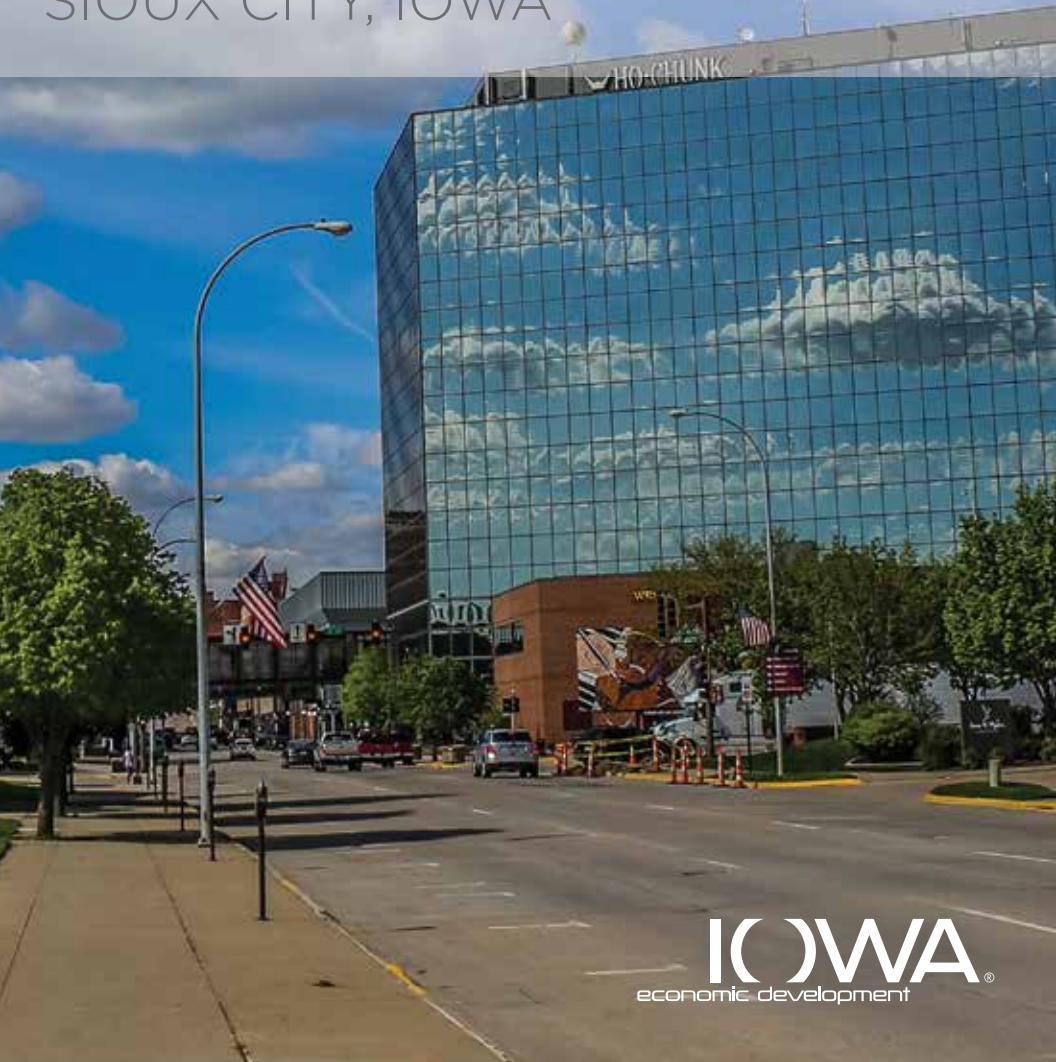


2017

IOWA DOWNTOWN CONFERENCE  
SIOUX CITY, IOWA



# ESSENTIAL CONFERENCE INFORMATION

## CONFERENCE HEADQUARTERS

Sioux City Convention Center, 801 Fourth Street, Sioux City, Iowa

### HOURS

**Tuesday**, August 1 9:00 am – 5:00 pm Registration/Exhibit Hall Set Up

**Wednesday**, August 2 8:00 am – 5:00 pm Registration/Refreshments/  
Information/Exhibit Hall Open

**Thursday**, August 3 7:30 am – 2:00 pm Registration/Refreshments/  
Information

The **Exhibit Hall** will be open on Wednesday only, 10:00 am – 4:15 pm in Gallery A.

**Refreshments** available in the Exhibit Hall in Gallery A during all breaks on Wednesday, and in the Lobby on Tuesday and Thursday.

