

REVITALIZE WA

VANCOUVER • OCTOBER 4-6, 2023

PLEASE NOTE:

Make the most of your week by spending some extra time in Vancouver ahead of the official start of the conference to join in on workshops, field sessions, "101" classroom sessions, and more!

△ *Items requiring separate registration and fees through a partner are marked with a triangle symbol.*

* *Field sessions and events available as add-ons through our conference registration platform with additional costs are marked with an asterisk.*

MONDAY, OCTOBER 2

8:00 AM-8:00 PM | COMMUNITY TRANSFORMATION WORKSHOP[△]

Main Street America's Community Transformation Workshop is an intensive and interactive two-day experience that aims to provide participants with advanced tools and strategies to address complex revitalization projects and initiatives. Register at mainstreet.org/workshops.

- Hosted by Main Street America

TUESDAY, OCTOBER 3

8:00 AM-5:00 PM | COMMUNITY TRANSFORMATION WORKSHOP[△]

Day 2 of Main Street America's two-day workshop. Register at mainstreet.org/workshops.

6:00 PM-9:00 PM | FIELD SESSION*

• **Bright Ideas: A Twilight Tour of Vancouver**

📍 **Library: Columbia Room**

Effective, attractive, and safe district lighting is built in layers. While bad lighting can undo all your other good works, good lighting can increase foot traffic and boost sales by creating a compelling district, building by building, store by store. This field session will help you understand how to do lighting right and how to fix what's wrong. We'll kick off with a 60-minute

presentation covering lighting concepts, outcomes (including how to choose the "right" color of light), and terminologies that will lay the foundation for the walking tour. Then we'll head outside to experience firsthand how Vancouver's Downtown Association has transformed key areas with lighting, touring the sites and hearing how VDA made it happen. At the tour's end, we'll head to a local establishment for a glass of beer or wine (not included with your ticket!), recap our session, and call it a day!

- **Seanette Corkill**, Frontdoor Back Retail Store Design
- **Anne Marie Luthro**, AML Insights

WEDNESDAY, OCTOBER 4

10:00 AM-5:00 PM | REGISTRATION

📍 **Vancouver's Downtown Association Office**

11:00 AM-3:00 PM | FIELD SESSIONS*

• **Discover Downtown Ridgefield: A Main Street Experience**

📍 **Hilton Vancouver Washington**

Your trip to Vancouver and Clark County isn't complete without a stop in Ridgefield! Nestled along the Ridgefield National Wildlife Refuge and Lake River, our walking tour will highlight the historically significant City Hall, Old Liberty Theater, and Neighborhood Refuge buildings, just to name a few. You'll see Main Street projects like façade enhancement grants, murals, painted benches, and metal art bike racks. From Overlook Park, you'll see down to the Port of Ridgefield's property (soon to be developed!) and hear about the challenges and opportunities presented for our Main Street. Lunch will be available from Carts by the Park, a formerly unused space that has been improved by an RMS board member and is now home to four food trucks. Come discover downtown—the heart of Ridgefield! *Transportation and lunch included.*

- **Marykay Lamoureaux**, Ridgefield Main Street

- **A Mill Town Transformed: Tour of Camas**

- 📍 **Hilton Vancouver Washington**

Come experience a mill town transformed! Enjoy seeing how a town started in 1883 by heavy manufacturing (and still operating!) has evolved into a charming and lively shopping and dining district with plenty of engaging art throughout. Friendly merchants, beautiful tree-lined streets, and the authentic “Mayberry with a Mill” vibe help show how an industrial town can continue to be relevant and vital through intention, love of history, merchant engagement, hard work, and a whole lotta fun thrown in. *Transportation and lunch included.*

- **Carrie Schulstad**, Downtown Camas Association
- **Caroline Mercury**, Downtown Camas Association

the majority of them are in Main Street Communities and Affiliates? If you are mystified by what a CLG even is (psst, it simply means a community with a local preservation commission that is “certified” by the National Park Service), or you are a CLG commissioner that needs a little refresher, then this session is for you. There will also be time for Q&A, so bring your questions!

- **Michelle Thompson**, Department of Archaeology and Historic Preservation

1:30 PM-3:00 PM | FIELD SESSION*

- **Vibrant Visions: Exploring Vancouver's Downtown Core**

- 📍 **Vancouver's Downtown Association Office**

Explore the heart of Main Street with Michael Walker, Vancouver's Downtown Association's (VDA) Executive Director. Discover the strong multicultural arts district that showcases newly activated public art. Learn the deep history of the downtown core and projects completed to enhance its vibrancy. Lastly, tour an anchor Main Street business, Dandelion Teahouse and Apothecary, and learn about their VDA Launchpad success.

