

VIRGINIA MAIN STREET SUMMER TOOLKIT:

SUSTAINABLE MAIN STREET

VIRGINIA



MAIN STREET

JULY 20-21, 2011

STONEWALL JACKSON
HOTEL AND
CONFERENCE CENTER
24 SOUTH MARKET STREET,
STAUNTON, VIRGINIA

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STONEWALL JACKSON
HOTEL & CONFERENCE CENTER
— Staunton VA —



*Hosted by Virginia Main
Street and the Staunton
Downtown Development
Association*

SUSTAINABILITY IS MORE THAN A CODE WORD FOR ENVIRONMENTAL STEWARDSHIP. Going well beyond the “greening” of individual buildings and recycling, it is a comprehensive strategy that can foster vibrancy in a community today while ensuring that resources are available for tomorrow’s needs.

But just how can communities care for their corner of the world and its people while creating an environment that is good for business? Sustainable Main Street, the 2011 Virginia Main Street Toolkit, is designed to help communities focus on the Main Street Four Point Approach® and answer that exact question.



Join the state’s engaged network of downtown revitalization professionals and volunteers for this fast-paced, interactive look at successfully-balanced community development practices in downtown Staunton, a thriving community that is serious about sustainability.

Virginia Main Street Summer Toolkits are advanced and targeted training sessions designed to go beyond the basics and provide anyone working to better their community with outcome-oriented revitalization knowledge. Toolkits provide a balanced mix of expert presentations, panel discussions and group work sessions to ensure that every attendee goes home with fresh ideas and a plan for what is next.



AGENDA

TUESDAY, JULY 19

7 p.m. Welcome Reception at Sorrel's Lounge,
Stonewall Jackson Hotel

WEDNESDAY, JULY 20

8:30 a.m. Attendee Arrival and Registration

9 a.m. Welcome and Overview

9:20 a.m. "What does sustainability mean to you?"
Facilitated Discussion

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

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 and community sustainability
*Louis J. Malon, Director Preservation
Services, Preservation Virginia*
*Sarah Whiting Cooleen, Revolving Fund
Manager*
*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 and Kyle Meyer, Virginia
Main Street*

5p.m. Tour and shop Downtown

6:30 p.m. Dinner Event at Mill Street Grill

THURSDAY, JULY 21

8 a.m. Attendee arrival

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

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 Petranech, Board President, Berryville Main Street
Jennifer Heyns, Executive Director, Partnership for Warrenton
Suzi Carter, Marketing and Membership Coordinator, Harrisonburg's Friendly City Food Co-op
Jo Kelley, Executive Director, Altavista on Track
- 12:15 p.m. Lunch in house
- 12:45 p.m. Working in Teams and Collaborations – Partnering for Success
Becky Clay Christensen, Managing Principal, The Clay Christensen Group, LLC
Caroline Nowery, Program Specialist, Virginia Community Capital
- 2:45 p.m. Wrap up, tour or shop downtown

Speaker biographies

[Go to page](#)

ACCOMMODATION INFORMATION

A block of rooms is reserved at several inns:

- ❑ **Stonewall Jackson Hotel and Conference Center**, \$77/night, 24 South Market Street, (540) 885-4848
- ❑ **The Frederick House**, \$77/night, 28 North New Street, (540) 885-4220
- ❑ **Howard Johnson Express Inn Staunton**, \$53/night, 268 North Central Avenue, (540) 886-5330

In order to take advantage of these special group rates, make your reservations by July 15 (Stonewall Jackson held only until June 27!) and mention group code "Virginia Main Street" when booking. Guests must ask for the rate at the time of booking.

An opening reception at the Stonewall Jackson Hotel's Sorrel Lounge is scheduled for Tuesday, July 19 at 7 p.m., so consider staying in Staunton the night before the training.

REGISTRATION FEE AND DEADLINE

Wednesday, July 20 Day One Includes

- Morning and afternoon refreshments
- Toolkit training sessions
- \$10 gift card towards a downtown lunch

Wednesday, July 20 6:30 p.m. Dinner Event at the Mill Street Grill

- Casual banquet in the cozy confines of a turn-of-the-century flour mill

Thursday, July 21 Day Two Includes

- Morning refreshments
- Toolkit training sessions
- Lunch on site

Welcome Reception, July 19, 7 p.m.

