

Virginia Main Street Essentials

Main Street Four Point Approach ®

Holiday Inn Lynchburg | 601 Main Street, Lynchburg, VA

July 15, 2015

8 a.m.

Registration and Refreshments

8:30 a.m.

Welcome

Kent White, City of Lynchburg, Community Development Director

Linda Jones, President, Lynch's Landing

Ron Schoultz, Lynch's Landing Board Member

Heather Kennedy, Executive Director, Lynch's Landing

8:45 a.m.

Virginia Main Street News and Announcements

Lisa A. Atkinson – Department of Housing and Community Development

Helen Person – Department of Housing and Community Development

9 a.m.

Main Street Four Point Approach ® Overview

Kathy La Plante, National Main Street Center

9:30-10:30 a.m.

Organization Topics

Kathy LaPlante, National Main Street Center

10:30 a.m.

Break

10:45 a.m.-12:15

Economic Restructuring Topics

Kathy LaPlante, National Main Street Center

12:15-1:30 p.m.

Enjoy Lunch Downtown

1:30-3:00 p.m.

Design Topics

Kathy Frazier, Frazier Associates

3:00 p.m.

Break

3:15-4:45 p.m.

Promotion Topics

Kathy LaPlante, National Main Street Center

4:45-5 p.m.: Wrap Up & Adjourn

VMS Staff

Workshop Trainers

Kathy LaPlante

Senior Program Officer and Director of Coordinating Program Services
 National Main Street Center

Kathy LaPlante is a senior program officer and director of coordinating program services at the National Main Street Center with expertise in building organizational capacity and developing promotional programming. She has worked in the Main Street field for more than 25 years. She joined the staff of the National Trust for Historic Preservation's National Main Street Center in May 2007. She works throughout the U.S. providing training for cities of all sizes using the Main Street Approach® to downtown revitalization.

Kathy Frazier, AIA

Principal
 Frazier Associates

Kathy Frazier is a founding member of Frazier Associates and is the principal-in-charge of architectural projects. She has extensive experience in historic preservation and community redevelopment projects including adaptive reuse, facade rehabilitation, streetscape and corridor design, as well as town-wide signage and wayfinding programs. She currently oversees the design services for the Virginia Main Street program, an affiliate of the National Trust for Historic Preservation's National Main Street Center. Frazier's work through Frazier Associates ranges from small town revitalization efforts to full-scale rehabilitation projects and designs for new construction for municipalities and institutions.