- **Michael Walker**, Vancouver's Downtown Association
- **Linda Glover**, Vancouver's Downtown Association

1:30 PM-3:00 PM | 101 SESSIONS

- **Main Street 101**

- 📍 **City Hall, Aspen Room**

The Main Street Approach has been used in thousands of towns—large and small—across the nation in its 40-year history. The Approach is simple and flexible... and it works. This session will share a brief history of the Main Street movement and its guiding principles; explain the foundational Four Points of Economic Vitality, Design, Outreach, and Promotion; and walk you through organizational best practices to leverage the Approach and your local community's downtown assets. Whether your passion is preservation, small business development, community organizing, or anything in between, we encourage you to join us to learn more about how the Main Street Approach can bring neighbors together to foster more vital and resilient downtown districts.

- **Breanne Durham**, Washington Trust for Historic Preservation
- **Lydia Felty**, Washington Trust for Historic Preservation
- **Jonelle McCoy**, Washington Trust for Historic Preservation
- **Luke Hallowell**, Washington Trust for Historic Preservation

- **Preservation 101**

- 📍 **Providence Academy Chapel**

This session is a crash course on the possibilities of what historic preservation can provide for your community, from familiar practices to emerging trends in the field at large. While touching on different ways we have saved (and continue to save) older buildings through new uses, we will also explore ways we can preserve and celebrate heritage when our place-saving tools have reached their upper limits. Join this session to fortify your understanding of historic preservation while learning what's new out there!

- **Huy Pham**, Washington Trust for Historic Preservation

- **CLG 101**

- 📍 **Umpqua Bank Community Room**

Did you know that there are more than 60 Certified Local Governments (CLGs) in Washington State and that

4:30 PM-6:00 PM | OPENING PLENARY & KEYNOTE ADDRESS

- 📍 **Kiggins Theatre**

Join us in the beautiful, historic Kiggins Theatre for the official kick-off of RevitalizeWA 2023. The plenary will be a hearty welcome to Vancouver and an energizing start to a conference full of creative ideas, delightful connections, and insightful solutions to bring back to your own community.

Arianne True, the 2023-2025 Washington State Poet Laureate, will present our conference keynote. As place professionals, our work is deeply rooted in a sense of care for places and communities. It ties together our inherent desires to connect with other humans and to experience sense of place. In her keynote, Arianne, who describes historic preservation as near and dear to her heart, will dive into what it means to feel a sense of place, care about a place, and act on that care. **Open to the public.**

At the request of a key event participant, we ask attendees to avoid using strong fragrances.

6:15 PM | GROUP PHOTO

Immediately following the Opening Plenary, all attendees will be invited to convene (while en route to the reception) for a group photo to commemorate our annual RevitalizeWA conference.

6:30 PM-7:30 PM | OPENING RECEPTION

📍 *Divine Consign*

You work hard to save the places that matter to the people of the Pacific Northwest, and the Washington Trust for Historic Preservation wants to say thank you! Meet friends and colleagues for craft beverages and light hors d'oeuvres while enjoying one of Vancouver's long-standing buildings—Divine Consign, a volunteer-run furniture consignment store whose proceeds go to nonprofits around Clark County.

THURSDAY, OCTOBER 5

8:00 AM-5:00 PM | REGISTRATION

📍 *Vancouver's Downtown Association Office*

8:00 AM-8:45 AM | LAUNCHPAD AND SMALL BUSINESS SUPPORT

📍 *Dandelion Teahouse and Apothecary*

Vancouver's Downtown Association's Launchpad is a regional competition offering a community-sponsored grant and in-kind services to an aspiring entrepreneur seeking to open a new brick-and-mortar storefront in downtown Vancouver. Kick off your morning in the most recent Launchpad enterprise, Dandelion Teahouse and Apothecary, to learn more about Launchpad, chat with the manager of Dandelion, and connect with fellow small business owners and supporters throughout the state.

- **Kat Stein**, Dandelion Teahouse and Apothecary
- **Michael Walker**, Vancouver's Downtown Association

9:00 AM-10:00 AM | SESSION BLOCK A

• **The Promise of Housing**

📍 *Providence Academy Chapel*

The United States has a shortage of 3.8 million housing units, spread across big cities and small towns alike, with seven in eight Main Street leaders saying housing is a problem in their downtowns and neighborhood commercial districts. At the same time, more than nine in ten Main Street leaders say they have vacant space in their districts, whether in upper floors or entire buildings. Housing is desperately needed, within reach, and potentially catalytic for Main Street districts and their surrounding communities. Learn more about how Main Street America's research team is building tools and resources to support housing development in Main Streets across the country through its "At Home on Main Street" initiative.

- **Mike Powe**, Main Street America

• **Seismic Solutions: Unreinforced Masonry ID Pilot Project**

📍 *Kiggins Theatre*

Seismic activity is a risk to unreinforced masonry (URM) buildings across Washington State, and various

recent initiatives have assigned a high priority to mitigation of seismic risks from un-retrofitted URM buildings in our state. This session will profile a recent pilot URM building inventory hosted by the Everett Downtown Association in collaboration with the Department of Archaeology & Historic Preservation and Emergency Management Division. We'll also dive into how communities can initiate and complete their own URM building inventories, as well as how historic preservation and emergency management stakeholders are collaborating on a proposed database and user portal for collecting and retrieving URM building data.

