

PLACES



WALLA WALLA

OCTOBER 16-18, 2024



SCHEDULE AT A GLANCE

WEDNESDAY, OCTOBER 16

11:00 am-3:30 pm **MAIN STREET BUILDING BLOCKS***

*Reid Campus Center,
Whitman College; Room G02*

12:00 pm-5:00 pm **REGISTRATION & INFO**

*Ballroom Lobby,
Marcus Whitman Hotel*

4:30 pm-6:00 pm **OPENING PLENARY & KEYNOTE ADDRESS**

*Explorer Ballroom,
Marcus Whitman Hotel*

6:15 pm **GROUP PHOTO**

Heritage Square

6:30 pm-7:30 pm **OPENING RECEPTION**

Heritage Square

THURSDAY, OCTOBER 17

8:00 am-3:30 pm **REGISTRATION & INFO**

*Ballroom Lobby,
Marcus Whitman Hotel*

8:00 am-9:00 am **BLUE MOUNTAIN THRIVE URBAN HIKE**

*Departs from the Ballroom
Lobby, Marcus Whitman
Hotel*

9:00 am-10:00 am **SESSION BLOCK A**

A1. Mapping Memory: Place-Based Digital Storytelling Projects

*Lewis Room,
Marcus Whitman Hotel*

A2. Creating Local Historic Districts—It's a Different World Now!

*Clark Room,
Marcus Whitman Hotel*

A3. Brewing Collaboration: Empowering Local Economics Through Collective Action

*Sacajawea Room,
Marcus Whitman Hotel*

A4. Engaging Youth in Downtown

*Renaissance Ballroom,
Marcus Whitman Hotel*

9:00 am-12:00 pm **MOBILE TOUR BLOCK 1***

MT1. Big Skies, Big Hearts, Big Wine

MT2. Re-Interpreting History at Whitman Mission

MT3. Money In Your (Preservation) Pocket: Leveraging Easements and Tax Credits to Fund Restoration Projects

*All mobile tours meet in
the Ballroom Lobby of the
Marcus Whitman Hotel*

10:15 am-10:45 am **SESSION BLOCK B**

B1. The WISAARD-ing World of Local Government

*Clark Room,
Marcus Whitman Hotel*

B2. Planning for Housing in Walla Walla

*Sacajawea Room,
Marcus Whitman Hotel*

B3. Community Council: Engaging Communities to Solve Complex Problems

*Renaissance Ballroom,
Marcus Whitman Hotel*

11:00 am-12:00 pm **SESSION BLOCK C**

C1. The Past is Present: Participating in Washington's Commemoration of America at 250

*Lewis Room,
Marcus Whitman Hotel*

C2. Reactivation of Roslyn's Main Street: Renovation of the Historic Harper Lumber Buildings

*Clark Room,
Marcus Whitman Hotel*

C3. Social Determinants of Health in Pioneer Square: A Place-Based Approach to Addressing Health Inequity

*Sacajawea Room,
Marcus Whitman Hotel*

C4. Create! Our Manifesto in Public Space Design to Foster Social Life

*Renaissance Ballroom,
Marcus Whitman Hotel
Downtown Walla Walla*

12:00 pm-1:30 pm **LUNCH ON YOUR OWN**

1:00 pm-4:30 pm **MOBILE TOUR BLOCK 2***

MT4. If These Haylofts Could Talk: Preserving Your Community's Agricultural Heritage

*All mobile tours meet in
the Ballroom Lobby of the
Marcus Whitman Hotel*

1:30 pm-2:30 pm **SESSION BLOCK D**

D1. Looking Back to Look Forward: Perspectives on Statewide Preservation Programs

*Lewis Room,
Marcus Whitman Hotel*

D2. Using Preservation Incentives to Meet Washington's Housing Needs and Seismic Retrofits

*Clark Room,
Marcus Whitman Hotel*

D3. A Design Thinking Approach to Heritage, Place, and Community

*Sacajawea Room,
Marcus Whitman Hotel*

D4. Centering Arts and Culture in Local Placemaking

*Renaissance Ballroom,
Marcus Whitman Hotel*

1:30 pm-4:30 pm **MOBILE TOUR BLOCK 3***

MT5. Magical Main Street Businesses: What Makes a Store Stop-worthy and Shop-worthy

MT6. Queremos Escucharte: Migrant Stories in the Walla Walla Valley

MT7. Homeland, Culture, and Context: Native Place Names in the Walla Walla Valley

*All mobile tours meet in
the Ballroom Lobby of the
Marcus Whitman Hotel*

2:45 pm-3:15 pm **SESSION BLOCK E**

E1. Easements 101

*Lewis Room,
Marcus Whitman Hotel*

E2. Preservation in the Age of Decarbonization

*Clark Room,
Marcus Whitman Hotel*

E3. Community Partnerships and Why They Matter

*Sacajawea Room,
Marcus Whitman Hotel*

E4. Market Mosaic: Cultivating Community Through Farmers Markets

*Renaissance Ballroom,
Marcus Whitman Hotel*

3:30 pm-4:30 pm **SESSION BLOCK F**

F1. Historic Integrity: A More Inclusive Approach at the Local Level

*Lewis Room,
Marcus Whitman Hotel*

F2. Foodways and Co-Creative Placekeeping in Walla Walla

*Clark Room,
Marcus Whitman Hotel*

F3. Getting Past the Dollars and Cents: Assessing the Social Impact of Main Street

