



PRESERVATION 
on *Main Street*

**WORKING
SCHEDULE**

TALLAHASSEE

JULY 10-13, 2024

PreservationOnMainStreet.com

Schedule At-A-Glance

Tuesday, July 9

3-5 p.m. Registration DoubleTree Hotel

5:30-7:30 p.m. Early Bird Reception The Grove

Wednesday, July 10

8 a.m. - 5 p.m. Registration DoubleTree Hotel

8:15-8:45 a.m. Coffee Klatch: Preservation Horror Stories St. John's Episcopal Church

9-11 a.m. Opening Reception St. John's Episcopal Church

11:30 a.m. - 12:30 p.m. Education Block 1.1 DoubleTree Hotel

Care and Maintenance of Small Museums

Lisa Barton, Museum Director, Museum of Florida History

Operating a Non-Profit in Florida

Sean Toner, Director, Division of Corporations

Navigating Section 106

Caitlin Mee, Architectural Historian, SWCA

Christine Mavrck, Environmental Planner, VHB

Creating Livable Spaces

Ben Levenger, President, DTRedevelopment, Inc.

Binoy Panicker, Principal Urban Planner, Ayres Associates

Nathan Davis, Planner II, DTRedevelopment, Inc.

Jay Molokwu, Associate, Ayres Associates

Adaptive Reuse of Historic Buildings Throughout Florida

! James Madison Institute

Rick Gonzalez, President, REG Architects

12:35-1:50 p.m. Luncheons

Florida Trust Annual Membership Meeting & Luncheon

St. John's Episcopal Church | *Ticketed event. Cost: \$35.*

Florida Main Street Board Luncheon.

Aloft Hotel | *Ticketed event. Cost: \$25.*



Schedule At-A-Glance

Wednesday, July 10

2-3 p.m. Education Block 1.2 DoubleTree Hotel

Modernism: Art & Architecture in the Palm Beaches

Sharon Koskoff, President, Art Deco Society of the Palm Beaches

Reimagining Small Towns

Binoy Panicker, Principal Urban Planner, Ayres Associates

Michele Myers, Mayor, Crescent City

Charles Rudd, City Manager, Crescent City

Craig Brashier, Planning Director, Crescent City

Photography, History and Main Street - Where Creativity Collides

Mark Krancer, Owner, Kram Kran Photo, LLC

Beyond Bicentennials: Preservation Grants and Their Impact

Laura Lee Corbett, Daughters of the American Revolution, Abiaka Chapter

Carol Bryant-Martin, Daughters of the American Revolution; Friends of Florida History

2-3 p.m. Florida Main Street Board Track 📍 James Madison Institute

Panel Discussion: Pitfalls and Opportunities

Moderator: Natalie Kahler, President, Kahler Consulting

Julia Truilo, Executive Director, Ormond Beach Main Street

Sallie O'Hara, Project Manager, Hastings Main Street

Jessica Newman, Executive Director, Main Street Wauchula

3:15-4:45 p.m. Florida Main Street Board Track 📍 James Madison Institute

Asking for More | From New Board Member to Superstar!

Alyce Lee Stansbury, President, Stansbury Consulting, LLC

3:15-4:45 p.m. Education Block 1.3 DoubleTree Hotel

Florida Rosenwald Schools: Architecture & History

Sidney Johnston, Assistant Director, Grants & Sponsored Research, Stetson University

Amplify Your Main Street Events

Brian Ostrovsky, CEO, Locable



Schedule At-A-Glance

Wednesday, July 10

3:15-4:45 p.m. Education Block 1.3 (continued)

DHR: Who We Are and What We Do

Alissa Lotane, State Historic Preservation Officer, Director, Division of Historical Resources

Ruben Acosta, Bureau Chief, Bureau of Historic Preservation, Division of Historical Resources

Vincent Birdsong, Supervisor, Florida Master Site File

Kelly Chase, Supervisor, Review and Compliance

Kyra Lucas, Supervisor, Survey and Registration

Katie Miyar, Bureau Chief, Bureau of Archaeological Research

Celebrating the Tallahassee Bicentennial Through Technology

Marcus Curtis, GIS Specialist, Tallahassee/Leon County GIS

Scott Weisman, Program Coordinator, Tallahassee/Leon County GIS

Ned Cake, GISP, Tallahassee/Leon County GIS

Rachel Basan Porter, Director of Research and Programming, Florida Historic Capitol Museum

John Grandage, Assistant Director, Division of Historical Resources

5:30-7:30 p.m. Welcoming Reception Florida Historic Capitol



Schedule At-A-Glance

Thursday, July 11

8 a.m. - 5 p.m. Registration DoubleTree Hotel

8:15-8:45 a.m. Coffee Klatch: 11 to Save Goody's Eatery

9 a.m. - 12 p.m. Historic Downtown Walking Tour

Ruben Acosta, Bureau Chief, Bureau of Historic Preservation

9 a.m. - 12 p.m. Florida Main Street Board Track  James Madison Institute
Main Street 101

Kyle Reynolds, Main Street Administrator, Orlando Main Street

9-10 a.m. Education Block 2.1

So, You Have a Vacant Building

Ben Levenger, President, DTRedevelopment, Inc.

