



---

## 2009 SUMMER DIRECTOR'S WORKSHOP

June 24<sup>th</sup> and 25<sup>th</sup> in Dixon, Illinois

*Preceded by Committee & Board Training June 23rd*

---



Located along the scenic Rock River in northwestern Illinois, Dixon will serve as the hub of our 2009 Summer Director's Workshop. It's hard to think of Dixon without thinking of their most famous son, President Ronald Reagan but Illinois' first President, Abraham Lincoln, also stayed in Dixon during the Blackhawk War. A home to numerous historic sites, parks, and of course, *a great Main Street*, there's much to see and do while you're here.

At the hub of four major highways and Interstate 88, Dixon will be an easy destination for your summertime retreat with fellow Main Street directors. Due to popular request, we've made committee and board training available the day before the official event begins.

### ***Who Should Attend?***

Executive Directors are primarily the designees at these meetings; Board Members, Committee Chairmen or other interested volunteers are welcome as well and encouraged for training the day before. Attendance at Director's Workshops is required for all designated and associate level communities. If a Director cannot attend, the Board should be certain to send someone else in their place as pertinent and important information is presented during the meeting.

### **Topic: Developing Downtown in Tough Times**

It's no secret that times are tough. Every day we hear reports on a slumping economy and we feel the effects in our downtowns. How do we get through this? The 2009 Summer Director's Workshop will help through a combination of classroom and on-site education.

Recognized as one of the top 100 Innovators and Motivators in the last 100 years, James Feldman will share how to thrive on change in his "Shift Happens" presentation. His session will identify short-term opportunities that create long-term benefits and introduce innovative thinking and risk-taking to develop solutions. You will learn how to accelerate change for success with a deliberate, disciplined methodology that will deliver dramatic results in your downtown.

We'll then shift to the shore of the Rock River and learn more about Dixon's Riverfront Renaissance. The \$2.5 million project has goals of establishing downtown and the riverfront as a destination for heritage tourism, strengthening downtown by linking it to the river, provide opportunities for redevelopment, and center the economic future of Dixon on this area.

Day One will also include brief Director and State Reports over a working lunch, a group dinner followed by dessert and coffee at "The Next Picture Show" gallery.

On Day Two we'll be moving down the road via the "Main Street Express" chartered bus, with stops in Sterling, Prophetstown, Orion and Aledo. Sterling Main Street will walk you step by step through their journey to save a cornerstone building and transform it into their office. Aspects of both fundraising and volunteer coordination will be explored. They will also showcase the reuse of a historic building that has been transformed into a year around indoor farmer's market complete with a licensed commercial kitchen.

In Prophetstown you'll have the opportunity to see local projects from murals to parks all within 3 blocks. The development discussion will center on recruiting Hartig Drug, a small chain headquartered in Dubuque, Iowa to open and establish in downtown Propetstown. In these times of mega drugstores this community faced an uphill battle to re-open a drugstore in downtown and won! You will hear from members of the ER committee that put the project together using public and private resources and learn how your community can do the same.

Recognized as Illinois Main Street's first "Premier Project of the Year", the Orion bandshell is a story of partnership. When the bus stops in Orion you'll see firsthand how a dilapidated bandshell was transformed into an entertainment center in Central Park and visit the newly constructed Veteran's Memorial. You'll also learn of Orion's latest project - the revitalization of their historic Water Tower.

Last stop: Aledo. We've included a short time to stroll the tree lined streets, shop in downtown businesses, or see the Main Street Farmer's Market in action before visiting the award winning Maple City Candy Company and Livermore Restaurant. John Kessinger, owner and visionary will give you an inside peak at this project and the vision behind the dream as well as a tour of the 10,000 square foot building. We'll conclude the day with dinner at The Livermore before returning to Dixon.

### **Agenda**

A detailed Agenda will be forwarded via e-mail and posted online. Please plan to *arrive for registration between 9:30 and 10:00 on Wednesday, June 24th*. The Workshop will begin promptly at 10:00 a.m.

### **Committee and Board Training**

Committee and Board Training will be available on Tuesday, June 23<sup>rd</sup>. Economic Restructuring Committee Training and Design Committee Training will run simultaneously in the morning. Promotions Committee Training and Organization Committee Training will run simultaneously in the afternoon. Board Training will be presented in the evening.

### ***Location***

The primary workshop location will be the *Post House building* located at 100 West 2<sup>nd</sup> Street. Committee and Board Trainings will be at the *Public Safety building* located at 200 S. Hennepin Avenue and the *Dixon Main Street office* at 115 S. Hennepin Avenue. Please check the Agenda for specifics.

### ***Parking***

Free parking is available. Please check the Map for available locations.

### ***Lodging Suggestions***

A block of rooms under "Illinois Main Street" has been reserved at the following locations:

Quality Inn and Comfort Inn adjoin each other and have an indoor pool with small waterslide. 35 rooms have been blocked for our Workshop.

Prices range from \$89.99 to \$107.99 as these are more upscale rooms.

The hotel is located directly off of Interstate 88 on Galena Ave.

815-284-0500

**Cut-off date is Saturday, May 23.**

Super 8 Motel has 25 rooms blocked for our Workshop.

Price is \$59.99 a night.

Location is just off of Interstate 88 on Galena Ave.

815-284-1800.

**Cut off date is May 20**

### ***Registration***

The registration fee for the Director's Workshop is \$95 per person. This fee includes all workshop materials, charter bus transportation, Wednesday lunch, afternoon break, and dinner and dessert that evening; break and dinner on Thursday. Checks for the registration fee should be made payable to:

**Main Street Conferences Account**

Registration will be available in the Members area of the Illinois Main Street website at [www.IllinoisMainStreet.org](http://www.IllinoisMainStreet.org) next week. The deadline for registration is **Wednesday the 17<sup>th</sup> of June at Noon**. Checks for the registration fee should be made payable to: **Main Street Conferences Account** and sent to:

Rudi Hancock  
Illinois Main Street  
414 Stratton  
Springfield, IL 62706

***Registrations for the workshop are non-refundable***; once you have registered you are responsible for paying the registration fee, regardless if you attend or not. Thank you for your cooperation on this matter.

***As always, this is your time to network with your peers, learn something new and have a great time – looking forward to seeing you on June 24th!***