**Educational Sessions** will be held at the Sioux City Convention Center, unless noted otherwise.

**Tours** will depart from the Lobby.



## DOWNTOWN DOCTOR

Schedule a 15-minute appointment with downtown specialists on staff with the Iowa Economic Development Authority. Pre-registration is recommended.

### Wednesday

- 10:30 am – noon Design
- 1:00 pm – 2:30 pm CDBG Downtown Revitalization
- 2:30 pm – 4:00 pm Business

### Thursday

- 10:15 am – 11:45 am Promotion and Marketing
- 11:45 am – 1:45 pm Board of Directors / Organization

## CONTINUING EDUCATION CREDITS AVAILABLE FOR ARCHITECTS AND REALTORS

Architects attending the Iowa Downtown Conference are encouraged to self-submit hours of continuing education to American Institute of Architects National. For more information, visit [www.aia.org/continuing-education](http://www.aia.org/continuing-education)



Real estate agents attending the Iowa Downtown Conference are encouraged to self-submit hours of education to Iowa Real Estate Commission. Questions? Contact [education@iowarealtors.com](mailto:education@iowarealtors.com)



# CONFERENCE SCHEDULE

## TUESDAY — AUGUST 1

9:00 - 5:00 REGISTRATION [Lobby](#) / EXHIBIT HALL SET UP [Gallery A](#)

10:00 - 4:00 **CHOICE OF TRACK OR TOUR:**

### **EXPLORE SIOUX CITY** Tours

10:00 - 2:50 **SELF-GUIDED WALKING TOURS**

2:50 - 4:00 **SCULPT SIOUX LAND** [Depart from Lobby](#) (Tickets Required)

### **PIGEONS OR PROFIT** Housing as Economic Development Track

10:00 - 11:00 **THE HOUSING DILEMMA** Jim Thompson [Rooms 1 & 2](#)

11:00 - 11:10 **BREAK**

11:10 - 12:10 **IMAGINE THE POSSIBILITIES - A VIRTUAL UPPER FLOOR TOUR**  
Maia Fiala-Jessen, Tim Reinders [Rooms 1 & 2](#)

12:10 - 12:20 **BREAK**

12:20 - 1:20 **LUNCH & LEARN STATE (IEDA) RESOURCES FOR CAPITAL**  
Nichole Hansen [Rooms 1 & 2](#) (Tickets Required)

1:20 - 1:30 **BREAK**

1:30 - 2:40 **SURVIVOR: DOWNTOWN RENOVATION EDITION**  
Andrew Bell, Rich Seggerman, Travis Toliver, Steve Trost  
[Rooms 1 & 2](#)

2:40 - 2:50 **BREAK**

2:50 - 4:00 **HOUSING AS A GAME CHANGER**  
Jenny Etter, Dan LoBianco, Mike Norris  
Facilitated by Jim Engle [Rooms 1 & 2](#)

5:00 - 7:30 **COMPETITION — MAIN STREET OPEN 4 BUSINESS**  
Emcee: Debi Durham [Gallery B](#)

7:00 **NETWORKING EVENT — MAPS & APPS**

## WEDNESDAY — AUGUST 2

8:15 - 5:00 REGISTRATION [Lobby](#)

8:30 - 10:00 **OPENING SESSION** Orpheum Theatre  
THE SECRETS OF SUCCESSFUL COMMUNITIES  
INTRODUCTION OF 2017 DESIGNATED  
MAIN STREET IOWA COMMUNITIES  
Debi Durham, Mayor Bob Scott, Ed McMahon

10:00 - 4:15 EXHIBIT HALL OPEN [Gallery A](#)

10:00 - 11:00 NEW MSI CITY MEETING Orpheum Theatre

10:00 - 11:00 NETWORKING RECEPTION [Gallery A](#)

11:00 - 12:00 **CHOICE OF SESSIONS / TOUR:**

TEN PRINCIPLES FOR SUSTAINABLE TOURISM  
Ed McMahon [Rooms 1 & 2](#)

STRONG ENTREPRENEURIAL CULTURES IN DOWNTOWN  
Renaee Billings, Diane Daby, Sarah Fish [Rooms 3, 4, 5](#)

DOWNTOWN REVITALIZATION & THE HEALTHIEST  
STATE INITIATIVE  
Jami Harberl, Mary Lawyer [Rooms 8, 9, 10](#)

HISTORIC 4<sup>TH</sup> ST TOUR [Depart from Lobby](#) (Tickets Required)