Groveland's Dark Sky Lighting Initiative

*Andrew Landis, Conservation & Strategic Initiatives Division
Manager, City of Groveland*

*Brooke Worthington, CRA & Economic Development Division
Manager, City of Groveland*

Marty Proctor, President/Engineer, Likeparty, Inc.

Steven Miller, Photographer, DarkSky International

FDOT State Plan

TBD

Maintaining Your Established Main Street Program

Gail Hamilton, CRA Director, City of Zephyrhills

Doris Tillman, Executive Director, Fort Pierce Main Street



Schedule At-A-Glance

Thursday, July 11

10:15 a.m. - 12 p.m. Education Block 2.2 DoubleTree Hotel

Structure Survey Grant: The Gift that Keeps On Giving

Laura Lee Corbett, Historic Preservation Consultant

Christine Dalton, President, Dalton Studio, LLC

Natalie Kahler, President, Kahler Consulting

Why GAP Analysis Falls Short

Kevin Crowder, Founder, BusinessFlare

Building Lasting Relationships with Your Business Community

Kelly Hackman, Owner, KB Hackman, Inc.

Panel: Capturing the Heart of the Community: Using Historic Preservation to Tell Stories Beyond the Building

Moderator: Mike Cosden, Board President, Florida Trust for Historic Preservation

Adam Knight, Museum Manager, Town of Fort Myers Beach

Shannon Kuch, Executive Director, Tallahassee Trust for Historic Preservation

Barbara Clark, Regional Director, Florida Public Archaeology Network

Tristan Harrenstein, Public Archaeologist, Florida Public Archaeology Network

12-1:30 p.m. Lunch on your own



Schedule At-A-Glance

Thursday, July 11

1:30-4:30 p.m. Main Street Executive Director Training DoubleTree Hotel

DEEP DIVE: Main Street 101

Kyle Reynolds, Main Street Administrator, Orlando Main Street

1:30-2:30 p.m. Education Block 2.3 DoubleTree Hotel

Planning and Conducting Events: Current Florida Trends

Joannie Smalley, Board Trustee, Florida Festival and Events Association

Suzanne Neve, CEO, Florida Festival and Events Association

VISIT FLORIDA Update and Low-Cost/No-Cost Ways to Engage

Brenna Dacks, Regional Partnership Manager, Visit Florida

Balancing Historic Preservation and Coastal Resiliency

Haley Busch, Outreach Director, 1000 Friends of Florida

Jacqueline Vanegas, Research Analyst, 1000 Friends of Florida

The Realities of Doing Business on Main Street

Kelly Hackman, Owner, KB Hackman, Inc.

1:30-2:30 p.m. Main Street Board Track 🗣️ James Madison Institute

Legacy Through Leadership

Audra Fournier, Owner, Partners for a Solution, LLC

2:45-4:15 p.m. Main Street Board Track 🗣️ James Madison Institute

It's Not What You Think - The Real Problem with Conflict and How We Struggle to Resolve It

Glenn Lewis, Director of Leadership Development, Dream 4

2:45-4:15 p.m. Education Block 2.4 DoubleTree Hotel

Funding Preservation and Culture Utilizing Department of State Grants

Eric Case, Grants Supervisor, Division of Historical Resources

Teri Abstein, Financial Administrator, Division of Art and Culture



Schedule At-A-Glance

Thursday, July 11

2:45-4:15 p.m. Education Block 2.4 (continued) DoubleTree Hotel

The Real Parking Problem

Jeff Siegler, Founder, Revitalize or Die

Cemetery Resource Protection Training

*Patrisha Meyers, Historic Cemeteries Program Supervisor,
Bureau of Historic Preservation*

*Nigel Rudolph, Public Archaeology Coordinator, Florida
Public Archaeology Network*

How Historic Pavements Contribute to a Sense of Place

*Robin Williams, PhD, Chair, Architectural History, Savannah
College of Art and Design*

5-6:30 p.m. Young Professionals Mixer

Location TBD

6-9 p.m. Block Party

Tallahassee Chain of Parks



Schedule At-A-Glance

Friday, July 12

9-11:30 a.m. Railroad Square Walking Tour

*Allen Thompson, Former Director of Downtown Experience,
Downtown Improvement Authority (retired)*

9-11:30 a.m. Window Restoration Workshop Location TBD

Scott Sidler, Founder & CEO, Austin Historical

9-11:30 a.m. Charrette Workshop Location TBD

Rick Gonzalez, President, REG Architects

*A portion of the workshop will take place on site and outdoors.
Closed-toe shoes are required.*

9 a.m. - 1 p.m. Havana Walking Tour

Transportation to and from Havana will be provided.

