

Vital Maine Communities Conference

Thursday • June 9, 2011 • Lewiston
Building Boom in a Recession

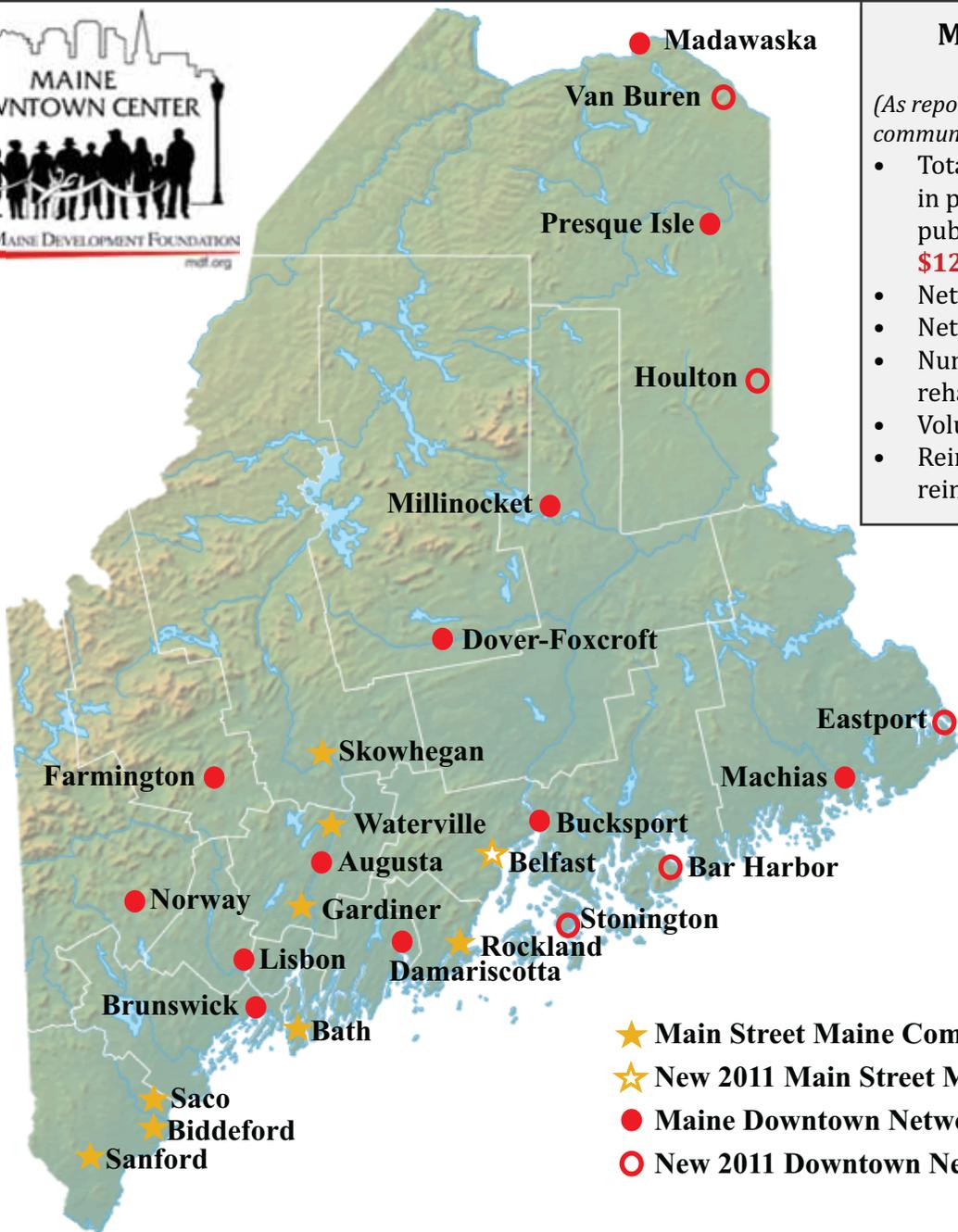
Friday • June 10, 2011 • Skowhegan
Making Maine's Downtowns Work



Presented By:

Primary Sponsors:





- ★ Main Street Maine Communities
- ☆ New 2011 Main Street Maine Community
- Maine Downtown Network Communities
- New 2011 Downtown Network Communities

Maine Reinvestment Statistics

(As reported by Main Street Maine communities from 2002-2010)

- Total amount of reinvestment in physical improvements from public and private sources: **\$125.9 Million**
- Net gain in businesses: **195**
- Net gain in jobs: **849**
- Number of building rehabilitations: **502**
- Volunteer Hours: **169,051**
- Reinvestment Ratio: **\$25.69** reinvested for every \$1 spent

The Maine Development Foundation's Downtown Center serves as the state coordinator for the National Trust for Historic Preservation's Main Street program. We utilize the Main Street Four-Point Approach® which has earned a reputation as one of the most powerful economic development tools in the nation for vibrant, healthy downtowns.

The Center's mission is to advance preservation-based economic development in downtowns across Maine, resulting in business growth, job creation, building rehabilitation, cultural enhancement and organizational leadership. The Center and its Advisors serve as a resource for all Maine communities interested in undertaking downtown revitalization projects and developing sustainable programs. We are a member of the Maine Downtown Coalition and are proud to currently work with 9 Main Street Maine and 18 Maine Downtown Network communities, representing every county in Maine.

The Maine Downtown Center Oversees and Manages the:

- Main Street Maine program – locally staffed programs in nine Maine communities
- Maine Downtown Network – for communities exploring downtown revitalization options
- Green Downtowns - strengthening the link between the natural and built environments
- Maine Downtown Institute – a series of downtown training workshops
- Annual Conference and Downtown Achievement Awards



There's More To Maine



Maine. Another word for "one of a kind."

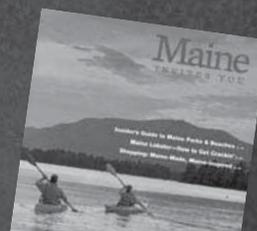
The quintessential Maine experience blends natural beauty with culinary brilliance, infinite outdoor activities and authentic local color in every season. Discover — there's more to Maine at VisitMaine.com.



The Maine Community Development Block Grant Program — supporting Maine's downtowns and the Maine Communities 2011 Conference.

