

2014  
PRESERVE IOWA  
SUMMIT  
AUGUST 21-23  
CEDAR RAPIDS

# PROGRAM

## CONFERENCE HEADQUARTERS

*Cedar Rapids Public Library, Beems Auditorium, 450 5<sup>th</sup> Ave SE Cedar Rapids*

Registration and Information Desk will be open

Thursday, August 21 from 7:30 am – 4:20 pm

Friday, August 22 from 7:30 am – 11:10 am

Saturday, August 23 from 8:00 am – 8:30 am

Exhibit Hall will be open

Thursday, August 21 from 7:30 am to 4:20 pm

“Preservationist is In” to answer your questions (*bring your photos & plans*)

Thursday, August 21 from 7:30 am – 4:20 pm

Refreshments available at the rear of the Exhibit Hall during all breaks

## PRESERVE IOWA SUMMIT

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### WEDNESDAY, AUGUST 20, 2014

6:00 pm – 8:00 pm

Preconference Gathering

*US Bank Lobby, 222 2<sup>nd</sup> Ave SE, Cedar Rapids*

*Join us for appetizers and drinks in the historic lobby of the US Bank Building. Built in 1926, the building was overwhelmed by record-breaking flood waters in 2008. View the marvelous restoration of the first floor lobby complete with the only remaining escalator in downtown Cedar Rapids.*



Photo courtesy of U.S. Bank



Photos courtesy of Shive-Hattery

# THURSDAY, AUGUST 21, 2014

8:30 am – 10:10 am Opening Plenary Session

**Paramount Theatre, 123 3<sup>rd</sup> Ave, Cedar Rapids, IA**

**Welcome by the Director of the Iowa Economic Development Authority**



**Debi V. Durham** was named Director of the Iowa Economic Development Authority in 2011. Prior to joining state government, she served as President of the Siouxland Chamber of Commerce, the Siouxland Initiative and the Siouxland Chamber Foundation. Durham was recognized by the Iowa Association of Business and Industry as one of "Five Iowa Women You Should Know".

**Greetings from the Mayor of Cedar Rapids**



**Ron Corbett** was first elected Mayor of Cedar Rapids in 2009. He is currently serving his second four-year term. Ron has dedicated his public service to flood recovery and economic development to rebuild the City better than before it was devastated by floods in 2008. In large part because of Ron's work, over three-quarters of a billion dollars have been invested in the City of Cedar Rapids from federal, state, local and private sources to recover from the disaster.

**Comments from the Lt. Governor**



**Lt. Governor Kim Reynolds** grew up in St. Charles, Iowa, and began her work in the public sector as a motor vehicle clerk in the Clarke County Treasurer's Office. She was elected Clarke County Treasurer in 1994 and was re-elected three times. In 2008, Reynolds successfully ran for the Iowa Senate, representing Iowa's largest geographical Senate district. She has served as Lieutenant Governor since 2011.

**Keynote Address – The Future of Historic Preservation**

*Historic assets that are preserved and reused are the foundation for the future. In this inspirational message, you will hear that regardless of location or specific impetus, communities face similar challenges, and how they deal with them will have a lasting and substantial effect on the cultural heritage of the nation.... protecting historic buildings, repurposing land, preserving neighborhoods, redeveloping downtowns and connecting historic resources to regional plans through cooperative efforts will enable cities to transition to healthy communities that attract new residents and new businesses to meet the needs of the 21st century.*



**Donovan Rypkema** is Principal of PlaceEconomics, a Washington, D.C.-based real estate and economic development consulting firm. The firm specializes in services to public and non-profit sector clients who are dealing with downtown and neighborhood commercial district revitalization and the reuse of historic structures. In 2004, Rypkema established Heritage Strategies International, a new firm created to provide similar services to worldwide clients. In 2012, Mr. Rypkema was presented with the prestigious Louise du

Pont Crownshield Award from the National Trust for Historic Preservation – the national preservation movement's highest accolade.

# 10:40 am – 11:50 am Concurrent Sessions



## **Green Renovation + Historic Preservation = Community Revitalization**

This course is approved for 1 LU/HSW of AIA Continuing Education Credit

**Paramount Theatre, 123 3rd Ave, Cedar Rapids, IA**

*This presentation will highlight the renovation of a foreclosure property to ultimately be donated to a veteran. In renovation of the 1926 bungalow, much historic fabric was saved, repurposed materials were incorporated and kitchen and bath renovation decisions were made with historical accuracy taken into account.*



**Sarabeth Anderson** joined Wells Fargo's REO Community Development Department in 2013 as a community affairs representative managing relationships with nonprofit organizations and municipalities. Sara's nonprofit and government experience include her time as Chief Executive Officer of Habitat for Humanity of Iowa and as Administrator of The State Historical Society. She is a 1994 graduate of The University of Iowa and a graduate of the University of Iowa College of Law. She also completed a Master's of Art in political science at Iowa State University.