*Ticketed event. Registration is free, but only ticket holders may join.
Limited to 25 registrants.*

9-10 a.m. Education Block 3.1 DoubleTree Hotel

Creative Partnerships as a Resiliency Planning Tool

Hadley Peterson, Community Planner, Kimley-Horn

Corion DeLaine, Principal Planner, Miami-Dade County

Redeveloping Brownfields to Benefit Your Community

Jessica Newman, Executive Director, Main Street Wauchula

Connecting Vision with Funds James Madison Institute

Antonin Robert, Principal, GBX Group

Melissa Wyllie, CEO & President, Florida Trust for Historic Preservation



Schedule At-A-Glance

Friday, July 12

10:15-11:45 a.m. Education Block 3.2 DoubleTree Hotel

How Florida Communities Are Combining Resiliency and Preservation

Mike Cosden, Board President, Florida Trust for Historic Preservation

Commercial Development - Historic Easements

Taylor Henderson, Partner, American Revitalization Company

Follow the Money Trail - Find the Funds You Need

Peter Altman, Finance Officer, City of Dade City

11:30 a.m.-1:30 p.m. Lunch on your own

1:30-4:30 p.m. Community Give Back Location TBD

1:30-4:30 p.m. Craftsmen Workshop Location TBD

Scott Sidler, Founder & CEO, Austin Historical

1:30-4:30 p.m. DEEP DIVE: Advanced Principles in Economic Vitality

James Madison Institute

Hillary Greenberg, President, Greenberg Development Services

1:30-2:30 p.m. Education Block 3.3 DoubleTree Hotel

Florida Citrus Label Trail

Brenda Eubanks Burnette, Executive Director, Florida Citrus Hall of Fame

Collaborative Approaches to Heritage at Risk

Emily Jane Murray, Public Archaeology Coordinator, Florida Public Archaeology Network

Natalie De La Torre Salas, Public Archaeologists, Florida Public Archaeology Network

Sarah E. Miller, Regional Director, Florida Public Archaeology Network



Schedule At-A-Glance

Friday, July 12

1:30-2:30 p.m. Education Block 3.3 (continued) DoubleTree Hotel

Withintrification

Avery McKnight, CEO, Concrete Renovations

Travis Williams, CEO, LiftJax

Kady Yellow, Senior Director of Placemaking and Events

2:45-3:45 p.m. Education Block 3.4 DoubleTree Hotel

Fantastic 15 and Other Fundraising Strategies

Jessica Fieldhouse, Executive Director, Ocala Main Street

FDOT Environmental Measures

TBD

Historic Tax Credits 201

Kyra Lucas, Supervisor, Survey and Registration, Division of Historical Resources

6:30-10 p.m. Secretary of State and Florida Preservation Awards Ceremony

Mission San Luis

This is a ticketed event. Cost: \$75.

Saturday, July 13

9-11 a.m. Tours

Sacred Spaces Tour

TBD

Ticketed event. Registration is free, but only ticket holders may join. Limited to 25 registrants.

Civil Rights Tour

TBD

Ticketed event. Registration is free, but only ticket holders may join. Limited to 25 registrants.



Session Descriptions



Tuesday, July 9

3-5 p.m. Registration DoubleTree Hotel

5:30-7:30 p.m. Early Bird Reception The Grove

Wednesday, July 10

8 a.m. - 5 p.m. Registration DoubleTree Hotel

8:15-8:45 a.m. Coffee Klatch: Preservation Horror Stories

St. John's Episcopal Church

9-11 a.m. Opening Reception St. John's Episcopal Church

11:30 a.m. - 12:30 p.m. Education Block 1.1 DoubleTree Hotel

Care and Maintenance of Small Museums

Lisa Barton, Museum Director, Museum of Florida History

Learn all about the latest and most effective strategies in maintaining small museum collections, including collection care, maintenance practices and approaches to securing funding.

Operating a Non-Profit in Florida

Sean Toner, Director, Division of Corporations

Learn the essentials of establishing and managing a non-profit organization within the state of Florida. We will discuss the legal framework, registration processes and operational guidelines critical to a non-profit's success.



Wednesday, July 10

11:30 a.m. - 12:30 p.m. Education Block 1.1 (continued)

DoubleTree Hotel

Navigating Section 106

Caitlin Mee, Architectural Historian, SWCA

Christine Mavricks, Environmental Planner, VHB

Learn how to develop a toolkit to help underrepresented communities navigate the Section 106 process and confidently utilize this law to preserve their culture and heritage.

Creating Livable Spaces

Ben Levenger, President, DTRedevelopment, Inc.

Binoy Panicker, Principal Urban Planner, Ayres Associates

Nathan Davis, Planner II, DTRedevelopment, Inc.

Jay Molokwu, Associate, Ayres Associates

Public spaces are one of the most important spaces that downtowns offer, providing locations for people to be witnessed, heard, and most importantly, seamlessly integrate into the downtown as part of the community. This session will dive deep into analyzing, designing, and implementing public space design for small plazas or gathering spaces.