- **Michelle Thompson**, Department of Archaeology and Historic Preservation
- **Mark Pierepiekarz**, Washington State Emergency Management Division
- **Madison Vazquez**, Everett Downtown Association

• **Museums and Main Street: Inspiring Community Engagement through History and Heritage**

📍 *Clark County Historical Museum, Hidden Gallery*

Why care about the story of your community?

Museums and Main Streets know how incredible our community's stories are, but how do we impart the importance and excitement of these stories to our entire community? Having our history relevant for today is important. Museums and Main Streets can do this better together. We will be sharing concrete and implementable examples of programs, displays, and resources that have been effective in our communities and could be fostered in your community as well. Ways to overcome challenges, capitalize on opportunities, and form collaborations and partnerships that will be long-lasting will be discussed.

- **Brad Richardson**, Clark County Historical Museum
- **Carrie Schulstad**, Downtown Camas Association
- **Marykay Lamoureux**, Ridgefield Main Street

• **Main Street Promise: Supporting Businesses Before, During, and After Main Street Reconstruction**

📍 *City Hall, Aspen Room*

Main Street reconstruction projects drive long-term economic growth and can help create a richer sense of place, but construction can be painful, especially for small businesses. Using construction in downtown Vancouver as a case study, this session will focus on approaches to mitigate construction impacts and support business retention through effective community engagement, design, and construction planning.

- **Jason Irving**, MacKay Sposito
- **Teresa Brum**, City of Vancouver
- **Monica Santos-Pinacho**, Point North Consulting
- **Juanita Rogers**, MacKay Sposito
- **Michael Walker**, Vancouver's Downtown Association

9:00 AM-11:30 AM | FIELD SESSIONS*

• **Building Sustainable Communities: Kindred's Multifaceted Model**

📍 *Kindred Homestead Supply*

Kindred Homestead Supply brings together the values of sustainability, community, and small business support. Join us in the historic Schofield Building to discuss Kindred's model, which—in addition to their low-waste shop with sustainably made, local goods—also serves as a microenterprise incubator for local makers and artisans and as the host of a downtown summer flea market. You'll learn Kindred's origin story, learn all about their incubator model, hear how the flea market works, and tour the beautiful building that houses it all. *Ends at 10:30 am.*

- **Alex Luna**, Kindred Homestead Supply

• **Walking Through History: Vancouver's Officers Row and Environs**

📍 *Hilton Vancouver Washington*

The buildings of Vancouver Barracks, Washington's first American military installation, represent many different eras. Their military past and community-oriented present will be explored, from garrison origins to the foresighted 1980s civic decision to reclaim the site for the community, through transformative adaptive reuse, and continuing stewardship via a public/nonprofit partnership. Presented by Historic Trust staff and guest presenters on behalf of the City of Vancouver, the tour will cover primarily flat ground, but some stairs will be involved. Attendees will learn about the lives and service of military families, the Buffalo Soldiers, Civilian Conservation Corps, and more.

- **Temple Lentz**, The Historic Trust

- **Holly Chamberlain**, The Historic Trust

- **Jeff Davis**, Historian

- **Pat Jollota**, Historian

- **Julie Garver**, Innovative Housing, Inc.

all Washingtonians understand the complexities of our past, create opportunities for meaningful public interactions with history, and build stronger, more connected communities in the future?

- **Jay Baersten**, Washington State Historical Society

- **Nicholas Vann**, Department of Archaeology and Historic Preservation

- **Allison Campbell**, Washington State Historical Society

• **History as a Guide: Place Stewardship in the Fourth Plain Corridor**

📍 *Clark County Historical Museum, Hidden Gallery*

Fourth Plain Forward (FPF), serving a diverse area in Vancouver, collaborates with the Clark County Historical Museum to highlight the untold history of the Fourth Plain Corridor. This collaboration underpins FPF's place-based development work and shapes future strategies. The historical research not only provides a context to understand the corridor beyond dominant narratives but also influences FPF's transformation into a Community Development Corporation. The collaboration extends to Portland State University students, who bring fresh perspectives. The session will discuss the project's journey, current outcomes, and future possibilities.

- **Paul Burgess**, Fourth Plain Forward

- **Katie Bush**, Clark County Historical Museum

- **Angela Wallace**, Portland State University

- **Melissa Beveney**, Portland State University

• **Meet Me at the Kiggins!**

📍 *Kiggins Theatre*

Built in 1936, the Kiggins Theatre is a case study in how foresightful business owners and civic leaders are able to help businesses adjust through the decades to not just survive but thrive. Navigating the Great Depression, a diverse population influx during the Second World War, the impact of a post-war exodus from Main Street to the suburbs and shopping malls, and the promise of today's revitalization plans, the Kiggins Theatre occupies its original footprint. Come hear about the history of the Kiggins and how a succession of business owners and leaders who wanted their downtown to remain vibrant were able to pivot and keep this beautiful theater relevant as times changed.