The Stonewall Jackson Hotel's Sorrel Lounge, 24 South Market Street

	Free	
Full Registration		
Both Days + Dinner	\$115	
Both Days <i>without</i> Dinner	\$85	
Single-Day Registration		
Day One + Dinner	\$90	
Day One <i>without</i> Dinner	\$60	
Day Two + Dinner	\$75	
Day Two <i>without</i> Dinner	\$45	

The registration fees include all training materials and meals as indicated. You will receive a registration confirmation via email with an agenda, directions and parking instructions prior to the training.

[Register Today](#)

****Deadline for registration is July 12, 2011.**

FOR MORE INFORMATION CONTACT

Virginia Main Street
600 East Main Street, Suite 300
Richmond, VA 23219
(804) 371-7041
www.dhcd.virginia.gov/mainstreet



Summer Toolkit Sustainable Main Street

Speaker Biographies & Contact Info

Kamala Bauers, Owner, Hotel Floyd

120 Wilson Street, Floyd, VA 24091, (540) 745-6080

kbauers@wallresidences.com, www.hotelfloyd.com

Kamala Bauers is the owner, with her husband Jack Wall, of the Hotel Floyd. Wall and Bauers bought the downtown Floyd land in 2002 to design and build the hotel with the idea of bringing "green" lodging into downtown. Both entrepreneurs are committed to the intentional growth of the beautiful town of Floyd and to introduce responsible tourism to the area. Bauers is also a founding member of Partnership for Floyd, a diverse group of citizens working to preserve and enhance the unique life and beauty of Floyd and its surroundings.

Bill Blatter, Director of Planning, City of Lexington

300 East Washington Street, Lexington, VA 24450, (540) 462-3704

bblatter@ci.lexington.va.us, www.ci.lexington.va.us

Bill Blatter has been the planning director in Lexington for more than 15 years. Blatter's previous planning experience includes several years as the planning director for Annapolis, Maryland and the base planner for Homestead Air Force Base. He also worked as a community organizer for energy issues, an organic farmer and had a charter sail boat business in the Florida Keys for five years. Blatter presently live in an off-the-grid, passive solar house of his own design.

Suzi Carter, Marketing and Membership Coordinator, Friendly City Food Co-op

150 East Wolfe Street, Harrisonburg, VA 22802, (540) 801-0105

suzi@friendlycity.coop, www.friendlycityfoodcoop.com

As the marketing, membership and outreach coordinator for Friendly City Food Co-op in Harrisonburg, Suzi Carter worked as Friendly City's only employee for the better part of 2010 to raise the capital necessary for the co-op to sign a lease, hire a general manager and open its doors in June of this year. With a degree in sociology and Spanish, and a background in events, start-ups and community organizing, she welcomed the opportunity to work on everything from communications and rebranding to outreach and human resources. Through her role as outreach coordinator, Carter helped to found the Valley Crop Mob in collaboration with James Madison University's Earth Club, the Harrisonburg Farmers' Market and the Office of Children and Youth's Youth Council. She also serves on the boards of Wayside Center for Population Education, Community Resource Center and Harrisonburg's Downtown Dining Alliance.

Becky Clay Christensen, Managing Principal, The Clay Christensen Group, LLC

4621 Cutshaw Avenue, Richmond, VA 23230, (804) 677-4508

becky@theclaychristensengroup.com, www.theclaychristensengroup.com

Becky Clay Christensen is the managing principal of the Clay Christensen Group LLC. She has been a facilitator and organizational consultant for 15 years and in public service for more than 25 years working with local and state governments, as well as for community development trade associations and teaming with engineering and architectural firms. Clay specializes in public process, leadership development, executive coaching and teams. Her work is grounded from an affordable housing and community

development orientation but extends into the areas of small-business development, health care, transportation and nonprofit administration.