12:00 - 12:10 BREAK

12:10 - 1:20 **CHOICE OF LUNCH OPTIONS:**

LUNCH ON YOUR OWN

MSI STATE UPDATES LUNCH [Gallery C](#) (Tickets Required)

LUNCH & LEARN  
REINVESTING & REIMAGINING PEARL & W 7<sup>TH</sup> STREET  
HISTORIC DISTRICTS  
Jill Wanderscheid [Rooms 6 & 7](#) (Tickets Required)

1:20 - 1:30 BREAK

1:30 - 2:30 **CHOICE OF SESSIONS / TOUR:**

REFRESHING YOUR ORGANIZATION THROUGH  
STRATEGIC PLANNING  
Brad Segal, Ragen Cote [Rooms 1 & 2](#)

CHANGE YOUR CULTURE. GROW YOUR COMMUNITY  
Frank Spillers, Kimberlee Spillers [Rooms 3, 4, 5](#)

YOU'VE GOT CHARACTER  
Sarah André [Rooms 8, 9, 10](#)

HISTORIC PEARL ST TOUR [Depart from Lobby](#) (Tickets Required)

- 2:30 - 3:00 COFFEE, CONFECTIONS AND CONVERSATION Gallery A
- 3:00 - 4:00 **CHOICE OF SESSIONS / TOUR:**
- DIY PLACEMAKING FOR COMMERCIAL DISTRICTS  
Max Musicant Rooms 1 & 2
- CARROTS INSTEAD OF STICKS  
Sarah Grunewaldt, Mary Patterson Rooms 3, 4, 5
- 3:00 - 3:30 COLLABORATING FOR A COMMUNITY'S WELL-BEING  
Denise Salem Rooms 8, 9, 10
- 3:30 - 4:00 PLENTIFUL PARKING  
Michelle Bostinelos Rooms 8, 9, 10
- DOWNTOWN LIVING TOUR [Depart from Lobby](#) (Tickets Required)
- 4:00 - 4:15 BREAK
- 4:15 - 5:00 **AFTERNOON SESSION** Gallery B  
TOP TEN GLOBAL TRENDS AFFECTING DOWNTOWNS  
Brad Segal
- 8:00 **MINGLE AND MERRIMENT**  
Entertainment at the Hard Rock Hotel & Casino Sioux City

## THURSDAY — AUGUST 3

- 7:30 - 2:00 REGISTRATION [Lobby](#)
- 7:30 - 9:00 **CHOICE OF BREAKFAST DISCUSSIONS:**
- RURAL ISSUES BREAKFAST Rooms 1 & 2
- URBAN ISSUES BREAKFAST Rooms 3, 4, 5
- 9:00 - 9:15 BREAK
- 9:15 - 10:00 **MORNING SESSION** Gallery B  
PLACEMAKING: SHAPING THE FUTURE OF OUR COMMUNITIES  
Max Musicant
- 10:00 - 10:15 BREAK
- 10:15 - 11:15 **CHOICE OF SESSIONS / TOUR:**
- DONATIONS, DONUTS, & DOWNTOWNS: USING  
CROWDFUNDING & CROWDGRANTING DEVELOPMENT  
Rob St Mary Rooms 1 & 2
- SMALL BUSINESS SATURDAY  
Jayne Armstrong, Joe Jennison, Jim Miller Rooms 3, 4, 5
- SAVING THE DOWNTOWN: A LOCAL APPROACH  
Mike Palmer, Peg Raney, Nick Sorensen Rooms 6 & 7
- REVITALIZED SPACES TOUR [Depart from Lobby](#) (Tickets Required)

11:15 - 11:25 BREAK

11:25 - 1:20 **CHOICE OF LUNCH OPTIONS:**

LUNCH ON YOUR OWN

LUNCH AND LEARN

WOODBURY COUNTY COURTHOUSE

Ted Grevstad-Nordbrock **Rooms 8, 9, 10** (Tickets Required)

12:35-12:45 BREAK

12:45 -1:45 **CHOICE OF SESSIONS / TOUR:**

BUSINESS SUCCESSION ON MAIN STREET:  
HOW CAN YOU HELP?

