

2008 Illinois Main Street Conference Session & Tour Descriptions

Now Showing!

Wednesday, November 12th – 7:00 p.m.

Lincoln Square Theatre, 141 North Main Street

Special Showing of “**The Courthouse Girls of Farmland**”

Question and Answer session with Larry Francer

...a documentary film about a small town, historic preservation, and seven senior women who got up from their bridge club table to make a bold statement. The story began one summer morning in 2005 when the commissioners of Indiana’s Randolph County voted two-to-one to destroy the county’s historic courthouse and replace it with a new building. Many in the area were outraged, especially one family in the small town of Farmland. Discussing the issue in their mother’s kitchen that morning, brother and sister Jerome Herron and Angela Soper, and Herron’s partner, Larry Francer came up with a plan loosely patterned after the British phenomena, the Calendar Girls. The trio gained support from the town’s nonprofit arm, Historic Farmland USA (known for its innovative promotions and economic development efforts), then got the local photographer and printer on board. And soon Herron and Soper’s 87 year old mother, Eileen Herron, and six of her bridge club friends were posing as centerfolds for a 2006 Courthouse Girls Calendar.

But the calendar is only one part of the story. The bigger issue is what’s happening to towns across America, those with history to be preserved in the form of their buildings, their culture, and the lives of their citizens. It is the story of one community’s efforts to preserve and revitalize its place in America’s Heartland.

*The film was shown at the 2008 National Main Streets Conference, was an “Official Selection” at the Tacoma Film Festival and the DC Independent Film Festival, and “1st Place Audience Award Winner” at the Breckenridge Festival of Film. **This Main Street Conference event is also a Fundraiser for the restoration of the Lincoln Square Theatre.** The public is invited to attend. Theatre concessions will be available.*

Tours – *Tours are free but are limited in size. You must register in order to participate.*

The Design Influence of Colonial, Italian, and Frank Lloyd Wright

*Departs by Bus from the Decatur Club Entrance at 10:00 a.m., Wednesday, November 12th
In 1876, Decatur banker and philanthropist James B. Millikin, with his wife Anna, built the Millikin Homestead. By 1925, many grand residences were constructed just north of their haven. View thirteen of these homes in their restored glory, and then step into the homestead for a private guided tour.*

Missions and Mansions

*Departs by Bus from the Decatur Club Entrance at 10:00 a.m., Wednesday, November 12th
Just west of Downtown Decatur lies an area of grand churches and homes that began towering the city in the 1850’s. Twenty-seven of those will be described on this trip, ending with a private tour of the famous Governor Ogelsby mansion.*

Shadows of Lincoln – Walking Tour

*Meet at Macon Ice Cream (190 Merchant Street) at 11:00 a.m., Wednesday, November 12th
In the heart of downtown Decatur is a historically rich area that encompasses no less than four important sites associated with Abraham Lincoln. View and learn about these significant “Lincoln Firsts” including his first home in Illinois; his years riding the judicial circuit as a lawyer; his first political speech; and his nomination for the Presidency of the United States.*

Key to Educational Sessions:

Level: BA – Basic	IN – Intermediate	AD – Advanced
Type: OR – Organization	ER – Economic Restructuring	DE – Design
PR – Promotion	PS – Professional Skills	
Audience:	ST – Small Towns	MC – Midsize Communities
UD – Urban Downtowns	NH – Neighborhoods	AN – Any Size Community

Assessing Non Profit Insurance Needs – Hayward Howard; National Trust Insurance Services BA, OR, PS, AN

As an affiliated entity of the National Trust for Historic Preservation, National Trust Insurance Services, LLC (NTIS) is a nationwide resource to Main Street Organizations and businesses for all of their insurance needs. NTIS specializes in helping those in the non-profit and preservation world develop thoughtful and inclusive insurance programs. Main Street Organizations must understand all liability exposures involved, including special events, directors & officers and volunteers to name a few.

The Best Main Street Boards – Wendy Bell, CMSM; Program Coordinator, Illinois Main Street BA, AN

What differentiates an effective Main Street board from one that is in “stalemate”? This session identifies the key elements of a successful board, reviews the specific responsibilities of members and provides a basic overview of the Main Street program. Planned for new Board Members (or a review for seasoned members) this session will meet the attendance requirement required in your program’s Letter of Agreement.

Dreaming and Achieving BIG in a Small Community - John Kesinger; Owner and Pam Ricke; Marketing Specialist, Maple City Candy IN, ER, ST

This motivating presentation will expel the perceived limitations of a small town and identify community strengths that can be effectively used in large projects. The speakers will use the experiences of a recently accomplished project in Aledo, Illinois to guide attendees in a step by step procedure and show how the same can be achieved in their community.

