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# 2021 Florida Preservation on Main Street

# Conference Session Descriptions

Please see below for complete descriptions for each of the sessions offered during the conference in New Port Richey. Please use this as a guide while registering for the event. Note all room numbers will be announced as we get closer to the event.

The deadline to register for the conference is noon on **Monday, July 12**. Sessions included in the conference schedule below are marked as Trust if it is session content most in line with traditional Florida Preservation Conference content. Sessions necessary for Main Street attendees are marked with which of the four points it is in connection with. If you have any questions about registration, please contact [Laura Cicone](mailto:laura.cicone@dos.myflorida.com), Florida Main Street Program Assistant, at (850) 245.6346, or [Tondra Matthews](mailto:tmatthews@floridatrust.org) with the Florida Trust at (850) 224-8128.

**Tuesday, July 20, 2021**

3 – 6 p.m.  
Early Bird Registration & Information | Harry Schwettman Education Center

5:30 – 7 p.m.  
Early Bird Reception | Cotee River Brewing Company  
Join your fellow early birds for a casual networking and mingling event at downtown’s Cotee River Brewing Company. Food and drink will be available for purchase.

8 – 9 p.m.  
Ticketed: Downtown Ghost Tour (first offering)  
Are spooky sites your thing? If so, you might want to wear your best running shoes! A guide will take you to some of the scariest historic sites in downtown New Port Richey. Who knows, maybe you will meet a ghost or two?  
Note: This is a ticketed event with limited space available. Day-of registration is prohibited.

**Wednesday, July 21, 2021**

8 a.m. – 5 p.m.  
Registration & Information | Harry Schwettman Education Center

8:15 – 8:45 a.m.  
Coffee Klatch: Preservation Horror Stories (TRUST) | Peace Hall   
Unfortunately, not all preservation projects are success stories. Join your colleagues for an informal discussion of preservation fails and faux pas.   
*Moderators: Mike Cosden, Edison & Ford Winter Estates; Melissa Wyllie, Florida Trust for Historic Preservation*

9 – 10:30 a.m.  
Welcoming Remarks, Keynote Speaker & 2021’s 11 to Save Announcement | Richey Suncoast Theater  
All conference attendees are invited to the historic Richey Suncoast Theater for welcoming remarks. Hear from the Florida Division of Historical Resources, President Friederike Mittner of the Florida Trust for Historic Preservation, and Debbie Manns of the City of New Port Richey.

Ennis Davis will present the 2021 11 to Save list of the most endangered historic places in Florida. The 11 to Save program is designed to increase public awareness of the urgent need to save Florida’s historic resources and to empower local preservationists and preservation groups in their efforts to preserve Florida’s rich history. Florida’s 11 to Save is a starting point for advocacy and education efforts, and is intended to be part of a collaborative effort to identify custom solutions for each property.

10:45 – 11:45 a.m.  
40 Years of North Carolina Main Street's Impact and What Mature Programs are Doing Now (D) (EV) (TRUST) | Harry Schwettman Education Center   
 When North Carolina Main Street began 40 years ago, the primary mission was to stop the decline in downtowns by stemming the flow of investment dollars out of the central city. Today, the mission is more multi-faceted. Through time, Main Street management has evolved, and for many programs that means being more of a broker of information and a facilitator of conversation rather than the central instigator.  
Katlyn Cotton, *PlaceEconomics*  
Rodney Swink, FASLA, PLA, *PlaceEconomics*

10:45 – 11:45 a.m.  
Streets & Tweets: Rethinking Online Community Engagement (P) | Harry Schwettman Education Center   
This session will provide an overview of New Port Richey's recent rebrand, which occurred mid-pandemic, and discuss free and paid digital tools, community engagement strategies, tourism marketing for small to mid-sized cities, and business engagement.  
Jacob Freid, *City of New Port Richey*

10:45 – 11:45 a.m.  
Restoration of The Hacienda Hotel and Lakeside Inn (D) (EV) (P) (TRUST) | Harry Schwettman Education Center   
Join Jim Gunderson, owner of The Hotel Hacienda in New Port Richey and Lakeside Inn in Mount Dora, as he discusses the acquisition, restoration, and reopening of two local landmarks. In addition, both hotels are listed on the National Register of Historic Places.  
Jim Gunderson, *The Hacienda Hotel & Lakeside Inn*

10:45 – 11:45 a.m.   
The New Port Richey Success Story (D) (EV) (O) | Harry Schwettman Education Center  
New Port Richey has seen mixed results during the last 25 years of redevelopment. However, the last seven years have proved to be vital to the City’s continued revitalization efforts. Find out how New Port Richey combined its people and projects together to achieve the results they were seeking for so long.  
Debbie Manns, *City Manager, City of New Port Richey*

