



Summer Toolkit Sustainable Main Street

July 20 and 21, 2011 ♦ Stonewall Jackson Hotel ♦ Staunton, VA

Tuesday, July 19

7 p.m.: **Welcome reception at the Stonewall Jackson Hotel's Sorrel's Lounge, 24 South Market Street**
Upon arriving you may join your peers for casual networking and refreshments, while enjoying the dynamic vocals/guitar duo of Jennifer Kirkland and Bert Carlson.

Wednesday, July 20

8:30 a.m.: **Attendee arrival** – Over coffee and light refreshments reconnect with colleagues from around the commonwealth.

9 a.m.: **Welcome and overview** – Our Staunton hosts, Mayor Lacey King will kick off the Summer Toolkit, followed by Virginia Main Street's Kyle Meyer, who will provide a brief overview of the days ahead.

9:20 a.m.: **"What does sustainability mean to you" Facilitated Discussion**
Doug Jackson, Community Development Administrator, Virginia Main Street

9:50 a.m.: **Main Street Green: How sustainability relates to Main Street and how to get started**
Andrea Dono, Program Manager of Research and Training, National Trust Main Street Center

10:40 a.m. *Break*

10:55 a.m.: **Virginia Municipal League's Green Government Challenge**
Joe Lerch, Director of Environmental Policy, Virginia Municipal League

11:45 a.m.: **Lunch on the Town** – Explore downtown to find the perfect lunch spot and use the \$10 downtown gift card found in your gift bag for a tasty, midday energy boost.

1:30 p.m.: **Build It Green Panel: Sustainable strategies for the built environment in three Virginia communities**

American Tobacco Warehouse to Innovation Center
Tom Rabb, Chairman, Halifax Education Foundation, Inc.

The Newly Constructed Hotel Floyd
Kamala Bauers, Owner, Hotel Floyd

Lexington's Low Impact Development
Bill Blatter, Director of Planning, City of Lexington

2:40 p.m.: *Break*

2:50 p.m.: **Historic Preservation Resources: Tools for economic development and community sustainability**

Louis J. Malon, Director of Preservation Services, Preservation Virginia
Sarah Whiting Cooleen, Revolving Fund Manager, Preservation Virginia
Sonja Ingram, Field Representative, Preservation Virginia

3:40 p.m.: Break

3:50 p.m.: Virginia Tourism Corporation's Virginia Green Program
Tom Griffin, Consultant, RVA Green Management Services

4:40 p.m.: Day One Wrap Up Conversation
Doug Jackson, Community Development Administrator, Virginia Main Street
Kyle Meyer, Community Development Administrator, Virginia Main Street

5 p.m. Tour and shop downtown

6:30 p.m.: Dinner Event at the Mill Street Grill, 1 Mill Street – Continue to enjoy the Main Street camaraderie at this casual banquet in the cozy confines of a turn-of-the-century flour mill.

Thursday, July 21

8 a.m.: Attendee arrival – Get the day started right with morning refreshments.

8:30 a.m.: Getting Started Facilitated Discussion
Becky Clay Christensen, Managing Principal, The Clay Christensen Group

9 a.m.: TEAM Eventacular: Towns, Events And Merchants partnering for profit
Marc Willson, Retail Consultant, Virginia Small Business Development Center Network

9:50 a.m.: Break

10 a.m.: Economic Gardening: Funding, inspiring and cultivating the entrepreneurs who revitalize our communities
Meghan Williamson, Executive Director, Staunton Creative Community Fund

11:10 a.m.: Break

11:20 a.m.: Growing the Main Street Community: Five inspiring downtown projects and the people who support them
Rebecca Watson, Business Owner, Staunton's Turtle Lane Gifts
Kate Petranec, Board President, Berryville Main Street
Jennifer Heyns, Executive Director, The Partnership for Warrenton Foundation
Suzi Carter, Marketing and Membership Coordinator, Friendly City Food Co-op
Jo Kelley, Executive Director, Altavista On Track

12:15 p.m.: Lunch in house – For this working lunch grab a boxed lunch and return to your table to dive right into an interactive final session.

12:45 p.m.: Working in Teams and Collaborations: Partnering for success
Becky Clay Christensen, Managing Principal, The Clay Christensen Group
Caroline Nowery, Program Specialist, Virginia Community Capital

2:45 p.m.: Adjourn and shop downtown