



VIRTUAL MINI- CONFERENCE GUIDE

*INDIANA OFFICE OF COMMUNITY AND RURAL AFFAIRS
INDIANA MAIN STREET*

SCHEDULE AT A GLANCE...

THURSDAY, AUG. 5, 2021
DAY 1

9:30 A.M. - 10:30 A.M.	OPENING PLENARY: HERE AND NOW		
10:45 A.M. - 11:30 A.M.	THE HISTORY OF PLACE: HOW DID WE GET HERE?	STORYTELLING AND DATA AND VOLUNTEER RECRUITMENT, OH MY!	HOW TO BE A BETTER BOARD PRESIDENT
11:45 A.M. - 12:30 P.M.	CHEW & CHAT: LESSONS LEARNED		
12:45 P.M. - 1:30 P.M.	MARKETING 3-4-5	WOMEN TAKE MAIN STREET	WHY CULTURAL ARTS AND PLACEMAKING MATTER TO MAIN STREET
1:45 P.M. - 3:00 P.M.	AFTERNOON WELLNESS SESSION: YOGA AND MEDITATION		
3:15 P.M. - 4:00 P.M.	DOES YOUR DOWNTOWN BRAND EXPERIENCE STILL MEASURE UP?	TURNING LIABILITIES INTO ASSETS WITH PLACE	
5:00 P.M. - 6:00 P.M.	GLMSC HAPPY HOUR!		

COLOR KEY:

PLENARY

DESIGN

ORGANIZATION

ECONOMIC VITALITY

PROMOTION

PROFESSIONALISM IN THE FIELD

NETWORKING/EXTRA-CURRICULAR

SCHEDULE AT A GLANCE...

FRIDAY, AUG. 6, 2021
DAY 2

8:30 A.M. - 9:30 A.M.	MORNING WELLNESS SESSION: EXECUTIVE DIRECTOR COFFEE CHAT		
9:45 A.M. - 11:00 A.M.	MORNING PLENARY: RESETTING YOUR MAIN STREET MINDSET		
11:15 A.M. - 12:00 P.M.	CIVIC LEADERS PANEL	LOOKING BACK AND FORWARD: CHECKING IN ON SMALL BUSINESSES	CULTURAL PRESERVATION: INTERPRETING AND INTERACTING WITH LOCAL HISTORY
12:15 P.M. - 1:00 P.M.	WHEN CULTURAL ADVOCACY MEETS MAIN STREET	MAKING THE MOST OF A GRANT: SPOTLIGHT ON PWLG & TCOMS	NEXT GEN: EMERGING LEADERS & ENGAGING YOUTH
1:15 P.M. - 2:00 P.M.	CLOSING PLENARY: MAIN STREET AMERICA		

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OPENING PLENARY: HERE AND NOW

9:30 A.M. - 10:30 A.M. (ET)

Lt. Gov. Suzanne Crouch

Join Denny Spinner, OCRA and Lt. Gov. Suzanne Crouch as we kick off the 2021 Great Lakes Main Street Mini-Conference. During the Mini-Con, we will make time to acknowledge the present moment by considering where we've been, what our collective experiences have taught us, and why we can overcome challenges – both now and in the future.

BREAKOUT SESSIONS:

10:45 A.M. - 11:30 A.M. (ET)

The History of Place: How did we get here?*History Concierge, Jordan Ryan & Visiting Scholar and Instructor at The University of New Mexico, Patricia Basile*

We're constantly navigating the physical environment every time we walk, drive, bike, or use any other method of transportation. Usually, of course, we do this with little to no thought about how that physical environment came to be, but perhaps even more importantly, WHY it came to be. This session explores topics like better understanding a community's geographic past, planning decisions and how they affect more than just physical space, and how this information can better inform current and future Main Street planning efforts. This session will also explore how exploring community history (including the less than flattering parts) can serve as a tool for public engagement.