Get more at VisitMaine.com:

- Over 200 **Maine Getaways** value packages
- **FREE** 2011 Maine Travel Planner



Maine

VisitMaine.com

DOWNTOWN LEWISTON

A

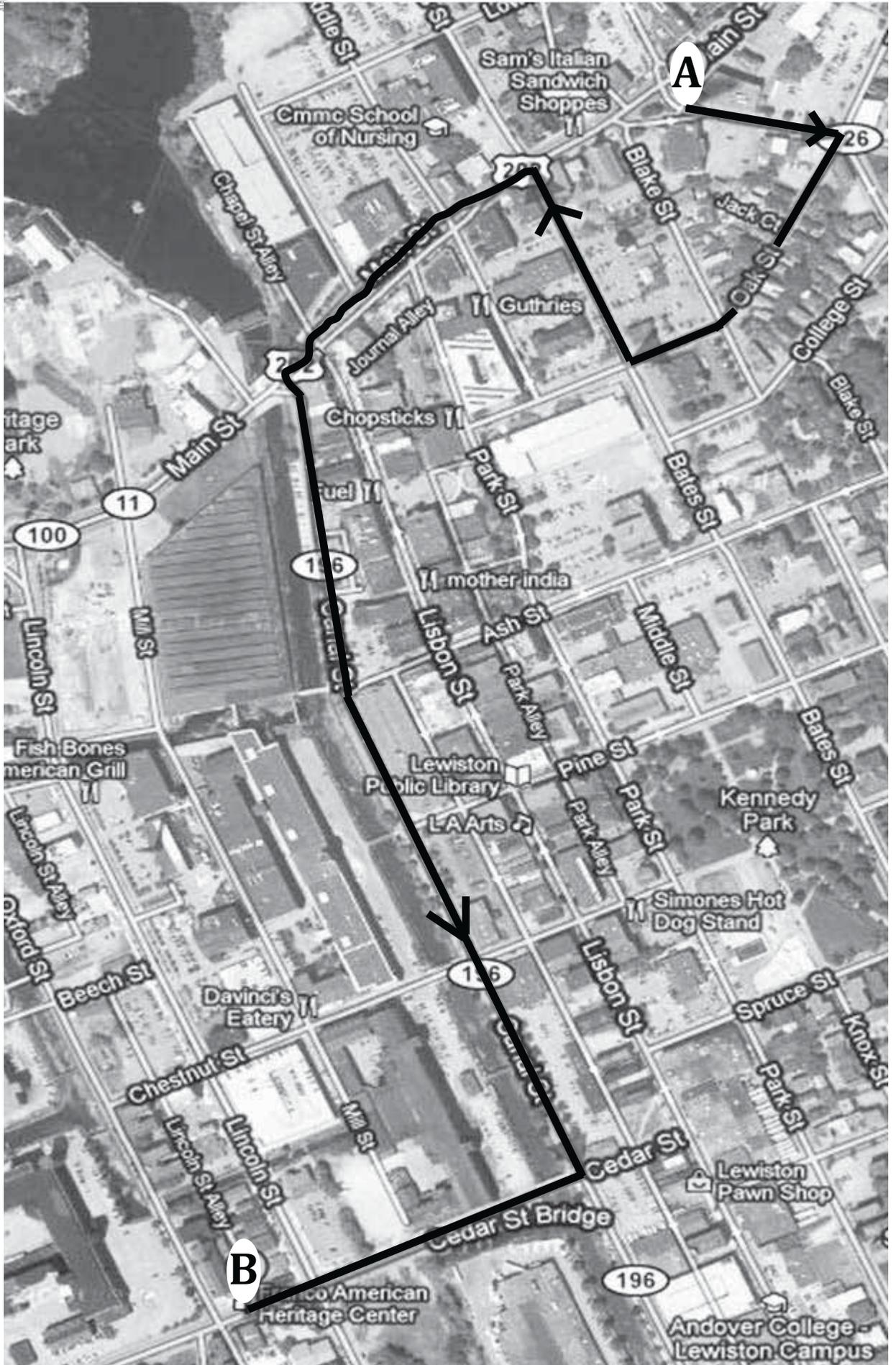
KORA TEMPLE
11 SABATTUS STREET

All Conference Sessions

B

FRANCO AMERICAN HERITAGE CENTER
46 CEDAR STREET

Honor Awards



Vital Maine Communities Conference

Day 1 • Building Boom in a Recession!



Schedule-at-a-Glance • Thursday • All Sessions at the Kora Temple, Lewiston

7:45 AM **REGISTRATION OPENS - Kora Temple**, Mural Room, 2nd Floor, 11 Sabattus Street, Lewiston
Network with your colleagues over a continental breakfast; pick up your conference nametag and totebag.

8:20-8:45 **GREETINGS AND OPENING REMARKS**

8:45-10:30 **OPENING PLENARY SESSION** - Ceremonial Hall, 3rd Floor, "The Developer's Perspective on Historic Preservation Projects." Based on the unexpected success of 24 privately developed projects investing \$135 million in Maine since 2008 when the State Historic Preservation Tax Credit was passed, the opening session of the conference will feature three developers providing an insider's view of how to successfully implement a tax credit project. Speakers will discuss: What elements make up successful projects? What do they look for in a building? How does a project come together? What groundwork can a community lay to make a project more likely? *Speakers: Chris Pachios and Chris Flagg, Waterfront Maine; Kevin Bunker, Developers Collaborative; Cyndy Taylor, Housing Initiatives of New England.*

10:30-11:45 **FIRST CONCURRENT SESSION IN THREE TRACKS**

1A • Ceremonial Hall, 3rd Flr

Tax Credits – How to Tap into the Historic Preservation Tax Credits

1B • Mural Room, 2nd Flr

Building Codes – Using the New Existing Building Code of the Maine Uniform Building and Energy Code (MUBEC)

1C • Meeting Room, 1st Flr

Saving Landmarks – First Steps to Saving your Landmark Building

NOON-1:00 **LUNCH** - Mural Room, 2nd Floor

1:00-2:30 **SECOND CONCURRENT SESSIONS IN THREE TRACKS**

2A • Ceremonial Hall, 3rd Flr

Tax Credits – Applying Rehabilitation Standards

2B • Mural Room, 2nd Flr

Building Codes – Using the Energy Code of the Maine Uniform Building and Energy Code (MUBEC)

2C • Meeting Room, 1st Flr

Saving Landmarks – What to do with the Old Church?