## **Structuring Historic Tax Credit Deals after Historic Boardwalk Hall**

This course is approved for 1 LU of AIA Continuing Education Credit

**Cedar Rapids Museum of Art 410 3<sup>rd</sup> Ave SE, Cedar Rapids, IA**

*The ability to monetize historic tax credits was crippled after the Internal Revenue Service's success in the Historic Boardwalk Hall case. Based on subsequent IRS guidance and how investors are now doing deals, you will learn how historic tax credit projects are now being structured to monetize both state and federal historic tax credits.*



**Pete Berrie** is a partner in the Faegre Baker Daniels real estate practice. Pete focuses on tax credit projects, particularly historic tax credits and new markets tax credits, as well as real estate finance and common interest community law. Prior to re-joining the firm in 1999, Pete worked with the Minnesota Attorney General's office where he represented the Minnesota Housing Finance Agency. Pete is a frequent lecturer at seminars on affordable housing, new markets tax credits, historic tax credits and other real estate topics.



**Larry James** is counsel in the Faegre Baker Daniels real estate practice. Larry's experience includes assisting a developer in the complex redevelopment of a downtown historic office building into a mixed-use retail and residential project. He has also worked closely with numerous property owners on the restoration of historic houses, including several moved to new locations; negotiated rezoning and site planning with municipalities; and successfully obtained federal historic tax credits and state historic tax credits for projects.



## **Magically Interested, Willing and Experienced: Issues and Solutions in Regards to Youth Involvement in Local Communities**

**Cedar Rapids Public Library Whipple Auditorium, 450 5<sup>th</sup> Ave SE, Cedar Rapids, IA**

*With the societal changes within the last decade, a lack of connection prevents older and younger generations from working together in developing a plan that represents the interests of all members of the community. This presentation will discuss the issues and solutions from the younger generation's perspective.*



**Connor Brakeville** is a senior public administration and history major at the University of Northern Iowa with an emphasis in community and regional development. He has worked with Downtown Burlington Partners, Inc. in helping to market the downtown Burlington community.



**Stephanie Waples** will begin her fifth year of an architectural degree in the fall of 2014, with an emphasis on architectural history and historic preservation. She has worked as an architectural intern and has volunteered in the downtown Burlington community in an effort to revitalize the community and its architecture.

### **Alley Art... Seriously?**

**Waypoint Services Ballroom, 318 5<sup>th</sup> St SE, Cedar Rapids, IA**

*This session provides valuable information on why and how to implement a public art project in downtown, including murals, sculptures and alley art. Attendees will have - from the perspective of the design team, property owner and artist - what they need to know to plan and execute a public art project in their city: preparation, paperwork, production, publicity and a party to celebrate!*



**Richard Zietlow** spent 34 years in the Information Technology industry with American Airlines, Sabre, EDS and Hewlett-Packard in Tulsa, Oklahoma. He retired in 2011 and recently moved back to his hometown of LeMars, Iowa. Rich serves as Chair of the LeMars Main Street Design Team and is a member of the LeMars Historic Preservation Commission.



## **Tour**

**Paramount Theatre**

**Depart from Lobby**

Transportation: Walking

**Guide: John Ryan**

**Description:**

*Six years after 34 feet of fetid water surged through its subbasement and basement, rose 10 feet into the auditorium, and slammed the Third Avenue doors inward, the Paramount Theatre is the location of the Preserve Iowa Summit! The \$35 million restoration of this historic entertainment gem blended historic restoration with modern upgrades to make the facility a major player in attracting national touring shows, as well as enhancing production values for concerts and regional events. Tour the building to hear about the restoration of the Paramount to its 1920s glory. You will learn about its historic paint colors, innovations of the original air handling system, the restoration of the Hall of Mirrors, surprising items found during the building's renovation and other behind-the-scenes details.*

**11:50 am – 1:20 pm**

## **Lunch Break**

*Enjoy lunch on your own in downtown Cedar Rapids*

**12:00 pm – 2:30 pm**

*Note time: Tour leaves at noon and includes time for lunch in the district*



## **Tour**

**Cedar Rapids Main Street District: Czech Village - New Bohemia**

**Depart from Greene Square Park**

Transportation: Motorcoach

**Guides:** Mark and Jan Stoffer Hunter

**Description:**

*The Czech Village - New Bohemia Main Street District is thriving! Witness the eclectic mix of restored historic buildings side-by-side with new development, all coming together in one of Cedar Rapids' hottest neighborhoods. Learn about the history of the district as a former Czech and Slovak immigrant community and how it has transformed into a destination neighborhood with arts, theater, shopping, dining and nightlife.*



1:20 pm – 2:30 pm

## Concurrent Sessions

### ***Historic Theaters Rescue & Rehab***

#### ***Paramount Theatre, 123 3<sup>rd</sup> Ave, Cedar Rapids, IA***

*Thinking about acquiring, restoring and revitalizing a historic theater? This session presents an overview of three historic theater renovation projects, and the lessons learned about planning, purchasing, renovating and operating historic theaters that are irreplaceable social, economic, historic and cultural resources for their communities.*



**Jason Anderson** is the General Manager of the Paramount Theatre in Cedar Rapids for VenuWorks. Anderson joined the team helping to preserve the Paramount Theatre in 2012. He began his venue management career at the U.S. Cellular Center in Cedar Rapids in 2004, after graduating from the University of Northern Iowa.



**Steve King** is Iowa's Deputy State Historic Preservation Officer and a licensed architect with over 20 years of experience leading teams on a range of complex urban revitalization and award-winning historic preservation projects. As a student at the University of Kansas and the Edinburgh College of Art, Steve developed an appreciation for the materials and processes used to create historic buildings.