*Sacajawea Room,
Marcus Whitman Hotel*

F4. Embedding Inclusion and Belonging in Community Engagement Work

*Renaissance Ballroom,
Marcus Whitman Hotel*

4:30 pm-6:00 pm **YOUNG PROFESSIONALS HAPPY HOUR**

Kirkman House

6:00 pm-8:00 pm **EXCELLENCE ON MAIN AWARDS RECEPTION***

Gesa Power House Theatre

FRIDAY, OCTOBER 18

8:00 am-1:00 pm **REGISTRATION & INFO**

*Ballroom Lobby,
Marcus Whitman Hotel
Explorer Ballroom,
Marcus Whitman Hotel*

9:00 am-10:15 am **PLACES PRESENTS**

9:00 am-12:00 pm **MOBILE TOUR BLOCK 4***

- MT8.** Downtown Walla Walla Through a Main Street Lens
- MT9.** The Path and Power of the National Register: Lessons on Listing Your Historic Downtown District
- MT10.** Slow and Steady: How Incremental Successes Lead to Huge Wins

*All mobile tours meet in
the Ballroom Lobby of the
Marcus Whitman Hotel*

10:30 am-11:30 am **SESSION BLOCK G**

- G1.** Systemic Barriers in Preservation for Underrepresented Communities
- G2.** Telling Better Stories Through Heritage Interpretation
- G3.** Meaningful Connections: Building Resilience in Your Smallest Businesses
- G4.** DIY Condition Assessment

*Explorer Ballroom,
Marcus Whitman Hotel
Sacajawea Room,
Marcus Whitman Hotel
Renaissance Ballroom,
Marcus Whitman Hotel
Empire Room,
Marcus Whitman Hotel
Downtown Walla Walla*

11:30 am-1:00 pm **LUNCH ON YOUR OWN**

1:00 pm-2:00 pm **SESSION BLOCK H**

- H1.** Power in Preservation: The Community Resilience of Byrd Barr Place & Seattle's Fire Station #23
- H2.** Falling in Love with the Found Condition: History as a Guide for Design
- H3.** Key Elements for Building an Intentional Fundraising Program
- H4.** Identification of Cultural Landscapes

*Explorer Ballroom,
Marcus Whitman Hotel
Sacajawea Room,
Marcus Whitman Hotel
Renaissance Ballroom,
Marcus Whitman Hotel
Empire Room,
Marcus Whitman Hotel
Heritage Square*

2:00 pm-3:30 pm **ICE CREAM & IDEAS**

5:30 pm-7:00 pm **WASHINGTON TRUST ANNUAL MEMBERS MEETING**

Gård Vintners

For venue addresses and a map, see pages 26-27.

Cover photo: The iconic clock in front of Falkenberg's Jewelers and the Reynolds-Day Building on Main Street in downtown Walla Walla. Photo courtesy of Steph Forrer.

MOBILE TOURS

All mobile tours meet in the Ballroom Lobby of the Marcus Whitman Hotel. Plan to arrive 10 minutes prior to the start time listed in the program.

COVID

Proof of vaccination and masking are not required for attendance at PLACES 2024. We encourage any attendees who prefer to wear masks to do so.

BELONGING AND ACCESSIBILITY

We are dedicated to building a welcoming environment at this year's PLACES conference. Please scan the QR code at right to view our community norms, physical accessibility elements, mental wellbeing reminders, and an easy map to plan your route around Walla Walla.

FIND US ON SOCIAL MEDIA

Tag your posts from the conference with **#places2024** to share them with us!



PRESERVEWA



WASHINGTONMAINSTREET



@PRESERVEWA



Downtown Walla Walla. Photo courtesy of Visit Walla Walla.

WELCOME TO PLACES



Cyclists in downtown Walla Walla. Photo courtesy of Brady Lawrence.

Welcome to Walla Walla! The Washington Trust for Historic Preservation and the Department of Archaeology & Historic Preservation are excited to partner with the Downtown Walla Walla Foundation to host Washington State’s conference focused on the continued care of place through historic preservation, placemaking, and economic vitality. The timing and location of this conference are no coincidence—both the Washington State Main Street Program and the Downtown Walla Walla Foundation are celebrating 40th anniversaries this year!

Walla Walla is a community with a strong preservation ethic, robust tourism economy, and the best wine this side of the Atlantic. As evidenced by two newly updated public squares downtown and numerous recent building renovations, partnerships are incredibly strong in this city. As if that’s not enough to love, Walla Walla is a community that continues to innovate and ask difficult questions about success and the future. We’re here to learn from and with the Downtown Walla Walla Foundation, their partners, and you.

The conference kicks off on **Wednesday** with Main Street Building Blocks, geared toward local Main Street practitioners and volunteers. Whether you’re spending your afternoon at Building Blocks or enjoying downtown Walla Walla’s shopping and dining district,

don’t miss our Opening Plenary featuring Fallon Samuels Aidoo. We’ll end Day One with a birthday party (aka Opening Reception) in Heritage Square.

Thursday is packed with classroom sessions and mobile tours on topics ranging from Native place names and culinary heritage to creating historic districts and social determinants of health. Young (and young at heart!) professionals are invited to an afternoon happy hour, and we will wrap up Thursday at our Excellence on Main awards celebration, which celebrates the best of Washington’s Main Street communities.