10:45 – 11:45 a.m.  
Eating the Elephant Herd: The Challenge and Benefit of Surveying Mid-Century Resources (TRUST) | Harry Schwettman Education Center  
Historic preservation programs in Florida's communities and counties face the challenge of surveying thousands of buildings and structures associated with rapid suburban growth after World War II. Conducting a windshield survey of subdivisions, neighborhoods, and commercial strips constructed during the Mid-Century period using local property appraiser information and a simple tablet app is an affordable way to get started. In coastal counties, such as Pinellas, a comprehensive inventory of potentially eligible historic structures located in flood hazard areas informs decision making about climate adaptation strategies and disaster recovery.  
Tom Scofield, AICP, *Preservation Planner, Pinellas County*

10:45 – 11:45 a.m.  
Preservation Through Story (D) (P) (TRUST) | Harry Schwettman Education Center   
Join speaker Ennis Davis as he shares how storytelling helps to build a sense of place, drives identity, and can be a part of preservation. Learn how to weave the stories of the past to connect with our current lives to build an understanding of our state’s full and diverse history, and to help to preserve and protect that history into the future.   
Ennis Davis, AICP, *Davis Planning & Design LLC*

11:45 a.m. – 1:15 p.m.  
Ticketed: Florida Trust for Historic Preservation’s Annual Membership Meeting Luncheon | Peace Hall  
Florida Trust members are invited to join us for the Annual Membership Meeting and Luncheon as we discuss the state of preservation in Florida, elect new board members, and recognize those who have served on and are rolling off the board.  
Note: This is a ticket event and day-of registration is prohibited.

11:45 a.m. – 1:15 p.m.  
Ticketed: Florida Main Street’s Board Member Luncheon | Widow Fletcher’s  
All current Main Street board members or individuals interested in joining their local Main Street’s board of directors and invited to this casual luncheon. Take this opportunity to network and problem-solve with other board members throughout the state. Parking is available on site.  
Note: This is a ticketed event and day-of registration is prohibited.

1:15 - 4:30 p.m.  
Deep Dive: Main Street 101 (D) (EV) (O) (P) | Harry Schwettman Education Center  
\*Required for New Florida Main Street Executive Directors  
For more than 40 years, National Main Street Center has helped more than 2,000 communities nationwide by implementing the Main Street Approach. Pauline Eaton, Orlando Main Streets Program Coordinator, will dive individually into Main Street’s Four Points of design, economic vitality, organization, and promotion to equip you with the knowledge you need to be an effective Main Street leader.  
Pauline Eaton, *Orlando Main Streets*

1:15 – 3:30 p.m.  
Ticketed: Sacred Spaces Tour (TRUST) | Departing from West Pasco Historical Society Museum and Library  
True understanding of a place and its history comes through an appreciation of the faiths and beliefs of those who lived there. On this tour, we will learn about the prehistoric community that lived in the area for hundreds of years before European settlement. Although most of the remnants of that community has been lost, such as a burial mound destroyed for development, we will visit the Oelsner-Indian-Mound, the site of a Tocobaga temple mound. The tour will also include visits to Pine Hill Cemetery and East Elfers Cemetery.  
Note: This is a ticketed event and day-of registration is prohibited.

1:15 – 2:15 p.m.  
The Realities of Doing Business on Main Street (EV) (O) (P) | Harry Schwettman Education Center  
In this session, Kelly Hackman will discuss the realities of being a current business owner in downtown New Port Richey and the ways that a Main Street organization can employ these realities to facilitate better partnerships and participation with other local businesses.  
Kelly Hackman, *White Heron Tea & Gifts*

1:15 – 2:15 p.m.  
Simple & Actionable Steps for More Effective Marketing for Businesses and Communities with Marketing 3-4-5™ (PRO) | Harry Schwettman Education Center  
This Marketing 3-4-5™ Quick Course will provide a marketing foundation that anyone can use to become more effective at marketing, without becoming a marketing expert. Attendees will review a content marketing approach that can be done by anyone using simple 10 - 15 minute activities - no creativity required! The session will explore free and mostly automated ways to market your organization and cross-promote with local companies and causes that you already know and love.   
Brian Ostrovsky, *Locable*

1:15 – 2:15 p.m.  
Fitting in the Missing Middle (D) (TRUST) | Harry Schwettman Education Center  
This session highlights the challenges associated with addressing affordability by providing missing middle infill of small-scale multifamily residential development in established, and even designated historic, neighborhoods.  
Derek Kilborn, *City of St. Petersburg*

1:15 – 2:15 p.m.  
Interpreting Lost Sites (D) (TRUST) | Harry Schwettman Education Center | ROOM NUMBER  
What happens to history, people, and their stories when there is nothing left to see of them? This session explores examples of lost history around the state and ways to mark history when physical reminders have been lost.  
Dr. Antoinette Jackson, *University of South Florida*