Robin Bostrom **Rooms 1 & 2**

LOW COST / NO COST PROMOTIONS FOR FAMILIES

Frank Del Medico **Rooms 3, 4, 5**

SLATED FOR SURVIVAL, A SMALL-TOWN  
DOWNTOWN REVITALIZATION

Mike Fisher **Rooms 6 & 7**

WOODBURY COUNTY COURTHOUSE BEHIND  
THE SCENES TOUR **Depart from Lobby** (Tickets Required)

1:45-2:00 BREAK

2:00 - 3:00 **CLOSING SESSION** Gallery B

WHY YOU?

Bill Withers

3 MINUTE SUCCESS STORIES



# SESSION, EVENT AND TOUR DETAILS

TUESDAY — AUGUST 1

## BONUS DAY! PIGEONS OR PROFIT

*Sessions focusing on Housing as Economic Development*

9:00 – 5:00 REGISTRATION

Location: [Lobby](#)

10:00 – 11:00 **EDUCATIONAL SESSION**

### **THE HOUSING DILEMMA**

Potential developers of residential spaces in downtown districts will want to attend this session to discuss problems that are encountered. You want housing, but where do you start? Who do you partner with? How do you get what you want? Will anyone even want to live there? What kind of housing do you shoot for anyway? I'm so confused!

Location: [Rooms 1 & 2](#)

Presenter: Jim Thompson

11:10 – 12:10 **EDUCATIONAL SESSION**

### **IMAGINE THE POSSIBILITIES - A VIRTUAL UPPER FLOOR TOUR**

This session explores the challenges and opportunities of redeveloping upper floor spaces in typical downtown buildings. We'll walk through how to analyze the space, understand use options, design considerations and common pitfalls to avoid ensuring a successful rehabilitation project. Case study examples will show the unique nature of upper floor housing projects, covering everything from 500 to 5,000 square foot units in communities ranging from 1,000 to 70,000 people.

Location: [Rooms 1 & 2](#)

Presenters: Maia Fiala Jessen and Tim Reinders

12:10 – 1:20 **LUNCH & LEARN**

### **STATE RESOURCES FOR CAPITAL**

In this session, you will hear information about several financial incentive opportunities to support the development of residential spaces in commercial districts that are available through Iowa Economic Development Authority.

Location: [Rooms 1 & 2](#)

Presenters: Nichole Hansen

Tickets Required: \$10 (Lunch is included in your ticket price)



1:30 – 2:40

## EDUCATIONAL SESSION

### **SURVIVOR: DOWNTOWN RENOVATION EDITION**

This session brings together an architect, a Chamber/Main Street director, and building owner to offer tips for those interested in rehabilitating downtown buildings. From sagging floors and modern codes to finding parking or funding options, renovation projects often face hurdles that can catch owners and developers unaware. Using a case study of an upper floor residential project, the panel brings a blend of technical and hands on experience to illustrate pitfalls and possible work arounds for the renovation process.

Location: [Rooms 1 & 2](#)

Presenters: Andrew Bell, Rich Seggerman, Travis Toliver, Steve Trost

2:50 – 4:00

## CHOICE OF SESSIONS / TOUR

### **HOUSING AS A GAME CHANGER**

It has been said that “the best way to bring life downtown is to bring lives downtown.” In this session, you will be inspired by real-life examples on how this was accomplished in three Iowa communities by panelists from Marshalltown, Dubuque and Southeast Iowa Regional Planning Commission who will share their experiences in developing residential projects that have created game changing results in their communities.

Location: [Rooms 1 & 2](#)

Presenters: Jenny Etter, Dan LoBianco, Mike Norris  
Facilitated by Jim Engle

### **SCULPT SIOUX LAND TOUR**

With 20 sculptures on permanent display and others rotating on an annual basis, Sculpt Siouxland provides many great choices as you stroll through the downtown looking for your favorite. Sculpt Siouxland, Inc. is a private, non-profit organization of community leaders who are dedicated to engaging and educating the public on the potential of art in public spaces. Working with the support of area businesses, organizations, and individuals, Sculpt Siouxland brings sculptures from throughout the upper Midwest.

Depart from: [Lobby](#)

Transportation: Walking

Tickets: \$5.00

5:00 – 7:30

**MAIN STREET OPEN 4 BUSINESS COMPETITION  
“PITCH” AND ANNOUNCEMENT OF THE WINNERS OF  
THE ENTREPRENEURIAL CONTEST**

Think Shark Tank — Main Street style! Everyone is welcome to attend this event to see regional winners compete for this state award to provide financial and technical support for businesses that improve designated Main Street districts.