**Kevin McQuade** took on the role of the Executive Director of the Pella Opera House, listed on the National Register of Historic Places, in January, 2012. Since that time, memberships have tripled, the endowment fund has grown by 21.5 per cent, attendance has increased by 18 per cent and the net at the annual fundraiser grew by a multiple of 75.



### ***I Have My Part I Approved. Now What?***

This course is approved for 1 LU/HSW of AIA Continuing Education Credit

#### ***Cedar Rapids Museum of Art 410 3<sup>rd</sup> Ave SE, Cedar Rapids, IA***

*In this session, an architect and an attorney share insights about the unique challenges of rehabilitation design and submission of the Part II. Participants will learn about the legal and financial aspects of developing properties using historic preservation tax credits and using the Secretary of the Interior's Standards.*



**Kevin Kuckelman** has assisted in the placement of historic tax credits on numerous projects. His Hotel Iowa project in Keokuk, an award winning historic rehabilitation of a 1913 hotel, was a \$9 million dollar project that utilized multiple sources of funding. Mr. Kuckelman is an attorney practicing in real estate and transactional law.

Kuckelman served as legal counsel and consultant on a project in Keokuk to restore the historic Eagles Lodge, and now resides in the building.



**Doug Wells** has 20 years of experience in designing and supervising the construction of building projects all over the Midwest. Mr. Wells has proficiency in designing schools, medical facilities, office buildings and homes. He especially enjoys the challenges of retro-fit/rehabilitation and historic preservation work. His portfolio includes the Historic Hotel Iowa and the Salisbury House in Des Moines.



### ***Capitalize on Identity of Place***

This course is approved for 1 LU/HSW of AIA Continuing Education Credit

#### ***Cedar Rapids Public Library Whipple Auditorium, 450 5<sup>th</sup> Ave SE, Cedar Rapids, IA***

*This session will provide information on leveraging partners, using interactive technologies and connecting with at-risk youth. We will review a toolkit of incentives to improve local return on investment, creation of heritage tourism opportunities, development of user-friendly design guidelines and wayfinding.*



**Laura Carstens** is the Planning Services Manager for the City of Dubuque. In this capacity, she was responsible for a major overhaul of Dubuque's historic preservation code and creation of a capital improvement program for historic preservation. She oversaw creation of the City's Unified Development Code that incorporates zoning, subdivision, site development, signs and historic preservation regulations with architectural design and sustainable, low-impact development practices.



**Julie Schlarman** is Lecturer at the University of Wisconsin-Platteville. She has taught courses in architectural and urban history in the US and England. She was elected in 2012 to serve as a Historic Preservation Commissioner in Dubuque. Schlarman has a PhD in Architectural and Urban History from the University of Southampton.

***A Grave Matter: Restoring Your Community's Pioneer Cemeteries***  
***Waypoint Services Ballroom, 318 5<sup>th</sup> St SE, Cedar Rapids, IA***

*Why bother fixing up those old cemeteries found at the end of country lanes, in the back of corn fields, on dead-end roads? Besides being a matter of respect, there's great cultural and historic value to restoring pioneer cemeteries, not the least being the number of people these cemeteries will draw for genealogical research. Come hear how one county did it--and the difference it's made.*



**Valerie Van Kooten** is the Grant Proposal Writer for Central College in Pella, where she also taught technical writing for 27 years. In 2011, she petitioned Marion County to establish a pioneer cemetery commission, with the mandate to identify, repair and document the pioneer cemeteries of the county. Since then, the Commission has totally renovated more than a dozen cemeteries. Van Kooten is also a lecturer on fashion history, a freelance writer and editor.

2:50 pm – 4:00 pm

## Concurrent Sessions

***Movie Theaters: Success in the Digital Age***  
***Paramount Theatre, 123 3<sup>rd</sup> Ave, Cedar Rapids, IA***

*Historic movie theaters across the America are struggling to survive. Recently imposed distributor deadlines for theaters to purchase digital equipment have created an added burden for small towns and independent operators. In this session you will hear how towns have successfully saved, restored, upgraded and repurposed historic theaters in three Iowa communities.*



**Dawn Bleeker** is the Owner/Manager of the Capitol II Theatre in Newton. Dawn attended AIB in Des Moines. She enjoys meeting and talking to people who come to the movies.



**Jim Davies** is the Manager of Hampton's historic Windsor Theatre, Chair of the Hampton Historic Preservation Commission, member of the Hampton City Council and member of the Preservation Iowa board of directors.



**Jim Groves** is on the Board of Directors of the Sierra Community Theatre in Jefferson, and an active volunteer.

***The Economics of Historic Preservation and Main Street: Iowa and Beyond***  
***Cedar Rapids Museum of Art 410 3<sup>rd</sup> Ave SE, Cedar Rapids, IA***

*This session will include information on statewide studies of the economic impact of historic preservation and Main Street in Iowa, Indiana, Kentucky, Maryland, Michigan, Virginia, New York and North Carolina; and a citywide study in Philadelphia. But the statistics don't tell the entire story of Main Street's success. Main Street also leads to increased community pride, greater commitment to historic preservation and greater support for locally owned businesses.*



**Donovan Rypkema** is Principal of PlaceEconomics, a real estate and economic development consulting firm. He also teaches a graduate course in preservation economics at the University of Pennsylvania. He has lectured widely on economic and preservation issues relating to rehabilitation, community development and commercial revitalization. He is author of several publications including Community Initiated Development, The Economics of Rehabilitation and the Downtown Real Estate Development Series.



