



## DRAFT AGENDA

**2024 Main Street Maryland Conference:** *Creating a Local & Lovable Main Street Experience*

October 8, 2024, from 8 AM – 5 PM

The Weinberg Center, Frederick, MD

### Monday, October 7, 2024

#### 1:00 – 3:00 PM **Tours of Main Street Communities in Frederick County (Optional)**

- **Middletown:** Visit Main Street Middletown for advice on achieving your Main Street **Design** goals. Main Street Manager Becky Axilbund will provide details of completed design projects, steps, and funding sources.
- **Brunswick:** Brunswick's Newberry and Kaplon Buildings have been revitalized through the Blighted Building Program, grants, partnerships, and innovative funding sources. Visit these buildings and discover more about the **Economic Revitalization** process for your downtown.
- **Thurmont:** Take a scenic drive to Thurmont, located at the foothills of the Catoclin Mountains, and see how **Promotion** is used for the Thurmont Trolley Trail and Murals on Main to entice residents and hikers to visit the downtown.
- **Emmitsburg:** Nestled in the northern part of Frederick County, Emmitsburg is determined to elevate its status from a Main Street affiliate to a fully designated Main Street. With a handful of charming shops breathing new life into the historic downtown, the community is steadily progressing toward its revitalization goals.

#### 4:30 – 8:30 PM **Welcome Party (Optional- Limited Attendance)**

- This is an optional and free event. There are limited available spots.
- Join us for an unforgettable evening under the stars! Kick off your conference experience in the heart of our host city. Connect with fellow Main Streeters over dinner and drinks, go behind the scenes at Downtown Frederick Partnership's latest placemaking initiatives, and unleash your creativity with a hands-on project.

### Tuesday, October 8, 2024

#### 7:30 – 8:00 AM **Continental Breakfast**

#### 8:00 – 8:30 AM **Welcome**

- Kiki Wilson, Mistress of Ceremonies

- Richard Griffin, AICP, CEcD, MEDA President & Director of The City of Frederick Economic Development
- Honorable Michael O'Connor, Mayor, City of Frederick
- Jake Day, Secretary, Maryland Department of Housing and Community Development

8:30 – 8:45 AM **Morning Meditation**

- Mari Good, The Center - Sound. Mind. Body

8:45 – 9:15 AM **“Coffee with Jake”**

- Jake Day, Secretary, Maryland Department of Housing and Community Development
- Mary Means, Founder and “Mother of Main Street”

9:15 – 9:20 AM **Welcome**

- Honorable Jessica Fitzwater, County Executive, Frederick County

9:20 – 10:00 AM **Keynote: “Beloved Economies: Transforming How We Work”**

- Jess Rimington, Practitioner, Consultant, and Researcher, Possible Futures

Over eight years, Jess conducted research with sixty organizations and companies that boldly broke away from traditional business practices by sharing power among their internal teams and external stakeholders. In this talk, she shares research findings and presents a vision of business success that prioritizes well-being, meaning, connection, and resilience alongside traditional metrics, such as quality and financial success. As the research reveals, it’s not only what we do, but how we do it, that can be powerful in developing economies that all of us can love.

10:00 – 10:30 AM **Break**

- Attendees are invited to take a moment to stretch, enjoy a brief break, engage with our sponsors, or experience a live African Drumming performance by the Aya Cultural Arts Studio.

10:30 – 11:00 AM **“Connecting Entrepreneurs of Color to Capital”**

- Rodney D. Foxworth, Jr., Co-Founder & CEO, Worthmore

11:00 – 11:30 AM **“Turning the Key: Increasing Housing Supply and Stability in Your Main Street”**

- Haley Lemieux, Director, Office of Policy Development, Maryland Department of Housing and Community Development

This session will cover the Governor's 2024 Housing Legislative Package and the benefits it may bring for Main Streets across Maryland. The package includes state law that will reduce

regulatory barriers to building diverse housing types, unlock new federal resources for Main Street Communities, and increase housing stability through enhancing protections for renters.

11:30 AM – 12:00 PM **“Housing & Infill: Redevelopment Challenges of Fire Suppression”**

- Kara Norman, Executive Director of Downtown Frederick Partnership
- Christiana Limniatis, Program & Outreach Manager of Preservation Maryland

Activating upper floors and increasing business capacity of Main Street buildings can have a multiplier effect on the economic vitality of a community. But often the lack of fire suppression systems can limit this potential. This session will highlight Downtown Frederick Partnership and Preservation Maryland’s recent fire suppression survey project, looking at the case studies and providing recommendations to better support the health and safety of Main Streets across Maryland.

12:00 – 1:30 PM **Lunch**

- Attendees will receive a \$20 'Get It Downtown' gift card to spend in Downtown Frederick. Gift cards can be used at more than 190 restaurants and shops... have fun exploring!

1:30 – 2:45 PM **“Improv for Fundraisers: Mastering Funder Conversations”**

- Maryland Ensemble Theater
- Western Maryland Chapter of the Association of Fundraising Professionals

Discover how the principles of improv can transform your funder conversations—all without leaving your seat! This dynamic session will teach you practical techniques to think on your feet, build authentic connections, and handle funder interactions more confidently. Through live demonstrations, volunteer-led role-playing, and interactive audience participation, you'll learn how to listen actively, respond creatively, and make the ask with ease. Perfect for fundraisers of all experience levels, this session will give you actionable insights to enhance your fundraising success!

2:45 – 3:15 PM **Break**

- Attendees are invited to take a moment to stretch, enjoy a brief break, engage with our sponsors, or participate in a mindful moment of Sound Therapy by Maren Good and Michael Ungar at The Center - Sound. Mind. Body.

3:15 – 3:45 PM **“Hot Sauce & Handbag Businesses are all the Rage on Main Street: What Does it Mean for You?”**

- Ilana Preuss, Founder & CEO, Recast City LLC

The recent National Main Street small business survey showed that about 1/3 of all Main Street

businesses are makers and small-scale manufacturers. What does this mean for main streets? Why are they important to have on main street? How do we prepare for this business type? How do we find them in our community? This session will share the recent research and steps Main Street leaders can take to thrive in this key business sector.

3:45 – 4:15 PM “**Anti-Displacement Strategies: Lessons from the SBAN Network**”

- Manuel T. Ochoa, AICP, Principal & Founder, Ochoa Urban Collaborative

The Small Business Anti-Displacement Network (SBAN) is a network of leaders and organizations committed to helping small businesses stay in place, especially in black and brown communities. SBAN recently updated its Small Business Anti-Displacement toolkit to help organizations easily find best practices and ideas to tackle gentrification faced by small businesses. Learn about our network and get a quick tour of our toolkit while taking a deep dive into community ownership.

4:15 – 5:00 PM **Wrap-Up**

- Kiki Wilson, CEO, OUT40
- Christine McPherson, Assistant Director of the Division of Neighborhood Revitalization and State Coordinator of the Main Street Maryland Program, Maryland Department of Housing and Community Development (DHCD)

The 2024 Main Street Maryland Conference is organized by the Maryland Department of Housing and Community Development (DHCD) and the Maryland Economic Development Association (MEDA).

