

PLACES

WALLA WALLA · OCTOBER 16-18, 2024

PLEASE NOTE:

Mobile tours, Main Street Building Blocks, and the Excellence on Main awards reception are not included in registration and require additional tickets, which are available as add-ons through our conference registration platform.

Unless otherwise noted, all sessions will take place at the Marcus Whitman.

WEDNESDAY, OCTOBER 16

11:00 AM-3:30 PM | MAIN STREET BUILDING BLOCKS*

📍 *Whitman College*

Want to deepen and develop your understanding of the work of Main Street? We're excited to offer this new pre-conference learning opportunity focused on nonprofit fundamentals and best practices through a Main Street lens. This event will include our popular Main Street 101 session; a new Main Street 102 session; roundtable lunches with other executive directors, board members, staff, and volunteers; and topical sessions with options to explore fundraising, volunteer recruitment and retention, leading effective teams, and more. Keep an eye out for more details about this new educational offering over the summer and remember: if you prefer to wait for the full conference program to register for this event, you can always add it onto your registration later! **Ticketed attendees of this event will be able to register on site.**

12:00 PM-5:00 PM | REGISTRATION

📍 *Marcus Whitman Hotel Lobby*

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

Join us in the beautiful, historic Marcus Whitman Hotel for the official kickoff of PLACES 2024. The plenary will be a hearty welcome to Walla Walla and an energizing start to a conference full of creative ideas, delightful connections, and insightful solutions to bring back to your own community.

Preservation practitioner, educator, and scholar Fallon Samuels Aidoo will present our conference keynote. As we begin our time together in Walla Walla, Fallon will inspire us to think deeply about the human-centered work of historic preservation, Main Street, and economic vitality. Plus, she'll tee us up to explore this year's guiding questions of honoring intangible heritage, fostering social connection, and encouraging neighbors to learn and grow together. You won't want to miss it!

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 PLACES conference.

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

📍 *Walawála Plaza*

Join us to celebrate the kick-off of PLACES 2024, as we gather in one of Walla Walla's most vibrant public spaces—Walawála Plaza—and enjoy the businesses surrounding it.

THURSDAY, OCTOBER 17

8:00 AM-5:00 PM | REGISTRATION

📍 *Marcus Whitman Hotel Lobby*

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

• **Mapping Memory: Place-Based Digital Storytelling Projects**

Learn more about the transformative power of place-based digital storytelling projects, how to integrate this work into historic preservation, and how you can start collecting stories in your community. Together, our panelists will discuss the methodologies, objectives, and challenges of their respective projects—the Listeners Project: Queremos Escucharte (local to the Walla Walla Valley), the Abuelas Project (a Texas-based pilot), and East at Main Street: APIA Mapping Project (a national collection)—offering a comparative view across different geographic scales. Whether you're interested in grassroots community engagement or national

storytelling initiatives, this panel promises to inspire and inform with practical strategies and compelling stories.

- **Sehila Mota Casper**, Latinos in Heritage Conservation
- **Huy Pham**, APIAHiP: Asian and Pacific Islander Americans in Historic Preservation
- **Abby Muro**, Walla Walla Immigrant Rights Coalition

• **Creating Local Historic Districts—It's a Different World Now!**

Creating local historic districts has long been a mysterious process that seems out of reach for many communities. Spokane is one of the few Certified Local Governments (CLGs) that has been actively creating large, locally-registered historic districts, an incredible tool for providing financial incentives to property owners, whether in a residential or commercial district. In this session, we'll discuss strategies from our own experiences, including the nuts and bolts of how we create districts in Spokane, how we have navigated the changing climate of preservation opposition over the years, and how we integrated practical infill design to address housing needs within districts.

