TUESDAY, OCTOBER 17

**WELCOME**
9:00 AM - 9:30 AM | GOVERNOR’S BALLROOM | W. KEVIN PAPE

**LeVeque Tower**
9:30 AM - 10:30 AM | ROOM TBD | ROBERT LOVERSIDGE
The LeVeque Tower, built in 1927, is Columbus’ most iconic building in the downtown skyline. The 47-story Art Deco tower has been recently rehabilitated into apartments, offices, and a hotel using historic tax credits. The 9:30 session will be a classroom style session presented by, architect Bob Loversidge, which will be followed with a walking tour of the building in the 10:45 session. You can attend either session independently.

**Documenting Places that Matter: Ohio’s Civil Rights History**
9:30 AM - 10:30 AM | ROOM TBD | BARBARA POWERS | AIA PENDING
This presentation will introduce a project by the Ohio History Connection’s State Historic Preservation Office to identify historic properties associated with the African American Civil Rights Movement in Ohio and encourage nominating them to the National Register of Historic Places. The session will include an explanation of the Multiple Property National Register approach to documenting significant historic sites. Session participants will be given the opportunity to identify important themes associated with African American efforts to achieve civil rights from the early 1900s through the 1960s and potential sites, buildings, neighborhoods, etc. in Ohio to consider for the project. This will be an introduction to the information gathering symposium to be held on October 21, 2017, 1-5 pm, at Shiloh Baptist Church, 720 Mount Vernon Ave. in Columbus.

**Operations 101: The Basics of Operations**
9:30 AM - 10:30 AM | ROOM TBD | DAVID POLAKOWSKI | LU
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. **LU AIA Credits**

**Show Me the Money!**
9:30 AM - 10:30 AM | ROOM TBD | CINDY MUSSHEL & JEFF SHANER | AIA PENDING
A panel of funders will share with you the grant programs they fund that your community could be using. Whether it be parks, transportation, or business related, Ohio Department of Transportation, US Department of Agriculture, or Ohio Department of Natural Resources has opportunities you can use.

**Downtown Revitalization Districts**
9:30 AM - 10:30 AM | ROOM TBD | CHRISTOPHER CLEMENTS & TOM SPRING | HSW
Christopher will summarize the recently-enacted downtown redevelopment district legislation and will describe how communities and developers can use it in conjunction with others types of tax increment financing and property tax exemptions to spur downtown redevelopment. Tom will explain the implementation of a DRD in the City of Circleville. **HSW AIA Credits**

Schedule and sessions are subject to change
**Modernism in the Capital City Tour**
9:30 AM - 10:30 AM | FOYER | NATHALIE WRIGHT & ANDREW NEUTZLING | HSW
Explore Columbus’ transformation from a 19th century town to a mid-20th century city, as this walking tour winds through downtown and what was once northern German Village. The tour will examine the role urban planning had on today’s streetscape, including the massive Interstate Highway and Urban Renewal projects of the mid-20th century. The route will also highlight architectural trends of the era, viewing examples of modernist architecture in the city. See the sculptural forms of Brutalism, the more conservative New Formalism style, and the construction materials that defined the period. **HSW AIA Credits**

**Financing from an Ohio CDFI’s Perspective**
10:45 AM – 11:45 AM | ROOM TBD | ANNE GEGGIE | AIA PENDING
With capital for projects more and more difficult to find, we would like to introduce a representative from a statewide lending organization and hear about the variety of resources available, from non-traditional loans to grants. Finance Fund is a 30-year-old Community Development Financial Institution (CDFI) with a mission to connect low- and moderate-income communities with capital.

**Get it Together: How Downtown and Design Review Commissions work together (CLG)**
10:45 AM – 11:45 AM | ROOM TBD | NATHAN BEVIL | AIA PENDING
Downtown revitalization and design review work hand in hand in preservation. Find out how to build a better relationship and use the CLG (Certified Local Government) program to your advantage. The speakers will present tips and best practices for conducting reviews and helping with applicants through the design review process.