Participants will be provided with the necessary framework for conducting a grassroots-level assessment of public space and programming, and will also receive assessment tools, sheets, and visual representation diagrams.



Wednesday, July 10

11:30 a.m. - 12:30 p.m. Education Block 1.1 (continued)

📍 James Madison Institute

Adaptive Reuse of Historic Buildings Throughout Florida

Rick Gonzalez, President, REG Architects

In this session, we explore a case study encompassing various historical properties in Florida, from Everglades City to the panhandle in Marianna. Delving into past challenges and resolutions of each property, we highlight their distinctive transformations into adaptive reuse, now serving as community spaces for enjoyment.

Many of these properties faced years of decay and neglect, almost destined for demolition. Join us on this journey as we illustrate the significance of preserving historic properties.

12:35-1:50 p.m. Luncheons

Florida Trust Annual Membership Meeting & Luncheon

St. John's Episcopal Church

Ticketed event. Cost: \$35

Florida Main Street Board Luncheon

Aloft Hotel

Ticketed event. Cost: \$25



Wednesday, July 10

2-3 p.m. Education Block 1.2

DoubleTree Hotel

Modernism: Art & Architecture in the Palm Beaches

Sharon Koskoff, President, Art Deco Society of the Palm Beaches

Join author, public artist and president of the Art Deco Society of the Palm Beaches, Sharon Koskoff, for a presentation on how arts and cultural institutions revitalize neighborhoods through preservation, education, tourism, and community involvement.

Reimagining Small Towns

Binoy Panicker, Principal Urban Planner, Ayres Associates

Michele Myers, Mayor, Crescent City

Charles Rudd, City Manager, Crescent City

Craig Brashier, Planning Director, Crescent City

This session will focus on the nuances of the master planning process and outcomes of the recent Crescent City Downtown Master Plan project. It will include a presentation and engaging discussion with participants, centered around the following themes: cross-collaborations, city audits through GIS, community and stakeholder surveys, processes to identify catalyst opportunity sites, and the crafting of a prioritized action plan.



Wednesday, July 10

2-3 p.m. Education Block 1.2 (continued)

DoubleTree Hotel

Photography, History and Main Street - Where Creativity Collides

Mark Krancer, Owner, Kram Kran Photo, LLC

Award-winning photographer Mark Krancer shares his unique perspective on the interplay between photography, historic preservation, and capturing the unique charm that historic properties and downtowns present. Mark's experiences with connecting community to photography and history may help in your own communities.

Beyond Bicentennials: Preservation Grants and Their Impact

Laura Lee Corbett, Daughters of the American Revolution, Abiaka Chapter

Carol Bryant-Martin, Daughters of the American Revolution; Friends of Florida History

Throughout the history of the Daughters of the American Revolution (DAR), historic preservation has been part of the organization's mission. Learn about DAR Historic Preservation Grants that provide financial support for local community projects preserving historic resources, sites, and other history-related projects. Explore how the DAR is documenting and taking needed steps to preserve historic African American cemeteries. Find out how the DAR can recognize an outstanding preservationist or project in your community with awards and contests.



Wednesday, July 10

2-3 p.m. Florida Main Street Board Track

📍 James Madison Institute

Panel Discussion: Pitfalls and Opportunities

*Moderator: Natalie Kahler, President, Kahler Consulting
Julia Truilo, Executive Director, Ormond Beach Main Street
Sallie O'Hara, Project Manager, Hastings Main Street
Jessica Newman, Executive Director, Main Street Wauchula*

This panel of Executive Directors discuss challenges and successes with board of directors over the years.

3:15-4:45 p.m. Florida Main Street Board Track

📍 James Madison Institute

Asking for More | From New Board Member to Superstar!

Alyce Lee Stansbury, President, Stansbury Consulting, LLC

Session 1: Asking For More

Are donations to your Main Street stalled at low to moderate levels? Are staff and board members setting their sights too low to attract big investors? If you answered yes, this session is for you. Join Alyce Lee for a fast-paced, interactive session as she reveals proven strategies to enable you and your team to ask for and receive bigger gifts.



Wednesday, July 10

3:15-4:45 p.m. Florida Main Street Board Track (continued)

📍 James Madison Institute

Asking for More | From New Board Member to Superstar!

Alyce Lee Stansbury, President, Stansbury Consulting, LLC

Session 2: From New Board Member to Superstar!

This session is full of ideas and strategies to strengthen board recruitment and supercharge the onboarding process so new board members are excited, engaged, and ready to work from day one.

3:15-4:45 p.m. Education Block 1.3

DoubleTree Hotel

Florida Rosenwald Schools: Architecture & History

Sidney Johnston, Assistant Director, Grants & Sponsored Research, Stetson University

This session will investigate the architecture and history of Florida's Rosenwald Schools in the context of Julius Rosenwald of Sears, Roebuck & Company, and Dr. Booker T. Washington of Tuskegee University. The presentation will include an overview of the Rosenwald Schools of West Florida and provide an update on the Rosenwald Schools National Historical Park to be maintained by the National Park Service.