2:30 – 3:30 p.m.  
The Great 21st Century Rethinking of Streets (D) (EV) (O) (TRUST) | Harry Schwettman Education Center  
Law Olmsted, Jr. and William Lyman Phillips, focused on the public realm and envisioned Lake Wales as a City in a Garden. What once made their historic plan innovative and groundbreaking has now established the framework for the new Lake Wales plan by connecting the downtown and its nearby Northwest Neighborhood. The Lake Wales Connected plan brings them together with street-oriented urbanism—life between the buildings—as the organizing idea. Calling for adapting streets to new trends in mobility and to our evolving society, the plan will create a place that works better for the citizens and businesses of the city.  
Brenda Diaz-Flores, *Dover, Kohl & Partners*  
Victor Dover, FAICP, CNU-Fellow, LEED-A, *Dover, Kohl & Partners*

2:30 – 3:30 p.m.  
Tips for Building Stronger Property Owner Partnerships (EV) | Harry Schwettman Education Center  
Vacant or underutilized buildings cost everyone money! During this session, Hilary Greenberg will explore how your downtown organization can encourage property owners or their realtors to improve buildings and increase occupancy. Using case studies from across the country, we will explore how you can work with property owners to resolve common problems and attract new tenants that will strengthen your business mix.   
Hilary Greenberg, *Greenberg Development Services*

2:30 – 3:30 p.m.  
Florida’s Civil Rights Sites (TRUST) | Harry Schwettman Education Center  
During this session, learn about the joint program between the Florida Trust for Historic Preservation and the University of Florida’s Historic Preservation Program. With funding from the Florida Department of State, the program is documenting important sites throughout the state that set the stage for the Civil Rights Movement.

2:30 – 3:30 p.m.  
Being Energy Efficient in a Historic District (D)(TRUST) | Harry Schwettman Education Center  
Building Codes and technologies for energy efficiency are constantly changing and it is hard for owners of historic properties to keep up. Are historic buildings required to be brought up to code during renovation? Are there products available that owners of historic buildings can use to reduce expenditures for energy use? How do those products impact the historic character of buildings—or more importantly—can they successfully get through historic preservation board review? Learn the answers to these questions and more.  
Jodi Rubin, *Austin Historical*  
Scott Sidler, *Austin Historical*

3:45 – 4:45 p.m.  
Coming Back Stronger (D) (EV) (O) (TRUST) | Harry Schwettman Education Center   
After Hurricane Michael devastated Panama City, local leaders initiated a Long-Term Recovery Planning Project that includes community-based vision plans for Downtown and historic Glenwood, Millville, and St. Andrews neighborhoods. The new vision calls for revitalizing these neighborhood centers with walkable streets and gathering spaces that provide great settings for both old and new buildings and businesses, fostering a return of activity, and recovery of community life. The Panama City Main Streets will play an important role in realizing the vision, particularly related to preserving historic and cultural assets, improving gathering places, and organizing special events.  
Victor Dover, FAICP, CNU-Fellow, LEED-AP, *Dover, Kohl & Partners*  
Toni Shamplain, *Panama City CRA & Panama City Main Streets*

3:45 – 4:45 p.m.  
Moving Forward: Essential Tools for Restarting Your Business Recruitment Program (EV) | Harry Schwettman Education Center  
While the long-term impact from the pandemic is unknown, it clear that many downtown programs need help building momentum lost during the past year. Drawing upon years of experience working with communities across the country, Hilary Greenberg will review six essential tools your organization can use to move your business recruitment efforts forward.  
Hilary Greenberg, *Greenberg Development Services*

3:45 – 4:45 p.m.  
Advocating for a Florida Historic Tax Credit (EV) (TRUST) | Harry Schwettman Education Center  
This session will address what a statewide historic tax credit is, the work that has already been done to create a historic tax credit in Florida, and how we are moving forward with grassroots advocacy to get one passed in the Florida Legislature. Learn how you can be a part of the process!  
Melissa Wyllie, *Florida Trust for Historic Preservation*  
Mark Zubaly, *Legislative Consultant*

3:45 – 4:45 p.m.  
Profiles in Preservation: People, Places, and Projects (TRUST) | Harry Schwettman Education Center  
Learn from seasoned preservationists, who use their decades of experiences, to tackle contemporary preservation challenges like disaster preparedness and recovery, resiliency planning and engaging non-traditional preservation partners. They also translate these historic preservation techniques to new generations of historic preservation professionals as trainers, mentors, and employers to ensure a better future. Join the conversation and gain new perspectives!  
Lisa Craig, *The Craig Group*  
Leslee Keys, Ph.D., *Flagler College*