Storytelling and Data and Volunteer Recruitment, oh my!*Account Manager at Maestro, Travis Brown*

Reporting – we all do it in some capacity, and some of us may even dread the idea of it. Imagine if collecting data was more than “just another thing that needs to get done?” What if, instead, it was thought of as a tool to consistently track change in the community and illustrate your organization's impact to the public and stakeholders? Even better, what if it was used as a tool to tell your story and recruit volunteers? This session looks at recruiting the right kinds of volunteers for your needs and highlights proven tactics that organization can implement to ensure that you always have the volunteers you need to carry out your mission. It also examines ways to keep volunteers from burning out. Travis Brown of Maestro is here to talk all things data collection including how to do it easier, how to make the most of it, and how to make sure that collecting data is ultimately used to leverage the efficiency of your work.

How to Be a Better Board Member*Former Madison Main Street Board President, Valecia Crisafulli, Current Board Member of Auburn Main Street, Natalie Dewitt & Current Board Member of Aurora Main Street*

What does it mean to be a “good” board member? How can individual board engagement lead to a highly functioning board of directors? Specifically, how can the Board President own their role and be the leader every non-profit organization truly needs? Join DeeDee Leonard as she hosts an in-conversation session with board presidents from Auburn Main Street, Madison Main Street, and Aurora Main Street about how to be the best possible board you can be.

CHEW & CHAT: LESSONS LEARNED**11:45 A.M. - 12:30 P.M. (ET)***Facilitated by Indiana Main Street Staff (Jackie Swihart & Abby Chapman)*

Grab a bite to eat (preferably from a local, downtown business) and join IMS staff for a facilitated reflection on the past 15 months. What habits, lifestyles, boundaries, or otherwise did you create during COVID that you want to maintain in a “post-COVID” world? What behaviors, customs, or activities did you adopt during the pandemic that you want to drop—full stop—and never return to again (hello, Zoom!)? Before we dive right back into “normalcy,” let’s stop, reflect, and consider what worked and what didn’t work so that we can be more intentional with our boundaries moving forward.

BREAKOUT SESSIONS:**12:45 P.M. - 1:30 P.M. (ET)****Simple Steps for More Effective & Inclusive Marketing for Businesses and Communities with Marketing 3-4-5™***Founder & CEO of Locable, Brian Ostrovsky*

This Marketing 3-4-5™ Quick Course will provide a marketing foundation that anyone can use to become more effective at marketing, without becoming a marketing expert. You'll see how effective marketing is naturally inclusive. Attendees will review a content marketing approach that can be done by anyone using simple 10 - 15-minute activities - no creativity required! The session will explore free ways to market your organization and mostly automated ways to cross-promote with local companies and causes that you already know and love.

Women Take Main Street! Gender Imbalance in the Field*Executive Director of Greenfield Main Street, Debra Smith, Executive Director of Center City Development Corporation, Beth Newton & Associate Professor of Political Science at the University of Indianapolis, Dr. Laura Merrifield Wilson*

Are there actually more women in the world of Main Street and community development than there are men? If so, why? If not, why does it feel that way? What are some of the shared experiences and realities women face in the field of community development and how we might learn about navigating unique challenges women face, like fighting for paid maternity leave? This session looks at research and experiences on gender imbalances in the field and how identifying the imbalance is the first step toward gender equity.

Why Cultural Arts and Placemaking Matter to Main Street*Artist and Community Services Manager at the Indiana Arts Commission, Anna Tragesser & various artists and community members*

Main Street and local artists/arts organizations can come together to have a strong impact, but why is it that we often find them siloed from one another? This session will discuss the importance of bringing art into communities that tell your cultural stories as well as how it can be used as a placemaking tool to make everyone feel at home in your downtown. Anna Tragesser and artists will be discussing the ways Main Street can integrate with the arts to have an everlasting impact on place!