Wednesday, July 10

3:15-4:45 p.m. Education Block 1.3 (continued)

DoubleTree Hotel

Amplify Your Main Street Events

Brian Ostrovsky, CEO, Locable

Discover how to design and execute a scalable event marketing strategy to amplify the impact of your Main Street events, including increased awareness, higher attendance, and post-event highlights. This dynamic approach enables you to connect with stakeholders, demonstrate your organization's value, and accomplish your mission with little extra effort. The session comprises a Marketing 3-4-5™ overview and a detailed guide on deploying this event marketing strategy, complete with real-life examples from local Main Streets.



Wednesday, July 10

3:15-4:45 p.m. Education Block 1.3 (continued)

DoubleTree Hotel

DHR: Who We Are and What We Do

*Alissa Lotane, State Historic Preservation Officer, Director,
Division of Historical Resources*

*Ruben Acosta, Bureau Chief, Bureau of Historic Preservation,
Division of Historical Resources*

Vincent Birdsong, Supervisor, Florida Master Site File

Kelly Chase, Supervisor, Review and Compliance

Kyra Lucas, Supervisor, Survey and Registration

*Katie Miyar, Bureau Chief, Bureau of Archaeological
Research*

Division of Historical Resources staff will present on the services provided by the Division and how the public can interact with its office and benefit from its programs. Includes brief overviews of the Master Site File, National Register, Tax Credit, and Section 106 programs, along with introductions to our Bureaus of Archaeological Research and Historical Museums. Includes a guest from the Division of Arts and Culture, who will briefly discuss their programs.



Wednesday, July 10

3:15-4:45 p.m. Education Block 1.3 (continued)

DoubleTree Hotel

Celebrating the Tallahassee Bicentennial Through Technology

Marcus Curtis, GIS Specialist, Tallahassee/Leon County GIS

Scott Weisman, Program Coordinator, Tallahassee/Leon County GIS

Ned Cake, GISP, Tallahassee/Leon County GIS

Rachel Basan Porter, Director of Research and Programming, Florida Historic Capitol Museum

John Grandage, Assistant Director, Division of Historical Resources

Learn all about the methods for preserving historical assets by individual experiences, including an overview of Leon County's collection of Story Maps focusing on the Tallahassee Bicentennial and a discussion of preservation activities at the Historic Capitol and the Grove Museum.

5:30-7:30 p.m. Welcoming Reception

Florida Historic Capitol



Thursday, July 11

8 a.m. - 5 p.m. Registration

DoubleTree Hotel

8:15-8:45 a.m. Coffee Klatch: 11 to Save

Goody's Eatery

9 a.m. - 12 p.m. Historic Downtown Walking Tour

Ruben Acosta, Bureau Chief, Bureau of Historic Preservation

9 a.m. - 12 p.m. Florida Main Street Board Track

📍 James Madison Institute

Main Street 101

Kyle Reynolds, Main Street Administrator, Orlando Main Street

Identifying the most common problems that occur in teams, learning how to avoid them, and setting teams up for success are all crucial. In this interactive and introspective workshop, participants will discover how human nature and our own idiosyncrasies may tempt us to engage in behaviors that are unfruitful for teamwork.

Learn how to get a team back on track if it has gone off the rails. This session is for new board members eager to understand their pivotal role and for experienced board members that want to ensure they are optimizing their board service.



Thursday, July 11

9-10 a.m. Education Block 2.1

DoubleTree Hotel

So, You Have a Vacant Building

Ben Levenger, President, DTRedevelopment, Inc.

Everyone has it, that anchor building that is deteriorating and falling into further disrepair. When these buildings are left vacant and continue to wither, the apathetic nature of a community continues to grow. To alleviate this, Main Street programs can partner with local or regional developers to help provide creative solutions, often serving as the intermediary.

This session will review how Main Street communities can think and talk like developers, how feasibility studies are prepared, how to program or activate spaces, prepare proforma and financial packages, and other necessary steps. Participants leave the session with a series of potential strategies to take back to their Main Street and move forward.



Thursday, July 11

9-10 a.m. Education Block 2.1 (continued)

Location TBD

Groveland's Dark Sky Lighting Initiative

*Andrew Landis, Conservation & Strategic Initiatives Division
Manager, City of Groveland*

*Brooke Worthington, CRA & Economic Development Division
Manager, City of Groveland*

Marty Proctor, President/Engineer, Likeparty, Inc.

Steven Miller, Photographer, DarkSky International

In 2023, Groveland, Florida, was certified as the first International Dark Sky Community in Florida and the southeastern United States. Dark sky lighting helps limit excessive lighting and light trespass, which results in light pollution. The program's success is evident and included adoption of a robust citywide lighting ordinance as well as lighting standards for all new projects in the city. Groveland also hosts an annual Star Party, which is a regional event that celebrates the community's dark sky efforts and spreads awareness about the initiative.



