



FLORIDA MAIN STREET &
FLORIDA TRUST FOR HISTORIC PRESERVATION
present

PRESERVATION 
on *Main Street*

JULY 29-31

SPOTLIGHT ON
COMMUNITY

20
20

CONFERENCE PROGRAM



The Florida Main Street program is administered by the Bureau of Historic Preservation within the Division of Historical Resources at the Florida Department of State. The Division conducts statewide programs aimed at identifying, evaluating, and preserving Florida's historic resources. The Florida Main Street program, with its emphasis on economic development and preservation, is an effective program in achieving these goals in Florida's historic commercial corridors. Since 1985, the Bureau of Historical Preservation has offered trainings, consultant team visits, design assistance and the benefit of experience gained by other Florida Main Street communities.

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FLORIDA DEPARTMENT OF STATE



Main Street America is the nation's leader in preservation-based revitalization, providing assistance, information and leadership to grassroots-based organizations around the country. In 1977, the National Trust for Historic Preservation developed its pioneering Main Street Approach for commercial district revitalization. This innovative methodology combines historic preservation with economic development to restore prosperity and vitality to downtowns and neighborhood business districts. Over the past 41 years, a network of more than 40 states has created and designated more than 2,000 National Main Street programs. A unique economic development tool, the Main Street Approach™ provides the foundation for communities to revitalize their districts by leveraging local assets - from cultural or architectural heritage to local enterprises and community pride.

MAINSTREET.ORG



The Florida Trust for Historic Preservation is the state's nonprofit dedicated to protecting Florida's extraordinary heritage and history. Founded in 1978, the Florida Trust has collaborated to save irreplaceable Florida treasures like the Historic Florida Capitol, serves as a steward for historic properties through the state and is a statewide partner of the National Trust for Historic Preservation. Our mission is to promote the preservation of architectural, historical and archeological heritage of Florida, which we do through advocacy, education, and historic property stewardship.

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FLORIDA TRUST FOR HISTORIC PRESERVATION 2019-2020 BOARD OF TRUSTEES

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WELCOME

Dear friends,

Welcome to the Preservation on Main Street Conference. This year's conference theme, A Spotlight on Community, intends to highlight the crucial players in ongoing preservation efforts throughout the state. Whether it be Main Street staff, preservationists, city officials or passionate private citizens, your individual contributions to your communities make all the difference.



This year marks the 35th anniversary of the Florida Main Street program. Since 1985, Florida Main Street has assisted local programs throughout the state with the revitalization of their historic downtowns. Currently, Florida Main Street oversees 45 communities. Florida Main Street has continued to see fantastic success through the use of the Main Street Approach™. The Four Points, established by the National Main Street Center in 1980, acts as building blocks of individual program implementation for community revitalization.

We are very excited to partner with the Florida Trust for Historic Preservation for this year's conference. Florida Main Street and the Florida Trust for Historic Preservation's overlapping missions to preserve and protect Florida's historical and cultural assets have proven to be a great partnership. We hope that our combined conference provides you with additional learning opportunities, equips you with innovative techniques, and allows you to form new connections with other likeminded individuals.

Best regards,

A handwritten signature in black ink that reads "Laurel M. Lee".

Laurel M. Lee
Secretary of State

WELCOME

On behalf of the Board of Trustees and our 2020 conference committee I welcome you to the Preservation on Main Street Conference, a joint educational event hosted by the Florida Trust for Historic Preservation and the Florida Main Street program. A Spotlight on Community is this year's conference theme, and I believe that through this event you will see how important historic preservation is to a community, how it can bring people together and unite them in a shared purpose and history (and also how it can be a positive economic driver). Spending time with our Main Street colleagues will help us understand community a little better, will grow our networks, expand our thinking - and hopefully we will challenge and inspire each other, too.



We also recognize our wonderful sponsors; without whom we could not have offered this year's virtual education and community building experience. Thank you to everyone who has participated in making this a fabulous conference where we can celebrate our successes, work on saving more places and cheer each other on while we improve the present and future quality of life in Florida through the education, stewardship and advocacy of our cultural and built heritage.

Yours in Preservation,

A handwritten signature in black ink that reads "F. Mittner".

Friederike Mittner
Board President
Florida Trust for Historic Preservation

KEYNOTE SPEAKER

Jeff Siegler

Revitalize, or Die.
Wednesday, July 29, 2020
Opening Session
10 a.m. - 12 p.m.