Sarah Whiting Cooleen, Director of Community Resources and Outreach, Preservation Virginia

204 West Franklin Street, Richmond, VA 23220, (804) 648-1889

scooleen@preservationvirginia.org, www.preservationvirginia.org

Sarah Whiting Cooleen joined Preservation Virginia in 2006 as the Revolving Fund program manager. The Revolving Fund Program is dedicated to saving Virginia's endangered historic properties from demolition and severe neglect. Cooleen's other duties include acting as project manager for the Preservation Virginia's annual conference and workshops. In April 2011, Cooleen was promoted to director of community resources and outreach as a result of her efforts to promote Preservation Virginia's mission through social media outlets. She still manages the Revolving Fund Program. Cooleen worked for Historic Richmond Foundation from 1999-2006 where she held the following positions: project manager, director of development and special projects and managing director.

Andrea Dono, Program Manager of Research and Training, National Trust Main Street Center

1785 Massachusetts Avenue, NW, Washington, DC 20036, (202) 588-6320

andrea_dono@nthp.org, www.mainstreet.org

Andrea Dono brings more than eight years of Main Street Approach experience through her work at the National Trust Main Street Center. As program manager of research and training, she tracks national trends and case studies, assists in the development of trainings and national conference educational sessions, and leads research projects. For the last four years, Dono has been analyzing the growth of the Main Street field as it relates to sustainability and has developed case studies and best practices for both urban and small town programs. She also has been serving on the National Trust for Historic Preservation's Sustainability Taskforce, and recently, joined the Sustainability Design Assistance Team, which is a group, based in Washington, D.C., of technical assistance providers in this field from NEA, EPA, ULI, APA, NACO, USGBC, US Conference of Mayors and other organizations. In 2010, Dono surveyed the field to collect data from revitalization professionals regarding their progress in sustainability, which informed the Main Street Green Summit that she lead in February 2011 – a convening of national partners including USGBC, LISC, BALLE, EPA, USDA, HUD, Virginia Tech, National Complete Streets Coalition and Main Street practitioners who discussed opportunities and challenges for greening Main Street. She is an integral part of the National Trust Main Street Center's team that is currently developing its green revitalization platform.

Tom Griffin, Consultant to the Virginia Green Program, RVA Green

2931 West Cary Street, Richmond, VA 23221, (804) 986-9119

tom@rvagreenmanagement.com, www.virginia.gov/green

Tom Griffin is a partner of RVA Green Management Services. He serves as spokesperson and lead consultant to Virginia Green, the state's partnership program to encourage green practices in sectors of its tourism industry. Virginia Green now has more than 1,000 participating hotels, restaurants, attractions, convention centers, welcome and visitor centers, wineries, marinas, special events and supporting organizations that have voluntarily committed to meet the program's core requirements and reduce their environmental impacts over time.

Jennifer Heyns, Executive Director, The Partnership for Warrenton Foundation

P.O. Box 3528, Warrenton, VA 20186, (540) 349-8606

jennifer@partnershipforwarrenton.org, www.partnershipforwarrenton.org

Jennifer Heyns has been with the Partnership for one year now. Prior to championing for Old Town Warrenton, Heyns was a freelance writer, marketing consultant and authored a book in the genre of

healthcare memoir. She is a business management graduate of George Mason University and is learning to navigate the world of teenage boys and testosterone through parenting two of the best sons ever.

Sonja Ingram, Field Representative, Preservation Virginia

204 West Franklin Street, Richmond, VA 23220, (804) 648-1889

singram@preservationvirginia.org, www.preservationvirginia.org

Sonja Ingram started working for Preservation Virginia in 2008 as the field representative. In this role, Ingram works directly with local historic preservation organizations and individuals across the state on a variety of preservation issues. Before coming to Preservation Virginia, she was an archaeologist and worked in various parts of the U.S. and Puerto Rico. She also worked as a land preservationist and as a historic preservation planner for local governments in Virginia and Maryland. Ingram has a master's degree in historic preservation from the University of Maryland.

Jo Kelley, Executive Director, Altavista On Track

P.O. Box 283, Altavista, VA 24517, (434) 944-5530

altavistaontrack@embarqmail.com, www.altavistaontrack.com

Jo Kelley hails originally from Idaho. Kelley graduated from Boise State University with degrees in English and gerontology. She started her career at the Idaho State Office on Aging, where she coordinated a Governor's Initiative on Home Care for the Elderly. She went on to the Idaho Transportation Department and became manager of the Office of Highway Safety. Kelley served there until moving to Washington, D.C., to work for the U.S. DOT, National Highway Traffic Services Administration, and administered highway safety programs at the national level.