Thursday, July 11

9-10 a.m. Education Block 2.1 (continued)

DoubleTree Hotel

FDOT State Plan

TBD

Maintaining Your Established Main Street Program

Gail Hamilton, CRA Director, City of Zephyrhills

Doris Tillman, Executive Director, Fort Pierce Main Street

Explore effective strategies for sustaining and enhancing your Main Street's program impact. Industry experts will share valuable insights on long-term planning, community engagement and funding opportunities. Learn how to keep your program vibrant and responsive to the evolving needs of your community.



Thursday, July 11

10:15 a.m. - 12 p.m. Education Block 2.2

DoubleTree Hotel

Structure Survey Grant: The Gift that Keeps On Giving

Laura Lee Corbett, Historic Preservation Consultant

Christine Dalton, President, Dalton Studio, LLC

Natalie Kahler, President, Kahler Consulting

Reclaim your community's past with a historic resource survey, the ultimate energy boost for your historic town. A historic resource survey is more than just a documentation exercise; it's a catalyst for community engagement. With the wealth of information gathered, you can craft captivating walking tour brochures, erect heritage markers, and develop compelling marketing materials that reinvigorate local pride and attract visitors. These surveys also lay the groundwork for potential historic districts and landmarks, providing the foundation for preserving and celebrating your community's unique heritage. Seize this opportunity and embark on a journey to unlock the full potential of your historic community.



Thursday, July 11

10:15 a.m. - 12 p.m. Education Block 2.2 (continued)

DoubleTree Hotel

Why GAP Analysis Falls Short

Kevin Crowder, Founder, BusinessFlare

Based upon Crowder's book *Gut Sandwich*, this session examines the limitations of market analysis. All too often communities and local governments engage consultants to run a "gap analysis" and identify "retail strategies" to attract new businesses, only to find that these strategies are limited and do not truly enhance the community or meet its needs.

Small business development and entrepreneurship must occur within the context of an overall place-based economic development approach. Market analysis only tells you how you where you are. It has nothing to do with your potential and where you can go. Stories make the difference.

Building Lasting Relationships with Your Business Community

Kelly Hackman, Owner, KB Hackman, Inc.

Why won't businesses join your organization or participate in your promotions when you are doing so many great things? We will discuss business engagement, and how to turn those "hard no" businesses into some of your biggest advocates.



Thursday, July 11

10:15 a.m. - 12 p.m. Education Block 2.2 (continued)

DoubleTree Hotel

Panel: Capturing the Heart of the Community: Using Historic Preservation to Tell Stories Beyond the Building

Moderator: Mike Cosden, Board President, Florida Trust for Historic Preservation

Adam Knight, Museum Manager, Town of Fort Myers Beach

Shannon Kuch, Executive Director, Tallahassee Trust for Historic Preservation

Barbara Clark, Regional Director, Florida Public Archaeology Network

Tristan Harrenstein, Public Archaeologist, Florida Public Archaeology Network

Hear from a panel of preservationists from across Florida who share how historic preservation helped them to tell their community's story.

12-1:30 p.m. Lunch on your own



Thursday, July 11

1:30-4:30 p.m. Main Street Executive Director Training

DoubleTree Hotel

DEEP DIVE: Main Street 101

Kyle Reynolds, Main Street Administrator, Orlando Main Street

For over 40 years, the National Main Street Center has helped more than 2,000 communities nationwide implement the Main Street Approach. Kyle Reynolds will dive into each of Main Street's Four Points of design, economic vitality, organization, and promotion to equip you with the knowledge you need to be an effective Main Street leader. This deep dive offers great insights, whether you are a new or seasoned director.

1:30-2:30 p.m. Education Block 2.3

DoubleTree Hotel

Planning and Conducting Events: Current Florida Trends

Joannie Smalley, Board Trustee, Florida Festival and Events Association

Suzanne Neve, CEO, Florida Festival and Events Association

In this session, we will discuss trends in the event industry and how to put on a large event for your Main Street. Presentation and discussion will address logistics, sponsorships, partnerships, and safety.



Thursday, July 11

1:30-2:30 p.m. Education Block 2.3 (Continued)

DoubleTree Hotel

VISIT FLORIDA Update and Low-Cost/No-Cost Ways to Engage

Brenna Dacks, Regional Partnership Manager, Visit Florida

Learn about visitation numbers, as well as the latest tourism campaigns led by VISIT FLORIDA. During this session, we will also share how your business can reach visitors through low-cost/no-cost VISIT FLORIDA programs.

Balancing Historic Preservation and Coastal Resiliency

Haley Busch, Outreach Director, 1000 Friends of Florida

Jacqueline Vanegas, Research Analyst, 1000 Friends of Florida

This session will explore the complex intersection of coastal resiliency and historic preservation. Panelists will discuss these topics in the context of Florida's historic districts, such as Miami Beach's iconic mid-century neighborhoods. This session will examine the broader implications for heritage tourism and economic development in coastal Main Street communities.