Friday offers another full day of thought-provoking workshops and mobile tours, culminating in the Main Street Pitch Competition, where the audience will award seed funding to bright ideas that will help build civic participation downtown. And if you’re looking for an excuse to spend even more time with us, you’re all invited to attend the Washington Trust’s Annual Members Meeting Friday evening.

The Washington Trust board and staff extend our deepest appreciation to the sponsors, partners, and volunteers who make this conference possible, with special thanks to the Downtown Walla Walla Foundation and their local partners. We hope you enjoy this beautiful community and all it has to offer to all of us dedicated to the care of places.

LEGEND

- * *Mobile tours and events available as add-ons through our conference registration platform or at our registration & info table with additional costs are marked with an asterisk.*
-  *Denotes that a mobile tour will take place entirely on foot.*
-  *Denotes that a mobile tour will include bus transportation to and from the tour site (but will still include walking!).*
-  *Denotes session or event location. All conference sessions/rooms are at the Marcus Whitman Hotel unless another location is noted.*
-  *Denotes networking events.*

WEDNESDAY, OCTOBER 16

11:00 AM-3:30 PM

MAIN STREET BUILDING BLOCKS

 *Reid Campus Center, Whitman College; Room G02*

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, including timely sessions and roundtable discussions. **Lunch is included.**

12:00 PM-5:00 PM

REGISTRATION & INFO

 *Ballroom Lobby, Marcus Whitman Hotel*

4:30 PM-6:00 PM

OPENING PLENARY & KEYNOTE ADDRESS

 *Explorer Ballroom, Marcus Whitman Hotel*

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, inspiring 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

 *Heritage Square*

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

 *Heritage Square*

Happy birthday to us! The Washington State Main Street Program and the Downtown Walla Walla Foundation turn 40 this year. Join us to celebrate this milestone—and the kick-off of PLACES 2024—at our joint birthday party!



Downtown Walla Walla. Photo courtesy of Steph Forrer.

THURSDAY, OCTOBER 17

8:00 AM-3:30 PM

REGISTRATION & INFO

📍 Ballroom Lobby, Marcus Whitman Hotel

8:00 AM-9:00 AM

BLUE MOUNTAIN THRIVE URBAN HIKE 📍

📍 Departs from the Ballroom Lobby, Marcus Whitman Hotel

Get a jump start on your day with a guided "urban hike" along Mill Creek with the Blue Mountain Action Council, whose Blue Mountain Thrive initiative grew out of the Walla Walla Valley's accomplishment of becoming a Certified Blue Zones Community. Learn more about their ongoing efforts and connect with fellow conference attendees as you enjoy getting to know Walla Walla.

- **Meghan DeBolt**, Blue Mountain Action Council

9:00 AM-10:00 AM

SESSION BLOCK A

A1. MAPPING MEMORY: PLACE-BASED DIGITAL STORYTELLING PROJECTS

📍 Lewis Room, Marcus Whitman Hotel

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—East at Main Street: APIA Mapping Project, the Abuelas Project, and the Listeners Project: Queremos Escucharte—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
- **Tia Kramer**, Walla Walla Immigrant Rights Coalition
- **Jara Moreno Arostegui**, Whitman College and Northwest Archives

A2. CREATING LOCAL HISTORIC DISTRICTS—IT'S A DIFFERENT WORLD NOW!

📍 Clark Room, Marcus Whitman Hotel

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

A3. BREWING COLLABORATION: EMPOWERING LOCAL ECONOMICS THROUGH COLLECTIVE ACTION

📍 Sacajawea Room, Marcus Whitman Hotel

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.

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

A4. ENGAGING YOUTH IN DOWNTOWN

📍 Renaissance Ballroom, Marcus Whitman Hotel

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



Welcome to
WALLA WALLA
We're glad you're here.

DOWNTOWN
WALLA WALLA
foundation



and lessons learned, looking at examples from Main Street organizations across Washington and Oregon, 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*
- **Andrew Le**, *Beaverton Downtown Association*
- **MacKenzie McGee**, *Centralia Downtown Association*

9:00 AM-12:00 PM

MOBILE TOUR BLOCK 1*

📍 *All mobile tours meet in the Ballroom Lobby of the Marcus Whitman Hotel*

MT1. 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. In this mobile tour, the staff of the Milton-Freewater Chamber Downtown Alliance will lead us on a tour of their Main Street and share how their efforts over the past 10 years have fostered positive impacts, culminating in the rebirth of a diverse, close-knit community. This new energy is resulting in new businesses, restoration of buildings, community beautification and placemaking efforts through outdoor venues and art installations, as well as a lively event calendar which 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.

- **Julie Culjak**, *Milton-Freewater Downtown Alliance*

MT2. 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*

MT3. 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 Roldan**, *Department of Archaeology and Historic Preservation*
- **Antonin Robert**, *GBX Group*

10:15 AM-10:45 AM

SESSION BLOCK B

B1. THE WISAARD-ING WORLD OF LOCAL GOVERNMENT

📍 *Clark Room, Marcus Whitman Hotel*

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*

B2. PLANNING FOR HOUSING IN WALLA WALLA

📍 *Sacajawea Room, Marcus Whitman Hotel*

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.

