



**MAIN STREET IS ECONOMIC DEVELOPMENT WITHIN THE CONTEXT OF HISTORIC PRESERVATION.
Organization is the foundation of your program's survival!**

**North Carolina Main Street Director's Meeting
Main Street DIRECTORS and STAFF Members are Welcome to Attend
Everyone Must Register [HERE](#)
Belmont, NC
August 6-8, 2024**

AGENDA

IMPORTANT NOTES:

- 1. YOU MUST ATTEND THE MEETING FROM 1:00 p.m. ON Tuesday – 12:00 noon on Thursday to MEET THIS ACCREDITATION TRAINING STANDARD**
- 2. PLEASE BRING A FULLY CHARGED LAPTOP**
- 3. For any directors who would like to attend early on Monday, August 5, we have set up a NEW Directors informal meeting that begins at 2 p.m. on Monday and will be at TechWorks, 52A Ervin Street, Belmont. This meeting is NOT mandatory, but voluntarily. We plan to make this fun, with the intention of answering any questions you may have in your role as a Director. This is intended for any director who has less than 2 years in, BUT we also recognize some of you who are more "mature" may be struggling with some issues that we will be discussing with our NEW OR NEW(ish) Directors: Leadership issues, job stress, life/work balance.**
- 4. If you would like to come early on Monday, please make sure you reserve a room for Monday night.**

**Meeting Location Tuesday August 6-8. This meeting is mandatory for ALL Main Street Directors:
27 S. Main Street, Belmont, NC 28012 – Elevation Church**

Tuesday, August 6, 2024

- 1:00 p.m. **Welcome, Housekeeping, Introductions, and Announcements**
Sherry Adams, Program Manager, NC Main Street
Town of Belmont Leadership –
Cassiday Lackey, Interim Main Street Director, Belmont
- 1:15 p.m. **Main Street Staff Introductions:** Liz Parham, Sherry Adams Naomi Riley, Chuck Halsall, Amy Suggs,
Mike Dougherty, Lisa Rueh, Susan Kellum, Paige Hicks
- 1:25 p.m. **Information – Liz Parham, Director**
- Statistics
 - Volunteer Hours
 - State and National Logos
- Deadlines – Sherry Adams, Main Street Program Manager**
- August 1, 2024 Logo Confirmation Deadline
 - September 26, 2024 Main Street Award Nominations
 - September 26, 2024 Main Street Champion Nominations
 - September 30, 2024 Main Street Directors Meeting Host Community Application



- January 13, 2025 Deadline Main Street Program Assessment due to Main Street America
- June 30, 2025 Annual Agreement Deadline
- June 30, 2025 Licensing Agreement Deadline

Technical Assistance – Sherry Adams, Main Street Program Manager

- [Technical Assistance](#)
- [Design Services](#)

Resources – Sherry Adams, Main Street Program Manager

- Small-Scale Developers, Contractors, and Professionals Database
- www.ncmainstreetandplanning.com: Materials under each of the Four-Points
- [A Director’s Guide to Working with Redevelopment Projects](#)
- [Organizational Checklist](#)
- [Succession Planning/Continuity Planning under Organization then Operations](#)
- [Memorandum of Understanding Examples under Organization then Main Street Policies](#)
- [Main Street America Resources](#)

Training – Naomi Riley, Coordinator, Downtown Services

- Each Month Orientation - check calendar as this can vary
- Each Month Coffee Chat – check calendar as this can vary and no coffee chat in March, May, August, November of 2025
- August 12, 2024 [Make Your Community & Business a Destination](#) (Lexington)
- August 13, 2024, [Make Your Community & Business a Destination](#) (Wake Forest)
- August 21, 2024 [Small-Scale Development & Historic Tax Credit Workshop](#) (Lenoir)
- August 22, 2024 [Organization Basic Training](#) – Virtual, 4th Thursday. 9am - 4:30 pm
- September 23, 2024 [Making Your Community & Business a Destination](#) (Concord)
- September 24, 2024, [Making Your Community & Business a Destination](#) (Whiteville)
- October 2, 2024 [Small-Scale Development & Historic Tax Credit Workshop](#) (Mt. Airy)
- October 17, 2024 [Design Basic Training](#) – Virtual
- November 4-7, 2024, [Regional Meetings](#) – Virtual
- November 13, 2024 [Small-Scale Development & Historic Tax Credit Workshop](#) (Salisbury)
- January 8, 2025 [Small-Scale Development & Historic Tax Credit Workshop](#) (Clinton)
- January 23, 2025 Promotion Basic Training – Virtual – 4th Thursday of the month 9am - 4:30pm
- February 12, 2025 [Small Scale Development & Historic Tax Credit Workshop](#) (Oxford)
- March 11-13, 2025 [NC Main Street Conference](#) – Mooresville
45th Anniversary of the Main Street Program in NC and National
- April 24, 2025 Economic Vitality Basic Training, 4th Thursday 9am-5pm
- May 5-7, 2025 Regional Meetings – in person, towns to be determined