3:45 – 4:45 p.m.  
**(SESSION FULL)** Creating Sustainable Development Scenarios (D) (EV) (P) (TRUST) | Harry Schwettman Education Center  
This lecture will dive into the strategies of creating sustainable and attainable development scenarios for adaptive reuse and downtown core buildings. Learn the process of sustainable development through discussion examples of scenario development, tips and tricks for practitioners, and tools for each participant to use once returning home.  
Ben Levenger, AICP, PLA, CEcD, *Downtown Redevelopment Services*

5:30 – 7 p.m.  
Welcoming Reception | The Hacienda Hotel  
All attendees are invited to a welcoming reception at the beautifully restored Hacienda Hotel in the heart of downtown.

8 – 9 p.m.  
Ticketed: Downtown Ghost Tour (second offering)   
The second offering of the Downtown Ghost Tour. Tour description is available above.  
Note: This is a ticketed event with limited spaces available. Day-of registration is prohibited.

**Thursday, July 22, 2021**

7:15 – 8 a.m.  
Wellness Walk in the Park | Departing from Peace Hall  
This has been a stressful year for all, so why not start your morning off right? Take a morning walk and quick stretch before our educational offerings of the day.

8 a.m. – 5 p.m.  
Registration & Information | Harry Schwettman Education Center

8:15 – 8:45 a.m.  
Coffee Klatch: Preservation of Quilting (TRUST) | Peace Hall  
You may have noticed the beautiful quilts adorning Peace Hall. In this informal discussion, join Rhonda Koning of West Pasco Quilting Guild as she discusses the artisanship of quilting.  
  
9 a.m. – 12:15 p.m.  
Deep Dive: Using Creative Video Production to Entice Community Engagement (P) | Harry Schwettman Education Center   
This session will dive deep into the importance of creative, professional, and engaging videos for individuals wanting to grow their engagement. This includes how to create videos, what video types to create, ideal video length, how different social media platforms affect the strategy, and how to be personal as a brand. All attendees will be equipped with what to do to bring more people to their downtown, increase revenue of local businesses, and encourage an overall positive view of your community!  
Jordan Lung, *JL Video*  
Anthony Izzo, *JL Video*

9 a.m. – 11:15 a.m.  
Ticketed: Downtown New Port Richey Walking Tour (TRUST) | Departing from West Pasco Historical Society Museum and Library  
Come take a walk in downtown New Port Richey with Brian Schmit, Executive Director and Curator of the West Pasco Historical Society Museum, to hear about the City’s history of downtown development and the evolution of New Port Richey’s preservation story. Attendees with learn about a downtown that has both prompted the protection and rehabilitation of many local landmarks.  
Note: This is a ticketed event with limited space available. Day-of registration is prohibited.

9 – 10 a.m.  
Downtown Burger Tour for Your Main Street District (P) | Harry Schwettman Education Center   
Join Leighton Okus as she discusses Ocala Main Street’s wildly successful and award-winning Downtown Burger Tour of 2020. She will walk participants through the strategic promotional endeavor that culminated in the participation of 13 local restaurants, a professional video campaign, and high social media engagement from the community.   
Leighton Okus, *Ocala Main Street*

9 – 10 a.m.  
Putting Your Economic Vitality Committee to Work (EV) (O) | Harry Schwettman Education Center  
The Economic Vitality work plan is often the most difficult to create. In this session, Charles Rudd will explore a variety of projects to get your Economic Vitality Committee up and running to achieve tangible results in revitalization.   
Charles Rudd, CMSM, FRA-RA, MPA, *City of New Port Richey*

9 – 10 a.m.  
Disaster Recovery and Resiliency 101 (D) (EV) (O) (TRUST) | Harry Schwettman Education Center   
In this session, the National Alliance for Preservation Commission’s Stephanie Paul will focus on resiliency planning and resources to turn to in preparation for, and recovery from, community-wide setbacks.  
Stephanie Paul, *National Alliance for Preservation Commission*

9 – 10 a.m.  
Florida’s Lost Cemeteries (TRUST) | Harry Schwettman Education Center | ROOM NUMBER  
Historic cemeteries are the least reported historic resource in Florida, and unfortunately there has been a history of selective memory when it comes to balancing protecting these cemeteries, especially those of Florida's underrepresented communities and the rapid press of growth. Learn more about the work to find and rediscover lost cemeteries from around the state.  
Jeff Moates, MA, RPA, *West Central Region, Florida Public Archaeology Network*

10:15 – 11:15 a.m.   
Passive Income: Money for Nothing & Clicks for Free! (O) | Harry Schwettman Education Center   
Fundraising is an area of concern for all non-profits. Join us for a session to learn new ways to create passive streams of income for your organization.   
Carol Bryant-Martin, *Friends of Florida History, Inc., Florida Division of Historical Resources*