- **Andrew Gregg**, Clark County Historic Preservation Commission

• **Empowered to Lead**

📍 *Providence Academy Chapel*

What is in the DNA of a leader? What qualities and traits can be taught to help develop strong and effective leaders? How do you lead in a time or place void of good leaders? Main Street organizations hold unique and challenging opportunities for Executive Directors and boards alike—but oftentimes, people in these roles don't know what leadership truly means or what it looks like. In this session, retired Main Street Executive Director Linda Haglund will share insights and lessons

10:30 AM-11:30 AM | SESSION BLOCK B

• **The Past is Present: Washington State and America250**

📍 *Union Chapel*

In 2022, the Washington State Legislature established a Semiquincentennial (250) Committee—chaired by the lieutenant governor and staffed by the Washington State Historical Society—to coordinate and provide guidance for Washington's official observance of the 250th anniversary of the Declaration of Independence in 1776. In this session, after a presentation about the themes and objectives for the 250th that the committee recently established, we will have a discussion and listening session about what you want to see in Washington State to commemorate the 250th. How can the heritage and preservation sector thoughtfully engage with this commemorative event in 2026 while leveraging the opportunity to grow capacity for our communities into the future? How can our efforts around the 250th utilize the power of place to help

learned from her own career and from other leaders she has watched, learned from, and admires.

- **Linda Haglund**, Wenatchee Downtown Association (Retired)

10:30 AM-12:00 PM | FIELD SESSION*

- **Grains, Subarus, and Wind Farms: Exploring the Port's Vital Infrastructure and Economic Impact**

- **Hilton Vancouver Washington**

As we tour the third oldest port in the State of Washington, we will start with a drive through the birthplace of the Port of Vancouver: Terminal 1. From there, participants will arrive at the port's main gate and will tour Terminals 2 through 5. Participants will view the port's United Grain Corporation site, the largest grain storage facility on the West Coast. We will view the 42 miles of railroad track owned by the port in moving bulk minerals, grains, and liquid bulks, as well as the Subaru yard (the port is the largest import gateway for Subarus) and Terminal 5, where the port stores wind blades and other materials destined for wind farms in Canada. This session will be conducted entirely on a tour bus. Per port policy, participants must bring photo ID.

- **Julie Rawls**, Port of Vancouver USA

11:30 AM-1:00 PM | LUNCH

1:00 PM-2:00 PM | SESSION BLOCK C

- **Historic Preservation: Changing the Narrative**

- **Union Chapel**

Historic preservation is controversial and often misunderstood. City planners accommodate existing landmarks protections but see preservation as disconnected from the city's top planning priorities of guaranteeing affordable housing and social justice. In order to preserve a knowledge of our history, historic preservation needs to demonstrate its value as a common good and a partner of equitable development. We propose a pro-growth vision of historic preservation to account for integral equity. Existing incentive programs in Seattle and Washington State privilege those with capital. Existing and new incentive programs are necessary to make preservation relevant in a multicultural world. A half-hour presentation will be followed by a half-hour discussion.

- **Matt Cohen**, Washington State University

- **Ellen Mirro**, Studio TJP

- **Audrey Reda**, Studio TJP

- **Nicole McKernan**, Board & Vellum

- **Authentic-ish Main Street: Alternatives to Historic Materials**

- **Providence Academy Chapel**

Of course, it is always better to repair historic materials instead of replacing them, but sometimes that is just not practical or the historic materials are long gone.

Join State Architectural Historian Michael Houser for a fun and eye-opening discussion about authentic-ish alternative replacement materials for your Main Street commercial buildings. On the authenticity front, you will also hear CLG Coordinator and Main Street Design Specialist Michelle Thompson talk about why wood windows are often superior to vinyl replacement windows beyond just aesthetics, as well as some precautions to consider before painting your brick.

- **Michelle Thompson**, Department of Archaeology and Historic Preservation

- **Michael Houser**, Department of Archaeology and Historic Preservation

- **Effective Board Leadership Round Table**

- **Vancouver Community Library, Columbia Room**

What does "good" board leadership look like? At this round table, we will cover questions you come with and provide concrete examples of common sticking points. We'll dive into questions like: Who sets the leadership tone? How do you make sure that your team has clarity of purpose and expectations? Who provides leadership when the going gets tough? Every board is a work in progress. Folks join boards because they support the goals, and you can help them be part of an effective and fun endeavor through a consistent leadership theme. Join us for a conversation addressing tenets of leadership that will help nurture your program! *Open to board members only.*

- **Caroline Mercury**, Downtown Camas Association

- **Carrie Schulstad**, Downtown Camas Association

- **Executive Directors Round Table**

- **Umpqua Bank Community Room**

Attention Executive Directors! This is your opportunity to share challenges and best practices and connect with others who hold the unique role of Main Street Executive Director. While we come from all over the state and hold various levels of experience, we all share some of the exact same challenges. Join this interactive session to learn new and innovative ways to manage the balancing act that is the life of a Main Street Manager! *Open to Executive Directors only.*