Engaging Youth – Elise Tinsley; Program Officer, National Trust Main Street Center BA, OR, AN

What types of opportunities are young volunteers looking for, and how can you reach them? This session will give participants a sneak peak into the life of the young volunteer (ages 15-25), explain how local programs can utilize free social media to spread the Main Street mission to a younger generation, and how programs can retain these volunteers by offering valuable opportunities such as internships, board experience and entrepreneurship programs.

How to Sell Sponsorship in a Down Economy - Sylvia Allen; President, Allen Consulting IN, PS, PR, AN

Today’s economic climate is not conducive to strong sponsorship sales. However, with the right techniques you can be successful at your sponsorship sales and even increase them. Come to this seminar taught by Illinois favorite Sylvia Allen who continues to sell sponsorship for a living and doesn’t know how to take “no” for an answer!

It’s NOT Your Name on the Door... the Importance of Stewardship in Community Organizations – Dave Martin Gonsior, Main Street Matters LLC AD, OR, AN

Main Street organizations often are founded and led by passionate “personalities”. It is the vital role of these champions to overcome the enormous inbuilt inertia any organization faces in its formative stages. These obstacles are magnified by the necessity of creating consensus among widely disparate interests inherent in a Main Street environment. But once you’ve been up and running for awhile and have had success with this model, most organizations are reluctant to think

strategically about the future for fear of losing the magic. In this session, we'll discuss why it is vital to the continued health of your organization to ask, and honestly answer, the right questions when planning for your continued growth.

Practical Energy Savings on Main Street - Eileen T. Westervelt, PE CEM; Design Assistance Specialist, University of Illinois-SEDAC
BA, DE

As rising energy costs demand more of our cash flow and, as environmental and political impacts of energy consumption become more apparent, businesses are compelled to improve their energy management. An informed response to the energy situation starts with resolve and continues with benchmarking energy performance, then application of proven methods to increase efficiency or specialized guidance; then essential follow-up. Specific tactics for main street businesses include lighting upgrades; improved operation and control of equipment; improved performance of the building envelope; and replacing appliances with high efficiency models. The economic impact of energy options can help prioritize investment. This is an introductory session for those who are ready to reduce their energy use and costs, and contribute to a more sustainable energy future.

The Relationship Between Main Streets and Municipalities – Mike McElroy, Decatur City Councilman
OR, AN

A good relationship between Main Streets and Municipalities is critical to downtown's success but sometimes it seems the two entities don't live in the same town! This education session will provide first hand knowledge on the way a working City Councilman thinks, and answer all the do's and don'ts of working with your municipality. Learn when and how to ask for funding, the best methods of communication, and which downtown projects your city government might find the most beneficial.

Retail Incubation – Chuck D'Aprix; Principal, Economic Development Visions
IN, ER, AN

Chuck D'Aprix, Principal of the Washington, DC-based firms, The Retail Incubation Group, The Downtown Entrepreneurship Project and Economic Development Visions will present a thorough overview of Retail Incubators and how they can positively change the economic climate within a downtown or commercial district. Employing real-life case studies drawn from 27 years of economic development experience, Chuck will examine incubators with and without walls and show how you can use existing free local resources to create a thriving entrepreneurial climate in your city or town.

Roundtable Exchange – led by Premier Program Executive Directors: Diana Kenney (Crystal Lake), Pam Myers (Aledo), Judy Tighe (Jacksonville), Dana Whiteman (Vandalia)

We know from experience that some of the best education comes from the exchange of ideas with our peers. The Roundtable Exchange is an opportunity for you to share and gain information on a variety of Main Street related topics. Anyone can participate. Bring your challenges and your solutions and everyone will leave with lessons learned.

Success in Grant Writing - Todd Shackelford; Vice President, Historic Quincy Business District) and Associate Director, West Central Illinois Area Agency on Aging
IN, PS, MC, UD, NH

Participants will learn the key steps of successful grant writing. This session will include proper research, development, craftsmanship and presentation of winning grants.

Urban Main Streets - Elise Tinsley; Program Officer, National Trust Main Street Center
BA, UD, NH

The National Trust Main Street Center has celebrated the success of the urban Main Street model since 1985. This session will give participants a general overview of the various existing urban Main Street models, best practices, and lessons learned. This session will specifically

discuss how urban programs have dealt with specific situations such as diverse populations, increased competition, crime (loitering, vandalism), and homelessness.