- **Lisa Wasson Seilo**, *City of Walla Walla*
- **Melissa Shumake**, *Walla Walla County*

B3. COMMUNITY COUNCIL: ENGAGING COMMUNITIES TO SOLVE COMPLEX PROBLEMS

📍 *Renaissance Ballroom, Marcus Whitman Hotel*

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*



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Image © Doug Walker Photography Washington Park Building Renovation

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11:00 AM-12:00 PM

SESSION BLOCK C

C1. THE PAST IS PRESENT: PARTICIPATING IN WASHINGTON'S COMMEMORATION OF AMERICA AT 250

📍 *Lewis Room, Marcus Whitman Hotel*

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*

C2. REACTIVATION OF ROSLYN'S MAIN STREET: RENOVATION OF THE HISTORIC HARPER LUMBER BUILDINGS

📍 *Clark Room, Marcus Whitman Hotel*

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.*

C3. SOCIAL DETERMINANTS OF HEALTH IN PIONEER SQUARE: A PLACE-BASED APPROACH TO ADDRESSING HEALTH INEQUITY

📍 *Sacajawea Room, Marcus Whitman Hotel*

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*

C4. CREATE! OUR MANIFESTO IN PUBLIC SPACE DESIGN TO FOSTER SOCIAL LIFE

📍 *Renaissance Ballroom, Marcus Whitman Hotel*

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!

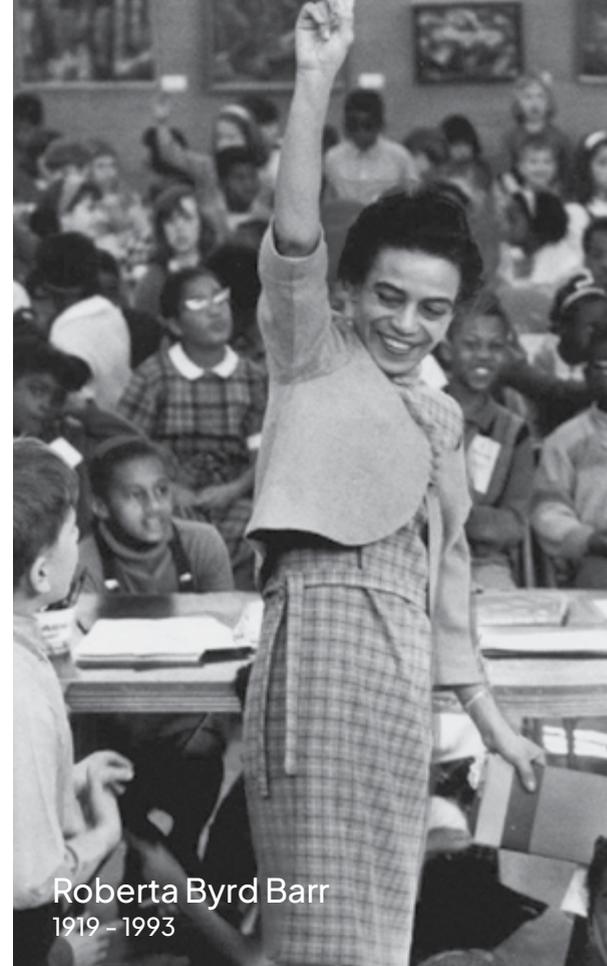
- **Samantha Lorenz**, *Terra Soma, LLC*