- **Linda Haglund**, Wenatchee Downtown Association (Retired)

- **Mary DesMarais**, Gig Harbor Downtown Waterfront Alliance (Retired)

2:30 PM-3:00 PM | SESSION BLOCK D

- **Technical Assistance Collaboration Across Washington**

- **City Hall, Aspen Room**

From Main Streets to the Small Business Resiliency Network, there are nearly 200 organizations in Washington State providing technical assistance to small businesses. This session will discuss what is being done to identify and support the statewide technical assistance landscape and ecosystem. Together we can increase statewide collaboration and help small businesses connect with the technical assistance

providers that can best serve them.

- **Steve Burke**, Washington Small Business Development Centers

- **Empowering Entrepreneurs: Creating a Thriving Pitch Competition and Workshop**

- 📍 **Vancouver Community Library, Columbia Room**

- Discover the secrets to creating a successful pitch competition and workshop that empowers aspiring entrepreneurs in your community as we dive into the Renton Downtown Partnership's Main Street Entrepreneur Workshop and Pitch Competition. Learn how to structure effective workshops, secure grants and partnerships, engage local businesses for pop-up opportunities, and provide valuable mentorship and rewards. Whether you represent a business or community group, you'll gain the tools you need to nurture entrepreneurial talent, strengthen local economies, and build a vibrant ecosystem in your town.

- **Christian Switzer**, Renton Downtown Partnership

- **Sue Bollinger**, Renton Downtown Partnership

- **Innovations in Preservation**

- 📍 **Providence Academy Chapel**

- Prioritizing the reuse of existing buildings is a no-brainer climate resilience strategy that is often overlooked in early project planning. Come view a live demonstration of the recently launched CARE (Carbon Avoided Retrofit Estimator) tool and learn how to reduce your carbon footprint through building reuse!

- **Nicholas Vann**, Department of Archaeology and Historic Preservation

- **Jeronimo Roldan**, Department of Archaeology and Historic Preservation

- **The Civic and Economic Value of Historic Sacred Places**

- 📍 **Union Chapel**

- Historic sacred places generate significant economic, civic, and cultural value. Up to 81% of those who utilize a house of worship are not members of the congregation. As anchor institutions, sacred places ensure healthy, resilient communities through educational and social services, tourism, and local spending. Partners for Sacred Places has found that urban congregations generate more than \$1.7 million annually in economic impact, and rural congregations generate more than \$600,000. Thus, their economic value is important to the preservation calculus. In this session, we will explore the Economic Halo Effect of Sacred Places and how it demonstrates the need to preserve the viability of these community assets.

- **Dana Dabek**, Partners for Sacred Places

by the celebrated artist Maya Lin, the Confluence Land Bridge is one of five sites along the Columbia River designed to connect people to the history, living cultures, and ecology of our region. Join us for a tour of the land bridge and a discussion about how landscape art can expand our understanding of our shared history to include the long-neglected voices of Indigenous people. We'll also discuss the cultural and historical context for understanding the Vancouver area. Participants will have the option to extend this session with optional visits to Kanaka Village and the Fort Vancouver National Historic Site.

- **Colin Fogarty**, Confluence

- **Tracy Fortmann**, Fort Vancouver National Historic Site

- **Vancouver's International District: A Tour of the Fourth Plain Corridor**

- 📍 **Hilton Vancouver Washington**

- Join us for a tour of the Fourth Plain International District, one of the most culturally vibrant districts around! As we explore the corridor, we'll check out the newly constructed Fourth Plain Commons, designed to provide residents, businesses, and community-based organizations with a vibrant and accessible community hub that boasts a commissary kitchen, co-working space, and event hall and plaza. We will also explore Fourth Plain Forward's arts, history, and culture programming, seeing firsthand the corridor's murals and new public art installation program. We will also touch on local park revitalization and community gardens, giving broad awareness of our place-based development work. Transportation included.

- **Paul Burgess**, Fourth Plain Forward

- **Terminal 1: Its History and Future**

- 📍 **Terminal 1**

- Terminal 1 is the birthplace of the Port of Vancouver (established in 1912), first used to export prunes, other fruits, and lumber. The site also saw shipbuilding during World Wars I and II. Today, plans for mixed-use development of this 10-acre site include a hotel, office space, public plazas, and a public market. We'll dive into a history of the area—including the first Native peoples who lived, traveled, and traded on the river and its banks. We'll look at early imports and exports at Terminal 1, how residents traveled between Portland and Vancouver before the Interstate Bridge, and how construction of the bridge led the port to develop property to the west. Finally, we'll hear from developers and port staff about exciting plans for Terminal 1's future.