Location: [Gallery B](#)

Emcee: Debi Durham, Director,  
Iowa Economic Development Authority

7:00

**EVENING NETWORKING EVENT — MAPS & APPS**

Downtown businesses welcome you to Sioux City! Downtown Partners Sioux City and the Historic Preservation Commission are partnering to provide each attendee with a downtown entertainment map and cash certificate to explore the best places for appetizers, dinner, drinks, shopping, music and so much more. Pick up your map and certificate at the registration table, or download a map at [downtownsiouxcity.com/whats-happening/maps-and-apps/](http://downtownsiouxcity.com/whats-happening/maps-and-apps/) Certificates may be used at any time throughout the conference.

WEDNESDAY — AUGUST 2

8:00 – 5:00 REGISTRATION

Location: [Lobby](#)

8:30 – 10:00 **OPENING SESSION**

Location: Orpheum Theatre, 528 S. Pierce Street  
Greetings: Mayor Bob Scott  
Emcee: Director Debi Durham

**THE SECRETS OF SUCCESSFUL COMMUNITIES**

You won't want to miss this presentation that will make the case for why the community-driven, asset-based Main Street Approach makes more sense now than ever, and draws the connection between quality places and economic competitiveness.

Keynote Speaker: Ed McMahon

**INTRODUCTION OF 2017 DESIGNATED  
MAIN STREET IOWA COMMUNITIES**

*Immediately following the opening session, representatives from the newly designated Main Street Iowa communities will meet at the front of the auditorium for photos and brief meeting.*

10:00 – 4:15 **EXHIBIT HALL OPEN**

Location: [Gallery A](#)

10:00 – 11:00 **NETWORKING RECEPTION**

Connect with the hearts and minds of innovative thinkers like you at the Networking Reception in the Exhibit Hall. You can use this time to visit the vendor booths to gather information about resources that are available for your community. Enjoy coffee and conversation, and be sure to have your “passport” stamped by the vendors to be eligible for valuable prizes. Winners will be announced during the Closing Plenary Session on Thursday afternoon.

Location: [Gallery A](#)

11:00 – 12:00 **CHOICE OF SESSIONS / TOUR**

**TEN PRINCIPLES FOR SUSTAINABLE TOURISM**

Tourism is big business and can provide many benefits, but it can also be a double-edged sword. This session will examine how communities can maximize the benefits of tourism, while minimizing the burdens. It will also provide principles for tourism management and numerous examples of communities that are attracting tourists without destroying the assets that attracted them in the first place.

Location: [Rooms 1 & 2](#)

Presenter: Ed McMahon

**STRONG ENTREPRENEURIAL CULTURES IN DOWNTOWN**

This presentation will focus on the evolution of building a startup community from beginning to its current state in Downtown Sioux City. Siouxland has been recognized for its well-rounded entrepreneurial community and culture hosting events such as First Friday Coffee, Start Up Games, Biz Brews etc. The Iowa West Coast Initiative was formed between three western Iowa counties to provide support to Entrepreneurs in these areas with access to funding and support services. This presentation will cover the evolution of creating a startup entrepreneur culture and how to start your own.

Location: [Rooms 3, 4, 5](#)

Presenters: Renae Billings, Diane Daby, Sarah Fish

11:00 – 12:00 CONCURRENT SESSIONS / TOUR continued...

### **DOWNTOWN REVITALIZATION AND THE HEALTHIEST STATE INITIATIVE**

Community policies and overall built environment can have a significant impact on the health of residents. Healthy Hometown Powered by Wellmark, delivered in collaboration with Iowa's Healthiest State Initiative, offers evidence based tactics to make the healthy choice easy and improve overall well-being through built environment and policies changes. Learn how your community can implement Healthy Hometown and help residents eat well, move more and feel better.

Location: [Rooms 8, 9, 10](#)

Presenters: Jami Harberl and Mary Lawyer

### **HISTORIC 4TH STREET TOUR**

Historic 4th Street refers to the two city blocks between Virginia and Iowa Streets in downtown Sioux City. It contains fifteen structures dating from 1889-1915. Several of these are notable for their Richardsonian Romanesque style of architecture and it is interesting to note that Sioux City has the largest number of structures in the state designed in this style. Learn about the boom days of Sioux City.

Depart from: [Lobby](#)

Transportation: Walking

Tickets Required: \$5.00

12:00 – 1:30 **LUNCH BREAK**

Enjoy lunch on your own in downtown Sioux City. Stop by the information booth staffed by local representatives who are happy to share their recommendations.