Thursday, July 11

1:30-2:30 p.m. Education Block 2.3 (Continued)

DoubleTree Hotel

The Realities of Doing Business on Main Street

Kelly Hackman, Owner, KB Hackman, Inc.

This session will focus on what business owners go through while running their business. We will discuss our real-life situations of doing business in a historic downtown, identify our unique needs, and determine how Main Street organizations can better understand their business community by asking a few simple questions.

1:30-2:30 p.m. Main Street Board Track

📍 James Madison Institute

Legacy Through Leadership

Audra Fournier, Owner, Partners for a Solution, LLC

The decisions we make as business owners and leaders impact our communities more than we can comprehend. In this session, we will discuss how awareness and understanding of leadership and a thoughtful approach to legacy can help guide our decisions related to preservation, revitalization, and connectivity.



Thursday, July 11

2:45-4:15 p.m. Main Street Board Track

📍 James Madison Institute

It's Not What You Think - The Real Problem with Conflict and How We Struggle to Resolve It

Glenn Lewis, Director of Leadership Development, Dream 4

We tend to think that conflict is “the” problem. However, it is our perspective and approach to those situations that are the problem. In this 55-minute talk, we will explore the path toward conflict, a healthy mindset in conflict, and the communication approach that brings us through conflict with hope and without fear.

2:45-4:15 p.m. Education Block 2.4

DoubleTree Hotel

Funding Preservation and Culture Utilizing Department of State Grants

Eric Case, Grants Supervisor, Division of Historical Resources

Teri Abstein, Financial Administrator, Division of Art and Culture

A discussion of the various grant programs offered by two divisions of the Department of State, including an overview of eligible project types and an explanation of how to apply.



Thursday, July 11

2:45-4:15 p.m. Education Block 2.4 (continued)

DoubleTree Hotel

The Real Parking Problem

Jeff Siegler, Founder, Revitalize or Die

This session will primarily focus on urban design, why place matters, and how we can start to shape it better. Attendees of this session will be able to define the elements of place that elicit pride, investment, and incremental solutions to reviving and enhancing place.

Cemetery Resource Protection Training

*Patrisha Meyers, Historic Cemeteries Program Supervisor,
Bureau of Historic Preservation*

*Nigel Rudolph, Public Archaeology Coordinator, Florida
Public Archaeology Network*

The presenters will share examples of historic cemeteries throughout the state that are working to protect the resources and stories entrusted to the cemeteries into the future.



Thursday, July 11

2:45-4:15 p.m. Education Block 2.4 (continued)

DoubleTree Hotel

How Historic Pavements Contribute to a Sense of Place

Robin Williams, PhD, Chair, Architectural History, Savannah College of Art and Design

The materials under our feet are just as important in shaping a community's character as those of buildings. Dr. Williams will discuss historic pavement patterns, their significance and role in shaping the built environment, and how communities can preserve these historic resources.

5-6:30 p.m. Young Professionals Mixer

Location TBD

6-9 p.m. Block Party

Tallahassee Chain of Parks



Friday, July 12

9-11:30 a.m. Railroad Square Walking Tour

Allen Thompson, Former Director of Downtown Experience, Downtown Improvement Authority (retired)

9-11:30 a.m. Window Restoration Workshop

Location TBD

Scott Sidler, Founder & CEO, Austin Historical

Identifying historic building materials - old growth wood, painted finishes, masonry/plaster/stucco/terracotta, and stained glass - can be challenging. Even more daunting is finding the right product and craftsman to facilitate your restoration. Join Scott Sidler and team as they discuss materials commonly used in historic renovations in Florida.

9-11:30 a.m. Charrette Workshop

Location TBD

Rick Gonzalez, President, REG Architects

A portion of the workshop will take place on site and outdoors. Closed-toe shoes are required.

9 a.m. - 1 p.m. Havana Walking Tour

Transportation to and from Havana will be provided.

Ticketed event. Registration is free, but only ticket holders may join. Limited to 25 registrants.



Friday, July 12

9-10 a.m. Education Block 3.1

DoubleTree Hotel

Creative Partnerships as a Resiliency Planning Tool

Hadley Peterson, Community Planner, Kimley-Horn

Corion DeLaine, Principal Planner, Miami-Dade County

Climate adaptation and resilience policy is quickly evolving – and with it, so are the roles of planners and preservationists. As places need to quickly adapt to withstand impacts such as flooding, communities are often left with more questions than answers about what they can do and how they can fund the work. The American Planning Association’s Urban Design and Preservation Division created and deployed the Design and Preservation Rapid Assistance Team (D-PRAT) to solve problems such as this in collaboration with local governments and community organizations.

Redeveloping Brownfields to Benefit Your Community

Jessica Newman, Executive Director, Main Street Wauchula

This session will cover cleaning Brownfield sites, using tax credits, and bringing these sites back online in downtowns.