Over the last half century, as our economy shifted from local to global, we lost something special that we never really appreciated. As local businesses were replaced by national chains, as local buildings went empty and started to decline, and as local jobs dwindled, we slowly lost our identity. When all the things that once defined a community were lost or replaced, residents no longer had anything that helped to define them, more so, people no longer had anything to be proud of. The result has been a seismic decline in civic pride and the onset of rampant apathy. When people no longer care about the town they call home, the very fabric of community begins to pull apart. We may inhabit the cities of our grandparents, but they are no longer the same place. Civic pride is what we crave and what we must restore if we aim to revitalize our communities. Apathy will not retreat in the face of money or planning or technical expertise. The only thing that will push apathy from our communities is a sense of care, concern, commitment and pride. In understanding how pride works in people, we can begin to apply those same lessons to our communities. In doing so, we can restore our most valuable resource.



SESSIONS KEY

Florida Main Street Session Key

The Main Street Approach™ offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. Transformation Strategies are implemented through comprehensive work in four broad areas, known as the Four Points.

Florida Main Street Executive Directors are required to attend at least one session marked for each of the following: **(D)** **(EV)** **(O)** and **(P)** in order to meet their annual accreditation. All conference participants are welcome in these sessions and encouraged to attend.

Design (D): **D** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Economic Vitality (EV): **EV** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Organization (O): **O** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Promotion (P): **P** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

SESSIONS KEY

Florida Trust for Historic Preservation Session Key

The Florida Trust for Historic Preservation's mission is to promote the preservation of architectural, historical, and archaeological heritage throughout the state of Florida. Florida Trust sessions are denoted by  and are in line with traditional Florida Preservation Conference content.

The Preservation on Main Street Conference has been approved for 10 credits with both the APA and AIA. To claim these credits, you will need to include your APA and AIA number when registering.

The Florida Trust for Historic Preservation is a registered provider with the American Institute of Architects (AIA) Continuing Education Program, provider number G267. Registered architects with the State of Florida Board of Architecture are eligible for continuing education credits for this program.

The Florida Trust is a registered provider with the American Planning Association (APA) for continuing education credits for planners.

SESSIONS AT A GLANCE

Wednesday, July 29, 2020

10 a.m. - 12 p.m.

Welcoming Remarks, Keynote Speaker Jeff Siegler and Florida's 11 to Save Announcement

12:15 p.m. - 1:15 p.m.

Florida's Resiliency Update 

1:30 - 2:30 p.m.

Historic Preservation Incentives: Lessons from Miami-Dade County and Around the World  

2:45 - 3:45 p.m.

Main Street Retail Workshop 

4 - 5 p.m.

Underrepresented History: Florida's Chitlin' Circuit  

Thursday, July 30, 2020

8:15 - 8:45 a.m.

Coffee Klutch: Florida's 11 to Save Discussion 

9 - 10 a.m.

Supremely Successful Boards: What's Changed, What Hasn't 

10:15 - 11:15 a.m.

Preserving Historic House Museums: Strategies for Sustainability  

11:30 a.m. - 12:30 p.m.

Mastering the DIRT of Development 

1 - 2 p.m.

Tactical Preservation 101 Panel  

2:15 - 3:15 p.m.

(re)Building Main Street: Planning and Architecture Tools for Great Downtown Infill  

3:30 - 4:30 p.m.

Youth in Archives  

6 - 7 p.m.

Secretary of State's Florida Main Street Awards & Florida Trust's Florida Preservation Awards - Virtual Ceremony

Friday, July 31, 2020

9 - 10 a.m.

Saving Sacred Sites of African American Heritage 

10:15 - 11:15 a.m.

Partnering Your Main Street with the Economic Development Administration and Your Regional Planning Council 

11:30 a.m. - 12:30 p.m.

Florida Trust for Historic Preservation's Annual Membership Meeting 

12:45 - 1 p.m.

Full Conference Wrap-Up and Closing Session

2 - 3:30 p.m.

Interactive Board Member Workshop
For board members only  

SESSION SUMMARIES

Wednesday, July 29, 2020

Welcoming Remarks, Keynote Speaker Jeff Siegler and Florida's 11 to Save Announcement

10 a.m. - 12 p.m.