[2024 Calendar](#)

[2025 Calendar](#)

Conferences – Naomi Riley, Coordinator, Downtown Services

- October 16-18, 2024 [Preservation NC Conference](#) (Rocky Mount & Tarboro)
- October 28-30, 2024, [National Trust PastForward Conference](#) (New Orleans, LA)
- March 11-13, 2025 [NC Main Street Conference](#) – (Mooresville)
- April 6-9, 2025 [Main Street Now Conference](#) (Philadelphia, PA)

2:15 p.m. **BREAK**

2:30 p.m. **ORGANIZATION**

Is Your Main Street House in Order?

Amy Suggs, Paige Hicks, and Chuck Halsall, Main Street Program Specialists.



- Follow the Organization Checklist for Main Street best practices. This guide will help you establish a strong organizational foundation so that your organization is implementing economic development through Design, Program, and Economic Vitality. This is a fast-paced interactive session.

4:00 p.m. **BREAK**

4:15 p.m. **Developing an Award-Winning ORGANIZATION Nomination:**

Naomi Riley, Coordinator, Downtown Services

- How to write an award-winning nomination
- Photos
- Categories
 - Best Public-Private Partnership in Downtown
 - Best Healthy Community Initiative
 - Best Volunteer Recruitment, Training, and Recognition

4:30 p.m. **Developing an Exceptional Main Street Champion Nomination**

Naomi Riley, Coordinator, Downtown Services

- How to write the nomination
- Photos

4:45 p.m. **Main Street America Annual Assessment & Accreditation Process: MSA and NCMS Expectations**

Paige Hicks & Amy Suggs, Main Street Program Specialists

- First time or 20th time of going through the National Main Street/Main Street America Accreditation process? This presentation is intended to show you what is expected. What you should be doing all year long that will help your program become Nationally Accredited.

5:45 **RECEPTION**

6:45 [DINNER ON YOUR OWN IN DOWNTOWN BELMONT!](#)

- **IF YOU SO DESIRE: National Night Out! - Hosted by the Belmont Police Department, Tuesday, August 6, 5-7:30 p.m.** <https://www.facebook.com/share/dLsYwXomp8U1YukK/>



Wednesday, August 7, 2024

ECONOMIC VITALITY

- 8:30 a.m. **Telling Your Story through an Economic Impact Report**
Liz Parham, Director, and Mike Dougherty, Downtown Development Specialist
***You will need your laptop for this exercise.**
- **Come prepared to work on developing an impact report for your Main Street program!**
- 10:00 a.m. **BREAK**
- 10:30 a.m. **Municipal Service Districts (MSD): What you should know.**
Kelli Laudate, Executive Director, Downtown Sanford, Inc.
- Municipal Service Districts are legislatively driven. Is your community following the legal requirements?
- 11:00 a.m. **Developing an Award-Winning ECONOMIC VITALITY Nomination**
Paige Hicks, Main Street Program Specialist
- How to write an award-winning nomination
 - Photos
 - Categories
 - Best Adaptive Reuse Project
 - Best Infill Building Project
 - Best Upper Story Redevelopment
 - Best Endangered Properties Rescue Effort
 - Best Business Retention, Expansion, or Recruitment Effort
- 11:30 a.m. **Show Me the Money for DOWNTOWN!**
Lisa Rueh, NC Main Street Grants Administrator
- NEW Rural Downtown Economic Development Grant (RDED)
 - Tips & Tricks to Writing an Award – Winning Application
 - Where do you find the money to implement your projects?
- 12:00 p.m. **Group Activity during Lunch**
You'll be in a small group of 4-5 for lunch and for downtown Belmont exploration.
What makes a great downtown environment? Worksheet and directions will be given.
- 2:00 p.m. **DESIGN**
What makes a great downtown environment?
Chuck Halsall, Main Street Program Specialist
- Each small group will report on:
 - one downtown design element that they thought was outstanding
 - one downtown design element that could be improved
- 3:00 p.m. **BREAK**
- 3:15 p.m. **Developing an Award-Winning DESIGN Nomination**
Chuck Halsall, Main Street Program Specialist
- How to write an award-winning nomination
 - Photos