## **Revitalizing Core Neighborhoods**

**Cedar Rapids Public Library Whipple Auditorium, 450 5<sup>th</sup> Ave SE, Cedar Rapids, IA**  
Senator Liz Mathis will talk about the efforts to revitalize core neighborhoods, while preserving their historical significance. She will present two projects; one is a post-flood effort and the other is rehabilitation and conversion back to single-family homeownership.



**Liz Mathis** is an Iowa State Senator and Chief Community Officer for Four Oaks, one of the state's largest child welfare agencies. Her prior work experience included 26 years as a broadcast journalist. Liz also was a professor at Wartburg College, where she chaired the Department of Communication Arts. Liz has received many professional, legislative and service awards through the years; and serves on numerous boards and committees. She holds an undergraduate degree from The University of Iowa and did post-graduate studies at University of Northern Iowa.



## **Forging a Future by Preserving the Past**

This course is approved for 1 LU/HSW of AIA Continuing Education Credit

### **Waypoint Services Ballroom, 318 5<sup>th</sup> St SE, Cedar Rapids, IA**

*This presentation will focus on historic restoration projects in Mason City, presented by a panel of those involved. Included will be: complications and successes in the preservation of Frank Lloyd Wright's Historic Park Inn Hotel and the Stockman House, the rescue of the Egloff International House, the restoration of 14 downtown building facades, the Rock Crest/Rock Glen Prairie School residential district, the naming of two parks to the National Register of Historic Places and the construction of an architectural interpretive center.*



**Scott Borcharding** is a Principal Designer for Bergland and Cram Architects in Mason City, the design firm for The Historic Park Inn Hotel and for the downtown historic facade restoration project.



**Chip Kinsey** is President of the Board of Directors of River City Society for Historic Preservation. Chip is also a founding member and President of the Board of Directors of Wright on the Park, the organization that has restored and preserved the Frank Lloyd Wright building now known as "The Historic Park Inn Hotel" in Mason City.



**Tricia Sandahl** is Planning and Zoning Manager for Mason City, where she is staff to the Historic Preservation Commission. Ms. Sandahl has managed a broad range of CDBG-funded projects including the Downtown Façade Revitalization Program as well as FEMA-funded historic preservation work arising from the 2008 floods. She also serves on the Board of Directors of Main Street Mason City.



**Gary Schmit** heads Henkel Construction Company in Mason City. Henkel was the project manager for the restoration of The Historic Park Inn Hotel.

## **Tour**



### **Preservation Successes & Progress in Cedar Rapids' Four Quadrants**

#### **Depart from Greene Square Park**

Transportation: Motorcoach

**Guide:** Mark Stoffer Hunter

*See the great successes and current challenges for historic preservation in Cedar Rapids' four quadrants. The tour will cover downtown, New Bohemia, Czech Village, Time Check, Kingston, Grant Wood and other central historic areas in the city. See National Register-listed buildings and districts, former preservation award winners, historic buildings that have been moved and changes brought about by the 2008 flood.*



4:20 pm – 5:30 pm

## Plenary Session

***Build a Better Block: How to Make Real Change in Your Community***  
***Paramount Theatre, 123 3<sup>rd</sup> Ave, Cedar Rapids, IA***

*How can we drive change in our communities and move past unproductive committees and outdated regulation? How do we revitalize stagnant blocks? In this funny, smart, energetic and breathless talk, arts activist Jason Roberts of the Better Block Project encourages us to stop waiting around. Even if that means painting in our own crosswalks, bringing in our own trees and blackmailing ourselves into action.*



**Jason Roberts** is the founder of the Oak Cliff Transit Authority, originator of the Better Block Project, co-founder of the Art Conspiracy and Bike Friendly Oak Cliff and recent candidate for US Congress. In 2006, Jason formed the non-profit organization, Oak Cliff Transit Authority, to revive the Dallas streetcar system, and later spearheaded the city's effort in garnering a \$23 million dollar TIGER stimulus grant from the FTA to help reintroduce a modern streetcar system to Dallas. In 2010, Jason organized a series of "Better Block" projects, taking depressed blocks with vacant properties in Southern Dallas and converting them into temporary walkable districts with pop-up businesses, bike lanes, cafe seating and landscaping. The project has now become an international movement and has been featured in the New York Times, Dwell magazine and on NPR. Roberts has spoken at TEDx Austin and Oklahoma, and is the recipient of the Champions of Change award in Washington DC for work in Transportation Innovations.

### ***Presentation of Awards***

*Recognizing the recipients of Preservation Iowa's "Preservation at Its Best" awards and the State Historic Preservation Office's "Preservation Projects of Merit" awards.*

**Master of Ceremony: Steve King**

6:00 pm – 7:30 pm

## Evening Reception

***CSPS Hall, 1103 3<sup>rd</sup> Street SE, Cedar Rapids, IA***

A shuttle will circulate between the library and the Czech Village - New Bohemia Main Street District from 5:30 until 9:00 pm.