10:15 – 11:15 a.m.  
Inventory, Strategize & Market (D) (EV) (P) (TRUST) | Harry Schwettman Education Center   
This session will focus on how each community can leverage land use, development density, and adaptive reuse strategies to better program their downtown corridors. Through this programming, the downtown can encourage unilateral attraction to the entire corridor and open up additional rental spaces to help them achieve their highest and best use.   
Ben Levenger, AICP, PLA, CEcD, *Downtown Redevelopment Services*

10:15 – 11:15 a.m.  
Protecting Noteworthy Historic Floridian Viewscapes (D) (TRUST) | Harry Schwettman Education Center   
Some of Florida’s most iconic historic landmarks are inextricably tied to their sublime tropical settings, which were often as carefully designed as their companion buildings. In this session, you will learn about challenges and triumphs in the preservation of historic landscapes, such as rows of Royal Palms that conflict with contemporary shade requirements.  
  
10:15 – 11:15 a.m.  
The Architecture of Adaption (D) (TRUST) | Harry Schwettman Education Center  
In this session, you will learn ways in which historic building design still relates to our modern world. The session will also cover how historic buildings are being rehabilitated to accommodate needs for building systems that have changed drastically in the generations since they were constructed, especially as we enter a post-pandemic world.  
Jennifer Isenbeck, PE, *University of Tampa*  
  
11:30 a.m. – 12:30 p.m.  
Robert’s Rules of Order (O) | Harry Schwettman Education Center   
Since 1876, *Robert’s Rules of Order* have outlined how public meetings should be conducted. In this session, attendees will review the basics of *Robert’s Rules of Order* to ensure your organization is following parliamentary procedure.  
Kyle Reynolds, *City of Orlando*

11:30 a.m. – 12:30 p.m.  
Take That Dusty Study Off the Shelf! (EV) (P) (TRUST) | Harry Schwettman Education Center  
Time and time again, we hear references to old studies that were completed and are now collecting dust, seemingly forgotten on an office shelf. These studies range from preservation plans, survey and inventory projects, visioning projects, and similar efforts that were conducted in the past and have been somewhat forgotten with the passing of time. This conference session aims to highlight these past efforts and see how they can be used in the present.  
Christine Dalton, AICP, *Dalton Studio LLC*  
Paula Stark, *St. Cloud Main Street*

11:30 a.m. – 12:30 p.m.  
Preserving People, Places and Culture in Urban Main Streets (D) (EV) (TRUST) | Harry Schwettman Education Center  
In this session, learn about the Allapattah Collaborative CDC, Miami’s newest participating Florida Main Street program, as they employ preservation-based economic development to protect what matters most to the community.   
Mileyka Burgos-Flores, *Allapattah Collaborative CDC & Allapattah Main Street*  
Francesca Escoto, PMP, CSM, PCP, *Allapattah Collaborative CDC & Allapattah Main Street*

11:30 a.m. – 12:30 p.m.  
Share YOUR Vision: Florida’s 2022-2026 Comprehensive Historic Preservation Plan (TRUST) | Harry Schwettman Education Center  
The Florida Division of Historical Resources (DHR) is gearing up for the next 5-year Comprehensive Historic Preservation Plan, as required by the National Park Service to receive funding through the federal Historic Preservation Fund (HPF). Alissa Lotane will lead attendees through an overview of the 2017-2021 Comp Plan and provide an update on how well DHR has accomplished their goals and objectives as outlined in the current plan. Participants are encouraged to share their successes, as well as their input, on goals and objectives for helping to shape the upcoming 2022-2026 plan.  
Alissa Lotane, *Bureau of Historic Preservation, Florida Division of Historical Resources*

11:30 a.m. – 12:30 p.m.  
Wood Windows - Artisan Army (TRUST) | Harry Schwettman Education Center  
This session will explore the workshop model used by Tampa’s Wood Window Makeover, a restoration company that has shifted its focus toward community outreach and knowledge-sharing. Owner Steve Qullian encourages preservation, in part, by empowering property owners to understand and undertake certain restorations themselves, and has recently opened a museum paying homage to the wood windows in Tampa.   
Steve Quillian, *Wood Window Makeover*