12:10 – 1:20 **LUNCH MEETING**

### **UPDATES FOR DESIGNATED MAIN STREET COMMUNITIES**

Informational meeting for volunteers and staff from Main Street Iowa organizations. A minimum of one representative from each of the designated Main Street Iowa communities is required to attend.

Location: [Gallery C](#)

Tickets Required: \$10 (lunch included in ticket price)

12:10 - 1:20

## LUNCH & LEARN

### **REINVESTING AND REIMAGINING HISTORIC PEARL AND WEST 7TH STREET HISTORIC DISTRICTS**

The presentation will showcase the recently completed Historic Pearl District project in Downtown Sioux City and the West 7th Project currently under construction. Attendees will learn about the process of redevelopment in some of Sioux City's most historic urban corridors. Participants attending this workshop should expect to gain knowledge of district planning and issues facing a blighted, mixed-use neighborhood and how to establish consensus building among stakeholders. Impressive before and after photos of the Historic Pearl District will be included, design concepts and progress photos from West 7th Street, along with information on how the projects were creatively funded.

Location: **Rooms 6 & 7**

Presenter: Jill Wanderscheid

Tickets Required:

\$10 Lunch & Learn only (educational session and lunch)

\$15 Lunch & Learn and Tour HISTORIC PEARL STREET

1:30 - 2:30

## CHOICE OF SESSIONS / TOUR

### **REFRESHING YOUR ORGANIZATION THROUGH STRATEGIC PLANNING**

Strategic planning is essential to guide a downtown or Main Street organization and to keep up with changing market conditions, new development projects, new board leadership, shifts in local politics and more. This session will explore the fundamentals of strategic planning for downtown development organizations and provide a recent case study from Sioux City.

Location: **Rooms 1 & 2**

Presenters: Ragen Cote and Brad Segal

**CHANGE YOUR CULTURE. GROW YOUR COMMUNITY**

In rural America, most communities want growth, but not new people. For the first time, rural counties lost more population than gained - is yours one? Have you identified your 21<sup>st</sup>-Century customer? Does leftover school/merger/athletic animosity keep customers away? Are volunteers lining up to serve? What's your coffee shop talk like? Who is your town good for? Come learn how WUCA!-izing your community will grow your tax base through Relationship Economic Development when you Welcome, Understand, Comfort & Appreciate. In our mobile society, rural growth depends on the acceptance newcomers receive when their grandparents aren't buried in the cemetery.

Location: [Rooms 3, 4, 5](#)

Presenters: Frank and Kimberlee Spillers

**YOU'VE GOT CHARACTER**

Historic preservation and economic development go hand-in-hand and have proven successful in communities across Iowa and the nation. But first you must know what you have and how to identify it. This session will start with the basics of historic building identification: looking at the individual features (just what is a cornice?!), could there be an historic district, and a quick primer on historic architectural styles found in Iowa's downtowns. Knowing what you have and why it is important will aid communities in making informed decisions regarding overall planning, and where to focus energy and funding. Identifying your historic resources is applicable for the Main Street Program, Community Development Block Grants, historic tax credits, preservation planning, tourism, etc.

Location: [Rooms 8, 9, 10](#)

Presenter: Sarah André

1:30 – 2:30 CONCURRENT SESSIONS / TOUR continued...

### **HISTORIC PEARL STREET TOUR**

Join city staff to learn how an underutilized area of the city has gained a vibrant new life. In 2005, a Sioux City comprehensive plan recommended that a cultural and entertainment district be created on the west side of downtown. In 2006 city staff began to meet with property owners and interested citizens and in 2008 the West End District plan was adopted. Later, the name was changed to Historic Pearl Street District. The area is composed of 60 acres and 70 parcels. Learn how incentives and guidelines are balanced to manage the area.

Depart from: [Lobby](#)

Transportation: Trolley

Tickets Required:

\$10 Tour only / \$15 Tour and Lunch & Learn

**REINVESTING AND REIMAGINING SIOUX CITY'S  
HISTORIC PEARL AND WEST 7<sup>TH</sup> STREET DISTRICTS**

2:30 – 3:00 **COFFEE, CONFECTIONS AND CONVERSATION**

One more chance to visit the vendor booths in the exhibit hall to have your “passport” stamped while you enjoy sweet treats.

Location: [Gallery A](#)

3:00 – 4:00 **CHOICE OF SESSIONS / TOUR**

### **DIY PLACEMAKING FOR COMMERCIAL DISTRICTS**

In this interactive session, you will learn how to bring community and commercial life to any space. Join us for a deep dive into placemaking for downtowns, integrating macro trends that are affecting retail and land use of all kinds with small-scale/low-zero cost actions that people can do in their own communities.