- **Julie Rawls**, Port of Vancouver USA

- **Jonathan Eder**, Port of Vancouver USA

- **Tanna Engdahl**, Cowlitz Tribe of Indians

- **Brad Richardson**, Clark County Historical Museum

2:30 PM-4:30 PM | FIELD SESSIONS*

- **Confluence Project: Exploring the Land Bridge**

- 📍 **Vancouver Land Bridge**

- Designed by architect Johnpaul Jones with consultation

3:30 PM-4:30 PM | SESSION BLOCK E

- **Collaborative Vision for a Collaborative Change: Places Designed By, With, and For Community**

- **Union Chapel**

The Wenatchee Valley Museum & Cultural Center is a caretaker of the story of the Wenatchee Valley. In this session, we will discuss a place-based, people-focused planning process that will result in rehabilitation and a new vision for downtown Wenatchee. Our leadership team will describe the strategic planning, partnerships, design, historic preservation, and funding steps that have positioned the project for the next steps of design and construction. We will cover the many dimensions of rehabilitating a community treasure—from the voices who guide the vision, to the steps of planning and design, through the value of investment in our historic community places.

- **Marriah Thornock**, Wenatchee Valley Museum and Cultural Center

- **Rory Turner**, Commercial and Historic Preservation Development Services

- **Mark Johnson**, Signal Architecture + Research

- **Learning from Deconstruction Programs**

- **Providence Academy Chapel**

Every building has a story to tell, but not every building can be saved as a building. As we consider the overlap and public benefits of historic preservation, affordable housing, and caring for the environment, we know that significant embodied carbon is being wasted with every building material that gets thrown away rather than reused and that the rapid construction of new housing units to help remediate the housing supply crisis can come at the expense of existing buildings. As Washington State navigates climate resiliency strategies, we have to be responsible about diverting waste from the landfill. Deconstruction is an industry that brings together historic preservation, affordable housing, and care for the environment to offer a no-brainer alternative to wholesale demolition, albeit with its own challenges. Join us to learn from deconstruction efforts from around the country, including right here in our own backyard.

- **Nicholas Vann**, Department of Archaeology and Historic Preservation

- **Dave Bennink**, Re-Use Consulting

- **Kinley Deller**, King County

- **Reckoning with the Past: Confronting Racist Covenants in Washington State**

- **City Hall, Aspen Room**

Midcentury powerbrokers in Washington State made an organized attempt to racially segregate residential neighborhoods across the state. Deed provisions known as racially restrictive covenants, which restricted occupancy to white residents, were one of the tools used by developers and real estate professionals to create all-white neighborhoods. Thousands of these racist documents were filed with county auditors

across the state, in both urban and rural areas, robbing non-white Washingtonians of the American Dream and leaving a lasting impact on our built environment. Although they are unenforceable, these documents remain on the books today. This session will provide a history of racist covenants, their context in Washington State, and what is being done to right this wrong in 2023.

- **Logan Camporeale**, City | County of Spokane Historic Preservation Office

- **Larry Cebula**, Eastern Washington University

- **Small Business Anti-Displacement: Building Resilient Local Economies**

- **Vancouver Community Library, Columbia Room**

Independent, locally owned small businesses are the economic heartbeat of many Main Street communities. As neighborhoods undergo rapid transformation, small businesses often face significant challenges, including rising rents, changing demographics, and competition from larger corporations. Join us for a session that focuses on small business anti-displacement and its critical role in building and supporting resilient and vibrant local economies. We will explore strategies and best practices aimed at preserving and empowering small businesses within rapidly changing communities. We will examine case studies, showcasing initiatives that have effectively mitigated displacement risks and supported the growth of local enterprises. This session will also look at the interconnectedness of small business anti-displacement with other key topics such as equitable development and entrepreneurship. By exploring these connections, we will identify opportunities for action and explore ways to strengthen the resilience of small businesses and their communities.

- **Gustavo Ustariz**, Main Street America

6:00 PM-8:00 PM | EXCELLENCE ON MAIN AWARDS RECEPTION*

- **Providence Academy Ballroom**

Exceptional entrepreneurs, organizers, and preservationists from communities across the state will be celebrated at Washington Main Street's annual Excellence on Main Awards reception. Join us to celebrate the recipients with an evening full of exemplary projects, delightful hors d'oeuvres, local beverages, and fun!

FRIDAY, OCTOBER 6

9:00 AM-1:00 PM | REGISTRATION

- **Vancouver's Downtown Association Office**

9:30 AM-10:00 AM | SESSION BLOCK F

- **Empowering Entrepreneurs: Vancouver's Pre-Lease Program**

- **City Hall, Aspen Room**

Want to buy a building or lease a space? Look before you leap! In this session, learn how the City of Vancouver created a Pre-Lease Program that offers entrepreneurs free on-site tours with all the experts in the room—fire, land use, engineers, public health, and others—who provide free expertise, zoning, and code guidance before any contracts or lease agreements are signed, saving entrepreneurs valuable time and money.