AFTERNOON WELLNESS SESSION: BEGINNER YOGA AND MEDITATION
1:45 P.M. - 3:00 P.M. (ET)

Board President of Batesville Main Street & Certified Yoga Instructor, Lisa Tuveson

Renew your afternoon energy by joining Lisa Tuveson of Batesville, IN who will lead us in a virtual beginner's yoga/meditation session. Grab your mat, some water, and take time to care for you! Lisa has been teaching yoga and meditation for 10 years and has been practicing for over 30 years. She first came to her mat looking for a physical challenge but has made yoga/meditation a daily practice because of the mental and emotional benefits. She believes that yoga/meditation is an avenue to help find one's authentic self, while cultivating flexibility and strength in the body and observing the mind. Through mindful movement, Lisa encourages her students to check-in with themselves, to move in ways that are healing to the mind and body and to explore what it means and how it feels to be balanced. Lisa's class is available to all — join her — you may find yoga/meditation is just what you need to renew and restore your energy!

BREAKOUT SESSIONS:
3:15 P.M. - 4:00 P.M. (ET)**Does your Downtown Brand Experience Still Measure Up?**

President & Founder of Retailworks, Inc., Lyn Falk

Learn how to define and celebrate a community-wide brand, post-COVID. A brand is not just a logo, it's an "identity", it's a community-wide experience, it's creating a "sticky factor". This presentation will provide practical steps and a strategic plan that addresses messaging, programming, and decorative elements for downtowns. Start small, grow big!

Turning Liabilities into Assets with PLACE

Mayor of Richmond, David M. Snow, Director of Infrastructure and Development, Beth Fields

Vacant and abandoned commercial properties present daunting challenges to Main Street communities across America and they are growing in number thanks to COVID-19. Evidence shows that these vacant and abandoned properties drag down local economies, impede community growth, depress property values, increase crime, and impose heavy cost burdens on local governments. How can Main Streets take control of these storefronts? What barriers might they encounter and how can they overcome them? How do you help local entrepreneurs afford a building on Main Street? How does this fit into wider community and economic development strategies? From identification, to acquisition, partnerships, and funding, join Turning Liabilities into Assets with PLACE to learn:

- How the PLACE Program enhances Downtown revitalization.
- How to assemble resources and innovative incentives to support your efforts.
- The role of partnerships and collaboration.
- How to develop a diverse funding structure and alignment of resources.

GREAT LAKES MAIN STREET HAPPY HOUR!
5:00 P.M. - 6:00 P.M. (ET)

GRAB YOUR FAVORITE BEVERAGE AND JOIN US FOR AN EVENING OF LAUGHS, TRIVIA, AND CONVERSATION WITH ONE ANOTHER AS WE TOAST MAIN STREET AND THE POWER OF OUR NETWORK.

MORNING WELLNESS SESSION: EXECUTIVE DIRECTOR COFFEE CHAT

8:30 A.M. - 9:30 A.M. (ET)

Facilitated by Indiana Main Street Staff (Jackie Swihart & Abby Chapman)

Calling all Main Street Executive Directors! Grab your morning coffee and join us to discuss the joys, the struggles, and everything in between of being an executive director of a Main Street organization. **(This session is exclusive to executive directors of a Main Street organization.)**

MORNING PLENARY: RESETTING OUR MAIN STREET MINDSET

9:45 A.M. - 11:00 A.M. (ET)

Author and Creator of Uplifting Preservation as well as the Director of the Easement Program for the National Trust of Historic Preservation, Raina Reagan

How can we reflect, process, and reset after a challenging period? Our passion for our Main Street communities asks us to give so much of our lives to this work. How do we tackle the stress, exhaustion, and failures present in our day-to-day efforts to improve our downtowns? The pandemic added a new layer of stress and anxiety on-top of this work, as business owners, Main Street communities, and our leadership had to pivot to survive. This talk will unpack the structural issues in Main Street work that often leads to emotional, mental, and physical effects on staff, volunteers, leaders, business owners, and our community. We'll go beyond the typical conversations around self-care to guide you towards reflecting, processing, and resetting our mindsets around advancing the Main Street approach to become stronger advocates for our communities.