*Join your fellow conference attendees for an evening of fellowship, fun and festivity!*



*To cap off the evening*

*Please join the Cedar Rapids Historic Preservation Commission for the*  
***2014 "Preserving our History, Celebrating our Best" Awards***

*Presented to citizens and community organizations that have advanced*  
*Cedar Rapids' history for a new generation by restoring historic homes and buildings*  
(Awards will be presented at 7:00 pm)

# FRIDAY, AUGUST 22, 2014

8:00 am – 9:10 am

## Opening Plenary

*First Presbyterian Church, 310 5<sup>th</sup> St SE, Cedar Rapids, IA*

*Welcome from the Director of the Iowa Department of Cultural Affairs*



**Mary Cownie** was named the Director of the Iowa Department of Cultural Affairs in 2011. She oversees the state historical museum, the State Historic Preservation Office, libraries and publications, the Iowa Arts Council, and historic sites.

Previously, Cownie worked in the Office of Presidential Advance at the White House. She returned to Iowa in 2007 to become Communications Director for the

Republican Party of Iowa and a community relations specialist for Prairie Meadows Racetrack and Casino. In 2010, she opened Goldfinch Strategies, a public relations firm.

### **Keynote Address - Livable Cities**

*What qualities create dynamic and livable 21st-Century cities? The President of the National Trust for Historic Preservation will share information from a new report that suggests there is a direct link between the ratio of older and smaller buildings in specific neighborhoods and the desirability of those neighborhoods to new residents.*



**Stephanie Meeks** has been the President of the National Trust for Historic Preservation since 2010. Under her leadership, the National Trust works to save nationally important places, and helps local preservationists and partner groups protect historic places nationwide. Prior to joining the National Trust, Stephanie served as President and CEO of Counterpart International. She also held senior executive positions, including Acting President and CEO, during her 17-year career with The Nature Conservancy. While there, she led the three largest capital

campaigns in conservation history and helped save numerous world-class places. She holds a BA in English from the University of Colorado and an MBA from The George Washington University.

9:40 am – 10:50 am

## Concurrent Sessions

### ***Is SSMID Right for You?***

***Cedar Rapids Museum of Art 410 3<sup>rd</sup> Ave SE, Cedar Rapids, IA***

*As part of the Iowa Initiative for Sustainable Communities, graduate students at The University of Iowa, working with the Czech Village - New Bohemia Main Street District, created a SSMID "toolkit" detailing the research and development, community engagement, organization, establishment and evaluation of Self-Supported Municipal Improvement Districts. This presentation aims to help communities understand whether a SSMID is right for them in terms of district composition, anticipated use of funds and community support.*



**Katie Gieszler** is a recent graduate from the University of Iowa's Urban and Regional Planning Program and is now the City of Urbandale's Economic Development Specialist. Prior to attending graduate school, Katie was a project manager for the Iowa Economic Development Authority, managing the state's \$250 million flood recovery buyout program. Katie has worked for the City of Hillsboro, OR, the Greater Des Moines Partnership, Main Street Iowa and the Federal Reserve Bank of Boston. She holds a Bachelor's degree in economics from Cornell College.



**Jennifer Pruden** received a bachelor's degree in Design and Business from the University of Northern Iowa and went on to earn a Master's degree in Historic Preservation from the Art Institute of Chicago. She has experience working with several Main Street and downtown organizations throughout the Midwest. In April 2012, she was hired as the Executive Director of the Czech Village-New Bohemia Main Street Program.

### **Preserving Vanishing Resources: Linn County and Mt Vernon**

**Cedar Rapids Public Library Whipple Auditorium, 450 5<sup>th</sup> Ave SE, Cedar Rapids, IA**

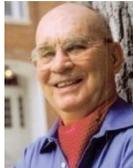
*This session will explore ways to preserve disappearing rural and small town resources using examples from Linn County and Mt. Vernon: comprehensive rural architectural and archaeological surveys and ways to fund and focus such studies; websites for small town and rural preservation projects; a digitization project, how it was funded, and how it works; and discussion of the role of county Historic Preservation Commissions in preserving and interpreting rural history and resources.*



**Leah Rogers** received a BA in Anthropology from the University of Missouri and an MA in Anthropology from Michigan State University. She worked as a consultant in historic preservation, including grant-funded studies for the Linn County Historic Preservation Commission, and as partner in Tallgrass Historians L.C. since 2001. Leah also serves on the Mt. Vernon Historic Preservation Commission.



**Ed Sauter** received a Bachelor of Architecture degree from Iowa State University and is a registered and NCARB certified architect. He founded Sauter Steveley Associates in 1992 as an architectural practice and management firm now known as Sauter Baty Associates. He is past Chair and current member of the Mt. Vernon Historic Preservation Commission.



**Dr. Richard Thomas** is emeritus professor of American History at Cornell College. His special interest is history of the Midwest. He is past chair and current member of the Linn County Historic Preservation Commission, founding member of the Mt. Vernon Historic Preservation Commission, member of the Board of Trustees of the State Historical Society of Iowa and serves on the Board of Preservation Iowa.