- **Megan Duvall**, City|County of Spokane
- **Logan Camporeale**, City|County of Spokane

• **Brewing Collaboration: Empowering Local Economics Through Collective Action**

In a world where collaboration is key to thriving communities, join us for an inspiring session on how a simple coffee tradition ignited a wave of economic development in Walla Walla. Discover how leaders from Visit Walla Walla, Walla Walla Valley Wine, the Walla Walla Valley Chamber of Commerce, and the Downtown Walla Walla Foundation leveraged their informal gatherings into impactful initiatives. Engage with real-world examples of collaborative projects that are reshaping Walla Walla's economic landscape, explore the relevance of cross-sector partnerships in today's economic climate, and gain actionable insights for fostering collaboration in your own community. Don't miss this timely and engaging discussion on driving sustainable growth through collective action.

- **Kathryn Witherington**, Downtown Walla Walla Foundation
- **Liz Knapke**, Walla Walla Valley Wine
- **Arlene Alen**, Walla Walla Valley Chamber of Commerce
- **Guy Glaeser**, Visit Walla Walla

• **Engaging Youth in Downtown**

In this session, we'll discuss how we can intentionally collaborate with youth in our districts and why it's important to do so. We'll draw on our experiences and lessons learned, looking at examples from Main Street organizations across Washington, including youth board positions, internships, collaborative projects, and specific community engagement initiatives. Through these examples, we'll talk about the active steps we took to initiate these projects, what the purpose and intended outcome of including youth is, and how to

effectively initiate, communicate, and manage those relationships.

- **Jordan Peterson**, Cle Elum Downtown Association
- **Additional Panelists TBA**

9:00 AM-12:00 PM | MOBILE TOUR BLOCK 1

📍 *All mobile tours meet in the Marcus Whitman Hotel lobby.*

🚌 **Big Skies, Big Hearts, Big Wine**

Just across the Washington-Oregon border is Milton-Freewater, a town known for its rich agricultural heritage and vibrant Latinx population. Over the past ten years, the Milton-Freewater Chamber Downtown Alliance has made significant positive impacts, culminating into the rebirth of a diverse, close-knit community. Despite how it looks, businesses have opened, buildings have begun restoration efforts, and public art programs are now an annual addition to the downtown. Community beautification and placemaking through outdoor venues, art installations, and a lively event calendar has fostered a culture of community that brings neighbors together. Ticket price includes transportation to and from the site, but please note that the tour itself will be on foot.

- **Milton-Freewater Downtown Alliance Staff**

🚌 **Re-Interpreting History at Whitman Mission**

Join us for an on-the-ground case study of how to transform a site of trauma into a place of healing. Until recently, the old interpretive signage at the Whitman Mission National Historic Site presented a biased perspective of historic events, one told solely from the missionary perspective. But in the last few years, the Whitman Mission National Historic Site partnered with the Confederated Tribes of the Umatilla Indian Reservation to reinterpret the site from the first-person perspective of these Tribes. This tour of the new, on-site wayside signs delves into their collaborative development/design process, shares interpretive best practices, and asks attendees to respond to the stories and designs. Ticket price includes transportation to and from the site, but please note that the tour itself will be on foot.

- **Angela Mele**, Studio Understory
- **Kate Kunkel-Patterson**, Whitman Mission National Historic Site
- **Timothy Nitz**, Confederated Tribes of the Umatilla Indian Reservation

🏠 **Money In Your (Preservation) Pocket: Leveraging Easements and Tax Credits to Fund Restoration Projects**

Meet the important—but underutilized—tool for financially supporting your local preservation projects: the easement. Utilizing this tool can be the difference between saving a historic building and losing it, especially if you're attuned to the Secretary of Interior's Standards and other preservation requirements. Just

ask Walla Walla's former YMCA building and Dacres Hotel! Join us for a tour of these local historic buildings to learn how their restoration and reuse projects are successfully leveraging easements and tax credits. Plus, get tips on how your community's historic preservation organizations can develop their own preservation easement programs.

