

A New Chapter for Preservation in Kentucky
Statewide Historic Preservation Conference
Presented by the Kentucky Heritage Council
May 16-18th 2023
Maysville Kentucky

Tuesday May 16

Cox Building 2 E Third Street – Ballroom

- 1:00-1:30PM** **Welcome & Introductions:** SHPO Craig Potts of KHC, Cabinet Secretary Lindy Casebier, Mayor Deborah Cotterill, Maysville City Administrator Matt Wallingford
- 1:30- 2:30** **Introduction to KHC/State Preservation Plan - Craig Potts**
- 2:30** **Tax Credit Program - Katie Wilborn**
- This session will provide an overview of the revamped Historic Preservation Tax Credit Program. Learn about changes that improve the effectiveness of this powerful incentive and how to make it work for your historic home or building project.*
- 3:00-3:30** **Facade Grants- local and national – Caroline Reece**
- 3:30-5:00** **Downtown Maysville Group Tours of Downtown** Visit Tax Credit properties and learn from local contractors. Participants will be split into groups that will rotate to see several projects in the downtown.
- 5:00-8:00PM** **Washington Opera House 120 West 2nd Street Lobby and Main Stage**
- 5:00-5:30** hors d'oeuvres and drinks courtesy **KY Main Street Association**
- 5:30 -6:00** **Mr. Muddle – Katie Wilborn**
- Mr. Muddle is back and ready to physically illustrate how and why commercial buildings in historic downtowns are inappropriately altered. Katie Wilborn will take you through the “muddling” process and how to regain the beauty and functionality of these properties using preservation-focused design.*
- 6:00 PM** **Keynote Speaker Joe Borgstrom- Place and Main Advisors LLC**
- Joe is an accomplished professional in the fields of Downtown Redevelopment, Community and Economic Development, Main Street and Placemaking. His 25-year career includes executive management, project financial structuring and evaluation, fund development, foreign direct investment recruitment, market research, program management, public speaking and consulting. He and his teams have used state and local incentives to leverage more than \$2.2 billion in private investment into communities. Borgstrom's expertise is in the areas of retail market analysis, real estate redevelopment, real estate finance, business recruitment, strategic planning, incentives, and economic development strategy.*
- 7:15** **Dinner - Washington Opera House**

Wednesday May 17

Cox Building 2 East Third Street - Ballroom

8:00 Coffee and Pastries

8:30 Section 106 -Nicole Konkol

The purpose and goals of the Section 106 process will be discussed in this session along with examples of common misconceptions. Learn how the National Historic Preservation Act and Section 106 can play an important role in community planning and economic development.

9:00 Economics of Historic Preservation- Heath Seymour – Vital Sites, Louisville

This session will provide a unique perspective on the economics of preservation development through the lens of local non-profit advocacy. Learn how to promote and utilize existing programs available at the federal, state and local levels along with fresh approaches to revitalization.

9:30- 10:00 Main Street/Certified Local Government- Kitty Dougoud

The Main Street program advocates a return of community self-reliance, local empowerment, and the rebuilding of downtowns based on traditional assets: distinctive architecture, historic character, a pedestrian friendly environment, personal service, local ownership, and a sense of place. Certified Local Government Program is a local, state, and federal partnership that promotes historic preservation planning and protection of prehistoric and historic resources at the local level. Come with questions to see how Main Street and CLG can play an important role in your community.

10:00 - 10:15 Quick stretch break

10:15 -11:30 Panel Discussion Benefits of Economic Incentives Jacob Roan, Caroline Reece, Nic Hutchison, Kaitlin Bryan, Bill Weyland, Chris Black Moderated by Craig Potts

12:00 -1:00 Lunch & Learn

12:30 Military Heritage and Perryville commissions **Craig Potts** Native American, African American, MLK Commissions **Tressa Brown** and Heritage Farms **Matt Yagle**

This session will present an overview of the Military History, Perryville Battlefield, Kentucky African American Heritage Commission, the Kentucky Native American Heritage Commission and the Martin Luther King, Jr. State Commission. You will learn what these Commissions do and what resources are available to engage with African American and Native American history in your community and across the state. You will also learn about our Heritage Farm Program.

1:00-2:30 Ida Lee Willis Memorial Awards – Cox Building Mason Room

2:30-3:30 Reception for Ida Lee Willis Memorial Award Winners – Home of Duke and Linda Ford, 20 W. Third Street

1:00-5:30 Tour downtown Maysville! There are many great places to visit! Enjoy one or more. Visit the shops, see the sites, chat with participants and presenters.

- Tour to Old Washington -guides will be on site – bus will take you there.
- Old Pogue Distillery
- Russell Theater
- Gateway Museum miniature collection with Kaye Browning
- National Underground Railroad Museum

- Shopping!

6:30 Dinner at Caproni's - 320 Rosemary Clooney Street (not included in Registration)

Thursday May 18

Cox Building 2 E Third Street

8:00 AM Coffee & Pastries available

8:00—9:00 Clooney Room Certified Local Government Coordinator Meeting
This will be an informal gathering time for CLG coordinators to meet, network and ask questions facilitated by SHPO, Craig Potts.

Cox Building-Ballroom

9:00-9:30 Survey & Inventory Coordinator Matt Yagle

Audience members can expect to learn what services the survey program offers; how data is produced, collected by our agency and how it is made available to the public. The audience will get a glimpse into what the survey program has been doing, where it is going and how it plans to contribute to the execution of the statewide historic preservation plan.

9:30-10:00 National Register Marty Perry

This session introduces attendees to the National Register program. It provides an overview of how the National Register integrates the various programs of the State Historic Preservation Office.

10:00 Questions & Answers with the KHC Staff

11:00 Closing Plenary Jeff Siegler -Revitalize or Die

Jeff Siegler is a writer, speaker and consultant concerned with the powerful role place plays in our lives. He is the founder of the civic pride consulting firm, Revitalize, or Die. and a co-founding partner of Proud Places. Having grown up in a struggling rustbelt city Jeff understands the devastating cost of civic apathy and works every day to combat its effects. After obtaining his Masters in Urban Planning from Virginia Commonwealth University, Jeff went to work on Main Street. First as a downtown manager and BID director, and later as the Ohio Main Street State Coordinator. Jeff and his wife Amber and their four kids call Pittsburgh home.

Noonish Closing Comments from SHPO, **Craig Potts**