Kick off our first ever virtual conference with opening remarks from State Historic Preservation Officer, Dr. Timothy Parsons; Florida Trust for Historic Preservation's Board President, Friederike Mittner; and our keynote speaker, Jeff Siegler! Each year, the Florida Trust for Historic Preservation announces the 11 to Save historic properties as part of its conference. The program is designed to increase the public's awareness of the urgent need to save Florida's historic resources, and to empower local preservationists and preservation groups in their efforts to preserve Florida's rich history. Florida's 11 to Save is a starting point for advocacy and education efforts, and is intended to be part of a collaborative effort to identify custom solutions for each property.

Florida's Resiliency Update

12:15 - 1:15 p.m.

Federal and State grants for flood mitigation have made their way into Florida to develop mitigation actions in response to flood vulnerabilities specifically targeted for historic communities. A case study of St. Augustine's "Resilient Heritage in the Nation's Oldest City" will be presented as a model that incorporates economic data, tools, and mitigation responses. Other success stories from around Florida will also be shared.

Angela Schedel, Ph.D., PE, Taylor Engineering

Jenny Wolfe, Historic Preservation Officer, City of St. Augustine

Wednesday, July 29, 2020

Historic Preservation Incentives: Lessons from Miami-Dade County and Around the World

1:30 - 2:30 p.m.

In completing policy development assignments around the world, including Miami-Dade County, we have learned that historic preservation needs a diverse toolkit. We cannot rely on designation alone to safeguard historic buildings. There need to be a range of strategies: from creating opportunities for the private sector to invest in older buildings, to empowering communities with the tools to protect the spaces that matter to them. Come learn why preservation incentives are good public policy, what makes an incentive most effective, and hear about innovative strategies for preservation used all over the world.

Katlyn Cotton, Director of Marketing and Design, PlaceEconomics

Briana Grosicki, Associate Principle, PlaceEconomics

Moderator: Caroline Cheong, Ph.D., University of Central Florida

Main Street Retail Workshop

2:45 - 3:45 p.m.

Join Kathy Cruz as she breaks down the best way to get customers into your stores, both physically and virtually. She will dive in topics such as window display design, social media tips and tricks, and other e-commerce avenues as related to assisting Main Street businesses.

Kathy Cruz, Savvy Shopkeeper

SESSION SUMMARIES

Underrepresented History: Florida's Chitlin' Circuit

4 - 5 p.m.

The historic Chitlin' Circuit wove its way across African American performance venues throughout the United States during the 20th century's racial segregation. This session will explore their history in Florida and places you can still visit today.

Ennis Davis, AICP, City of Jacksonville

Thursday, July 30, 2020

Coffee Klutch

8:15 - 8:45 a.m.

Grab your coffee to spend time with your colleagues discussing the successes and challenges of saving the state's endangered sites and the role of Florida's 11 to Save.

Ennis Davis, AICP, City of Jacksonville

Alissa Lotane, Chief, Bureau of Historic Preservation, Florida Department of State
Melissa Wyllie, CEO & President, Florida Trust for Historic Preservation

SESSION SUMMARIES

Thursday, July 30, 2020

Supremely Successful Boards: What's Changed, What Hasn't

9 - 10 a.m.

Join Alyce Lee for this interactive workshop to learn how you can help your non-profit thrive in challenging times. Designed specifically for Executive Directors and board members, Alyce Lee will share best practices and proven strategies for effective board governance including recommendations to adapt and pivot in response to the COVID-19 pandemic. She will provide candid answers to your questions about how to support, engage, and sustain a high performing Board of Directors.
Alyce Lee Stansbury, CFRE, Stansbury Consulting

Preserving Historic House Museums: Strategies for Sustainability

10:15 - 11:15 a.m.

Explore strategies to preserve and sustain historic structures as house museums in the 21st century. Mike will share his experience operating a historic site during this presentation.
Mike Cosden, Vice President, Edison and Ford Winter Estates

Mastering the DIRT of Development

11:30 a.m. - 12:30 p.m.

As grant funds and tax dollars continue to dry up, it is important that communities empower their residents to master the DIRT of development. Duration, Intensity, Rate and Timing (DIRT) will help the community utilize private development to make catalyst changes and improve the quality of life for residents. This lecture will focus on helping participants understand what they can do to help dictate the DIRT of development and how to work with local developers to fulfill the goal of community revitalization.
Benjamin Levenger, AICP, PLA, CEcD, Downtown Redevelopment Services

Tactical Preservation 101 Panel

1 - 2 p.m.