- **Chris Moore**, Washington Trust for Historic Preservation
- **Moira Nadal**, Washington Trust for Historic Preservation
- **Jerónimo Roldán**, Department of Archaeology and Historic Preservation
- **Antonin Robert**, GBX Group

10:15 AM-10:45 AM | SESSION BLOCK B

• **Planning for Housing in Walla Walla**

The City of Walla Walla made significant changes to their zoning code in late 2018, including combining three exclusively single-family zones into one neighborhood residential zoning district. Minimum lot sizes were removed, building setbacks and maximum lot coverage were relaxed, and a minimum net density was established. Walla Walla's historic residential neighborhoods are either in the neighborhood residential zone or the multifamily residential zoning district, which have few requirements and design standards. Due to this flexibility, historic residential neighborhoods in Walla Walla continue to evolve and allow residents to use their properties creatively. During this session, we will provide an overview of how we made these changes and discuss some pros and cons to this approach.

- **Preston Frederickson**, City of Walla Walla
- **Lisa Wasson Seilo**, City of Walla Walla

• **The WISAARD-ing World of Local Government**

WISAARD is a statewide, free tool built by DAHP to record historic resources and assist in planning and regulatory efforts, not only on the state level but also on the local level. While a helpful resource, it does have its bugs and special quirks, which is why the DAHP team is here to provide a walkthrough of the database and answer any lingering questions. Come learn about what WISAARD can do for your local government, your Main Street, or even just the general public!

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

• **Community Council: Engaging Communities to Solve Complex Problems**

Join us to explore the transformative power of Community Council's study/action model for community change. Discover the intricacies of our community outreach, delve into our study process tackling vital topics, and learn about the impactful outcomes we've seen in areas like affordable housing, education as a path to economic growth, and more. You'll leave equipped with the tools to initiate similar

endeavors in your own community and inspired to foster positive change by addressing complex challenges through this community-driven model.

- **Mary Campbell**, Community Council
- **Laura Prado**, Community Council

• **Lumber as a Cost-Effective and Sustainable Seismic Retrofit Material for Masonry Structures**

A growing body of research has been developed that validates the use of lumber for the seismic retrofit of URM (unreinforced masonry) structures. These retrofits can provide cost-effective and sustainable options for retrofitting our existing URM building stock. Given the cost-constrained nature of this industry, developments in this area have a direct impact on the accessibility of seismic retrofits to building owners and their communities. This session will provide a high-level summary on a selection of lumber-based retrofit techniques and the research conducted on them to increase awareness of the options available and the impact that they have on both seismic risk to our communities and our ability to preserve our built heritage.

- **Robert Hudson**, Python Fasteners

11:00 AM-12:00 PM | SESSION BLOCK C

• **Create! Our Manifesto in Public Space Design to Foster Social Life**

The design of public spaces (e.g., streets, parks, plazas) directly impacts and influences the social and economic vitality and quality of life of Main Streets and historic districts. Put simply, we shape our streets; our streets shape us. How do we unlock the power of our public spaces to foster inclusive social connection? Join us! Share your successes in place activation, programming, and management! Be inspired by new ideas and approaches! Gain resources and tools for measuring social life! And help us create a manifesto for what place stewardship means to Main Street organizations, leaders, and our movement!

- **Samantha Lorenz**, Terra Soma, LLC

• **Reactivation of Roslyn's Main Street: Renovation of the Historic Harper Lumber Buildings**

This session illustrates preserving a community's unique heritage through reactivating three historic buildings. Tucked into the east side of the Cascades, Roslyn began as a mining town in the late 1800s. A fire destroyed the original downtown in 1888, but it was quickly rebuilt. The Harper Lumber Buildings were constructed in 1895 and 1925, and Harpers Lumber was a significant presence in the community for decades. In 2019, long-time Roslyn property owner and developer John Brian Losh purchased the buildings with the intent to restore them to their former glory. Join us for a lively discussion about the risks involved in restoring historic structures, lessons learned, and the ultimate

benefit to the community.