1:30 PM-2:30 PM

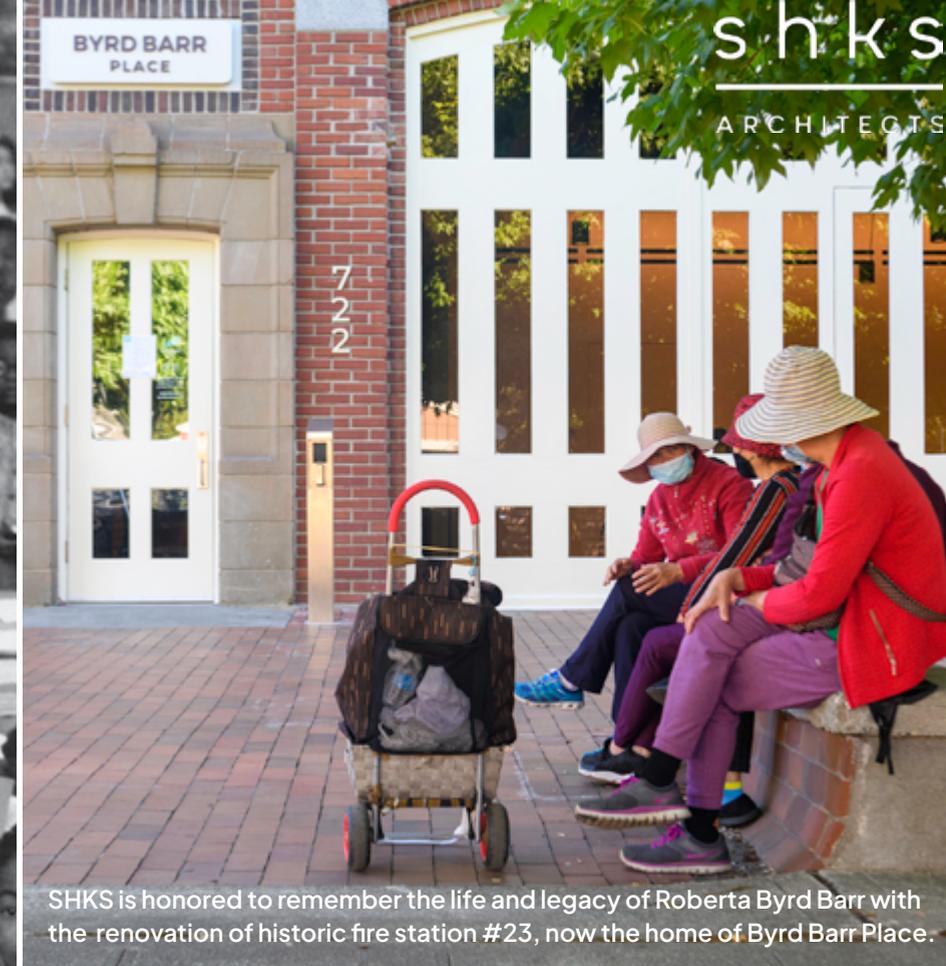
LUNCH ON YOUR OWN

📍 *Downtown Walla Walla*

We recommend checking out a local restaurant on your lunch break. Need a recommendation? Swing by the hospitality table at registration!



Roberta Byrd Barr
1919 - 1993



SHKS is honored to remember the life and legacy of Roberta Byrd Barr with the renovation of historic fire station #23, now the home of Byrd Barr Place.



THE MARCUS WHITMAN

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6 WEST ROSE STREET, WALLA WALLA, WA



Legacy Renovation works to rehabilitate windows in historic buildings across the Puget Sound area, from the West Seattle Carnegie Library to St. Joseph's Catholic Church—restoring historic character while addressing modern issues like improved ventilation, energy efficiency, and reduced UV and solar heat gain.

We believe in preserving our state's historic buildings so they can serve our communities for generations to come.

Contact us at 253-474-5175 or info@legacyrenovation.com.

1:00 PM-4:30 PM

MOBILE TOUR BLOCK 2*

📍 All mobile tours meet in the Marcus Whitman Hotel lobby

MT4. 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-2:30 PM

SESSION BLOCK D

D1. LOOKING BACK TO LOOK FORWARD: PERSPECTIVES ON STATEWIDE PRESERVATION PROGRAMS

📍 Lewis Room, Marcus Whitman Hotel

Explore the unique role of statewide preservation nonprofits with three past and present Preservation Program Directors from the Washington Trust for Historic Preservation. Together, they'll reflect on case studies and discuss the future of preservation in Washington, emphasizing how local advocacy, coalition-building, and community engagement can empower preservationists to drive change, create statewide impact, and even garner national support for our place-saving efforts.

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

D2. USING PRESERVATION INCENTIVES TO MEET WASHINGTON'S HOUSING NEEDS AND SEISMIC RETROFITS

📍 Clark Room, Marcus Whitman Hotel

This session will serve as a short course covering the basics of the Historic Preservation Federal Tax Credit Program and present examples of its application with

recent projects in Seattle and Tacoma. The Federal Tax Credit Program is the most significant incentive in Washington for the rehabilitation and reuse of historic buildings. The projects discussed in this session use tax credits to provide affordable housing, earthquake retrofits, and anti-displacement strategies in traditionally marginalized communities. The presentation is intended for Main Street partners and community advocates searching for incentives for rehabilitation.

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

D3. A DESIGN THINKING APPROACH TO HERITAGE, PLACE, AND COMMUNITY

📍 Sacajawea Room, Marcus Whitman Hotel

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

D4. CENTERING ARTS AND CULTURE IN LOCAL PLACEMAKING

📍 Renaissance Ballroom, Marcus Whitman Hotel

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**, Community Development Consultant

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Musicians perform at the Walla Walla Chamber Music Festival. Photo courtesy of Visit Walla Walla.



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1:30 PM-4:30 PM

MOBILE TOUR BLOCK 3*

📍 All mobile tours meet in the Marcus Whitman Hotel lobby

MT5. 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

MT6. QUEREMOS ESCUCHARTE: MIGRANT STORIES IN THE WALLA WALLA VALLEY 📍

Join us for an interactive walking tour that navigates the stories of Latinx immigrants living in the Walla Walla Valley. Participants will hear stories—both in person and recorded—from community members Estela Muro, Erika Silva, Gustavo Reyna, and Guillermo Corro, 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. Professional language interpretation is provided for live stories. Please bring a smartphone and headphones to experience recorded stories.

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

MT7. 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 Tamástslíkt 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, Tamástslíkt Cultural Institute

2:45 PM-3:15 PM

SESSION BLOCK E

E1. EASEMENTS 101

📍 Lewis Room, Marcus Whitman Hotel

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

E2. PRESERVATION IN THE AGE OF DECARBONIZATION

📍 Clark Room, Marcus Whitman Hotel

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

E3. COMMUNITY PARTNERSHIPS AND WHY THEY MATTER

📍 Sacajawea Room, Marcus Whitman Hotel

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

E4. MARKET MOSAIC: CULTIVATING COMMUNITY THROUGH FARMERS MARKETS

📍 Renaissance Ballroom, Marcus Whitman Hotel

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



A flower stand at the Downtown Walla Walla Farmers Market. Photo courtesy of Steph Forrer.