**Economic Vitality 101**
10:45 AM – 11:45 AM | ROOM TBD | AMY REINHART | LU
Rebuilding the economic vitality of traditional commercial districts is the focus of the economic vitality 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. **LU AIA Credits**

**Size Matters Not**
10:45 AM – 11:45 AM | ROOM TBD | LORNA SWISHER & JUDY LAMP | AIA PENDING
DESCRIPTION COMING

**Cheers! Alcohol on Main Street**
10:45 AM – 11:45 AM | ROOM TBD | SANDRA HULL, MALLORY GREENHAM, ANNINA PARINI, & JUSTIN STARLIN | AIA PENDING
DESCRIPTION COMING

**LUNCH WITH SPEED NETWORKING**
12:00 PM - 1:45 PM | GOVERNOR’S BALLROOM
Come have lunch and network with experts and professions from different sectors of the preservation and revitalization world.

**Scenic Ohio**
2:00 PM – 3:00 PM | ROOM TBD | GARY MEISNER
DESCRIPTION COMING
Utilizing the State Historic Preservation Office Online Mapping System
2:00 PM - 3:00 PM | ROOM TBD | KYLE SMITH
Learn how to use the Online Mapping System to access extensive historic and archaeological data electronically. This stand-alone web application includes tools for searching historic resources, printing maps and exporting GIS data. Beginners as well as more experienced users will benefit from attending this session to learn first-hand about the site’s functionality. Come learn how to explore the full potential of the site.

Promotions 101: The Basics of Marketing
2:00 PM - 3:00 PM | ROOM TBD | HEATHER MALARCIK | LU
The job of the Promotions 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.

ODSA Funding Opportunities
2:00 PM - 3:00 PM | ROOM TBD | MARY OAKLEY
Throughout Ohio, small communities use the State Administered Community Development Block Grant (CDBG) Downtown Revitalization program to preserve their historic central business districts. The program assists building owners with repairs and communities with downtown public infrastructure improvements. In this session, learn more about compliance in the areas of national objective, environmental review, procurement, contract management, and federal labor standards.

“What the “H’ is Going on in Retail?”: Can Independent Retailers Survive the Retail Industry’s Meltdown?
2:00 PM – 3:00 PM | ROOM TBD | DEB MILLER | AIA PENDING
What the heck is going on? 7 things – Amazon and mobile shopping, most physical stores are boring and they look the same, we are shifting our spending from materialism to experience. But, on the flip side hyper-local is all the rage, Gen Y and Z prefer stores, small is better and personal touch is a necessity. Put quite simply, the customer is very much in charge. They want authenticity, relevance and the remarkable. So, what’s a small independent retailer to do? Join Deb, and learn the key practices that will help your downtown retailers succeed in today’s retail disruption.

Historic Taverns of Columbus Tour
2:00 PM – 3:00 PM | FOYER | DOREEN UHAS SAUER | AIA PENDING
Take a guided walking tour to two nearby Columbus taverns rich with history and architectural detail. Starting at the Sheraton, the tour will cross the Ohio Statehouse grounds to the 1897 Ringside Café on Pearl Alley, and then proceed to Gay Street to visit one of several historic bank buildings that has been adaptively reused for a different form of liquidity! Sparkling narration, historic gossip, and architectural knowledge of the taverns and their environs is cheerfully included in the tour; you are on your own for refreshments.

Schedule and sessions are subject to change
Cincinnati Union Terminal Restoration
3:15 PM - 4:15 PM | ROOM TBD | STEVEN KENAT & NICHOLAS CATES | AIA PENDING
Identified as one of the nation’s “11 Most Endangered Historic Places” by the National Trust in 2014, Cincinnati Ohio’s Union Terminal is an Art Deco masterpiece from 1931, a National Historic Landmark, and home to Cincinnati Museum Center. Upon making the case in the community to fund the preservation of this icon with taxpayer funding and Historic Tax Credits, GBBN Architects was selected to lead the Architecture & Engineering team. In crafting a plan for documentation and analyzing the condition of this 500,000sf structure, GBBN undertook latest laser-scanning documentation and investigative research of both the exterior and interior of the building. The point-cloud generated from the laser-scans, and its integration into a Revit-based model of the building, has been an invaluable design and documentation tool for the entire design and engineering team.