12:30 – 1:30 p.m.  
Lunch Break

1:30 – 3:45 p.m.  
Extended Session: Underrepresented Histories – Diversity and Inclusion in Florida Historic Preservation (D) (EV) (TRUST) | Harry Schwettman Education Center  
Join us for an informative session on various projects and initiatives around the state of Florida that highlight diversity and equity in historic preservation. Learn from others who are engaging in efforts to bring attention to underrepresented histories and incorporating these efforts into local government, communities, and online.   
*Moderator: Adrienne Burke, AICP, Esq., Principal Planner, Miami-Dade County*Speakers to include: Dr. Brittany Brown, *Assistant of Anthropology, Bard College*; Hannah Brown, *The Marjorie*; Reverend Houston R. Cypress, *Love the Everglades Movement*; Ennis Davis, *Ennis Planning & Design LLC*; Ted Johnson, *Timucuan Ecological and Historic Preserve*; Anna Hamilton, *The Marjorie*; Friederike Mittner, *City Historic Preservation Planner, City of West Palm Beach*; Jeff Moates, MA, RPA, *West Central Region, Florida Public Archaeology Network*

1:30 – 2:30 p.m.  
Combating Displacement by Creating Equitable Development Policies (EV) (O) (P) (TRUST) | Harry Schwettman Education Center  
Development should be equitable from its earliest stages. Join our panelists for an insightful discussion on how to prevent the displacement of your community by creating equitable development policies, such as Community Benefit Agreements or Community Land Trusts, to increase local stakeholder benefits. Stressing the importance of long-term planning, historic preservation, public-private partnerships, and community engagement, learn how two Main Streets are currently striving towards a more equitable future.  
Mileyka Burgos-Flores, *Allapattah Collaborative CDC & Allapattah Main Street*  
Francesca Escoto, PMP, CSM, PCP, *Allapattah Collaborative CDC & Allapattah Main Street*  
Veatrice Farrell, *The Deuces Live*

1:30 – 2:30 p.m.  
**(SESSION FULL)** CRAs and Main Streets: A Partnership for Success (EV) | Harry Schwettman Education Center   
The Florida Main Street program has been revitalizing downtowns for 36 years. Many of these downtowns have seen added success with the help and partnership of their Community Redevelopment Agency (CRA). In this session, attendees will hear from three panelists that have served on both sides of the fence as CRA Directors and Main Street Directors. From their experiences, they will share strategies and best practices on how these two programs can work together, enhancing revitalization efforts, and ensuring success!  
Gail Hamilton, *Zephyrhills CRA & Main Street Zephyrhills*   
Jessica Newman, *Wauchula CRA & Wauchula Main Street*  
Toni Shamplain, *Panama City CRA & Panama City Main Streets*

1:30 – 2:30 p.m.  
Building Resilience for Historic Properties (D) (EV) (TRUST) | Harry Schwettman Education Center  
Historic neighborhoods and urban centers are essential threads of a community’s vitality, but are vulnerable to flooding and a future of increasing sea level rise. Most of Florida’s historic built environment is characterized by concentrations of late 19th-early 20th century buildings that face similar threats. Confronting this challenge is an opportunity to manage this change with architectural design and community-based initiatives. To guide these property owners to a best practice approach, Preservation Design Partnership, LLC developed flood mitigation design solutions for St. Augustine that prioritizes design compatibility at both the building and streetscape level. The City of St. Augustine is continuing to develop a Resilient Heritage program and promote these solutions along with proactive informational campaigns.  
Jenny Wolfe, *Historic Preservation Officer, City of St. Augustine*Dominique Hawkins, *Preservation Design Partnership, LLC*

1:30 – 2:30 p.m.  
How Small Scale, Incremental Development Helped Revive a Neighborhood on the Brink of Decline (D) (EV) (TRUST) | Harry Schwettman Education Center  
This session will focus on Five Points, a neighborhood in Buffalo, New York, and how a group of small scale, incremental-focused developers took on restoring vacant buildings one by one. Bernice Radle will explore strategies, ideas, lessons learned, and financials on how the projects came together to support community revitalization. Most importantly, this session aims to inspire you so you can better help your community!  
Bernice Radle, *Buffalove Development*

2:45 – 3:45 p.m.  
**(SESSION FULL)** Traffic Calming and Landscape Opportunities for Pedestrian Safety and Walkability in Downtown Communities (D) | Harry Schwettman Education Center  
The presentation will discuss case studies and problems with vehicular speed in the urban context, pedestrian safety, incorporation of landscape and shade, and improving walkability. By shortening the distance for pedestrians to cross traffic lanes and using landscape to create a sense of enclosure and safety, cities, towns and departments of transportations have successfully implemented projects that improve walkability, and increase the safety of pedestrians in the urban realm.  
Ashley Hagan Binder, RLA, LEED, AP, *KEITH*  
Brittany Jameson, MLA, *KEITH*  
Darryl Richard, RLA, *District One, Florida Department of Transportation*