A high level look at getting started with historic preservation. This panel will cover what it means to be on the National Register of Historic Places, how to get started and how it can help preserve historic spaces. Other tactical preservation easements tools discussed will include making preservation work through research, planning, condition assessments and local designations and advocacy.
Christine Dalton, AICP, Dalton Studio
Megan McLaughlin, AICP, PlusUrbia Design
Antonin Robert, GBX Group
Jenny Wolfe, Historic Preservation Officer, City of St. Augustine
Moderator: Melissa Wyllie, CEO & President, Florida Trust for Historic Preservation

SESSION SUMMARIES

Thursday, July 30, 2020

(re)Building Main Street: Planning and Architecture Tools for Great Downtown Infill

2:15 - 3:15 p.m.

This session will present planning objectives and architectural recommendations for creating compatible infill in Main Streets and other historic districts.
Rick Gonzalez, AIA, REG Architects
Megan McLaughlin, AICP, PlusUrbia Design

Youth in Archives

3:30 - 4:30 p.m.

Cultivating the connection between youth and preservation is crucial for long-term preservation strategies. Learn how to find and organize your local volunteers, while also building meaningful partnerships that help inspire the next generation of historic preservationists and archivists.
Imani Phillips, Jacksonville Historic Society

Secretary of State's Florida Main Street Awards and Florida Trust's Florida Preservation Awards - Virtual Ceremony

6 - 7 p.m.

Join us for the online presentation as we virtually announce both this year's Secretary of State's Florida Main Street Awards and the Florida Trust's Florida Preservation Awards. This event will also be streamed on select social media platforms for your convenience.

Friday, July 31, 2020

Saving Sacred Sites of African American Heritage

9 - 10 a.m.

This virtual sacred spaces tour honors the work of the people preserving African American historic cemeteries and churches, and identifies the preservation challenges of these sites. A 2019 Florida 11 to Save site, the Bethlehem Cemetery in Archer has benefitted from the stewardship of Roberta Lopez and her sister's care, and their efforts to leverage funds for long term preservation. In St. Augustine, churches in the Lincolnville neighborhood can benefit from a local funding source for major rehabilitation efforts.
Roberta Lopez, Bethlehem Methodist Episcopal Cemetery Restoration Organization
Nigel Rudolph, Florida Public Archaeology Network
TBA, First Baptist Church
Jenny Wolfe, Historic Preservation Officer, City of St. Augustine

SESSION SUMMARIES

Friday, July 31, 2020

Partnering Your Main Street with the Economic Development Administration and Your Regional Planning Council

10:15 - 11:15 a.m.

Regional Planning Councils (RPCs) are multi-purpose agencies of the state that provide technical assistance in economic development and other planning needs to local government members. The U.S. Department of Commerce, Economic Development Administration works directly through RPCs as their “boots on the ground” designated Economic Development Districts. In this session, you will learn how to tap into the resources available to your Main Street communities that can facilitate your work toward economic growth and resilience.

Ben Chandler, AICP, Apalachee Regional Planning Council

Denise Imbler, Florida Regional Council Association

Gregory Vaday, AICP, U.S. Department of Commerce

Florida Trust for Historic Preservation’s Annual Membership Meeting

11:30 a.m. - 12:30 p.m.

Florida Trust members are invited to join us for the annual membership virtual luncheon as we discuss the state of preservation in Florida, elect new board members and recognize those who have served and are rolling off the board.

Friederike Mittner, Board President, Florida Trust for Historic Preservation

Melissa Wyllie, CEO & President, Florida Trust for Historic Preservation

Full Conference Wrap-Up and Closing Session

12:45 - 1 p.m.

All conference participants are invited to join for a closeout of the conference, including discussion of current issues covered, how we go forward, and planning for next year’s conference in New Port Richey.

Katherine Beck, Florida Main Street Program Coordinator, Florida Division of Historical Resources

Melissa Wyllie, CEO & President, Florida Trust for Historic Preservation

SESSION SUMMARIES

Friday, July 31, 2020

Board Member Workshop with Alyce Lee Stansbury

For board members only

2 - 3:30 p.m.

Join Alyce Lee for an interactive discussion regarding effective board governance. Bring your questions to discuss with Alyce Lee and board members throughout the state. This session is limited to board members of local Main Street communities and board members of the Florida Trust. A separate link will be provided.

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