2:45 – 4:15 **THIRD CONCURRENT SESSIONS IN THREE TRACKS**

3A • Ceremonial Hall, 3rd Flr

Tax Credits – Securing Project Financing

3B • Mural Room, 2nd Flr

Design Review – Improving Revitalization through Local Design Review

3C • Meeting Room, 1st Flr

Saving Landmarks – Creating Community Centers: Case Studies

4:30-5:30 **MAINE PRESERVATION'S 2011 HONOR AWARDS** – Franco-American Heritage Center, 46 Cedar Street, Lewiston. Doors open at 4:30, refreshments served, free parking, complimentary admission for Conference attendees.



DAY 1 • CONCURRENT WORKSHOPS
Session 1 • 10:30 - 11:45 AM

1A – Tax Credits – How to Tap into the Historic Preservation Tax Credits – Ceremonial Hall, 3rd Floor – Speakers will discuss how to plan, implement and meet the criteria for receiving the 25% and 30% Maine historic tax credits and the 20% federal historic credit. *Speakers: Mike Johnson, Maine Historic Preservation Commission; John Kaminski, Drummond Woodsum.*

1B - Building Codes – Using the New Existing Building Code of the Maine Uniform Building and Energy Code (MUBEC) – Mural Room, 2nd Floor – MUBEC has been shaped by a diverse panel of experts meeting more than six hours a month for more than two years. Training has not yet been held on the Existing Building Code, which is critical in understanding how to apply current standards to existing and historic buildings. Experts will discuss results of the 2011 legislative session and how to apply the existing-building section of the Code, a major feature of the new state uniform code. *Speakers: Mike Pullen, WBRC Architects - Engineers; Mike Lessard, official MUBEC trainer at Kennebec Valley Community College.*

1C – Saving Landmarks – First Steps to Saving your Landmark Building – Meeting Room, 1st Floor – Speakers will discuss how to get started, create a plan and fundraise. *Speakers: Rochelle Bohm and Chris Closs, Maine Preservation and Hugh French, Tides Institute and Museum of Art.*

Session 2 • 1:00 - 2:30 PM

2A – Tax Credits – Applying Rehabilitation Standards – Ceremonial Hall, 3rd Floor – Speakers will highlight architects', engineers', contractors' and preservation consultants' approaches to meeting the rehabilitation standards required for the credit. They will discuss common – and uncommon – issues that arise, the basic and more complex tactics used to meet the Secretary of the Interior's Standards for Rehabilitation in older buildings. *Speakers: Amy Cole Ives, Sutherland Conservation & Consulting; Cordelia Pitman, Wright-Ryan Construction; Matt Tonello, Consigli Construction Co. Inc.*

2B – Building Codes – Using the Energy Code of the Maine Uniform Building and Energy Code (MUBEC) – Mural Room, 2nd Floor – While much has been written about “green” new construction, little has been developed concerning energy efficiency in existing and historic buildings. While historic buildings are exempted from the energy code, Maine Preservation has developed “Historic Preservation Guidelines for Energy Efficiency and Sustainable Practices.” These guidelines are important to understanding how older buildings use, and can conserve, energy – without sacrificing the historic building. *Speakers: Anne Ball, Consultant for Maine Preservation; Alan Kuniholm, PDT Architects; Mike Lessard, official MUBEC trainer at Kennebec Valley Community College.*

2C – Saving Landmarks – What to do with the Old Church? – Meeting Room, 1st Floor – Most Maine communities have churches no longer used as sanctuaries. What are some of the options for these buildings and how do reuse projects best proceed? *Speakers: Jen Southard, Maine Community Foundation; Rochelle Bohm; Arron Sturgis, Preservation Timber Framers.*

Session 3 • 2:45 - 4:15 PM

3A – Tax Credits – Securing Project Financing – Ceremonial Hall, 3rd Floor – Experts will discuss elements necessary to put together the financing for rehabilitation projects. What are the key elements of a developer's pro forma and what are the potential sources of funds and the uses of funds? How is a case for a project built? What elements are financing institutions looking for in a project? How are financing decisions made? What are typical sources of funds and how are they combined? What are the important aspects of financial management for projects? *Speakers: Kevin Bunker, Developers Collaborative; John Moore, Bangor Savings; Chris McLoon, Verrill Dana.*

3B – Design Review – Improving Revitalization through Local Design Review – Mural Room, 2nd Floor – Contrary to popular misconception, studies show that property values within historic districts appreciate faster than areas outside districts, in both downtowns and neighborhoods. Speakers will discuss steps to take to relate design review to community revitalization. *Speakers: Deb Andrews, Portland Historic Program Manager; Mike Pullen, Hampden Historic Preservation Commission and WBRC Architects - Engineers.*

3C – Saving Landmarks – Creating Community Centers: Case Studies – Meeting Room, 1st Floor – Three communities share how they created and sustain community centers using historic buildings. *Speakers: Chris Maas, Friends of Central Hall; Mary Laury, Executive Director, Schoodic Arts for All; and Kehben Grier, Machias Valley Grange & The Beehive Design Collective; Moderator: Chris Closs, Maine Preservation Field Service Advisor.*

Day 1 • Presenters & Speakers



Deb Andrews serves as the City of Portland's Historic Preservation Program Manager for the Historic Preservation Board. She is the former Executive Director of Greater Portland Landmarks. She holds an MS in Historic Preservation from the University of Vermont.

Anne Ball is a historic preservation consultant who has worked for the Office of Tourism, the Cultural Resources Information Center and Maine Archives and Museums. She is currently working with Maine Preservation developing historic preservation guidelines for energy efficiency and sustainable practices. She holds an MA in Historic Preservation from Boston University.

Rochelle Bohm is the Eastern and Northern Field Service Advisor with Maine Preservation and the National Trust for Historic Preservation. She graduated from Houghton College, New York, and the University of Delaware with an MA in Urban Affairs and Public Policy. She was Preservation Planner for Kent County, Delaware, managing its Historic Tax Credit Program.

Kevin Bunker is a Founding Principal of Developers Collaborative (DC), a smart growth real estate development firm in Portland. In 2007, he graduated with distinction from Harvard University's School of Design with a MA in Urban Planning. A former municipal planner and lobsterman in the Rockland area, Kevin is a principal on all of DC's current projects, from Orono to Biddeford. Kevin is also an activist promoting smart growth of downtowns and is a board member of GrowSmart Maine.

