



**Kentucky Main Street Conference**  
**Shiny New Year Full of Opportunity**  
January 25-27, 2012  
Frankfort, Kentucky  
2 Training Credits

**Wednesday, January 25**

**9:00 a.m. - Noon: Main Street 101**

**Location: Thomas D. Clark Center for Kentucky History, Brown-Forman Room  
100 West Broadway in lovely downtown Frankfort**

**Driving Directions: <http://history.ky.gov/sub.php?pageid=3&sectionid=2>**

**Noon - 1:00 p.m.: Registration**

**Location: Thomas D. Clark Center for Kentucky History, Brown-Forman Room  
100 West Broadway in lovely downtown Frankfort**

**Driving Directions: <http://history.ky.gov/sub.php?pageid=3&sectionid=2>**

**1:00 - 2:15 p.m.: Conference begins**

Introductions

Kentucky Main Street Program Updates

**2:15 - 3:15 p.m.**

Preservation Kentucky-Legislative Updates

**3:15 - 3:30 Break**

**3:30 - 4:30 p.m.**

**Let the Music Play - A Look at the Importance of Public Performance Licensing**  
Broadcast Music, Inc./Association Society of Composers Authors and Publishers license

Join the Double D Gang (Danny & Daron) as they discuss the importance of public performance licensing in a fun and informative Q & A session about licensing your public performances through BMI & ASCAP. Also included at no charge will be a live musical performance by BMI artist Danny Craig.

**Speakers: Daron Jordan, City of Madisonville, and Danny Craig, Ashland Main Street**

**5:30 - 6:45 p.m.**

Reception Hosted by Preservation Kentucky at Bistro 241

**7:00 - 9:00 p.m.**

**Kentucky Main Street Awards Ceremony**

**Grand Theatre** (Please note, **no registration or cost** for award nominees, community volunteers, board members, mayor/council/county judge/legislators and other special guests including spouses who wish to attend this ceremony.)

**Thursday, January 26**

**Location: Thomas D. Clark Center for Kentucky History, Brown-Forman Room**

**8:30 - 10:30 a.m.**

**Planning for Main Street:** Strategic Planning is not just for big-box retailers!

Understand the difference between a Vision, a Mission and Core Values and learn how to make them work for your Main Street program.

**Break**

**Plan the Work, Work the Plan!** Learn how to write an effective work plan that supports the Vision of your Main Street program.

**Speaker: Tracy Robinson, Guthrie Partners for Main Street**

**10:30 a.m. - 2:00 p.m.**

**Scheduled Time for Meeting with Your Legislators, or Open House, Brown-Forman Room**

State Agency and Partner Organizations will be available to provide program information and answer questions. Representatives from the following will be present:

- Alcohol Beverage Control – Sandra Watts
- Kentucky Transportation Cabinet – Shane Tucker (Transportation Enhancement Program) and Steve Spradlin (brown signage)
- Cabinet for Economic Development – Mark Johnson (KY Small Business Investment Tax Credits)

- EPA-Brownfields – Amanda LeFevre
- Department of Housing, Buildings and Construction
- Department for Local Government
- Department of Travel – Rhonda Nix (Tourism Matching Grants Program)
- Preservation Kentucky – Eric Whisman (Advocacy, Education, Membership)
- Kentucky Heritage Council – Marty Perry (National Register of Historic Places), Wendy Wheatcraft (Certified Local Government/Historic Preservation Ordinances), Jill Howe (Section 106) and Patrick Kennedy (Preservation Skills Training Programs)
- Kentucky Housing Corporation

**2:00 – 3:15 p.m.**

**Establishing WORKING 4-point Committees**

**2:00 - 2:30 p.m.**

**Presentation**

**2:30 - 3:00 p.m.**

**Roundtable** discussions regarding working 4-point committees (each table will have a designated captain who scored very well in the 4-point committees certification criteria, who will lead the table discussion).

**3:00 – 3:15 p.m.**

Each of the 8 tables will pose one question to the session speaker.

**3:15 - 3:30 p.m. Break**

**3:30 – 5:00 p.m.**

**Panel on Budget Development**

**3:30 - 4:15 p.m.**

**Panel Discussion** (**Julie Wagner**, Heart of Danville will discuss membership development; **Tim Janes**, Winchester First will discuss fundraising; and **Eilene Collins**, Shelby Development Corporation will discuss city/county funding),

**4:15 – 4:45 p.m.**

**Roundtable** discussions regarding working budget development (each table will have a designated captain who will lead the table discussion).

**4:45 – 5:00 p.m.**

Each of the 8 tables will pose one question to the panel.

**Dinner on your own**

## **Friday, January 27**

**Location: Thomas D. Clark Center for Kentucky History, Brown-Forman Room**

### **9:00 - 10:30 a.m.**

During the last two years, the Kentucky Main Street Program in partnership with the National Trust Main Street Center has developed a new two-tier designation system which coordinates with the 2011 state certification process and the updated National Main Street Center Accreditation/Designation initiative. This session will provide details on how your certification scores rank and qualify you for the new two-tier system, and how that directly relates to your eligibility of services. It is strongly recommended that all participating Kentucky Main Street communities attend this very important session.

**Speakers: Teresa Lynch, Senior Program Officer, National Trust Main Street Center and Scot Walters, Site Development Program Manager, Kentucky Heritage Council**

### **10:30 - 10:45 a.m. Break**

### **10:45 a.m. - Noon**

#### **“Building a Better Board in 2012”**

Utilizing her national perspective and extensive experience working with Main Street boards throughout the United States, Teresa will address key board organizational issues and pose solutions. The KYMS staff has provided 5 key topic areas based upon the 2011 certifications, so the information presented will help you build a better board in 2012! This will be an interactive session with Teresa calling on the audience to help develop solutions to some difficult board situations.

**Speaker: Teresa Lynch, Senior Program Officer, National Trust Main Street Center**

### **The Kentucky Main Street Team**

**Becky, Karen, Jen, Mike, Scot**

**Kentucky Heritage Council**