3:30 PM-4:30 PM

SESSION BLOCK F

F1. HISTORIC INTEGRITY: A MORE INCLUSIVE APPROACH AT THE LOCAL LEVEL

📍 *Lewis Room, Marcus Whitman Hotel*

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 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*

F2. FOODWAYS AND CO-CREATIVE PLACEKEEPING IN WALLA WALLA

📍 *Clark Room, Marcus Whitman Hotel*

This presentation explores culinary heritage as part of a small business strategy through farm-to-table model restaurants. Main Street programs thrive by fostering strong connections between businesses through creative community-building initiatives built on pride for heritage. Food production and restaurants are an essential link between Main Street communities and their agricultural region. The conversation between farmers, distributors, and a local restaurateur will explore how new developments in sustainable food production and the celebration of regional foodways

are cultivating a meaningful contribution to Walla Walla's identity.

- Jeronimo Roldan, *Department of Archaeology and Historic Preservation*
- Island Ainsworth, *Saffron Mediterranean Kitchen*
- Gary Farrel, *Farrel Family Farms*
- Chandler Briggs, *Hayshaker Farms*

F3. GETTING PAST THE DOLLARS AND CENTS: ASSESSING THE SOCIAL IMPACT OF MAIN STREET

📍 *Sacajawea Room, Marcus Whitman Hotel*

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*

F4. EMBEDDING INCLUSION AND BELONGING IN COMMUNITY ENGAGEMENT WORK

📍 *Renaissance Ballroom, Marcus Whitman Hotel*

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 gathering, sponsored by the Walla Walla Valley Wine Alliance and Big House Brew Pub. **21+ only—don't forget to bring your ID!**

6:00 PM-8:00 PM

EXCELLENCE ON MAIN AWARDS RECEPTION* 🍷

📍 *Gesa Power House 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! **If you plan to enjoy some local beer or wine, don't forget to bring your ID.**

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House of Smith Tasting Room. Photo courtesy of Visit Walla Walla.

FRIDAY, OCTOBER 18

8:00 AM-1:00 PM

REGISTRATION & INFO

📍 Ballroom Lobby, Marcus Whitman Hotel

9:00 AM-10:15 AM

PLACES PRESENTS

📍 Explorer Ballroom, Marcus Whitman Hotel

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**, *Tamástslikt Cultural Institute*

9:00 AM-12:00 PM

MOBILE TOUR BLOCK 4*

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

MT8. 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.

- **Mallory Nash**, *Downtown Walla Walla Foundation*
- **Doug Ralph**, *Downtown Walla Walla Foundation*

MT9. 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*

MT10. 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.

- **Elizabeth Chamberlain**, *City of Walla Walla*
- **Andy Coleman**, *City of Walla Walla*



Walawála Plaza at dusk. Photo courtesy of Visit Walla Walla.

10:30 AM-11:30 AM

SESSION BLOCK G

G1. SYSTEMIC BARRIERS IN PRESERVATION FOR UNDERREPRESENTED COMMUNITIES

📍 *Explorer Ballroom, Marcus Whitman Hotel*

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*

G2. TELLING BETTER STORIES THROUGH HERITAGE INTERPRETATION

📍 *Sacajawea Room, Marcus Whitman Hotel*

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*

G3. MEANINGFUL CONNECTIONS: BUILDING RESILIENCE IN YOUR SMALLEST BUSINESSES

📍 *Renaissance Ballroom, Marcus Whitman Hotel*

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*

G4. DIY CONDITION ASSESSMENT

📍 *Empire Room, Marcus Whitman Hotel*

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*

11:30 AM-1:00 PM

LUNCH ON YOUR OWN

📍 *Downtown Walla Walla*

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

1:00 PM-2:00 PM

SESSION BLOCK H

H1. POWER IN PRESERVATION: THE COMMUNITY RESILIENCE OF BYRD BARR PLACE & SEATTLE'S FIRE STATION #23

📍 *Explorer Ballroom, Marcus Whitman Hotel*

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*



Diners at AK's Mercado on E Main St. Photo courtesy of Steph Forrer.



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Welcome to Walla Walla

Visit Walla Walla welcomes the 2024 PLACES Conference.



Whether you're visiting our historic downtown or surrounded by sweeping vineyards, you'll find your perfect blend of wine, culture, and beauty in Walla Walla.