- **Marc Brown**, Marc Brown Architecture and Design
- **Jeff Adams**, Adams Construction Management
- **Zane Kanyer**, Swenson Say Fagét Structural Engineers
- **J. Casey Losh**, Ewing & Clark, Inc.

- **Social Determinants of Health in Pioneer Square: A Place-Based Approach to Addressing Health Inequity**

This session will dive deep into the work of the Alliance for Pioneer Square (Seattle) and their Social Determinants of Health study. This study uses a systems-theory approach in assessing and addressing community health, health equity, and place-based conditions. This work demonstrates the interconnectedness of the built environment, economic environment, medical access, recreational opportunities, food justice, and health, just to name a few. Come hear from the Alliance and experts in the field on how this community is taking a neighborhood-based approach in dealing with our most complex challenges.

- **Jessa Timmer**, Alliance for Pioneer Square (moderator)
- **Lisa Howard**, Alliance for Pioneer Square
- **Valerie Pacino**, Broadview Planning
- **RaNae Vodder**, Pioneer Square resident and business consultant
- **Kim Cook**, Bread of Life Mission

- **The Past is Present: Participating in Washington's Commemoration of America at 250**

2026 marks 250 years since the signing of the Declaration of Independence in 1776, and with it come nationwide efforts to thoughtfully reflect on the USA's past, present, and future. Washington's Semiquincentennial Committee—staffed by the Washington State Historical Society (WSHS)—coordinates our state's official activities for the 250th. Join the WSHS to discuss how the heritage and preservation sector can meaningfully engage in this commemoration while building lasting community connections. Presenters will share the committee's planning framework, provide a summary of proposed state-funded activities, and introduce resources to help communities maximize participation in the 250th regardless of capacity.

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

Preservation, as they dive into the state of preservation in Washington and how preservationists across the nonprofit and heritage sectors can work together to propel the historic preservation movement forward in Washington.

- **Huy Pham**, APIAHiP: Asian & Pacific Islander Americans in Historic Preservation
- **Jay Baersten**, Washington State Historical Society
- **Moirá Nadal**, Washington Trust for Historic Preservation

- **A Design Thinking Approach to Heritage, Place, and Community**

This workshop will allow attendees to apply a design thinking approach and collaborate on a “how might we” project meant to inspire next steps in efforts to honor heritage, share stories of place, foster inclusivity and social connection, and approach idea-sharing collaboratively and courageously. The session will include brief overviews of each part of the design thinking process, paired with collaborative tasks related to PLACES themes. Attendees can take ideas generated from the session to inspire projects and will learn key elements of the design thinking process that may be useful for future work.

- **Michelle Janning**, Whitman College

- **Centering Arts and Culture in Local Placemaking**

Join a team from Washington and Idaho that is working together to bring arts and cultural placemaking solutions to communities. Hear about how communities in these states have engaged residents in productive and meaningful ways to ensure that local heritage and culture are at the forefront of these discussions and that all voices have a place at the table. With collaborative planning, these communities are working to strategically grow and develop their cultural economy, laying the groundwork for long-term systemic change and vibrancy.

- **Annette Roth**, Washington State Arts Commission
- **Alison Espindola**, Idaho Commission on the Arts

- **Using Preservation Incentives to Meet Washington's Housing Needs and Seismic Retrofits**

In this session, we'll explore Washington's historic preservation incentive programs and their applications to provide affordable housing, seismic retrofits, and anti-displacement strategies. State Historical Architect Jeronimo Roldan will join Washington's leading preservation consultants to discuss the Federal Historic Preservation Tax Credit Program and present examples of its application on significant projects in Seattle and Tacoma. The session will also give an introduction to the basics intended for advocates and Main Street partners searching for incentives for rehabilitation.

- **Jeronimo Roldan**, Department of Archaeology and Historic Preservation
- **Ellen Mirro**, Studio TJP
- **Michael Sullivan**, Artifacts Consultants

LUNCH ON YOUR OWN

We recommend checking out a local restaurant on your lunch break.