Christopher Closs is the Maine Preservation Field Service Advisor for Western and Southern Maine and for Greater Portland Landmarks and the National Trust for Historic Preservation. Chris consulted on historic tax credits for 30 years, managing 62 projects, totaling \$300 million in investments. He was the New Hampshire Main Street Program founding chair and Adjunct Professor in the graduate Historic Preservation Program at Plymouth State University in New Hampshire.

Amy Cole Ives is President of Sutherland Conservation and Consulting in Augusta specializing in historic rehabilitation tax credit projects. Amy received a Maine Preservation Honor Award in 2008 for her key role in passage of the state historic preservation tax credit and adoption of the Maine Uniform Building and Energy Code. She holds her MS in Historic Preservation with a concentration in Architectural Conservation from the University of Pennsylvania.

Christopher Flagg, Vice President, Waterfront Maine, is responsible for real estate operations in four states. Waterfront is an investor and manager of commercial real estate including the Merrill's Wharf redevelopment in Portland. Chris is on the board of the Van Alen Institute and a member of the National Trust for Historic Preservation. He holds a BA from Hamilton College.

Hugh French is the Director and Co-Founder of the Tides Institute and Museum of Art in Eastport, an innovative mixture of cultural resources (museum, research, art production facilities and workshops) focusing on regional renewal and Canadian-American relationships. He previously worked for 19 years with the Salt Institute for Documentary Studies in Portland, including as Associate Director. He holds a MA in History from University of New Brunswick and a BA from Williams College.

Kehben Grier, Machias Valley Grange & The Beehive Design Collective

Mike Johnson joined the Maine Historic Preservation Commission in 2002 as the Historic Rehabilitation Tax Incentive Coordinator, Grants and Easements Reviewer and Technical Advisor. He holds a MS in Historic Preservation from the University of Vermont and attended the University of Oregon's Pacific Northwest Preservation Field School.

John Kaminski is an Attorney with Drummond Woodsum. He is a tax lawyer whose practice now is primarily in community economic development including historic preservation, affordable housing and public-private partnership economic development projects. He holds a JD with high honors from the National Law Center of George Washington University (1979).

Alan Kuniholm is a Principal of PDT Architects and is one of the first architects in Maine to achieve LEED certification and is known as an advocate for sustainable design. He is a current board member of the Maine Chapter of the U.S. Green Building Council and his practice includes adaptive use of historic structures. He is an architecture graduate of Kansas State University.

Mary Laury is Executive Director of Schoodic Arts for All, a non-profit organization celebrating the arts and culture in Downeast Maine. She is a widely exhibited watercolorist and experienced teacher of painting, drawing and dancing both in the classroom and in the field. She serves on the boards of a number of arts organizations.



Michael Lessard is a Building Performance Institute certified Building Analyst Professional Instructor. He completed training in Architectural Drafting at Kennebec Valley Vocational Technical Institute in 1979 and has built several innovative super-insulated Maine homes. He has trained hundreds of weatherization technicians and building analysts and recently developed the training and examinations to certify Maine's new Building Officials and Third Party Inspectors in the MUBEC, through Kennebec Valley Community College.

Chris Maas is Chairman of Friends of Central Hall. He serves as a Director of the Dover-Foxcroft Historical Society. He is also a member of the Dover-Foxcroft Board of School Directors.

Christopher McLoon is a Partner and Chair of Verrill Dana's Tax Law Group. He has rich experience structuring transactions utilizing incentives such as tax credits for renewable energy, historic rehabilitation, low-income housing, and economically distressed communities. After earning his JD from the University of Vermont, he earned an LL.M in tax law from New York University School of Law.

John Moore, Senior Vice President, Bangor Savings Bank, is primary liaison for community development lending, non-profit organizations, government lending and tax exempt bond financing and affordable housing and economic development. He holds an EdM from Harvard University and a BA in History from LaSalle University.

Christopher Pachios, Director, Waterfront Maine, is responsible for real estate operations in four states, including holdings in New York City and Boston. Waterfront is an investor and manager of commercial real estate including the Merrill's Wharf redevelopment in Portland and Fort Andross in Brunswick. Christopher is also an owner of three historic office buildings located within the Congress Street Historic District in Portland. He holds a BA from Bowdoin College.

Cordelia Pitman grew up in New York City, graduated from Middlebury College with a BA in Physics and from Columbia University GSAPP with a MArch. She is a licensed Architect and spent 15 years at Winton Scott Architects leading historic projects like the Harlow Pavilion, the Williams Pavilion and the Castle at Brickhill. Cordelia is the Director of Preconstruction Services at Wright-Ryan Construction.

Mike Pullen, is an Architect and Principal at WBRC Architects - Engineers engaged in historic preservation and rehabilitation projects. He has received preservation awards for projects including; the Merrill Financial Center, the Bangor Waterworks Rehabilitation, and the Castine Post Office. He is a member of the Maine Historic Preservation Commission, the Blaine House Commission, Hampden's Historic Preservation Commission, and the Maine Uniform Building & Energy Code's board.

Jennifer Southard has been Director of Philanthropic Services at the Maine Community Foundation for 7 years and works with donors, such as the one involved in the Maine Steeples Project, to connect them to organizations and programs they care about. She is also a member of Woodfords Congregational Church in Portland and has been actively involved in efforts to re-use/re-develop the Parish House. She holds a BA from Smith College.

Arron John Sturgis is President of Preservation Timber Framing Inc. His team of 14 men and women are dedicated to the traditional repair and preservation of historic timber framed buildings. Living in Berwick, Arron works and teaches his craft throughout New England. Serving as President of Maine Preservation, Arron continues to advocate for solid building methods using local, sustainable and very high quality materials for the preservation of barns and church steeples. He is a graduate of the University of New Hampshire.

Cynthia Milliken Taylor has been President of Housing Initiatives of New England since 1990 where she is responsible for 19 complexes and \$60 million in assets. She has 35 years experience in real estate development, design and construction management, including 10 years as Vice President of Housing Resources and Wishcamper-O'Neil Properties and 5 years with the Maine State Housing Authority. She was the recipient of the Maine Preservation Honor Award for the rehabilitation of the Inn at City Hall in Augusta and now serves as Vice President of the Maine Preservation Board of Trustees. She holds a BFA and BArch with honors from the Rhode Island School of Design.