2:45 – 3:45 p.m.  
Florida Humanities x Main Streets (O) (P) | Harry Schwettman Education Center   
Florida Humanities awards grants to cultural organizations across Florida whose projects strengthen vibrant communities and cultures, promote civic engagement, spark thoughtful community dialogue, and reflect on the human experience throughout the Sunshine State. In this session, attendees will learn which humanities-rich public programs that are making a lasting impact across Florida and how Main Street organizations can apply to bring engaging public humanities programming to their own communities.  
Lindsey Morrison, *Florida Humanities*  
  
2:45 – 3:45 p.m.  
Understanding the Legislative Process for a Successful Advocacy Campaign (O) (P) (TRUST) | Harry Schwettman Education Center  
The goal of this session is to empower participants with a basic understanding of Florida's legislative process in order to develop and maintain an effective advocacy strategy, increase stakeholder engagement, and make an impact on Florida's lawmaking process.   
McClain Houston, *LobbyTools, Inc.*  
Amanda Murphy, *New Port Richey Main Street*

2:45 – 3:45 p.m.  
Preservation is Local: Florida Trust’s Regional Councils Connect Preservation Throughout the State (TRUST) | Harry Schwettman Education Center  
Join us for this session where we will discuss the Florida Trust’s Preservation Rules of Engagement, examples of how the organization’s Regional Councils have impacted and supported local historic preservation initiatives, and how individuals can get started working to preserve their communities.   
Rick Gonzalez, AIA, *REG Architects & Vice Cn of the Advisory Council on Historic Preservation*  
Melissa Wyllie, *Florida Trust for Historic Preservation*

4:15 – 6 p.m.  
Downtown Happy Hour (D) (EV) (O) (P) | Richey Suncoast Theater   
Belly up to the bar and settle in for some deep downtown discussion. Join regulars Ben Muldrow, surly staple and branding guru, Bernice Radle, overly perky beer geek and preservation enthusiast, and Jeff Siegler, civic pride evangelist and voted most likely to get in a fight *with* a parking lot by his high school classmates. Bernice, Ben, and Jeff will host a tactless discussion on the challenges they face in the field, poke holes in popular Main Street myths, and rant on the endless red tape. Not content to wallow alone in, the audience is encouraged to participate, provide suggestions, and share their own exaggerated tales of downtown.

5:30 – 6:30 p.m.  
Young Professionals Mixer | Ordinance One  
Join young professionals for an informal meet up! The event will be at Ordinance One, a former fire station that has been converted to a craft beer and wine bar.  
  
7 – 9 p.m.  
Secretary of State’s Florida Main Street Awards & Florida Preservation Awards Banquet | Spartan Manor   
Join us as we announce and celebrate this year’s Secretary of State’s Florida Main Street Awards and the Florida Trust's Florida Preservation Awards! Parking is available on-site.   
Note: This is a ticketed event with limited space available. Day-of registration is prohibited.

**Friday, July 23, 2021**

8 – 11 a.m.  
Registration & Information | Harry Schwettman Education Center

8:15 – 8:45 a.m.  
Coffee Klatch: 2021’s 11 to Save (TRUST) | Peace Hall  
Join your preservation colleagues to discuss the successes and challenges of saving the state’s endangered sites and the role of Florida’s 11 to Save.  
*Moderator: Ennis Davis, Davis Planning & Design LLC*

9 – 10:15 a.m.  
Downtown Happy Hour: Hair of the Dog (D) (EV) (O) (P) (TRUST) | Suncoast Richey Theater  
If you didn’t get your fill of Downtown Happy Hour, you have another chance to sit down and relax (and complain) with your favorite regulars: Ben Muldrow, Bernice Radle, and Jeff Siegler. As always, attendees are encouraged to share their downtown’s greatest successes and failures.

9 – 11:30 a.m.  
Ticketed: Stilt Houses of Pasco County Tour (TRUST) | Departing from Gill Dawg Marina and Restaurant  
Did you know that Pasco County is home to some of the last remaining stilt houses in Florida? In this tour, attendees will take a boat out to the Gulf of Mexico to view these iconic old Florida structures.   
Note: This is a ticketed event with limited space available. Day of registration is prohibited.

9 – 11:15 a.m.  
**(SESSION FULL)** Workshop: Design Your City Charrette (D) (TRUST) | Workshop beginning at Bourbon on Main  
Join an interactive workshop focused on adaptive uses and rehabilitation incentives for in New Port Richey. Built in 1921, the historic building has recently been refurbished into a restaurant. Participants will be led in an exercise to create a preservation-friendly development proposal to best utilize all areas the property. All of the materials will be published in a post-conference publication thanks to the generosity of REG Architects.   
Rick Gonzalez, AIA, *REG Architects & Vice Chair of the Advisory Council on Historic Preservation*