### **Managing a Substantial Historic Rehabilitation Project**

This course is approved for 1 LU/HSW of AIA Continuing Education Credit

**Waypoint Services Ballroom, 318 5<sup>th</sup> St SE, Cedar Rapids, IA**

*This session walks through development and management of a substantial rehabilitation from purchase to occupancy. Designed to be informative for both beginners and experienced renovators, topics will include preliminary budgeting, pro forma development, design and scope definition, tax credits, bidding/pricing, project management, closeout procedures and potential pitfalls. Planning tools, spreadsheets and work flow checklists will be made available. The information discussed in this session can apply to residential, mixed-use downtown and small commercial projects.*



**Steve Wilke-Shapiro** has worked on a broad variety of historic rehabilitation projects. His experience working in project development, production and owner representation has helped him build a nuanced and multi-faceted view of historic rehabilitation. Steve is a designer at the award-winning design+build firm of Silent Rivers, with a focus on historic rehabilitation. He is President of the Des Moines Rehabbers Club.



## **Tour**

**Downtown Cedar Rapids Architectural History**

**Depart from Greene Square Park**

Transportation: Walking

**Guide:** Mark Stoffer Hunter

*Wear comfortable shoes and come along on this walking tour showcasing the rich history and architecture of downtown Cedar Rapids! Let Mark Hunter bring the city's past to life with fascinating stories of the people and places that defined central Cedar Rapids from the mid-19th century on.*

11:00 am – 12:25 pm *Note: Early departure time for tour and late return to allow travel to Marion*



## Tour

### **Marion Main Street**

#### **Depart from Greene Square Park**

Transportation: Motorcoach

Guides: Nick Glew and Judy Hall

*Stroll Marion's picturesque Main Street district and see the galleries, restaurants and shops that make up the city's vibrant downtown. Learn about the Memorial Hall project and other enhancements in the works, including the development of a pedestrian corridor, street enhancements and other beautification projects.*



11:10 am – 12:20 pm **Concurrent Sessions**



### **Gardening with History: Brucemore's Historic Landscape Treatment Plan**

This course is approved for 1 LU/HSW of AIA Continuing Education Credit

**Cedar Rapids Museum of Art 410 3rd Ave SE, Cedar Rapids, IA**

*Although there are many historic landscapes in Iowa, few have been the focus of comprehensive preservation treatment. This presentation uses one of Iowa's most important historic sites, Brucemore, to show how the Secretary of Interior's Standards for Treatment can be applied to landscapes and biotic resources, which have distinctly different preservation needs than buildings. The presentation will focus on how to plan, implement and finance landscape-specific projects.*



**Heidi Hohmann** is an Associate Professor of Landscape Architecture at Iowa State University, with over twenty years of experience in historic landscape preservation projects. Her work includes a variety of cultural and historic landscape reports and treatment plans for sites across the nation, including Platt National Park in Oklahoma; Druid Hill Park in Baltimore, MD; Longue Vue House and Gardens in Louisiana; and the Taconic Parkway in New York.



**Maura Pilcher** is the Assistant Director of Brucemore. She oversees house museum operations, preservation/conservation initiatives, and educational/interpretive programming. She earned BAs in Art History and Anthropology from the University of Notre Dame and an MS in Historic Preservation from the School of the Art Institute of Chicago. Ms. Pilcher has served on several taskforces and commissions, including the Paramount Theatre rehabilitation project. She helped found Save CR Heritage, a local non-profit dedicated to raising awareness about responsible development and historic resources. She is the past President of the Czech Village/New Bohemia Main Street Board, the Vice Chairwoman of the Linn County Historic Preservation Commission and Vice Chairwoman of the State Historical Society of Iowa Board of Trustees.

### **Mitigating Adverse Effects: the Successful Outcomes of the Section 106 Process Cedar Rapids Public Library Whipple Auditorium, 450 5<sup>th</sup> Ave SE, Cedar Rapids, IA**

*When Federal funds are used for activities that result in the demolition or adverse modification of historic properties, compliance with the National Historic Preservation Act mandates a process to mitigate adverse effects through the implementation of treatment measures designed to provide an historic preservation benefit to the public. Learn how the process of mitigating adverse effects can result in positive historic preservation projects; hear about the numerous historic preservation projects that were undertaken as a result of the 2008 Iowa flood recovery, and discover ways to participate in future mitigation projects. Speakers will include representatives from the State Historic Preservation Office and the Iowa Economic Development Authority. Additional State and Federal Section 106 practitioners may participate in a panel discussion if available.*



**Douglas W. Jones** is one of the archaeologists and the Review and Compliance Program Manager on staff at the State Historic Preservation Office, State Historical Society of Iowa, Department of Cultural Affairs, where he has worked for nineteen years. Doug has worked professionally as an archaeologist throughout the Midwest and South Carolina. He served as a board member of the Iowa Archeological Society and as President from 2000 to 2002.



**Ann Schmid** is the Historic Preservation Specialist for Iowa Economic Development Authority, assisting grant recipients with the Federal requirements to comply with the National Historic Preservation Act, including the identification, evaluation and effects assessment of historic resources related to federal undertakings and consultation with parties such as the State Historic Preservation Office. She has a Master of Science in Historic Preservation from the School of the Art Institute of Chicago and has worked in Iowa on Section 106 compliance review since 2010.



**Marlys A. Svendsen** is president of Svendsen Tyler, Inc., an Iowa-based historic preservation consulting firm with offices in northwest Wisconsin. She founded the firm in Davenport, Iowa in 1988 after working for 12 years for state and municipal governments in the historic preservation and community development fields. Her work has received local and national awards.