Matthew Tonello, PE, LEED® AP, Project Executive, Consigli Construction Co., is a Trustee of Maine Preservation. A featured speaker on restoration for regional and national conferences, he has overseen restoration of the Maine State House, the Bowdoin College Museum of Art and Victoria Mansion. He holds a BS from University of Maine, an MBA from Boston University and an MS in Civil Engineering from University Massachusetts, Lowell.



GrowSmart

MAINE



Working at the intersection of the
environment and the economy

For more information

www.growsmartmaine.org

207.699.4330



COMMITTED TO MAINE'S HERITAGE
COMMITTED TO MAINE'S ECONOMIC
GROWTH

Consigli is proud of our role in revitalizing
Maine communities...
one historic building at a time.

CONSIGLI CONSTRUCTION CO., INC.



CONSIGLI

Est. 1905

15 Franklin Street, Portland
773-3000

www.consigli.com

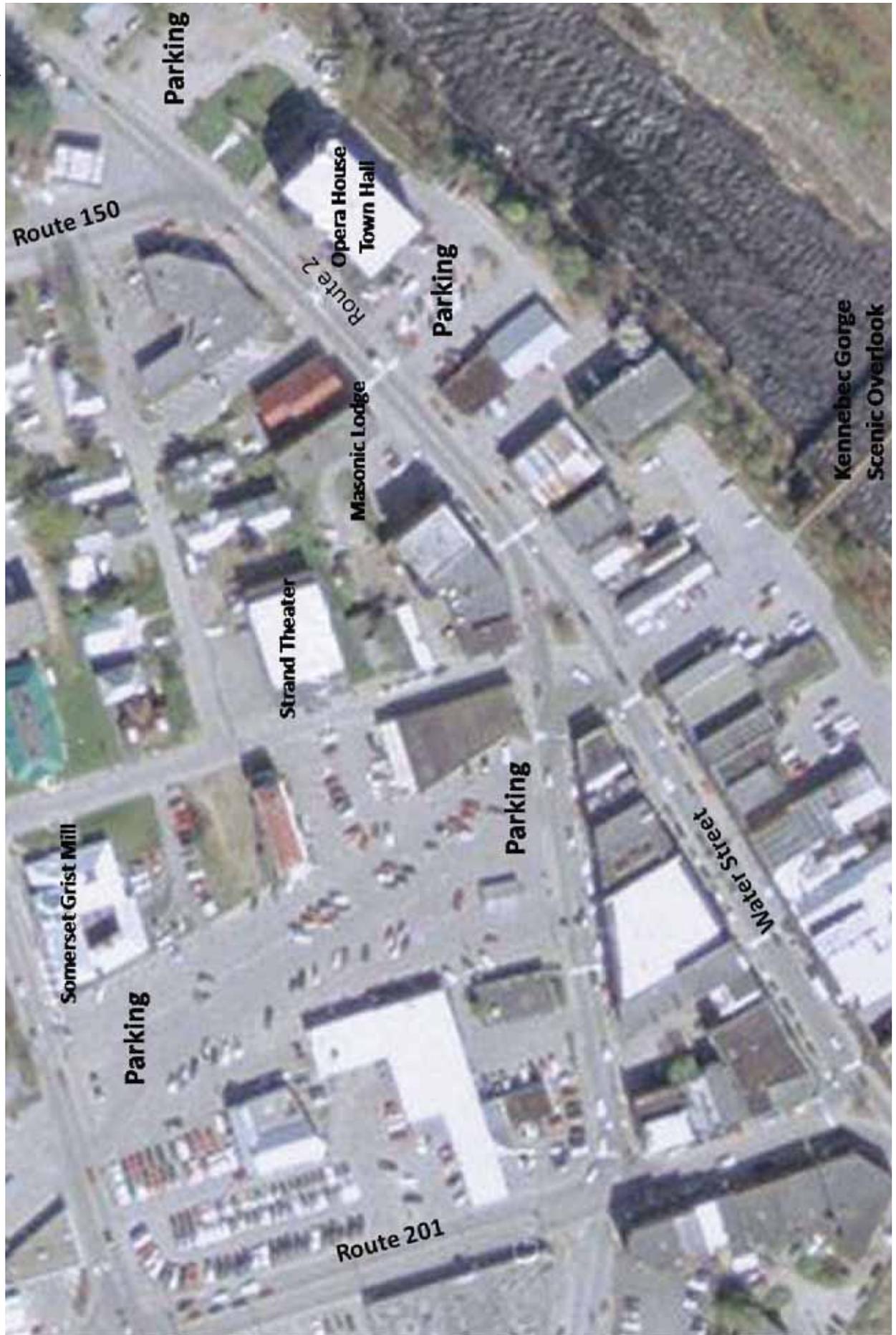
DOWNTOWN SKOWHEGAN

**TOWN HALL/
OPERA HOUSE**

**Registration and
Opening Plenary**

STRAND THEATER

**Reception and
Downtown
Achievement
Awards**



Vital Maine Communities Conference

Day 2 • Making Maine's Downtowns Work!



Schedule-at-a-Glance • Friday • Various Downtown Skowhegan Locations

7:30 AM **REGISTRATION OPENS - Skowhegan Town Hall Opera House**, 225 Water Street. Network with your colleagues over a continental breakfast; pick up your conference nametag and totebag. Sponsored by the Maine Office of Tourism.

8:15-8:45 **GREETINGS AND OPENING REMARKS** - Roxanne Eflin, Senior Program Director, Maine Development Foundation's Maine Downtown Center with invited guests. Special performance by Maine singer/songwriter, David Mallett.

8:45-10:00 **KEYNOTE - Kennedy Lawson Smith, Community Land Use and Economics (CLUE) Group, LLC**
 Kennedy is one of the nation's foremost experts on commercial district revitalization and development, independent main street businesses, and economically and environmentally sound community development. She served as Director for the National Trust for Historic Preservation's National Main Street Center for 13 years. In 2004, Kennedy co-founded the Community Land Use and Economics (CLUE) Group, LLC, a private consulting firm that blends downtown development, land use management, and historic preservation disciplines into a cohesive approach to solving community development challenges.