1:30 PM-2:30 PM | SESSION BLOCK D

- **Looking Back to Look Forward: Perspectives on Preservation**

Discover the unique journey and collective perspectives of three past and present Preservation Program Directors from the Washington Trust for Historic

1:00 PM-4:30 PM | MOBILE TOUR BLOCK 2

📍 All mobile tours meet in the Marcus Whitman Hotel lobby.

🚗 If These Haylofts Could Talk: Preserving Your Community's Agricultural Heritage

How can we keep the rural heritage and character of our communities intact? Explore this question by visiting a few historic barns in the Walla Walla Valley. Hear directly from property owners and local tour guides to learn more about the region's rich history of agricultural development. Our conversation will also include barn construction methods, barn typologies, and local agricultural history of the Walla Walla Valley. If you have historic barns in your community, this mobile tour is for you! Ticket price includes transportation.

- **Michael Houser**, Department of Archaeology and Historic Preservation
- **Chris Moore**, Washington Trust for Historic Preservation

1:30 PM-4:30 PM | MOBILE TOUR BLOCK 3

📍 All mobile tours meet in the Marcus Whitman Hotel lobby.

🚗 Magical Main Street Businesses: What Makes a Store Stop-worthy and Shop-worthy

We've all felt the magic of walking into an incredible store—and the disappointment of walking into a not-so-great one. But without a deep understanding of how the physical environment affects customers, it can be hard to diagnose and problem solve. In this mobile tour, we'll explore physical characteristics of the shopping environment that customers respond to consciously and subconsciously (which can affect stores' bottom lines). From what makes a mesmerizing storefront to how you can maximize your decompression zone, this tour of Walla Walla businesses will illustrate elements that create a cohesive community atmosphere and support a strong shopping experience for you to bring home to your own Main Street.

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

🚗 Queremos Escucharte: Migrant Stories in the Walla Walla Valley

Join us for a self-directed and interactive walking tour that navigates the stories of Latinx immigrants living in the Walla Walla Valley. Participants will listen to the recorded stories of Estela Muro, Erika Silva, and Gustavo Reyna, walking with them through the struggles and demands that members of our Walla Walla community face day by day. Moments for reflection, dialogue, and exchange will be provided along the way.

- **Abby Muro**, Walla Walla Immigrant Rights Coalition
- **Tia Kramer**, Walla Walla Immigrant Rights Coalition
- **Jara Moreno Arostegui**, Whitman College
- **Featuring stories from Estela Muro, Erika Silva, and Gustavo Reyna**

🚗 Homeland, Culture, and Context: Native Place Names in the Walla Walla Valley

Join Jennifer Karson Engum on this tour of Walla Walla, which will draw from knowledge imparted in her book, *Cáw Pawá Láakni / They Are Not Forgotten*, an ethnogeographic atlas of Native place names and a project of the Tamástslikt Cultural Institute. Jennifer is a cultural anthropologist, ethnographer, and Native American Graves Protection and Repatriation Act (NAGPRA) coordinator for the Confederated Tribes of the Umatilla Indian Reservation.

- **Jennifer Karson Engum**, Tamástslikt Cultural Institute

2:45 PM-3:15 PM | SESSION BLOCK E

• Easements 101

Easements are a powerful but little understood tool for preservation. Join us for this crash course that will explore what easements are, how they work, and when they might be an option for your preservation efforts.

- **Moira Nadal**, Washington Trust for Historic Preservation
- **Antonin Robert**, GBX Group

• Preservation in the Age of Decarbonization

Attendees will learn about the consequences of today's shift in focus from energy to decarbonization. Most notably, this change also shifts the focus on building equipment and fuel sources. For historic buildings, the new focus on building equipment provides paths to significantly improve the climate responsiveness of a building with minimal or even no impact on building envelopes. However, historic buildings are also more likely to have building equipment types—particularly boilers—that are more difficult to decarbonize through electrification. This session will also explore secondary benefits of decarbonization, such as the possibility of reversing previous intrusive HVAC retrofits and improving indoor air quality.