Explore it all at WallaWalla.org

H2. FALLING IN LOVE WITH THE FOUND CONDITION: HISTORY AS A GUIDE FOR DESIGN

📍 *Sacajawea Room, Marcus Whitman Hotel*

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*

H3. KEY ELEMENTS FOR BUILDING AN INTENTIONAL FUNDRAISING PROGRAM

📍 *Renaissance Ballroom, Marcus Whitman Hotel*

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.*

H4. IDENTIFICATION OF CULTURAL LANDSCAPES

📍 *Empire Room, Marcus Whitman Hotel*

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.*

2:00 PM-3:30 PM

ICE CREAM & IDEAS 🍦

📍 *Heritage Square*

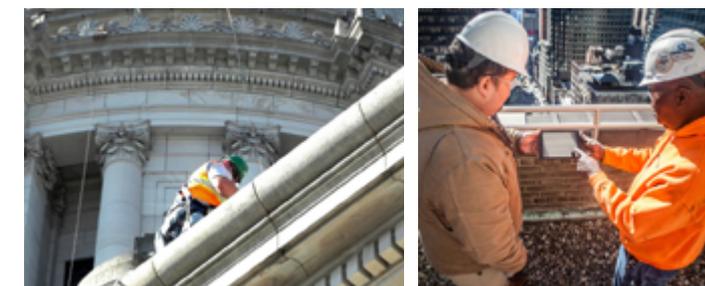
As PLACES 2024 comes to a close, we're excited to bring attendees together one last time to connect with each other, discuss what the next 40 years of our field has in store, and—of course—enjoy some local ice cream! Whether you just stop by for a scoop (and the associated sugar rush to fuel your drive home), swing by to say farewell to friends old and new, or settle in to build new connections and swap ideas born out of the conference, we'll look forward to seeing you there.

5:30 PM-7:00 PM

WASHINGTON TRUST ANNUAL MEMBERS MEETING

📍 *Gård 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.



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Bronze sculpture by artist Brad Rude. Photo courtesy of Visit Walla Walla.



Annual Walla Walla Balloon Stampede. Photo courtesy of Steve Lenz.

CONFERENCE VENUES

REGISTRATION & INFO

MARCUS WHITMAN HOTEL
6 W Rose St, Walla Walla, WA 99362

CLASSROOM SESSION, MOBILE TOURS, LODGING, AND EVENT LOCATIONS

THE FINCH
325 E Main St, Walla Walla, WA 99362

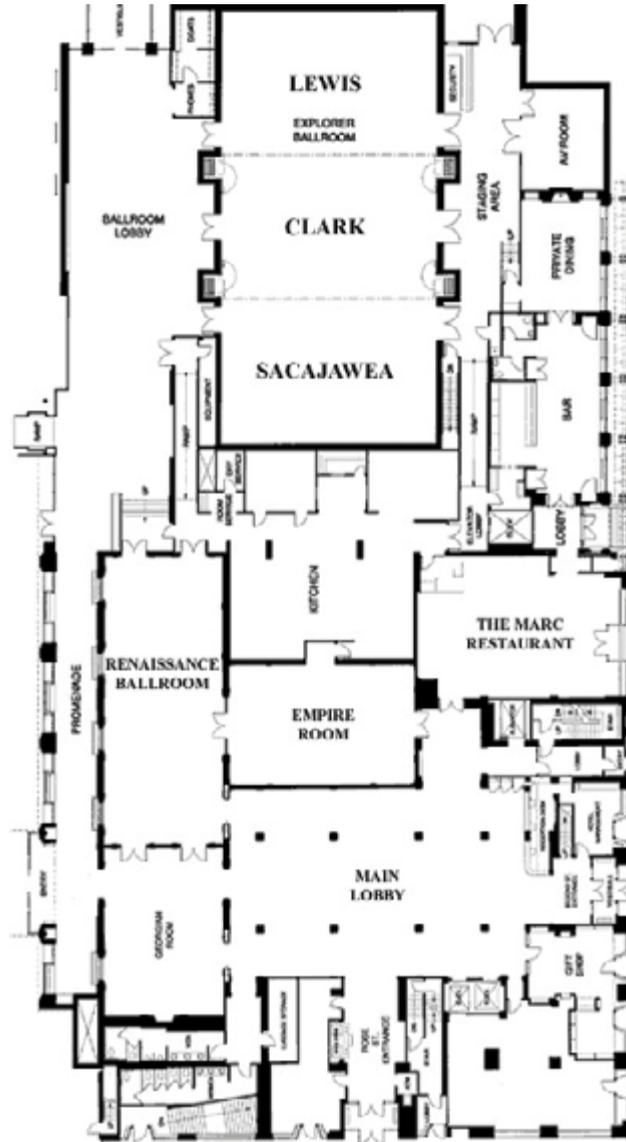
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HERITAGE SQUARE
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214 N Colville St, Walla Walla, WA 99362