10:00-10:15 **NETWORK** as you walk to Session 1

10:15-11:30 **SESSION 1** – Concurrent Workshops Begin

1A • Town Hall	1B • Strand Front	1C • Strand Back	1D • Opera House
The Essential Story: Libraries and Downtowns	Building Boom in a Recession: Historic Preservation is Hot!	The Maine Event: Bringing Downtown Alive!	The New Downtown Marketplace

11:30-12:45 **LUNCH** at the historic Masonic Lodge, 170 Water Street. Special greetings from Laurie Lachance, Maine Development Foundation President and CEO and other invited guests. Sponsored by Wright-Pierce.

12:45-1:00 **NETWORK** as you walk to Session 2

1:00-2:15 **SESSION 2** – Concurrent Workshops Resume

2A • Town Hall	2B • Strand Front	2C • Strand Back	2D • Opera House
Four-Pointing the Way with Main Street	A Fresh Look at Greening Your Downtown	Telling Your Story Through Branding 401	Property Owners as True Partners

2:15-2:30 **NETWORK** as you walk to Session 3

2:30-3:45 **SESSION 3** – Final Concurrent Workshops

3A • Town Hall	3B • Town Hall Lot	3C • Strand Back	3D • Grist Mill
Walking the Talk: Essential Board Leadership	Walking Tour: See why Skowhegan means "The Place to Watch!"	Main Street at 4G: Communicating With Social Media	The Main Street Foodshed

3:45-4:15 **AWARDS RECEPTION** - Strand Cinema, 19 Court Street. Auction results, giveaways, drawings for free Downtown Institute session. Sponsored by Arnett Muldrow & Associates.

4:15-5:00 **DOWNTOWN ACHIEVEMENT AWARDS AND ANNOUNCEMENT OF NEW MAIN STREET MAINE AND DOWNTOWN NETWORK COMMUNITIES**



DAY 2 • CONCURRENT WORKSHOPS
Session 1 • 10:15 - 11:30 AM

1A - The Essential Story: Libraries and Downtowns These public gathering places and thought centers are also essential components to economically healthy downtowns. Hear about successful projects in Maine that underscore why libraries are the new “Third Place.” (Session sponsored by Maine Library Association and Maine Humanities Council). *Presenters: Anne Davis, Gardiner Public Library; Sarah Sudgen, Waterville Public Library; and Heidi Grimm, Merrill Memorial Library*

1B - Building Boom in a Recession: Historic Preservation is Hot! Maine’s hugely successful Historic Tax Credit program is stimulating reinvestment with character! Hear case studies and stories to learn how underutilized spaces are being put to new use creating housing and quality jobs in Maine. (Session sponsored by Maine Preservation). *Presenters: Chris Closs, Maine Preservation; Steve Hanson, Sutherland Consulting; and Robin Stancampiano, Maine Historic Preservation Commission*

1C - The Maine Event: Bringing Downtown Alive! Discover fun and effective ways to entice shoppers, diners, travelers and locals downtown to linger longer and return time and again – and keep volunteers engaged. *Presenters: Lorain Francis, Rockland Main Street Inc., and Jennifer Geiger, Main Street Bath*

1D - The New Downtown Marketplace Attracting and retaining the businesses you want requires bold thinking and creative incentives. Learn how downtown leaders and innovative business owners are filling storefronts and making the downtown niche market work in their favor. Keynote speaker Kennedy Smith joins in a lively panel presentation. *Presenters: Shannon Haines, Waterville Main Street, and Kennedy Smith, Community Land Use and Economics Group*

Session 2 • 1:00-2:15

2A - Four-Pointing the Way with Main Street This stimulating “how to” session provides an overview to the work of the Maine Downtown Center, utilizing America’s most successful preservation-based community revitalization program, established over 30 years ago by the National Trust for Historic Preservation. Learn how your community can join the Maine Downtown Network! *Presenters: Linda Edgerton, Edgerton & Co., and Bill King, Maine Downtown Center Senior Advisor*

2B - A Fresh Look at Greening Your Downtown The Maine Downtown Center’s Green Downtowns! program focuses on the vital link between the natural and built environments in our downtowns. Discover how you can build local leadership and community capacity through sustainable, green initiatives and building recycling. (Session sponsored by the Environmental Funders Network). *Presenters: Mac Collins, Maine licensed architect; Jon Edgerton, Wright & Pierce and Maine Downtown Center Advisory Council; and Delilah Poupore, Heart of Biddeford*

2C - Telling Your Story Through Branding 401 Skowhegan, Waterville and Rockland injected last year’s keynote session directly into the heart of their communities and the branding results are stunning. Learn from their examples and be prepared to leave inspired and ready to launch a branding project in your own downtown! *Presenters: Jennifer Olsen, Main Street Skowhegan; Shannon Haines, Waterville Main Street; and Lorain Francis, Rockland Main Street Inc.*

2D - Property Owners as True Partners This session demonstrates how downtown property owners are essential partners to getting the work done. Hear highly effective strategies with a longer view to sustainable cash flow and solid property management methods for Main Street. *Presenters: Mary Kate Reny, R.H. Reny, Inc. and Damariscotta Region Business Alliance; Matthew Dubois and Michael Hunt, The Bankery and Skowhegan Flueriste and Formalwear*

Special Thanks to the Maine Development Foundation’s Champion Circle Members:



3A - Walking the Talk: Essential Board Leadership Learn how to bring together vision, courage, essential leadership qualities, and fundraising skills to create positive change for your organization to lead your downtown forward. (Session sponsored by the Maine Development Foundation's Leadership Maine program). *Presenter: Cheryl Miller, Maine Development Foundation*

3B - Walking Tour: See why Skowhegan means "The Place to Watch!" Experience firsthand the Riverfront Renaissance on this walking tour featuring a blend of new and historic architecture, cultural and shopping amenities, trail links to Main Street, the scenic Kennebec Gorge overlook, the Swinging Bridge, Benedict Arnold's river crossing, the old jail/new grist mill, and the most famous traffic pattern in Maine - Skowhegan's "S"! *Presenters: Greg Dore, Main Street Skowhegan; Steve Govoni, Wentworth Partners & Associates, Inc.*

3C - Main Street at 4G: Communicating With Social Media Today's technology is our lifeline to stay connected. See the latest in tech innovation to increase awareness, tap new audiences, promote downtown businesses and events, grow tourism and community pride with blazing speed. *Presenter: Derek Mitchell, Radial Communications*

3D - The Main Street Foodshed Mix local food with historic downtowns, blend with innovative entrepreneurs and healthy optimism and discover why Maine's commercial centers are fast becoming known nationwide as hot spots of local, year-round, culinary destinations. Skowhegan's Grist Mill story illustrates firsthand how our local food movement is a dynamic bright spot in Maine's tourism, regional and local economies. *Presenters: Amber Lambke, Grist Mill, and Sarah Smith, Grassland Organic Farm and Skowhegan Farmers' Market.*

Maine's business news source in print, online, in person and every business day



Mainebiz
Maine's Business News Source

online
mainebiz.biz

the Daily
Mainebiz for your Inbox

Day 2 Presenters & Speakers



Christopher Closs is the Western and Southern Maine Preservation Advisor serving Maine Preservation, Greater Portland Landmarks and the National Trust for Historic Preservation. He was the New Hampshire Main Street Program founding chair and Preservation Planner with the National Trust in Boston and is Adjunct Professor at Plymouth State University.