- Categories
 - Best Facade Rehabilitation Project
 - Best Public Building Improvement
 - Best Outdoor Space Improvement
 - Best Historic Rehabilitation Project

3:45 p.m. **Why Is Historic Preservation Part of the Main Street Mantra?**

Sherry Adams, Main Street Program Manager

- Developing a Preservation Ethic
- Are Your Preservation Tools in Your Toolbox?
- Preservation Policies and Procedures
- Resolution for Preservation
- HPC vs. SHPO

4:15 p.m. **Revitalize this! (Group Exercise):**

Amy Suggs, Main Street Program Specialist

Each table is given a scenario in which they have a private building that needs to be revitalized and they must come up with the best scenario for revitalization.

5:15 p.m. **GROUP PHOTO**

5:30 **ADJOURN**

[DINNER ON YOUR OWN IN DOWNTOWN BELMONT!](#)

Thursday, August 8, 2024

PROMOTION

8:30 a.m. **The Main-to-Main Trail UPDATE**



Susan Kellum, Main Street Project Manager

- The Main-to-Main Trail is designed to connect Main Street towns with interesting itineraries that will lure day-trippers and overnight guests to your downtown. How can you as Main Street Directors help your downtown businesses develop into hospitable businesses welcoming all guests – not just tourists.

8:45 a.m. **Building Your Downtown Itinerary**

UPLIFT Team

- What makes a great itinerary?
- How are you connecting your outdoor and cultural assets to downtown?

10:45 a.m. **BREAK**

11:00 a.m. **Giving a Great Downtown Tour**

UPLIFT Team

- You are asked to give a tour of downtown, but what do you include?
- Understanding the audience and the purpose of the tour
- Developing a development tour
- Developing a visitors' tour
- Developing a new residents tour

12:00 p.m. **Developing an Award-Winning PROMOTION Nomination**

Amy Suggs, Main Street Program Specialist

- How to write an award-winning nomination
- Photos
- Categories
 - Best Downtown Special Event or Event Series
 - Best Image-Building Campaign

12:15 **Recap of the Last Few Days**

12:30 **ADJOURN**

LOGISTICS

DIRECTIONS

- **From I:85 South Bound** - Take exit 27 for NC-273 toward Belmont/Mt Holly. Use the left two lanes to turn left onto NC-273 South (which becomes Park Street). Turn right onto Catawba Street. Turn left onto Main Street and the destination will be on your left.
- **From I:85 North Bound** - Take exit 26 toward Belmont/Mt Holly. Turn left onto NC-7 East. Turn right onto NC-7 E/N Main St. Continue on N. Main Street for 1.1 miles and your destination will be on the left.



PARKING

The closest parking options to the meeting venue are:

1. Mill Street Parking Lot: Located at 8 Mill Street (which is directly behind Elevation Church)
2. Railroad Parking Lot (gravel): Located beside South Point Pet Hospital at 3 N. Main Street (2 min. walk)
3. Glenway Street Parking Lot: Located at 36 Glenway Street (3 min. walk)
4. Old City Hall Parking Lot: Located at 115 N. Main Street (4 min. walk)

HOTELS

1. Home2Suites by Hilton
871 Hawley Ave.
Belmont, NC 28012
2. Hampton Inn Charlotte-Belmont @ Montcross
820 Cecilia Alexander Dr.
Belmont, NC 28012

CAN YOU STAY LONGER?

- **BRING YOUR BIKE...** Great bike loop from downtown up Crowders Mountain into downtown. About 20 miles round trip.
- **BRING YOUR SWIMSUIT Do you enjoy kayaking?** – check out Riverside Marina Paddle and Row (carolinathreadtrailmap.org)
- **BRING YOUR COOLER/BASKET...Do you enjoy fresh produce?** - check out the Farmers Market on Thursday, August 8 from 4-7pm at Stowe Park. https://www.instagram.com/belmontnc_farmersmarket/ or <https://www.growbelmontnc.com/market-info>