In determining the best means of preserving the building, we have uncovered unique stories about its evolution and its meaningfulness to the culture of Cincinnati. Armed with this amazing technology for coordination, collaboration, and presentation, our team is going about preserving the building façade and envelope; restoring significant spaces, artifacts and finishes; replacing all environmental and electrical systems; and to remake the experience of Cincinnati Museum Center to serve as a new destination for memories for future generations.

Data-Driven Rightsizing: Integrating Preservation into the Legacy City Landscape
3:15 PM - 4:15 PM | ROOM TBD | BRIANA GROSICKI | AIA PENDING
Legacy cities, whose built environments are undergoing transformations due to population loss, are at a critical juncture in their urban history and the historic preservation field has an important role to play. Rapid mobile surveys provide an opportunity for data collection that expands beyond traditional historic criteria, and positions preservationists to be proactive decision-makers and to align with multidisciplinary partners. Rapid mobile surveys are being utilized in conjunction with in-depth data analysis of comprehensive livability metrics at the parcel, neighborhood, and citywide levels to develop recommendations for reactivating vacant properties. This session dives into how historic preservationists are spearheading these efforts through recent surveys examples and a tool called Relocal. These new survey techniques generate usable data sets for historic preservation practitioners, land banks, planners, and other entities to inform strategic decisions across legacy cities.

Design 101: The Basics of Good Design
3:15 PM – 4:15 PM | ROOM TBD | THOMAS STARINSKY | LU
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. LU AIA Credits

How We Get There: Streets for All People
3:15 PM - 4:15 PM | ROOM TBD | KATE MOENING | AIA PENDING
Every community has transportation infrastructure - roads, streets, highways, sidewalks, paths, bike lanes, transit stops and more - that connect people to places they need or want to visit. In this session we will explore why transportation options are important to community development and how planning for streets for all people help communities develop stable and accessible neighborhoods and business centers, promote good health, encourage vibrant and diverse neighborhoods, and improve safety for all types of transportation options.

Schedule and sessions are subject to change
It’s happened to the best of us: you’re gazing up at a gorgeous building, when you turn to your friend, and utter, “Check out that…thing…”

If your snooty preservation friends have scoffed at your lack of mastery when it comes to architectural nomenclature, fret no more! Come to this session, where Frank will cover an A to Z of some of the most common terms used when describing the elements of old buildings. We’ll go off on “arch” tangents, tell you when you can say “jerkinhead” with a straight face, and learn why a “diaper” doesn’t just belong on a baby’s butt.

WEDNESDAY, OCTOBER 18

Columbus’s 10 Most Endangered Places
9:00 AM - 10:00 AM | ROOM TBD | MATT LEASURE | AIA PENDING
This session will explore Columbus Landmark Foundation’s 2017 Most Endangered Buildings List as well as its background, purpose, and use. Learn how the featured sites are identified and how the organization prioritizes its efforts and builds programming to keep them in the spotlight. Learn the current status of each building and how Columbus Landmarks intends to turn more buildings into “saves” through direct and indirect advocacy efforts.

The Main Street Manager 101
9:00 AM – 10:00 AM | ROOM TBD | SANDRA HULL | LU
The Main Street manager works at the epicenter of downtown revitalization: a juggler, a mediator, a financer, so many hats and how do you maintain your sanity? Join Donna Hill as she unlocks the mystery of staying out of therapy and being respected as an economic development professional in your community.
LUAIA Credits

Upward Mobility for Volunteers
9:00 AM – 10:00 AM | ROOM TBD | IAN ANDREWS | AIA PENDING
DESCRIPTION COMING

Small Historic Projects Developers Panel
9:00 AM - 10:00 AM | ROOM TBD | BRAD WINGFIELD & JOHN BLATCHFORD | AIA PENDING
Historic Tax Credit projects can be used effectively on small projects. They are worth the trouble. Two developers will discuss their projects. Brad has rehabilitated the Merriman Building in downtown Kenton, and John has been part of seven projects with historic tax credits in Cincinnati. Come find out how the under $1 million projects use historic tax credits.