Location: [Rooms 1 & 2](#)

Presenter: Max Musicant

3:00 – 4:00 CONCURRENT SESSIONS / TOUR continued...

### **CARROTS INSTEAD OF STICKS**

Do you need help cultivating an incentive program for building improvements? Washington's 11-year-old Building Rehabilitation Incentive Program started without any funding to offer participants, yet when it was first announced, 15 applications were submitted. Today the Washington Incentive Fund has given over \$300,000 away and seen over \$8 million in return on investment. Find out how it is managed, where the money comes from, and what goes on behind the scenes!

Location: [Rooms 3, 4, 5](#)

Presenters: Sarah Grunewaldt, Mary Patterson

### **DOWNTOWN LIVING TOUR**

Join us for a look at some of the first market-rate living developments in downtown. The tour will include stops at The United Center located in the former Pierce Building, a massive six-story building which was developed into Class A professional office space and residential condominiums; 4th & Jackson, a six-story building that is uniquely wrapped in glass and offers great views from the upper floors of downtown and the Missouri River from the 12 living units; and the Williges Building, situated on one of the most architecturally significant blocks in Iowa, and now home to seven single story lofts.

Depart from: [Lobby](#)

Transportation: Walking

Tickets Required: \$5

3:00 – 3:30 **30-MINUTE MINI SESSION**

### **COLLABORATING FOR A COMMUNITY'S WELL-BEING**

The Sioux City Blue Zones Project has collaborated with numerous organizations to bring a worldwide event to downtown Sioux City, where citizens temporarily transformed metered parking stalls into mini parks for the day. This event allowed participants to rethink the usage of public spaces and participate in social exchange, fun, creativity and critical thinking. Learn how your community can organize this event and begin discussions on possibilities for unused concrete parking stalls to revitalize your downtown!

Location: [Rooms 8, 9, 10](#)

Presenter: Denise Salem



3:30 – 4:00 **30-MINUTE MINI SESSION**

**PLENTIFUL PARKING**

This presentation will discuss the Siouxland Interstate Metropolitan Planning Council's recent Sioux City Downtown Parking Report and its findings. Discussion will cover the methodology of how to conduct a parking study, to interpret the results, and to develop policy recommendations. The presentation will explain many of the most common issues about parking availability. This session is designed to provide attendees with the information they need to better manage parking in their own downtown areas.

Location: **Rooms 8, 9, 10**

Presenter: Michelle Bostinelos

4:15 – 5:00 **AFTERNOON SESSION**

**TOP 10 GLOBAL TRENDS AFFECTING DOWNTOWNS AND HOW TO RESPOND AT HOME**

Downtown development and redevelopment is a continuous process involving many potential stakeholders. Successful revitalization efforts require meeting the economic restructuring needs and interests of business operators, property owners, residents, elected officials and economic development organizations. In this session, you will view the latest market research conducted by P.U.M.A. (Progressive Urban Management Associates), which benchmarks local growth and changes in demographics; housing; employment; office and retail vacancies; mobility and connectivity; hospitality and tourism; arts, culture and entertainment; education; and the nighttime economy.

Location: **Gallery B**

Keynote Speaker: Brad Segal

8:00 **NETWORKING EVENT**

**MINGLE AND MERRIMENT**

Get ready to ROCK! Join your fellow conference attendees for an evening of fun and fellowship at this special event hosted by Siouxland Chamber of Commerce at the Hard Rock Hotel & Casino Sioux City. Tickets will be required for the event and are free to all Iowa Downtown Conference attendees. Make sure to reserve your seat!

Location:

Hard Rock Hotel & Casino Sioux City, 111 3<sup>rd</sup> Street

RSVP Requested: Free Event

## THURSDAY — AUGUST 3

7:30 - 2:00 REGISTRATION

Location: [Lobby](#)

7:30 - 9:00 **ISSUES BREAKFASTS**

Enjoy a hot breakfast, and spend the time in lively discussion with your peers on a variety of table topics that are of interest to you.

Tickets Required: \$10.00 (includes breakfast)

**RURAL COMMUNITIES BREAKFAST (population up to 25,000)**

Location: [Rooms 1 & 2](#)

**URBAN COMMUNITIES BREAKFAST (population over 25,000)**

Location: [Rooms 3, 4, 5](#)

9:15 - 10:00 **MORNING SESSION**

**PLACEMAKING: SHAPING THE FUTURE OF OUR COMMUNITIES**

This session will discuss the importance of traditional downtowns for our society; how culture shapes places; the necessity of using opportunity rather than challenge as our frame of action; and how to use empathy to enhance places and create vibrancy. You will see our world in a new light, and how we all have a shared ability and responsibility to continually shape our environments and cultures to foster community.

