focus on Downtown aesthetics & appearance, working on matters such as streetscapes, building façade, signage and/or banners, attractive window displays, parking areas, building improvements, street furniture, sidewalks, and landscaping. The Design Committee will instill good maintenance practices within the district and encourage the rehabilitation of historic buildings & appropriate new construction. The Design Committee will develop sensitive design management systems and long-term planning strategies.

### ***Bridging the GAPP: Protecting Historic Resources and Promoting Energy Development in Ohio***

11:30am- 12:45pm

**W. KEVIN PAPE AND MARION WERKHEISER, COUNSEL, GAS AND PRESERVATION PARTNERSHIP**

This session will discuss efforts of the Gas and Preservation Partnership (GAPP) to work collaboratively and pragmatically with both the energy industry and the preservation community to assist in the identification and proper management of historic and cultural resources while encouraging efficient exploration and development of energy reserves. GAPP seeks to devise, exchange, and verify implementation of voluntary practices for the shale gas industry that facilitate development, manage risk, and yield positive outcomes for historic and cultural resources and the communities that value them. This session will cover both the benefits and challenges of collaboration between the preservation community and energy companies; the importance of engaging stakeholders with knowledge of local cultural resources and community values; GAPP’s strategy for creating model voluntary practices; and its Ohio-based pilot project.

## Sessions Descriptions

### ***Bringing Tour Buses to Your Town***

11:30am- 12:45pm

DEBBIE ROBINSON AND MELINDA HUNTLEY, EXECUTIVE DIRECTOR, OHIO TRAVEL ASSOCIATION

Group travelers spend \$1.14 billion each year in Ohio. This spending supports businesses and jobs in lodging, dining, attractions, transportation, retail and other industry sectors. The direct spending by the traveler is only part of the story. But tourism is everybody's business. As these dollars flow through our communities, an additional \$2.52 billion is spent on goods and services supporting businesses throughout the economic supply chain. So how do we get our share? What are these tour operators seeking? How do we reach them? How do we keep them coming back? We'll take a look at the changing faces of group travel and what we can do to keep these buses rolling into our communities.

### ***Branding for Communities: Beyond the Mark***

11:30am- 12:45pm

CATHY FROMET, DIRECTOR OF STRATEGY

As a community, you are as strong as your assets; and your assets are as strong as your ability to convey your mission and encourage, support and sustain economic prosperity for the people you serve. This webinar, designed specifically for cities and communities, will provide an overview of the process for planning a Branding effort.

### ***Best Practices for Rehabilitation of Historic Downtown Storefronts***

11:30am- 12:45pm

JOHN SANDOR

Storefronts are one of the most changed features of a building. Historical images will be used to understand how their design changed with architectural fashion and material technology. Evaluating the significance of an existing storefront will be discussed as well and how to approach the design of a replacement when there is nothing worth saving. How can the history of storefronts inform the design of a replacement that is compatible with the features and period of a building? How can we improve the durability of what we build now, while still achieving an historic effect?

SPECIAL LUNCHEON FOLLOWING CONFERENCE ON WEDNESDAY, SEPTEMBER 24

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### ***A Discussion on Applying the Rehabilitation Standards Following a Review of the Issues of Windows and Plan***

JOHN SANDOR

Rehabilitations frequently include proposals to replace windows and alter significant features of a building's plan. Examples will be used to illustrate how the "Standards" are used to evaluate these issues. What conditions justify replacing a window, and what is an adequate match for the replacement? What are the details that tend to be overlooked and can require revisions potentially delaying a project? What are the most significant aspects of the plan of various building types, and where, and how much can a plan be changed? Following a presentation on these key issues there will be general discussion of the application of the "Standards" for certification in the tax credit program.