Ohio Theatre Tour
9:00 AM – 10:00 AM | FOYER | MICHAEL HURWITZ | AIA PENDING
You’ve heard it a million times, “That building is way too far gone to restore” or, “Tear it down, it ain’t worth the back taxes”, etc. Excuses are a dime a dozen. Ed Cunningham and Beth Johnson will lead a tour of historic properties Cincinnati has saved which were once regarded as too far gone. You will learn about legal tools and methods they used: Receivership, Land Reutilization, and Ohio Fire Loss Claims laws; to pull these so called “too far gone” buildings from the abyss.
HSW AIA Credits
State & Federal Historic Preservation Tax Credits
10:15 AM – 11:45 AM | ROOM TBD | LISA BROWNELL & MARIANGELA PFISTER | HSW
In this session learn about the application and competitive scoring process used to evaluate applications for the Ohio Historic Preservation Tax Credit program. Lisa Brownell from the Ohio Development Services Agency will review all scoring measures and explain funding pools, application review timing, and program requirements. Lisa will also review the Pipeline Initiative, which provides grants and technical assistance to prepare properties for tax credit redevelopment through National Register nomination, explaining current funding opportunities and application processes.

This session will also review the application for federal historic preservation tax credits, where you will learn how to perfect your submissions, including what is involved in submitting a complete/reviewable submission to the State Historic Preservation Office and National Park Service. Mariangela Pfister from the State Historic Preservation Office will explain best practices and considerations when completing the federal and state Historic Preservation Certification Application documents to ensure your rehabilitation will be reviewable and will meet the U.S. Secretary of Interior’s Standards for Rehabilitation. Tips will be offered on submission requirements, efficiently navigating the application review process, and rehabilitation work items that may require additional attention (e.g. window work). **HSW AIA Credits**

Local Food
10:15 AM – 11:45 AM | ROOM TBD | CHRIS FINK | AIA PENDING
DESCRIPTION COMING

The World of Tomorrow: The Rise of Autonomous Transportation
10:15 AM - 11:45 AM | ROOM TBD | JUSTIN ROBBINS | AIA PENDING
The Over-the-Rhine Chamber of Commerce provides business retention and attraction support for small businesses. It seeks to maintain strong, sustainable businesses and increase employment opportunities, while animating the streets and sidewalks of OTR. In this session, you’ll learn about the small business grant programs they administer, ranging from $1,000 to $20,000, how they got started, their strategies, and how they fund them.

Wonder Women: Successful Women Developers
10:15 AM - 11:30 AM | ROOM TBD | LIZ ARGYLE, KATE FISHER, LOIS FISHER, CAROL SHAMAKIAN, & ELISSA PETROZZI | AIA PENDING
Ohio has many women engaged in developing historic projects, both large and small. Come hear their stories, learn what hurdles they have faced and tips and techniques for making your projects run smoothly.

Downtown Panorama Tour
10:15 AM - 11:45 AM | FOYER | TBD | AIA PENDING
DESCRIPTION COMING

KEYNOTE LUNCHEON & MAIN STREET AWARDS
12:00 PM - 1:45 PM | GOVERNOR’S BALLROOM | ROBERT STANTON | AIA PENDING

“Why We Do What We Do” is the theme of this year’s keynote presentation by former National Parks Service Director Robert Stanton.