Malcolm (Mac) Collins is a Maine licensed architect who maintains a consulting practice focused on historic buildings, downtowns and village centers, and institutional campuses. Recent clients include University of Maine, Colby College, and University of Southern Maine. Mac is a past chairman of the Maine Historic Preservation Commission and immediate past president of Greater Portland Landmarks.



Anne Davis is the Director of Library and Information Services at the Gardiner Public Library, a regional library that serves several towns. She is a past president of the Maine Library Association, past interim City Manager for Gardiner and was a member of the design committee for the newly created Gardiner Main Street Program.



Greg Dore has served as Skowhegan's Road Commissioner since 1992, and has made a lifetime of community service. He has served in the Maine Better Transportation Association, the Small Cities and Rural Communities Committee of APWA, and the Maine DOT Regional Transportation Advisory Committee. He has served on the Design committee of Main Street Skowhegan since 2006.



Matthew Dubois is Co-Owner of The Bankery and Skowhegan Fleuriste and Formalwear. The two downtown businesses, adjacent to each other and with common owners, provide innovative one-stop bridal and event planning services. Matthew is a graduate of the Connecticut Culinary Institute.



Jonathan C. Edgerton is a Vice President at Wright-Pierce, where he has worked for over 20 years. He has assisted a number of communities throughout Maine and New England in planning and implementing their downtown revitalization initiatives. He has been involved with MDC since its inception in 2001 and has served as co-chair of the Center's Advisory Council for the past two years.



Linda Edgerton, CSM, is a Certified Main Street Manager by the National Trust for Historic Preservation since 2003. She spent seven years as the Executive Director for Gardiner Main Street and over a year working with Saco Spirit. In 2009 she started Edgerton & Co working with non-profit boards and communities wanting to revitalize their downtowns.



Lorain Francis is Executive Director of Rockland Main Street, Inc., a successful Main Street program finishing its second year. Lorain has experience as a President of the Fairport Merchants Association, liaison to the Fairport Village Partnership, a downtown program in her hometown in New York. Lorain serves on Rockland's Economic Development, Harbor Trail and Harbor Parks Committees.



Jennifer Geiger joined Main Street Bath as Director in May 2009. As Director, she is an active participant in the production and promotion of seven annual events. Prior to joining Main Street Bath, Jennifer's professional experience was in marketing, advertising sales, and public relations.

Steve Govoni is a Principal of Wentworth Partners & Associates, Inc. of Skowhegan and Newburyport, Massachusetts. He currently serves as president of the Board of Main Street Skowhegan. He and his wife Lyn live in Skowhegan with their two children and are in the process of renovating The Smith Whittier Block in Skowhegan's historic downtown.



Heidi Grimm is Director of Yarmouth's Merrill Memorial Library. Heidi grew up in the central Maine Town of Greene, attended the University of Maine, and lived for a short time in southern New Hampshire before returning to Maine. Heidi has also volunteered in the public schools and worked to support the local food pantry.



Shannon Haines is Executive Director of Waterville Main Street and Director of the Maine International Film Festival. In Shannon's eight years with the program, Waterville Main Street has overseen over \$1 million in grant projects, developed a full year-round calendar of Downtown events, and created Barrels Community Market. She also serves on the Maine Downtown Center's Advisory Council.



Scott Hanson is an Architectural Historian with Sutherland Conservation & Consulting, Augusta. Scott studied at Pratt Institute's School of Art and Design. Scott was Preservation Planner for the City of Portland from 2005 to 2010, and in 2009 received a Statewide Historic Preservation Honor Award from Maine Preservation for his work on the Congress Street Historic District Initiative.



Michael Hunt is Co-Owner of The Bankery and Skowhegan Fleuriste and Formalwear. The two downtown businesses, adjacent to each other and with common owners, provide innovative one-stop bridal and event planning services. Michael graduated from the University of Maine as a studio artist and has more than 15 years of experience designing cakes.



William King Jr. is a long-time downtown merchant and worked to bring the Main Street program to Maine in the late 1990s. He served on the Main Street Bath Board for six years and chaired their Economic Restructuring Committee. He is immediate past chairman of the MDC's Advisory Council and currently serves as a Senior Advisor. In 2005, he was the recipient of the National Main Street Center's Main Street Hero Award.



Laurie Lachance, President & CEO of the Maine Development Foundation since 2004 and former Maine State Economist for eleven years. She has chaired the Maine State Revenue Forecasting Commission, and was lead or co-lead on utility restructuring, telecommunications, the retirement industry, and tax reform. Laurie also served as the Corporate Economist at Central Maine Power Company. A frequent author and speaker on the economic status of Maine, Laurie holds an undergraduate degree from Bowdoin College and an MBA from Thomas College, and has been the recipient of numerous awards.



Amber Lambke is a board member of Main Street Skowhegan, Co-Founder of the annual Kneading Conference and Artisan Bread Fair, and board member of the Skowhegan Farmers' Market. In 2009, she and a business partner bought the former county jail in downtown Skowhegan and are turning it into a gristmill.



Cheryl Miller is a Senior Program Director at the Maine Development Foundation. She has more than 30 years of non-profit experience, serving as executive director to both large and small non-profits. Her past experience includes board training, resource development, grant oversight, and managing large groups of volunteers. She is passionate about Maine and considers her greatest gift to be inspiring and motivating others to create positive change.





Derek Mitchell's experience includes marketing renowned concert venues, reporting live from Iraq for area radio stations, and managing outreach for other prominent organizations. Derek recently founded Radial Communications, a marketing and communications consultancy catering to Maine's small businesses and organizations. In May, Radial was awarded a business start-up grant from the Libra Future Fund.