***Introduction to the Main Street Approach  
Waypoint Services Ballroom, 318 5<sup>th</sup> St SE, Cedar Rapids, IA***

*If you'd like to learn more about the Iowa Downtown Resource Center and its premier program, Main Street Iowa, plan on attending this session. Find out about services your community could tap into to help you improve your downtown. Hear about the Main Street Approach® and what it entails. Leave with a better understanding of why 52 Iowa communities already participate in this national award-winning program.*



**Jim Engle** is the Director of the Iowa Downtown Resource Center. The Center administers Main Street Iowa, a nationally recognized program that provides downtown revitalization technical and project specific financial assistance to participating Main Street communities. The Iowa Downtown Resource Center also provides assistance, training and information to all downtowns across the state. Previously, Jim served as Director of the Wisconsin Main Street Program and other downtown development efforts since 1999.



**Michael Wagler** is the State Coordinator for the Main Street Iowa program. He has been with Main Street Iowa since 2002 serving in different capacities. He has a BFA in Historic Preservation and Architectural History from the Savannah College of Art and Design in Savannah, Georgia, and a Master's degree in Community & Regional Planning from Iowa State University in Ames, Iowa.

12:35 – 2:15 pm

**Lunch Break / Concurrent Lunch Meetings**



***Certified Local Government Commissions Lunch Meeting  
Dublin City Pub, 415 1st St SE, Cedar Rapids, IA***

*All CLG Historic Preservation Commission members and staff are welcome. This will be an opportunity to discuss CLG issues, ask questions, and meet your peers from other local governments.*



***Main Street Iowa Lunch Meeting  
Cedar Rapids Museum of Art 410 3<sup>rd</sup> Ave SE, Cedar Rapids, IA***

*Quarterly state update meeting for communities participating in the Main Street Iowa program. One representative from each of the 52 designated communities is required to attend.*



***Preservation Iowa Board of Directors Lunch Meeting  
Mr. Beans, 200 1st Street SE, (Alliant Tower Building) Cedar Rapids, IA***

**STATE HISTORICAL  
SOCIETY of IOWA**



2:30 pm – 3:40 pm

## Concurrent Sessions



### Acting Out – Historically

#### ***Cedar Rapids Museum of Art 410 3<sup>rd</sup> Ave SE, Cedar Rapids, IA***

*Educating the public about local history and landmarks can be accomplished with drama and flair. Learn how Washington's Preservation Commission brings history to life. You'll discover how just a handful of preservationists can draw attention to the people and places important to a community's growth and development and see the fund raising potential in this entertaining yet educational event.*



**Dr. Michael Kramme** was born and raised in Des Moines. He received his B.A. and M.A. from the University of Northern Iowa, and his doctorate from the University of Missouri at Columbia. Dr. Kramme taught high school English, and then speech and theater in college. He is the former Executive Director of the Iowa Historic Preservation Alliance (now Preservation Iowa). He is the author of several newspaper and magazine articles, and thirteen books.



**Mary Patterson**, an Iowa native, is retired from a career in public education. What started as an occasional interest became a preoccupation, and finally an obsession as she learned more and more about her home, the Frank Stewart House in Washington, Iowa. She helped organize Washington's Historic Preservation Commission in 2005, and the local Main Street organization in 2007, all the while promoting history, community, and preservation as beneficial, interesting and fun.



**Carol Ray's** interest in preservation started in 5th grade when she and a friend would find ways to enter abandoned old buildings and gardens to discover what was there. As a high school art and art history teacher in St. Louis and St. Paul, she developed art and architecture tours of the city for her classes. When she returned to Washington, IA, she joined the Washington Historic Preservation Commission and has helped create local events which celebrate the architectural history of the town.



### Mothballing Vacant Buildings

This course is approved for 1 LU/HSW of AIA Continuing Education Credit

#### ***Cedar Rapids Public Library Whipple Auditorium, 450 5<sup>th</sup> Ave SE, Cedar Rapids, IA***

*This presentation will review the steps and methods to appropriately secure a vacant building and "buy more time" while you work on your preservation plan or get your project financing in order. Topics covered in depth will include stabilization, protecting the building envelope, securing the property from vandals and pests and proper ventilation. A review of common types of building deterioration, both exterior and interior, will be covered, as well as tips for short-term maintenance. A review of NPS Preservation Brief 31 will be included.*



**Scott Flagg** manages the DNR's Derelict Building Grant Program which targets rural areas by providing funds to communities to mothball, rehabilitate or deconstruct abandoned buildings and divert materials away from the landfill by developing and utilizing existing reuse markets. His responsibilities include conducting site visits and touring project sites, negotiating contracts and establishing goals and timelines, meeting with contractors and managing budgets.



**Edward Matt** AIA is Principal and Owner of GENESIS Architectural Design, a West Des Moines architecture firm that specializes in historic preservation. Edward has 26 years of architectural experience and five years in construction. He has completed multiple preservation projects for the State Historical Society's historic sites and won a City of Des Moines Historic Preservation award.