She moved to Altavista with her husband in 2006, and, since 2008, has served as executive director of Altavista On Track. She also serves as the program administrator for Altavista Economic Development Authority.

Joe Lerch, Director of Environmental Policy, Virginia Municipal League

13 East Franklin Street, Richmond, VA 23219, (804) 523-8530

jlerch@vml.org, www.vml.org

Joe Lerch is a former local government planner and member of the American Institute of Certified Planners (AICP). Before joining the league staff in 2009, Lerch worked most recently as principal planner for the City of Richmond. He also worked as a planner in the City of Fairfax and Spotsylvania County. He worked as senior land planner for the Bay Foundation for seven years beginning in 2001. In addition, he served as a planning commissioner for the City of Fredericksburg in 2004-2006. As director of environmental policy, Lerch represents the interests of member local governments in the General Assembly, staffs the Environmental Quality Policy Committee and oversees the Go Green Virginia environmental initiative, which encourages communities to take innovative steps to reduce energy usage and promote sustainability. He graduated from the College of William and Mary in 1988 with a bachelor's degree in geology and holds a master's degree in urban and regional planning from Virginia Tech.

Louis J. Malon, Director of Preservation Services, Preservation Virginia

204 West Franklin Street, Richmond, VA 23220, (804) 648-1889

lmalon@preservationvirginia.org, www.preservationvirginia.org

Louis Malon has been with the APVA Preservation Virginia since 1982. Hired as associate treasurer, he has also held the position of business manager, director of administration and director of properties. He currently is the director of preservation services, and in this capacity, he manages the preservation and museum operations at all of APVA Preservation Virginia's 28 historic properties, as well as seeking to expand

APVA's outreach through programs and selective marketing of technical preservation services. He has been working on a recent project directing the enhancement of the physical facilities at Historic Jamestowne, including the construction of APVA's first purpose-built museum facility, the Archaearium, which opened in May 2006.

Malon received his bachelor's degree in philosophy and religious studies from Virginia Commonwealth University in 1977, graduating Summa cum Laude. He is, again, a student at VCU completing work towards a master's degree in architectural history. Malon has delivered papers at several professional gatherings from Tallahassee, Florida (FSU Architectural History Seminar) to Portland, Maine (APTI Conference). Malon and his wife, Lucia, live in a historic 1907 home in Blackstone.

Caroline Nowery, Program Specialist, Virginia Community Capital, Inc.

100 West Franklin Street, Suite 301, Richmond, VA 23220

cnowery@vccva.org, www.vacommunitycapital.org

Caroline Nowery joined Virginia Community Capital as an advisory services program specialist in August 2010 and is responsible for coordinating outreach, training and technical assistance projects. Prior to joining VCC, Nowery served for five years as the director of the SBA Women's Business Center in Richmond, which provides training, technical assistance and access to capital for LMI entrepreneurs in Virginia. She is a graduate of Leadership Metro Richmond and serves on the board of the Virginia Microenterprise Network.

Kate Petranec, Board President, Berryville Main Street

23 East Main Street, Berryville, VA 22611, (540) 955-4001

katedirectly@gmail.com, www.berryvillemainstreet.org

President of Berryville Main Street and board member since 2003, Kate Petranec is principal of her own marketing consulting firm, founded in 1979 to advise clients on the profitable use of direct response advertising. During that time, she has served scores of clients in both the for-profit and not-for-profit worlds including The National Geographic Society, U.S. News and World Report, AARP, the Smithsonian, GEICO, Friends of the Kennedy Center, IBM and USA Today. Retiring from the Berryville Main Street board this month, Petranec will remain a volunteer helping broaden the reach and revenue of the not-for-profit's Fire House Gallery, which she helped create.

Tom Raab, Chairman, Halifax Education Foundation, Inc.

820 Bruce Street, South Boston, VA 24592, (804) 434-572-5440

esc@gcronline.com, www.svhed.org

Tom Raab has been a downtown retailer of furniture and appliances and active in downtown organizations for 31 years. Raab earned a bachelor's degree from Ohio State University and a master's from Duke University. He served on both the Town of South Boston Planning Commission and Town Council. Raab is currently chairman of the Halifax Education Foundation, a continuing education center located in and serving the residents of Halifax County and Southern Virginia, charged with linking local and regional colleges and universities together to offer post secondary, higher education and workforce training programs.