- **Julie Arenz**, City of Vancouver
- **Johnnie Hildreth**, City of Vancouver

- **Troubleshooting Special Events**

- **Union Chapel**

Special events can be an important resource for businesses and communities to engage with their customers, bring in revenue, and improve economic vitality in our communities. They can also be laborious and time-consuming, with many challenges including insurance, security, budgets, and challenging partners. Join longtime special events and project management experts Andrea Christensen and Sheila Cloney to troubleshoot some of the common and not-so-common pitfalls of special events to ensure your event reaches its potential without all the pains of past events.

- **Andrea Christensen**, Boeing
- **Sheila Cloney**, Cloney Consulting

- **All About the Cultural Access Program**

- **Providence Academy Chapel**

Have you heard of the state's Cultural Access Program? Cultural Access can significantly increase public funding to your community's nonprofit arts, heritage, and science organizations; provide educational opportunities for students and free tickets to the public; and so much more. Main Streets and Creative Districts have a leg up on implementing a program, and Inspire WA will provide you with all the information you need to get started on exploring your own Cultural Access Program.

- **Jessi Wasson**, Inspire Washington

- **3D Virtual Tours: Preserving Culture, Enhancing Education, and Strengthening Community**

- **Clark County Historical Museum, Hidden Gallery**

Discover the potential of virtual 3D tours in preserving cultural heritage, engaging with education, and fostering community development. In this session, delve into how new and emerging technologies allow us to connect people to places like never before. Join us to learn from case studies, gain practical advice, and explore how these immersive online experiences can empower communities.

- **John Post**, Padova Media

9:30 AM-11:30 AM | FIELD SESSIONS*

- **Main Street Promise: Community-Led Streetscape Design in Downtown Vancouver**

- **Divine Consign**

The City of Vancouver's Main Street Promise project is an extraordinary initiative aimed at creating a unique downtown destination that reflects the rich cultural heritage and history of the area while being responsive to current social, economic, and environmental needs. After a short presentation, we'll explore downtown Vancouver, checking out the project's impact on the streetscape and learning about the design principles that guided the creation of a streetscape that is safer, more connected, and accessible for all. You'll also get a comprehensive overview of the decision-making process, including community and business engagement strategies and the challenges and opportunities encountered along the way. The tour will conclude with a full-scale mock-up of the new streetscape design, giving attendees a glimpse into the future Main Street experience.

- **William Grimm**, First Forty Feet
- **James Brackenhoff**, First Forty Feet
- **Jason Graf**, First Forty Feet

- **Living in the Heart of the City: Developing Affordable Housing in Downtown Vancouver**

- **City Hall, Courtyard**

The City of Vancouver has tackled the housing crisis with a variety of projects. From infill development at Block 10 to Safe Stay pallet housing, downtown Vancouver can be a case study for the region in how to develop affordable housing in your downtown. In this field session, you'll learn about just that, as City team members showcase downtown projects that work toward an end to the housing crisis.

- **Jamie Spinelli**, City of Vancouver
- **Samantha Whitley**, City of Vancouver

- **Bridging History: Exploring the I-5 Bridge**

- **Hilton Vancouver Washington**

For the century-old Interstate Bridge, a life force of Portland and Vancouver, replacement is imminent, and the impact and change that will come with that is hard to fully comprehend. This tour and talk will take attendees inside the bridge to see its inner workings while learning about the project, its impacts, and the change it will have on the community. Please note that this may be an intimidating option for those with a fear of heights. *Participants must wear non-slip, close-toed shoes. Personal protective equipment (PPE) will be supplied, though you are welcome to bring your own.*

- **Hayli Reff**, Interstate Bridge Replacement Program
- **Chris Bell**, Oregon Department of Transportation

10:30 AM-11:30 AM | SESSION BLOCK F

- **A Community Vision for Our Neighborhood Future: Tacoma's McKinley Neighborhood Plan**

📍 *City Hall, Aspen Room*

This session will focus on one example of innovative, equitable community engagement to co-create a vision for the future of a place alongside neighbors and business owners. Drawing on nine months of co-creation and more than 1,500 "engagements"—and informed by responses from surveys, public meetings, events, multilingual focus groups, online and business engagement, participatory youth mapping, and community leadership opportunities—the City of Tacoma's McKinley Hill Neighborhood Plan outlines a vision for the neighborhood's future, with a particular focus on placemaking, art strategies, and implementation of "quick win" projects to show ongoing commitment and progress in real time.

- **Anneka Olson**, City of Tacoma
- **Rebecca Solverson**, City of Tacoma
- **Lauren Hoogkamer**, City of Tacoma

- **Love is Not Enough: Providence Academy Preservation Case Study**

📍 *Providence Academy Chapel*

Providence Academy, built in 1873 and designed by Mother Joseph of the Sacred Heart, is one of the Northwest's most historically and architecturally significant buildings. While advancing its physical preservation, the Historic Trust is at the same time increasing the interpretation of its history for the public. Today's Academy is about community vitality and economic development in addition to history. What are the strategies and partnerships that are making possible the ongoing rehabilitation of this large building with much deferred maintenance? Learn about the Historic Trust's long-term stewardship from an expert panel representing preservation, economic development, and community support.