Jennifer Olsen is Executive Director of Main Street Skowhegan, named Outstanding Main Street of the year in 2010. She currently serves on the board of Kennebec Valley Tourism, Worksite Wellness Advisory, and the Skowhegan After School Program Advisory Board. Prior to coming to Skowhegan, Jennifer was the Business Coordinator for the Katahdin Area Chamber of Commerce.



Delilah Poupore has served as the interim Executive Director for the Heart of Biddeford since March 2011, after leading strategic planning efforts in higher education for 16 years. As a singer/songwriter and mother, Delilah has found her diverse life experiences were great preparation for the varied work of revitalizing Main Street.



Mary Kate Reny serves to promote Maine's downtown and quality of place as an Advisory Board member of the Maine Downtown Center, Chair of the Downtown Damariscotta Business Alliance, and Board member of Friends of Midcoast Maine and Skidompha Library in Damariscotta. Mary Kate works at the Renys' Headquarters in operations/marketing.



Kennedy Lawson Smith helps create innovative economic development strategies for older and historic downtowns and neighborhood commercial corridors. She has been a Principal with the Community Land Use and Economics Group for the past five years, and Director of the National Main Street Center for nearly a decade and a half before that.



Sarah Smith and her husband Garin own and operate a diversified certified organic operation. Sarah is the market manager of the 15-year old Skowhegan Farmers' Market and is active in many community events throughout the year. She was instrumental in revitalizing community relationships between the farmers' market and the town of Skowhegan.



Robin Stancampiano works for the Maine Historic Preservation Commission as an architectural historian. Prior to the MHPC, Robin worked for the New Jersey SHPO and as a project architect for architectural firms specializing in historic preservation and prepared historic structure reports, existing conditions assessments, construction documents and specifications.



Sarah Sugden has been the Director of the Waterville Public Library since 2005. A graduate of Dartmouth College and Simmons College Graduate School of Library and Information Science, Sarah has worked in a variety of school, academic, and public libraries.



Located in the crossroads of Central Maine. In 2005, Skowhegan was designated as the 7th Main Street Maine community by the Maine Downtown Center.

"The purpose of our non-profit is to achieve long-term sustainability through downtown revitalization. We continue to make great strides in creating downtown Skowhegan into a live, work, play environment for all."

Visit us at www.mainstreetskowhegan.org

Thriving communities are good for all of Maine.

Which is why we're sponsoring the
Vital Maine Communities Conference.



Vibrant communities serve to stimulate and sustain Maine's local economies. At Bangor Savings Bank we're committed to supporting efforts that advance ideas and issues that help Maine's communities and local economies thrive. It's why

CASH MANAGEMENT
FINANCING
FREE ATMs WORLDWIDE
GOVERNMENT SERVICES
INSURANCE
INTERNET BANKING
INVESTMENT & TRUSTS
MERCHANT CARD SERVICES
PAYROLL &
COMPENSATION SERVICES

we're proud to sponsor the Vital Maine Communities Conference. Together, let's learn everything we can to create local successes that add to Maine's greater success. Visit us at www.bangor.com or call us at **1.877.Bangor1 (1.877.226.4671)**.

Bangor Savings Bank

You matter more.

Member FDIC

Empowering Leaders

Leadership Maine
Preparing tomorrow's leaders to shape Maine's
flourishing economy





Policy Leaders Academy
Experiential training for Maine's legislators




www.mdf.org

Maine

A high quality of life for all Maine people

Strengthening Communities




Maine Development Center
Maine's premier destination for
economic development and investment





www.mdf.org

Guiding Public Policy

Maine Economic Growth Council
Working together to build and advance the programs
of the state's largest employer and employer



Economic Research
Delivering a high quality of life and economic
prosperity for all Mainers



Maine Employers' Initiative
Maine's premier employer and employer
association




www.mdf.org

MAINE DOWNTOWN CENTER HONOR AWARDS



You are invited to join the Maine Downtown Center as we celebrate the recipients of the 2011 Downtown Achievement Awards during Friday's closing reception at Skowhegan's historic Strand Theater. The Downtown Achievement Awards recognize the dedication and passion that Maine citizens have for their community centers and spotlight significant achievements from façade improvements to volunteer leadership. This year we are proud to honor Rodney Lynch, outgoing Economic Development Director of the City of Rockland, with the coveted Downtown Visionary award. This award celebrates one individual each year who demonstrates an unparalleled commitment to revitalizing Maine's historic commercial centers through creativity, leadership, dedication and an optimistic vision for the future.

On behalf of the staff, advisors and volunteers of the Maine Development Foundation's Maine Downtown Center and Maine Preservation, we thank our host cities, sponsors, speakers, supporters and all the enthusiastic volunteers who graciously gave their time and energy to make the 2011 Vital Maine Communities Conference a success. Visit www.mdf.org and www.maine Preservation.org for information and to become a member.

Maine Preservation

Our Heritage, Our Future

*At Our
New Headquarters*
Captain Reuben Merrill House
(1858)

233 West Main Street
Yarmouth, ME 04096
info@mainepreservation.org
(207) 847-3577

- **Encouraging downtown revitalization**
- **Providing on-site advice to preservation projects throughout Maine**
- **Acquiring and reselling endangered historic buildings**
- **Promoting private investment using Historic Rehabilitation Tax Credits**
- **Identifying and saving Endangered Historic Properties**
- **Advocating for preservation policies and historic properties**
- **Collaborating with others**

www.mainepreservation.org

Primary Sponsors



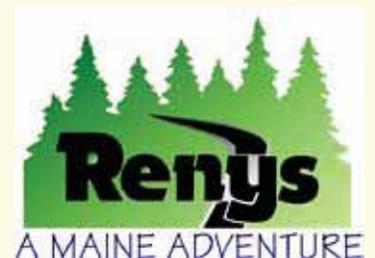
AV Sponsor



Champion Sponsors



Vital Sponsors



Conference Supporters

Arnett Muldrow & Associates • Coastal Enterprises, Inc. • Developers Collaborative
Franklin Savings Bank • Kennebec Valley Council of Governments
Maine Association of Planners • Maine Community Development Association
Maine State Planning Office • Northern New England Passenger Rail Authority
SAPPI Fine Paper North America • Southern Maine Regional Planning Commission
Sutherland Conservation & Consulting • Wentworth Partners & Associates