



Monday October 6 *Meeting at General Butler State Park*
1608 KY-227, Carrollton, KY 41008 (502) 732-4384

- 1:00-1:30** **Who's Who in Main Street** – introduction of MS directors
Welcome by Kentucky State Historic Preservation Officer –
News to Know - **Craig Potts**
- 1:30-2:15** **Who are they and what do they do and why do I need to know?** **Nicole Roth, Nicole Konkol, & Katie Wilborn** program managers at the Kentucky Heritage Council will share how each of their programs can be of great benefit to Kentucky Main Street districts.
- 2:15 – 2:30** **Break**
- 2:30 – 4:00** **“Marketing Without the Madness: How AI Can Help Main Street Businesses Show Up and Stand Out”** **Janet Hurn**



Social media shouldn't be scary, and marketing doesn't have to drain your time or budget. In this interactive session, you'll see how small-town businesses and Main Street programs can use free or low-cost AI tools — like ChatGPT, Gemini, and NotebookLM — to create high-quality marketing content quickly and confidently.

You don't need more platforms or pressure — you need simple ways to show up online, consistently and effectively.

Whether you're promoting a fall festival, boosting a local shop's Facebook presence, or helping a business get unstuck, you'll walk away with easy-to-follow strategies, demoed live. You don't need to be a tech expert or have a marketing background to get started.

You'll also learn:

- What AI can help with — and what still needs a human touch.
- How to build a week of content in minutes from just a photo and a short sentence about your product or event.
- How to use AI to write better, faster, and more consistently — without sounding robotic.
- When to trust it, when to tweak it, and how to teach it your community's voice.

 **Bonus:** Get access to a prompt pack and tool list to take back to your local businesses.

Want to keep learning? Future Ready Consulting offers live coaching and tailored workshops for you or your Main Street businesses.

4:00 – 4:30 **KYMS and KYMSA update** **Kitty Dougoud** **Dan Brenyo**

Director & Speaker Dinner provided by the City of Carrollton

Thursday Oct 7th Madison, Indiana

8:30 Arrive in Madison Red Bicycle Hall 125 E Main St, Madison, IN 47250

Hear from local Main Street leaders

Tour of downtown and properties

12- 1:15 Lunch on your own

1:30 Speaker Dashon Jordan, Executive Director Broad Community Connections



Dasjon Jordan is an organizer, designer, and planner from New Orleans. He has worked with public agencies, cities, community-based organizations and the private sector on place-based economic development strategies in the U.S., South Africa and Mexico. Dasjon specializes in commercial district revitalization focusing on small business financial and marketing ecosystems, restorative design strategies, and neighborhood cultural planning.

Prior to returning to BCC, Dasjon was the Strategy and Development Officer for the Ujamaa Economic Development Corporation. Also, Dasjon was a Massachusetts Institute of Technology (MIT) CoLab (Community Innovators Lab) post-graduate fellow. His work focused on growing the Department of Urban Studies and Planning at MIT, student engagement in racial and economic justice in practice and pedagogy through CoLab. Dasjon returns to lead BCC, after working as the Commercial Revitalization Coordinator at Broad Community Connections in 2016. He holds a master's of city planning from MIT and a bachelor's of architecture from Louisiana State University.

Dasjon believes in people and trusting relationships to forge civic power and make things happen. BCC's future with Dasjon is rooted in relationships and driven by bold imagination.

3:30 – 5:30 Shopping local, sightseeing, all things Madison

Dinner information to come

**7:30 "Real Talk for Directors: Sharing Challenges, Successes and
"Evening event for directors and speakers location TBA**

Wednesday October 8 Carroll County Public Library Downtown Carrollton

8:30- 10:00 Lessons from the Field:

Peer-Led Strategies for Rural Redevelopment" Learn how two different community Main Street programs became leaders in redevelopment. Join Tracy Robinson of Guthrie and Deana Wright of Murray who each have over 20 years as Main Street directors as they share their experience in the field of property development and tax credits.



Learning from your peers in the field of property redevelopment in rural communities can be invaluable, as these environments often require creative, locally informed solutions that differ from urban models. Peers who have navigated zoning challenges, secured funding through grants or public-private partnerships, or engaged effectively with local stakeholders can offer practical insights online resources can't provide.

By sharing successes and setbacks, peer developers help each other avoid common pitfalls, discover cost-effective materials or methods, and better understand the cultural and economic dynamics unique to rural areas.



This exchange of experience fosters a collaborative approach to revitalizing communities while preserving their character and addressing local needs.



From Flooding to Flourishing In an era where communities face increasing risks from natural and human-made disasters, proactive planning and local leadership have never been more critical. Teresa Mays brings a wealth of experience in community development and resilience-building, offering a grounded perspective on how small towns can prepare for, respond to, and recover from crises.

This session will focus on disaster resilience and revitalization strategies for small towns and rural Main Streets. In Beattyville repeated flooding devastated downtown businesses and historic buildings yet sparked innovative projects and partnerships that positioned the community for long-term growth.

Teresa will highlight how resilience planning is not just about physical infrastructure, but also about strengthening the economic, cultural, and social fabric of Main Street.

BREAK

10:30 Bylaws: "The Bylaws Blueprint: What You Need, What You Don't"

11:30 Wrap up and final thoughts