- **Sean Denniston**, Heritage Green Consulting

• Market Mosaic: Cultivating Community Through Farmers Markets

This presentation aims to highlight the critical role that farmers markets play in enhancing community well-being and sustainability. By looking at their economic, social, and environmental impacts, we seek to underscore the necessity of supporting and promoting these vital community assets in our Main Street towns.

- **Sarah Dylan Jensen**, The Market Maven

• Community Partnerships and Why They Matter

Have you ever wondered how some nonprofits are lucky enough to get the most press, considerable sponsorships, and the largest grants? Well, it's not luck. The most successful nonprofits know how to leverage relationships with donors, volunteers, staff, and board members to create community partnerships.

During this workshop, we will discuss different kinds of community partnerships, how they can benefit your organization, and the best ways to build those relationships. Attendees will be encouraged to bring their own current and prospective partners that can be used as “real-life” examples.

- **Brent Mason**, Foss Waterway Seaport Maritime Museum

access to state and local preservation incentives, such as the Washington State historic preservation property tax program known as Special Tax Valuation. Join us for this panel discussion on the changing approaches to working with historic integrity as it applies to the local level.

- **Sarah Steen**, King County Historic Preservation Office

- **Michael deLange**, City of Seattle

- **Logan Camporeale**, City/County of Spokane

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

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

• **Foodways and Co-Creative Placekeeping in Walla Walla**

Growers, distributors, and restaurants are creating networks that bring cultural heritage into our lives and new flavors into our diets. This presentation explores culinary heritage as part of a small business strategy through farm-to-table model restaurants. We will hear from farm owners, restaurateurs, and the folks supporting the growth of our culinary networks, exploring these relationships to demonstrate how culture and meaning are developed and maintained by people in places on a regional scale.

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

- **Island Ainsworth**, Saffron Mediterranean Kitchen

• **Getting Past the Dollars and Cents: Assessing the Social Impact of Main Street**

By now, local Main Street leaders are well accustomed to documenting and touting the economic impacts of their programs. Coming out of the pandemic and facing an epidemic of isolation and loneliness, it seems important that we start measuring and communicating the impacts of Main Streets for social wellbeing. This workshop session will include a brief presentation on potential metrics and methods for measuring the social impacts of Main Street programs before turning the focus to breakout groups to discuss the potential paths forward for this work.

- **Michael Powe**, Main Street America

• **Historic Integrity: A More Inclusive Approach at the Local Level**

The National Park Service defines historic integrity as “the ability of a property to convey its historical associations or attributes,” which often means a resource must retain a substantial amount of its original physical fabric and/or architectural design, including siding, doors, and windows. This is a high, often insurmountable bar for many owners of historically important buildings who often out of necessity, cultural norms, and cost considerations have made physical changes to historic materials over the years. However, at the local level, there can be more flexibility built into local ordinances for making the argument that a resource is eligible for a local register of historic places, especially for communities that participate in the Certified Local Government (CLG) Program. Inclusion on a local register often offers regulatory protections for historic resources as well as

• **Embedding Inclusion and Belonging in Community Engagement Work**

Attendees will learn about a wide range of engagement approaches that ensure inclusiveness and belonging. Understanding the historical impacts of environmental inequities—particularly those driven by extractive practices such as building dams, agriculture, commercial fishing, port operations, and legacy pollution—is fundamental to a truly inclusive community engagement process. This session will share case studies of human-centered projects that are culturally grounded in values that focus on understanding the people who have historically been harmed and using storytelling as a powerful tool for engineering a broad spectrum of voices in sharing lessons learned for future generations.