BREAKOUT SESSIONS:

11:15 A.M. - 12:00 P.M. (ET)

Civic Leaders Panel: Your Not-So-Secret Weapon

Mayor of Jasper, Indiana Dean Vonderheide, Heart of Jasper Executive Director, Kate Schwenk, Mayor of Wabash, Indiana, Mayor Scott Long & Wabash Marketplace Executive Director, Andrea Zweibel

Mayors, Town Managers, and other Civil Leaders anchor our community's goals, visions, and priorities. Yet, so often local leaders are working out of tandem with the local Main Street program. As a local Main Street program, what would it mean to have the backing of local municipality? How might these two leadership organizations work more closely together to leverage one another's capacity? How can local Main Street programs position themselves to work with newly elected officials as leadership changes? Join this panel to hear OCRA's Executive Director and former Mayor of Huntingburg, Denny Spinner, speak with civic leaders and Main Street Directors across Indiana.

Looking Back and Forward: Checking in on Small Business

Executive Director of Kosciusko Economic Development Corporation, Alan Tio, Former Main Street Director and Executive Director of Southern Indiana Tourism, Jim Epperson & Managing Entrepreneur at NEXT Studios, Shelley Klingerman

A closure here, there, and everywhere. It's no secret that small businesses across the country have been significantly impacted by the effects of the COVID-19 pandemic, yet so many businesses are still standing – some, perhaps, even stronger than ever. This session will highlight the different ways organizations at the local and state level worked to support small businesses through the pandemic as well as provide impressions on what's next as it relates to tourism, small business support, and entrepreneurship.

Cultural Preservation: Interpreting and Engaging with Local History

Deputy Director at the Indiana Historical Bureau, Michella Marino

Everyone loves Main Street for its historic buildings and character, but what stories lie behind the physical buildings? Maybe you've always wondered who that street is named after and why, or what family lived in that old, brick house off the square, or why the century-old grocery planted roots in your community. This session explores how, and why, engaging the public in local history research and empowering residents to become historians in their own backyards leads to a stronger sense of community and belonging.

**BREAKOUT SESSIONS:
12:15 P.M. - 1:00 P.M. (ET)****When Cultural Advocacy Meets Main Street***TBD*

Description to come

Making the Most of a Grant*Executive Director of New Castle Main Street, Carrie Barrett, Board President of the Downtown Angola Coalition, Colleen McNabb-Everage & Director of Main Street at the Greater Kokokomo Downtown Council, Susan Alexander*

This session will spotlight OCRA grantees who were awarded funds ranging between \$5,000 and \$25,000 to discuss how they leveraged their award, big or small, to go beyond financial impact and include capacity and community building elements like storytelling, community buy-in, and downtown pride. This session will include stories from grantees of the Preserving Women's Legacy Grant and the Taking Care of Main Street grant. Session will be facilitated by Andrea Kern, Director of Strategic Initiatives at OCRA and will include time for Q&A.

Next Gen: Emerging Main Street Leaders & Engaging Youth*Executive Director of Madison Main Street, Austin Sims, Executive Director of Franklin Main Street, Jess Giles & Executive Director of Noblesville Main Street, Lorna Oskuie*

Humans are creatures of habit. We like what we know, and change can be hard. As younger generations continue to seek careers within community development, breaking into a new field may be overwhelming for both newcomers and seasoned professionals alike. How can your community encourage and cultivate change as we look to younger generations to advance our field? How can we create an environment that is supportive and welcoming of ideas that push boundaries and embrace different perspectives, even when they challenge the norm and "shake things up?" Join Austin Sims, Executive Director of Madison Main Street, Jess Giles, Executive Director of Franklin Main Street as they share their experiences as new professionals in the field and Noblesville Main Street to learn more about their internship program.

**CLOSING PLENARY WITH MAIN STREET AMERICA:
1:15 P.M. - 2:00 P.M. (ET)***Director of Government Relations for Main Street America, Kelly Humrichouser*

Over the past 18 months, Main Street programs have done amazing work responding to the pandemic to help small businesses and supporting their community's needs. While we hope for a healthier future for our communities, our work advocating for Main Street never ends. As the conference comes to a close, join Main Street America Government Relations to hear more about the powerful ways in which Main Street programs across the country have made the case for more support and resources to help their communities through the pandemic and how all Main Street stakeholders can keep the momentum moving in a positive direction as we look to recovery resources.