Low-Capacity High-Impact Events for Main Street
2:00 PM - 3:15 PM | ROOM TBD | CRISTIE THOMAS | AIA PENDING
The issue of capacity is ever-present for many Main Street Communities - there’s always more work to be done than hands to do it and volunteer burn out is high. By evaluating the impact of your events, and assessing those against the capacity required to implement your programs, Main Street Communities can streamline with a focus on sustainable development. This session will address the importance of low-capacity, high-impact events for community building and fundraising. This session will also allow participants to brainstorm fresh ideas together to bring back to their communities.
How to make Retailers Demand to be your Tenant
2:00 PM – 3:15 PM | ROOM TBD | RON BURBICK | AIA PENDING
Ron Burbick will share his experience in finding and placing tenants in his Acorn Alley project in downtown Kent. Ron has recruited and mentored dozens of retail and restaurant establishments. Don’t take anyone; be selective with the few you want. It really works!

Incentives for Successful Preservation Projects
2:00 PM – 3:15 PM | ROOM TBD | GORDON GOLDIE, GEOFF LEDER, JASON CHAMLEE, & SADIE ERICKSON | AIA PENDING
Restoring or adaptively reusing historic buildings can bring valuable financial incentives and favorable loan terms to real estate development projects. In this session, we will take an in-depth look at the power of combining available incentives, with a primary focus on Federal and Ohio New Markets Tax Credits (NMTCs), tax increment financing (TIF), and property tax abatements. We will also discuss such practical experiences as closing NMTC and historic tax credit syndication transactions, obtaining bridge financing, and choosing a good team of consultants to complete historic tax credit projects. An active historic tax credit investor will also provide examples of projects where they were able to function as a “one-stop shop” for the project’s financing needs. Our session is intended for those with a basic knowledge of project development. By presenting examples of actual deal structures for some great historic properties, this session shows how these programs work and function together, and how you can work with the government agencies, investors, lenders, accountants, attorneys, and preservation consultants who can bring these incentives to your project.

Tracking Economic Impacts of Tax Revenue
2:00 PM – 3:15 PM | ROOM TBD | JOHN MLCKOVSKY & JOE BRYAN | AIA PENDING
OSU students from the John Glenn School are working with Heritage Ohio volunteer John Mlckovsky to develop a model for Main Street programs to track their economic impacts. The initial project is looking at property values in a Main Street Program™ downtown district and tracking the improved value over time compared to similar downtown districts without a Main Street program.

Historic Municipal Light Plant Tour
2:00 PM – 4:30 PM | ROOM TBD | BRAD DEHAYS | AIA PENDING
On the west side of Columbus sits the 115-year old Columbus Municipal Light plant, in which Brad DeHays is planning a massive $20 million adaptive reuse project. This project will use historic tax credits to transform industrial space into modern office and event use.

Reviewing Historic Tax Credit Projects
2:00 PM – 4:30 PM | ROOM TBD | JOHN SANDOR | AIA PENDING
John Sandor will walk us through applying the Secretary of Interior's Standards for Rehabilitation through some of the challenging scenarios facing the adaptive reuse of historic buildings. Avoid pitfalls and understand that each project is unique in successfully completing federal historic tax credit projects.

Analyzing Your Membership Program: Moving from Stuff to Substance
3:30 PM – 4:30 PM | ROOM TBD | LORI OVERMYER | AIA PENDING
DESCRIPTION COMING

Managing CDBG Downtown Revitalization & Target of Opportunities Grants
3:30 PM – 4:30 PM | ROOM TBD | MARY OAKLEY | AIA PENDING
Mary Oakley will discuss best practices in managing a CDBG grant: environmental reviews, section 106 compliance, procurement practices, labor standards and deadlines. A SHPO staff member will join the session to help understand their review process.

Double Feature: Emerging Young Professionals Sessions
3:30 PM – 4:30 PM | ROOM TBD | TBD | AIA PENDING
Brought to you through the generosity of Schooley Caldwell.
DESCRIPTION COMING

Schedule and sessions are subject to change
Diversity Equity
3:30 PM – 4:30 PM | ROOM TBD | CAITLIN HAWKINS | AIA PENDING
DESCRIPTION COMING

Schedule and sessions are subject to change