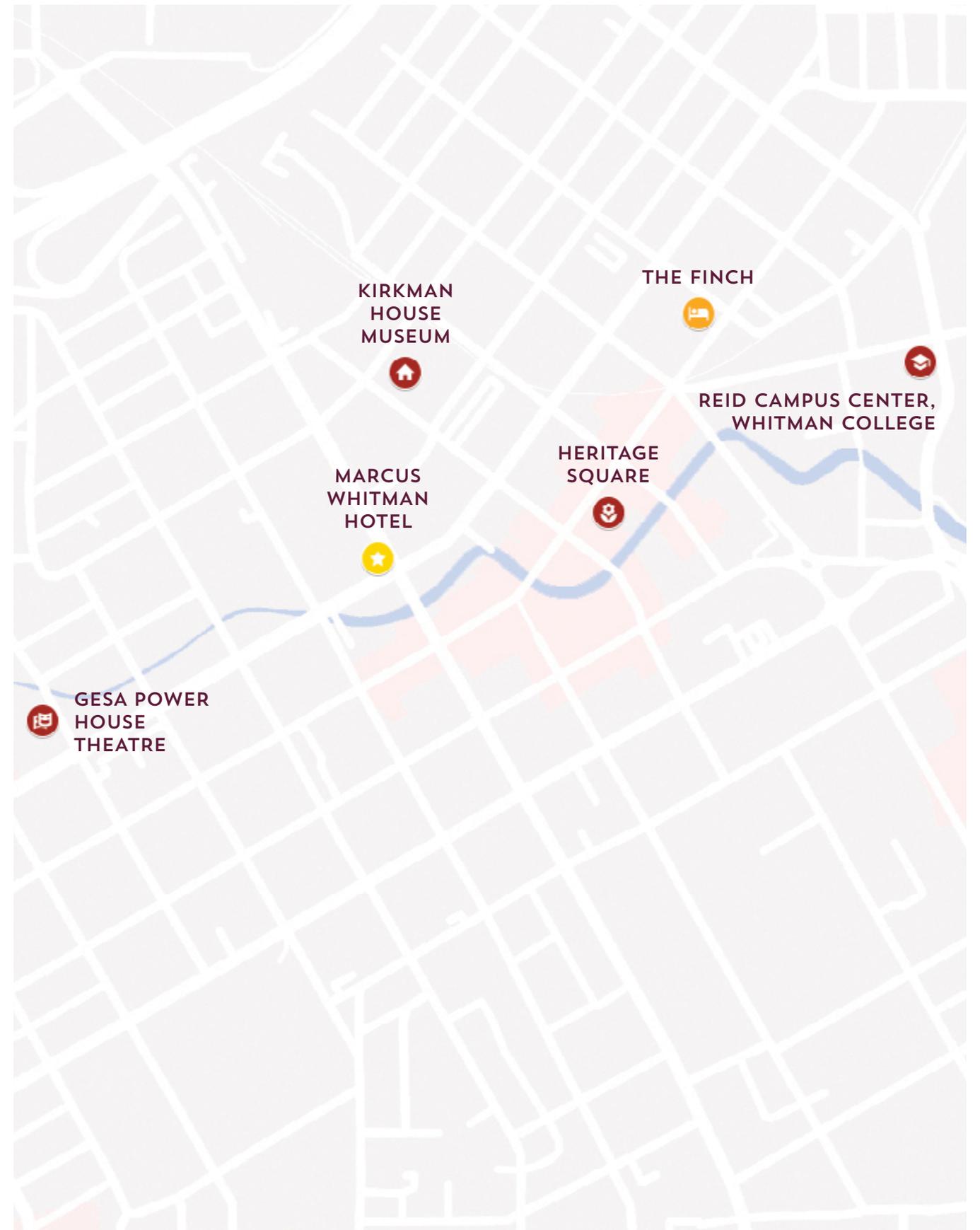
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Marcus Whitman Hotel - First Floor and Conference Center floorplan

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CONFERENCE PARTNERS



Breanne Durham
 Washington Main Street Director
 breanne@preservewa.org
 p: 206-624-9449
 preservewa.org/mainstreet

Since 1984, the Washington State Main Street Program has been helping communities revitalize the economy and image of their downtown commercial districts using the Main Street Approach®, a comprehensive revitalization strategy built around a community's unique heritage and attributes. The program helps communities stimulate long-term economic growth and pride in the heart of the community: downtown.

In 2010, the program moved from the Department of Commerce to the Department of Archaeology & Historic Preservation. The program is managed by the Washington Trust for Historic Preservation.



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Protect the past, shape the future.

The Department of Archaeology & Historic Preservation (DAHP) is Washington State's primary agency with knowledge and expertise in historic preservation. DAHP advocates for the preservation of Washington's irreplaceable cultural resources (historic and archaeological) which include significant structures, sites, objects, and districts. Through education and information, we provide leadership for the protection of our shared heritage. Preserving these physical reminders of our past creates a sense of place, resulting in an environment that instills civic pride and community spirit.



Stimson-Green Mansion
 1204 Minor Avenue
 Seattle, WA 98101
 info@preservewa.org
 p: 206-624-9449
 preservewa.org

Established in 1976, the Washington Trust for Historic Preservation is a nonprofit organization dedicated to saving the places that matter in Washington State and promoting sustainable and economically viable communities through historic preservation. We are Washington's only statewide nonprofit advocacy organization working to build a collective ethic that preserves historic places through education, collaboration, and stewardship.

Support our work by becoming a Washington Trust member! Join online at preservewa.org.



109 East Main Street, Suite 302T
 Walla Walla, WA 99362
 p: 509-529-8755
 downtownww.com

The Downtown Walla Walla Foundation's mission is to promote the history, culture and commerce in the downtown.

As a nationally accredited Main Street program, we are dedicated to preserving and revitalizing our historic downtown, ensuring it remains a thriving hub of culture, commerce, and community for generations to come. Through strategic initiatives, community partnerships, and passionate advocacy, we strive to enhance the economic vitality, cultural richness, and overall quality of life in Downtown Walla Walla.

Sign up for our newsletter to stay updated:
 preservewa.org/conference

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ANNUAL MEMBERS MEETING

October 18, 2024 | Gård Vintners, Walla Walla



Come meet our slate of new board nominees and celebrate preservation accomplishments across the past year. All Washington Trust members and friends are welcome to attend our Annual Members Meeting on Friday, October 18, from 5:30-7:00 pm at Gård Vintners in downtown Walla Walla (43 E Main Street).

Scan QR code or visit preservewa.org/members-meeting to RSVP.