- **Ellen Southard**, Site Story

- **Marin Bjork**, Site Story

4:30 PM-6:00 PM | YOUNG PROFESSIONALS HAPPY HOUR

📍 *Kirkman House*

Join your fellow young professionals to network, socialize, and talk shop at this “no-host” gathering.

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

📍 *Gesa Powerhouse Theatre*

Exceptional entrepreneurs, organizers, and preservationists from communities across the state will be celebrated at our 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 18

8:00 AM-1:00 PM | REGISTRATION

📍 *Marcus Whitman Hotel Lobby*

9:00 AM-10:15 AM | PLACES PRESENTS

PLACES Presents will spotlight two thought leaders whose work speaks to the importance of historic

preservation, honoring intangible heritage, and sharing stories rooted in place and underlines how preservation and placemaking can lead to stronger social connections and healthy communities.

- **Sehila Mota Casper**, Latinos in Heritage Conservation
- **Jennifer Karson Engum**, Tamástslíkt Cultural Institute

9:00 AM-12:00 PM | MOBILE TOUR BLOCK 4

📍 *All mobile tours meet in the Marcus Whitman Hotel lobby.*

🚶 Downtown Walla Walla Through a Main Street Lens

Get your walking shoes on and hit the streets of Walla Walla with your Main Street guides! Join the Downtown Walla Walla Foundation team for a tour of the unique shops and restaurants that line the district's blocks. Along the way, we'll share lessons learned on activating public spaces, balancing tourists and local residents, and other behind-the-Main-Street-scenes stories.

- **Downtown Walla Walla Foundation staff**

🗺 The Path and Power of the National Register: Lessons on Listing Your Historic Downtown District

As we explore Walla Walla's historic downtown district, we will discuss the path that led to its National Register Historic District listing in 2021. Our discussion will include the nomination project itself, the resources used to complete it, and lessons learned along the way. We will then switch gears to "what now" and what has occurred since designation. This portion of the session will focus on what impact the downtown district has had (and not had), common public misconceptions, and how we are using this designation to galvanize historic preservation work downtown.

- **Melissa Shumake**, Walla Walla County
- **Lisa Wasson Seilo**, City of Walla Walla
- **Michael Houser**, Department of Archaeology and Historic Preservation

🏡 Slow and Steady: How Incremental Successes Lead to Huge Wins

It's no secret that the collaborative efforts of downtown projects can take a long time, which is why Main Street is all about celebrating incremental successes! In this tour, we'll visit two public space projects in downtown Walla Walla, the Walawála Plaza Project and the Heritage Square Project: two huge wins for the community. During our visit, we'll discuss the various incremental successes that culminated in bringing these projects to life, from partnerships with the City, engagement with cultural institutions, and leveraging Federal ARPA dollars and other local funding sources.

- **Downtown Walla Walla Foundation staff**
- **City of Walla Walla Parks and Recreation staff**

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

• **Systemic Barriers in Preservation for Underrepresented Communities**

This session presents an overall analysis of why places associated with African American heritage are so severely underrepresented on the National Register of Historic Places and in city landmarks, using specific examples from the City of Tacoma to illustrate the barriers in listing important African American sites. DAHP Black Historic Sites Survey Coordinator Monette Hearn and architectural historian Ellen Mirro will present their experiences from the Tacoma Black Heritage Project, illustrating overall themes in how discriminatory practices have affected potential Black historic resources with a specific emphasis on resources in the City of Tacoma.

- **Ellen Mirro**, Studio TJP
- **Monette Hearn**, Department of Archaeology and Historic Preservation

• **DIY Condition Assessment**

We have a pretty good idea when our loved ones are sick or out of sorts. Some of us have a good sense of when something isn't working right in our cars. But what about our buildings? This session will help you learn to identify common—and not so common—ways that buildings deteriorate and age over time. Through interactive exercises with multiple examples of building deterioration, participants will learn how to identify deterioration problems and get a sense of how severe problems may be.