- **Temple Lentz**, The Historic Trust
- **Teresa Brum**, Brum & Associates
- **Lee Rafferty**, Vancouver's Downtown Association (Retired)
- **John McDonagh**, Greater Vancouver Chamber
- **Jessica Engeman**, Continuum Preservation

- **Black Historic Sites in Washington State**

📍 *Union Chapel*

The Black Historic Sites Survey Project is documenting historic sites significant to Black history in Washington State. In this session, we'll dive into the extensive research and public outreach happening around the state, highlighting important sites in Black history and identifying how these historic sites manifest in today's environment.

- **Monette Hearn**, Black Historic Sites Survey Project
- **Ellen Mirro**, Studio TJP

- **A Compass for Comprehensive Change**

📍 *Vancouver Community Library, Columbia Room*

Diving into the nuances, delights, and challenges of change, this interactive workshop will draw on real initiatives to give participants the active skills and tools to understand how to usher in change in their communities while navigating the status quo. You'll develop an approach to initiating comprehensive change initiatives that meet different people where they are and help usher in change more gracefully and with engaged stakeholders.

- **Kevin Hiebert**, Resonate

11:30 AM-1:00 PM | LUNCH

1:00 PM-2:00 PM | SESSION BLOCK H

- **Addressing the Housing Crisis: State Requirements and Local Strategies**

📍 *City Hall, Aspen Room*

As Washingtonians work together to address the housing crisis, we're here to guide you through new requirements and legislation and to help you understand your role. Join us to learn about new state requirements for housing in local comprehensive plans, new bills to allow more housing and how they support locally established preservation ordinances, the periodic update process for comprehensive plans and regulations, and the roles of local preservationists and Main Street managers in supporting housing for all while moving toward local goals. To put this in context, we'll use Spokane as a case study to show how we can embrace housing more neighbors while maintaining historic neighborhood character.

- **Anne Fritzel**, Washington State Department of Commerce
- **Megan Duvall**, City | County of Spokane Historic Preservation Office

- **The Future of Preservation**

📍 *Vancouver Community Library, Columbia Room*

The Washington Trust for Historic Preservation's PreserveWA Fellowship aims to support emerging leaders and amplify youth perspectives in the field of preservation and community building. At this panel, hear reflections from former PreserveWA Fellows—what changes they've seen in the field, how students and young professionals can get more involved in preservation, what they hope to see in the future of preservation, and more.

- **Anneka Olson**, City of Tacoma
- **Logan Camporeale**, City | County of Spokane Historic Preservation Office
- **Patrick Hanley**, City of Vancouver
- **John Rodezno**, SMR Architects

- **Thriving Together: Main Street Programs for Clean, Safe, and Inviting Downtowns**

📍 *Union Chapel*

Main Streets are for everyone, and our work as Main Street practitioners should help our downtowns feel inviting and safe for all. In this session, a panel of

Executive Directors from Main Streets big and small will share about the programs they've developed to increase cleanliness and safety downtown. Join us to learn more about how these programs got started, how they are funded and managed, and the partnerships required to make them work.

- **Gustavo Utstariz**, Main Street America
- **Todd Cutts**, Olympia Downtown Alliance
- **Alice Clark**, Downtown Bellingham Partnership
- **Liz Stenning**, Downtown Everett Association
- **Annalee Tobey**, Experience Chehalis

- **Food in the Historic Fabric: Preserving Intangible Cultural Heritage**

- 📍 **Providence Academy Chapel**

- Supporting the continuance of local folkways, intangible heritage, and culturally specific practices requires a holistic approach. This session will explore food heritage preservation through examples of initiatives by local governments, the work of nonprofits, and programs of the National Park Service and UNESCO. The laws and institutions supporting historic preservation efforts across the country are rooted in the protection of the built environment as a method for conveying its associated cultural significance. By examining methods for nurturing the continuance of food heritage practices, we will begin to explore the complex place-based relationships of cultural heritage.

- **Jeronimo Roldan**, Department of Archaeology and Historic Preservation

2:30 PM-4:00 PM | ICE CREAM SOCIAL & PITCH COMPETITION

- 📍 **Ripple Space**

- A celebration of RevitalizeWA, community, and the places that we all love so dearly, our closing for this year's conference will bring together two things we at the Washington Trust are quite fond of: ice cream and competition. Select Main Street Communities will have the opportunity to pitch a project for their downtown, and you—our conference attendees—will select a winner to receive project funding.

5:30 PM-7:00 PM | ANNUAL MEMBERS MEETING

- 📍 **The Historic Trust, Red Cross Building**

- We hope you'll stick around after the conference to join us for the Washington Trust's Annual Members Meeting for a little more food, drink, and camaraderie as we celebrate preservation accomplishments throughout the state and vote in our newest board members.