Friday, July 12

9-10 a.m. Education Block 3.1 (continued)

📍 James Madison Institute

Connecting Vision with Funds

Antonin Robert, Principal, GBX Group

Melissa Wyllie, CEO & President, Florida Trust for Historic Preservation

Have a wonderful preservation project that you would love to see come to fruition, but you don't know just where to find the money to make it happen? This session will provide examples and options to get started building the capital to make preservation possible.

10:30-11:30 Adaptive Reuse: Walkthrough of the Old Tallahassee Waterworks

Amicus Brewing Ventures



Friday, July 12

10:15-11:45 a.m. Education Block 3.2

DoubleTree Hotel

How Florida Communities Are Combining Resiliency and Preservation

Mike Cosden, Board President, Florida Trust for Historic Preservation

Learn from those on the ground doing preservation resiliency work, including examples from a variety of historic places around Florida, including the Seminole Tribe of Florida.

Commercial Development - Historic Easements

Taylor Henderson, Partner, American Revitalization Company

This session will explain how to obtain and use easements to facilitate rehabilitation of Main Streets with a focus on projects completed by American Revitalization Company.

Follow the Money Trail - Find the Funds You Need

Peter Altman, Finance Officer, City of Dade City

This session will explain how to obtain and use easements to facilitate rehabilitation of Main Streets with a focus on projects completed by American Revitalization Company.

11:30 a.m. - 1:30 p.m. Lunch on your own



Friday, July 12

1:30-4:30 p.m. Community Give Back

Location TBD

1:30-4:30 p.m. Craftsmen Workshop

Location TBD

Scott Sidler, Founder & CEO, Austin Historical

Craftsmen from Austin Historical will lead a workshop on the identification and treatment of wood rot and on the proper methods in repointing.

1:30-3:45 p.m. DEEP DIVE: Advanced Principles in Economic Vitality

📍 *James Madison Institute*

Hillary Greenberg, President, Greenberg Development Services

This session will review a variety of technical and financial tools that can be used to increase occupancy and strengthen downtown businesses. It will also explore common property ownership issues and new techniques that can be used to strengthen key partnerships and attract a stronger tenant mix. Attendees will go home with the information they need to implement a successful Economic Vitality work plan that can be used to accelerate the pace of reinvestment.



Friday, July 12

1:30-2:30 p.m. Education Block 3.3

DoubleTree Hotel

Florida Citrus Label Trail

Brenda Eubanks Burnette, Executive Director, Florida Citrus Hall of Fame

Let history and art come together through a visual trail of Florida Citrus Crate Labels that bring visitors to significant points of interest in your area while telling the history of Florida's citrus industry through these iconic images of yesteryear.

Collaborative Approaches to Heritage at Risk

Emily Jane Murray, Public Archaeology Coordinator, Florida Public Archaeology Network

Natalie De La Torre Salas, Public Archaeologists, Florida Public Archaeology Network

Sarah E. Miller, Regional Director, Florida Public Archaeology Network

This session highlights specific case studies from across the state, focusing on FPAN's initiatives which include documenting resources within the Gullah/Geechee Nation, advocating with the Hispanic Access Foundation's Climate Council, and collaborating with organizations such as the North American Heritage at Risk (NAHAR) working group, the Coastal Heritage at Risk Task Force (CHART), and regional planning initiatives.



Friday, July 12

1:30-2:30 p.m. Education Block 3.3 (continued)

DoubleTree Hotel

Withintrification

Avery McKnight, CEO, Concrete Renovations

Travis Williams, CEO, LiftJax

Kady Yellow, Senior Director of Placemaking and Events

The withintrification model focuses on revitalizing and developing a community without pushing out the residents that are native to the community. This session will explore executing this model within a Florida Main Street community.

2:45-3:45 p.m. Education Block 3.4

DoubleTree Hotel

Fantastic 15 and Other Fundraising Strategies

Jessica Fieldhouse, Executive Director, Ocala Main Street

Learn how Ocala Main Street identified the top 15 companies impacted by having high-quality employees in their community and how Main Street provided value for corporate social responsibility (CSR), employee retention and recruitment, which was leveraged to facilitate fundraising. This session will cover methods and models for corporate and major gifts fundraising.



Friday, July 12

2:45-3:45 p.m. Education Block 3.4 (continued)

DoubleTree Hotel

FDOT Environmental Measures

TBD

Historic Tax Credits 201

Kyra Lucas, Supervisor, Survey and Registration, Division of Historical Resources

DHR staff will walk through the application process utilizing an example project, focusing on the necessary documentation for the three-part application and common issues faced during the application process.

6:30-10:30 p.m. Secretary of State and Florida Preservation Awards Ceremony

Mission San Luis

This is a ticketed event. Cost: \$75.



Saturday, July 13

9 a.m. - 11 a.m. Tours

Sacred Spaces Tour

TBD

Ticketed event. Registration is free, but only ticket holders may join. Limited to 25 registrants.

Civil Rights Tour

TBD

Ticketed event. Registration is free, but only ticket holders may join. Limited to 25 registrants.