- **Brian D. Rich**, Richaven Architecture & Preservation

• **Meaningful Connections: Building Resilience in Your Smallest Businesses**

This workshop will amplify conversations among Main Street organizations who have nurtured a sense of place and belonging for the smallest businesses in their communities through connections with business resource partners around the state. The session will build on recommendations from the June 2021 Main Street Support for Microenterprises Report through the voices of Main Street organization representatives. This will be an interactive session where attendees will explore ways to identify and access funding opportunities and relevant business tools and resources they can immediately share with the businesses in their downtown communities.

- **Lisa Smith**, Washington State Microenterprise Association

• **Telling Better Stories Through Heritage Interpretation**

When it comes to historic preservation, it's often easy (as passionate individuals to the topic) to assume everyone knows why it is important to care for and care about our special places. Because of that, it's important to look from new perspectives to understand how we can make visitors feel the same passion we do. This workshop will introduce tools on how to make your

stories more relevant to the audiences who are coming and those you want to visit.

- **Chuck Lennox**, Lennox Insites
- **Emily Jacobs**, Washington State Parks and Recreation Commission

LUNCH ON YOUR OWN

We recommend checking out a local restaurant on your lunch break.

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

- **Power in Preservation: The Community Resilience of Byrd Barr Place & Seattle's Fire Station #23**

This session will highlight the past, present, and ongoing social service work of Byrd Barr Place within Seattle's historically Black Central District neighborhood and historic Fire Station #23. A case study for the types of funding and advocacy that can be utilized in pursuing ownership of a building, the story of Byrd Barr Place and Seattle's Fire Station #23 speaks to the cultural value that ownership and stewardship bring to the communities that buildings serve. The session will explore how Byrd Barr Place's vision and advocacy were central to the programming and design of Fire Station #23's renovation and how the building's historic character and organization continue to facilitate ever-changing community service needs.

- **Tremayne Edwards**, Byrd Barr Place
- **Heyward Watson**, Byrd Barr Place
- **Andreas Baatz**, SHKS Architects
- **David Strauss**, SHKS Architects

- **Falling in Love with the Found Condition: History as a Guide for Design**

Attendees will learn about the feasibility and design approach to rehabilitate and preserve the Georgetown Steam Plant in Seattle and Fort Worden Building 305 in Port Townsend, both National Historic Landmarks (among other designations!). We will cover the research and documentation of existing conditions; share the material mapping, careful consideration given to historic equipment, and finishes; and discuss how imprints of historic uses and textures on the buildings can help tell a story of past uses while fostering new community activation.

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

- **Key Elements for Building an Intentional Fundraising Program**

Building a strong and intentional fundraising program is hard work. It can bring great joy and great frustration if you are the one leading this effort. Start simple with the key elements that matter most. We will spend our time together making an action plan that builds upon your successes. Leave with a renewed enthusiasm for how you are going to achieve great fundraising success!

- **Rebecca Zanatta**, RJZ Connections, Inc.

- **Identification of Cultural Landscapes**

In the past several years, there has been an increased interest among local, state, and federal agencies, cultural resource preservation advocates, and the public in regard to the identification, documentation, and preservation of cultural landscapes. However, many members of these stakeholder groups are not aware of the regulations, professional practices, and terminology related to cultural landscapes. The identification, documentation, and preservation of cultural landscapes are also pressing issues due to ongoing threats to their preservation, such as development pressure and natural disasters. In this session, attendees will learn about cultural landscapes, including how the Department of Archaeology and Historic Preservation regulates them and provides guidance to stakeholders about their identification, documentation, and preservation. We will also discuss how cultural resource management professionals survey and document cultural landscapes in the course of their everyday work.

- **Maddie Levesque**, Department of Archaeology and Historic Preservation
- **Penelope Cottrell-Crawford**, Willamette Cultural Resources Associates, Ltd.
- **Adam S. Alsobrook**, Willamette Cultural Resources Associates, Ltd.

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

Drayman House

A celebration of PLACES, 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

Gard Vintners

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.