Rebecca Watson, Business Owner, Turtle Lane Gifts

10 East Beverley Street, Staunton, VA 24401, (540) 886-8591

turtlelanegifts@yahoo.com, www.turtlelanegifts.com

Rebecca Watson was born in Staunton, but left at the age of 13 and lived in Sarasota, Florida for 25 years. Watson has been happily married to her high school sweetheart for 24 years. Together they have two great sons. Watson was the administrative assistant for the Staunton Downtown Development Association (SDDA) when the former owner of Turtle Lane Gifts came into the office to notify them she would be closing the store to care for her aging in-laws. Before Watson knew it, she had agreed to purchase her business "turn-

key"! That was over three years ago and she really loves her store. Turtle Lane Gifts has been in downtown Staunton as an antique store for 40 years, and since purchasing the store, Watson has expanded to unique gift items. She is really proud of Staunton's wonderful downtown!

Meghan Williamson, Executive Director, Staunton Creative Community Fund

35B South New Street, Staunton, VA 24401, (540) 213-0333

Meghan@stauntonfund.com, www.stauntonfund.com

Meghan Williamson is the executive director of the Staunton Creative Community Fund, a nonprofit that strengthens communities in the Shenandoah Valley by funding and supporting local farmers, artisans, entrepreneurs and innovators. Prior to joining the Staunton Fund, Williamson served as the director of economic development for the City of Waynesboro, where she led the city's effort to attract new companies, encourage the expansion of existing industries, promote retail development and revitalize downtown. She has a strong track record collaborating with both small, start-up businesses, as well as larger manufacturers and commercial developers. She was instrumental in securing the Enterprise Zone designations for both the City of Staunton and the City of Waynesboro and continues to advise businesses on maximizing their resources through financing options and available state and local incentive programs.

Williamson has worked as a researcher and policy analyst for the Urban Institute, a Washington, D.C.-based think-tank, and with numerous organizations along the I-81 corridor including the Blue Ridge Business Journal, the Southwestern Virginia Second Harvest Food Bank, the Artisans Center of Virginia and the Shenandoah Valley Partnership.

Marc Willson, Retail and Restaurant Industry Consultant, Virginia Small Business Development Center Network

George Mason University, 4031 University Drive, Fairfax, VA 22030, (703) 999-3048

marc@virginiasbdc.org, www.virginiasbdc.org

Marc is currently the retail consultant at the Virginia Small Development Center (SBDC) Network at the George Mason University Mason Enterprise Center at the School of Public Policy. He brings 35 years of retail experience to bear in helping retail, restaurants and tourism-related small businesses refine and promote their concepts to the public. He conducts a series of seminars related to staying relevant to a changed customer and the fundamentals of retailing. He meets personally with small businesses throughout Virginia and has presented to more than 600 merchants and has conducted more than 250 confidential one-on-one counseling hours since July 2009.

In 1975, Willson started his retail career as co-owner of the largest distributor of Earth Shoes in the United States. As Earth Shoes went the way of the pet rock, Willson joined Britches of Georgetowne as a sales person and finished his 12-year career there as vice president of operations after growing the company from nine stores to 109. He then joined Circuit City and opened 83 mall-based Circuit City Express stores. At Crown Books, he managed 250 bookstores as vice president and general manager. The son of the founder of Circuit City asked him to be president and CEO of the Bicycle Exchange, a chain of bicycle superstores that he had invested in and was in dire need of a turnaround. He then took his career into cyberspace as the vice president of merchandising of an online college bookstore, specializing in textbooks and emblematic apparel. As president of Storetrax, Inc., he managed an Internet site dedicated to landlords and developers leasing retail space.

Most recently, he traveled to Dallas, Texas, to open the world's first energy efficiency store for Current Energy, LLC, a company funded by Ross Perot Jr. The store helps small businesses and residential customers reduce their consumption of gas, water and electricity. He continues to broker commercial power to industry and manufacturers in deregulated states throughout the country.