



At Spillian, 50 Fleischmanns Heights Rd, Fleischmanns NY 12430

This two-day program is funded in part by NY State Homes and Community Renewal, Catskill Watershed Corporation and the O'Connor Foundation.

Monday, April 11

8:00 am: Registration

8:45 am : Opening Remarks

9:00 am : Revitalizing our Main Streets--Where do we start?

This is an introduction to best practices in MS Revitalization, and an open Q & A led by Colin McKnight, from The Rural Housing Coalition, and Dadras Architects. A step by step guide for developing an approach to revitalizing your Main Street. Written hand outs and check lists, open discussion with a strictly rural focus.

10:00 am: Main Street Placemaking---Who, What Where, When and Why?

Kathy Dorgan, Dorgan Architecture and Planning

Although placemaking was touched upon in 2015, this year's placemaking workshop is designed to gather concrete ideas from community based orgs, stakeholders, and businesses to develop a one-year plan of placemaking activities and projects that will help guide a community into the branding process (hands on workshop). Discussion of Place Brand Strategy and its relationship to Placemaking. Break-out sessions and hands on workshop.

11:00 am: The Deeper Issues Facing Our Main Streets

Kathy Dorgan and Colin McNight

Open discussion about socio-economic issues facing our Main Streets and how to address these issues and concerns—disinvestment, resistance to affordable housing, shifting demographics and how to build consensus and local support for Main Street Revitalization Activities. Break-out Sessions—participatory exercises.

12:00 noon: Lunch

Keynote Speaker: Bob Elliot

Bob is the founder and past Chairman of Historic River Towns of Westchester, a thirteen community consortium along the shore of the Hudson River from Yonkers to Peekskill. Under an inter-municipal agreement, the organization focused on waterfront development, tourism and Main Street economics in a bottom-up approach to regional planning.

1:00 pm: Concurrent Session Number 1:

Building Enhancement Projects : Dadras Architects

A specific and local case example of how to enhance structures on your Main Street. How to encourage owner participation and subsequent funding assistance. Community centered break-out session and local building renderings.

1:00 pm: Concurrent Session Number 2:

Get the Attention You Deserve: Kathy Dorgan and Colin McNight

A practical and very cost effective approach to marketing your business to foot traffic and getting attention from the street. With PowerPoint, the easy things you can do without a grant to help you!!!

2:30 pm: The Nuts and Bolts of a NY Main Street Program:

Crystal Lofler, Helen Budrock, Peg Ellsworth

Open Q & A

3:30 pm: The Upstate Revitalization Initiative for the Southern Tier

Reps from Empire State Development and the ST Regional Economic Development Council discuss the current status of the \$500,000,000 awarded to the Southern Tier.

4:30 pm: Cocktail Reception and Networking event sponsored by MTC.

Tuesday, April 12

9:00 am Localism: Prospering from your values Ajax Greene

What is Localism and why is it important to your business and the economic vitality of the Catskill Region? Supported by the latest consumer research and cutting edge trends in economic development and business strategy, you will walk away with a clearer path forward for both your business and the region.

10:00 am High Impact Branding with (Local) Purpose: Scott Tillitt

Your brand is your greatest asset. It's more than your logo and name. It's your story. The truest expression of your purpose. In this presentation and workshop, we'll explore the 7 dimensions of a solid brand system that will help align your brand with your values and articulate your stories to the folks who matter in a way that resonates with them, engages them, and inspires them to action.

11:00 am Cluster Project Review Workshop

Bring along your draft Main Street Cluster Projects for review and critiquing from MARK Staff Members.

12:00 noon Lunch and Keynote: Ajax Greene-Continuing the Local Dialog

1:00 pm Public Art on Main Streets: Jenny Rosenzweig Roxbury Arts Group

Joined by folks from local communities discussing public art projects and where to find the funding to implement them.

2:00 pm Tourism: How can we develop an effective Tourism Program

An open discussion, audience participation encouraged: Ray Pucci, President of CATS and President of the DC Chamber of Commerce; Leigh Melander, Owner operator of Spillian and the founder of Cool Catskills website and FB Page; Jeff Senterman, ED Catskill Center for Conservation and Development; Joan Lawrence Bauer, Catskill Mountain News Julia Reischel, Editor, Watershed Post

Immediately Following

Tourism Part II: Are we ready? Service training institutes and mentoring program. Lets get started. And continue the discussion about tourism as an economic driver.

Closing Remarks.