**Mid-Century Modern: Engaging Resources, Owners and the Blogosphere**  
**Cedar Rapids Public Library Beems Auditorium, 450 5<sup>th</sup> Ave SE, Cedar Rapids, IA**

*The appreciation of Mid-Century architecture, design and history is making a comeback! In this session, we will hear about innovative efforts to engage support from new audiences. We will also learn about key aspects of Mid Century interior design and fashion that make it stand out.*



**Wade Broadhead**, native of Chicago, has been the historic preservation/land use planner for Pueblo, Colorado since 2007 and more recently a board member of the National Alliance of Preservation Commissions. Wade fell in love with Mid-Century architecture out of necessity, since Pueblo is home to a massive post War boom and to keep pace with his wife who has taught him so much about the significance of interiors, something most preservationists shy away from.



**Hannah Haley** is a native of Canon City, Colorado. She created/curated a blog called 'Just Peachy Darling' devoted to an appreciation of all things DIY, vintage and Mid-Century especially home décor and a history of fashion featuring photo shoots in period clothes. Her entire wardrobe is from the 1940-60s and the décor of their 1954 Cape Cod home is almost all Mid-Century. Hannah went to University of Colorado at Boulder and has stayed home to raise four beautiful children.

**Advantages of Being a Great Place**

**Waypoint Services Ballroom, 318 5<sup>th</sup> St SE, Cedar Rapids, IA**

*Through the Iowa Great Places program, the State of Iowa and Iowa Department of Cultural Affairs continue to challenge Iowa communities to recognize and invest in what makes their place a Great Place. This session will focus on: key elements communities must have in place before seeking Iowa Great Places funding, including a comprehensive vision plan; the program goals, including encouraging creativity and entrepreneurship and fostering a sense of place and identity; and how to craft an effective proposal.*



**David Schmitz** is a Community Resources Specialist for the Iowa Arts Council, a division of the Iowa Department of Cultural Affairs, where he manages the Iowa Great Places and Cultural and Entertainment District programs, along with the Arts Council's initiatives in community arts development and public art & design.



## Tour

**Cedar Rapids West Side Preservation**

**Depart from Greene Square Park**

Transportation: Motorcoach

**Guide:** Mark Stoffer Hunter

*From renovations on Mansion Hill to adaptive reuse in the 3<sup>rd</sup> Avenue SW National Register Historic District, preservation efforts are taking off on Cedar Rapids' west side. See some of the greatest architectural gems of the city, including the Louis Sullivan-designed Peoples Savings Bank.*



## 3:50 pm – 5:00 pm Plenary

**Cedar Rapids Public Library Whipple Auditorium, 450 5<sup>th</sup> Ave SE, Cedar Rapids, IA**

**THREE MINUTE SUCCESS STORIES**

*Learn about 15 projects or ideas that have been implemented successfully in the last year. These stories will be inspirational, and you will be able to take home some great ideas that can be replicated in your community!*

**Master of Ceremony: Jim Engle**

# SATURDAY, AUGUST 23, 2014

8:30 am – 3:30 pm

## Hands On Workshop

**Cedar Rapids Public Library Beems Auditorium, 450 5<sup>th</sup> Ave SE, Cedar Rapids, IA**  
**Masonry Matters**

*This workshop is a demonstration based hands-on event. The workshop will be organized into a morning lecture session followed by a hands-on afternoon session. The workshop will provide conference attendees with skills needed to implement appropriate improvement activities in historic downtown commercial districts.*

**8:30 am – 11:30 am Morning Session**

**Best Practices to Preserve Historic Stone**

- *Moisture Problems and Solutions in Historic Stone Masonry Buildings*
- *Stone Repair Realities*

**12:30 pm – 3:30 pm Afternoon Session**

**Authentic Respectful Craftsmanship – Trade Tools in Action**

- *Repointing: Damage-free Mortar Removal; Match, Mix, and Install Lime Mortar*
- *Trust the Trowel: How to Select the Mason who will Deliver Craftsmanship with Respect*



**John Speweik** has presented instructional hands-on workshops with a focus on historic masonry preservation repair for federal, state and private universities for many years. He is Principal of Speweik Preservation Consultants, Inc., Elgin, Illinois. Speweik has collaborated with architects and building owners nationwide in the preservation of historic architecture. The company offers pre-construction services that assess the unique challenges faced in conforming to the Secretary of the Interior's Standards for Rehabilitation.

8:30 am – 12:30 pm

## Tour



**Lincoln Highway Mt Vernon Main Street**

**Depart from Greene Square Park**

Transportation: Motorcoach

**Guides:** Mount Vernon-Lisbon Community Development Group volunteers

*Self-guided tour of Uptown Mount Vernon will include stops at upper story renovated residential apartments, shops, restaurants and the 1925 Elliott building, a former middle school that has been converted into a business incubator and a very active community center.*

9:00 am – 4:00 pm

## Bonus Event!

**Brucemore Garden and Art Show**

**Self Guided | A complimentary ticket is included in the Summit Welcome Bag**

Parking is available at Washington High School with shuttle service from 9:00 am until 4:00 pm.

*Visit Iowa's only National Trust Historic Site! More than 60 artists and garden vendors from across the Midwest will showcase unique products at the annual Brucemore Garden & Art Show. The mansion's first floor will be open for free self-guided tours. Main Stage presentation topics include Mount Mercy University's Our Lady of Sorrows grotto and Brucemore's historic landscape. The Linn County Master Gardeners will showcase several displays and demonstrations in the formal garden, including "walkabouts" exploring tree identification, invasive pests, and seed saving. For further information call (319) 362-7375 or visit [www.brucemore.org](http://www.brucemore.org).*