10:30 – 11:30 a.m.  
Historic Structures Survey as a Planning Tool (O) (TRUST) | Suncoast Richey Theater  
Development without planning can change the character of an entire town. Having a good inventory of your historic structures can help citizens and local governments understand local history while preparing for future growth. This session will teach you about the Florida Master Site File (the state’s inventory of resources 50 years or older), the difference between being recorded in the Site File vs. National Register listing, and how to access Site File information for your area. Learn how historic structures surveys are conducted and tips on contracting a consultant for the job. Also, join us on Saturday morning for the Giving Back Event: Surveying Downtown New Port Richey, to be paired with experienced surveyors and gain hands-on experience completing historic structure forms in the field. No experience required!  
Ruben Acosta, *Survey and Registration, Florida Division of Historical Resources*  
Vincent Birdsong, *Florida Master Site File, Florida Division of Historical Resources*

11:45 a.m. – 12:30 p.m.  
Closing Remarks | Suncoast Richey Theater  
All conference attendees are invited to convene one final time in the historic Suncoast Richey Theater as we reflect on this year’s conference and discuss next steps to continue our preservation and economic development efforts throughout Florida. Additionally, we will announce the location of the 2022 Preservation on Main Street Conference.

12:30 – 2 p.m.  
Lunch Break

1 – 1:30 p.m.  
The Road Less Traveled: Discovering Careers in Historic Preservation (TRUST) | Peace Hall  
Want to learn how people have forged career paths in preservation, and maybe gain some ideas and inspiration for yourself? Join us for an informal chat where preservation professionals will be on-hand to share suggestions on navigating the educational and employment opportunities for new practitioners. Bring your questions and share your ideas with others on how preservationists can grow in the current market while adapting to new audiences and technology.  
Conversation to include: Melissa Wyllie*, CEO & President of the Florida Trust for Historic Preservation*; Timothy Parsons, *State Historic Preservation Officer*; Adrienne Burke, MSAS, Esq., *Miami Preservation Planner*; Ennis Davis, AICP, *Senior Planner, Alfred Benesch & Company, chair of the First Coast Section of the Florida Chapter of the American Planning Association (APA), author of local history books, co-founder of online media publications Moderncities.com.*

2 – 3:30 p.m.  
Ticketed: Kayaking on Cotee River | Departing from Sims Park  
It is time to get out of the classroom and into nature. Explore the Cotee River at your own pace in this independent kayaking excursion.   
Note: This is a ticketed event with limited space available. Day-of registration is prohibited.

2 – 4 p.m.  
Ticketed: Lucky Booty Cycleboat Tour of Cotee River | Departing from Sims Park   
Accompanied by the crew of the Lucky Booty Cycleboats, participants will cycle their way up and down the Cotee River in this unique experience. Do not fret; their crew can take over if you tire out! Water will be provided, but participants are welcome to bring their own food and drink aboard.   
Note: This is a ticketed event with limited space available. Day-of registration is prohibited.

2 – 8 p.m.  
Ticketed: Boat Ride to Anclote Island (Dinner Included) | Departing from Windsong Charters and Boat Rentals  
Take a trip out to Anclote Island, one of four islands that make up the Anclote Key Preserve State Park, in the Gulf of Mexico. This beautiful island is home to a wide variety of native bird species and features a historic lighthouse. Spend the day exploring the beach and soaking up the sun! Water and dinner to be provided, but participants are welcome to bring their own food and drink along.  
Note: This is a ticketed event with limited space available. Day-of registration is prohibited.

3:30 – 5:30 p.m.   
Ticketed: Pontoon Boat Tour of Cotee River | Departing from Gill Dawg Marina and Restaurant  
Come aboard the Miss Daisy for an afternoon tour down the Cotee River and gain a different perspective on how New Port Richey utilizes this beautiful natural resource in the heart of downtown. Water will be provided, but participants are welcome to bring their own food and drink aboard.  
Note: These are ticketed events with limited space available. Day-of registration is prohibited.

**Saturday, July 24. 2021**

9 a.m. – 11:30 a.m.  
Ticketed: Inside Stilt Houses Tour (TRUST) | Departing from Gill Dawg Marina and Restaurant  
Erected in the early 20th century, these privately owned stilt houses are the last of their kind. In this tour, attendees will experience an exclusive interior tour of some of Pasco County’s remaining stilt houses.  
Note: This is a ticketed event with limited space available. Day-of registration is prohibited.

9 a.m. – 12 p.m.  
Community Give Back Event: Surveying Downtown New Port Richey (D) (O) (TRUST) | Departing from The Hacienda Hotel  
In line with the Florida Trust for Historic Preservation’s previous conferences, attendees are invited to spend the morning giving back to the hosting community! Attendees will be paired with either Division of Historical Resources staff or Florida Trust Board Members to help complete Florida Master Site File forms for sites previously unrecorded in downtown New Port Richey.