Location: [Gallery B](#)

Keynote Speaker: Max Musicant

10:15 - 11:15 **CHOICE OF SESSIONS / TOUR**

**DONATIONS, DONUTS, AND DOWNTOWNS: USING CROWDFUNDING AND CROWDGRANTING TO INVIGORATE COMMUNITY/ECONOMIC DEVELOPMENT**

Civic crowdfunding can be used to fund local projects in downtown districts, and is also a powerful tool for community engagement. In this session, you will learn about various methods of crowdfunding/crowdgranting and share some best practices that have been successful in helping towns, large and small, to fund placemaking projects that help build economic development, revive public spaces and engage neighbors.

Location: [Rooms 1 & 2](#)

Presenter: Rob St Mary

## **SMALL BUSINESS SATURDAY**

In this session, you will learn about how communities in Iowa are helping small independent businesses in their downtown districts reclaim their share of the holiday shopping dollars on their own special day — right between Black Friday and Cyber Monday.

Location: **Rooms 3, 4, 5**

Presenters: Jayne Armstrong, Joe Jennison, Jim Miller

## **SAVING THE DOWNTOWN: A LOCAL APPROACH**

This presentation will focus on how a small community can utilize local government and the Main Street program to provide resources and incentives to acquire and rehabilitate abandoned and dilapidated buildings as well as providing financial incentives to property owners to improve their buildings. The presenters will discuss acquiring the properties and using Tax Increment Financing (TIF), grants and private investment to achieve success.

Location: **Rooms 6 & 7**

Presenters: Mike Palmer, Peg Raney, Nick Sorensen

## **REVITALIZED SPACES TOUR**

Take a tour through Virginia Square, strategically located in downtown Sioux City's old Warehouse District. This downtown "village" is a group of renovated historic buildings offering high end contemporary condominiums, apartments and mixed use office/retail space. Some evidence of the bustling past remains and newer businesses thrive in the district. Ho-Chunk Inc. purchased the buildings in 2016 and have two of their four properties completed.

Depart from: **Lobby**

Transportation: Trolley

Tickets Required: \$10

11:25 – 12:35

## **LUNCH & LEARN**

### **WOODBURY COUNTY COURTHOUSE**

The Woodbury County Courthouse is regarded as "one of the finest Prairie School buildings", and has been declared a National Historic Landmark for its architecture. In this session, you will hear all about what makes the building unique.

Location: **Rooms 8, 9, 10**

Presenter: Ted Grevstad-Nordbrock

Tickets Required: \$10 Lunch & Learn only  
(Educational session and lunch)

\$15 Lunch & Learn and Tour

### **BEHIND THE SCENES OF THE WOODBURY COUNTY COURTHOUSE**

**CHOICE OF SESSIONS / TOUR****BUSINESS SUCCESSION ON MAIN STREET:  
HOW CAN YOU HELP?**

It is estimated that a business owner turns 65 every 57 seconds, and that 70% of privately held businesses will change hands in the next decade! Come learn how your downtown development organization can create a program to assist in preparing key anchor businesses in your community transition to the next generation.

Location: **Rooms 1 & 2**

Presenter: Robin Bostrom

**LOW COST / NO COST PROMOTIONS FOR FAMILIES**

In this fast-paced presentation by the founders of Exhibits On The Go and Strong Families Equal Strong Towns, you will learn about fun activities and interactive projects for the whole family that can be included in your daytime events. Never again wonder how to engage the young at your local events ... they will be begging to attend.

Location: **Rooms 3, 4, 5**

Presenter: Frank Del Medico

**SLATED FOR SURVIVAL, A SMALL-TOWN DOWNTOWN  
REVITALIZATION**

The presentation will provide information on how the private sector can redevelop a tired building into a sustainable commercial office or retail space. The case study examines the renovation of an historic downtown property in Slater, presenting the financial analysis that included energy efficiency and renewable energy improvements as well as design improvements that salvaged the historic character of the structure. The presentation will look at design considerations, the role of local contractors, use of redevelopment incentive programs, and the decision process for a replicable project.

Location: **Rooms 6 & 7**

Presenters: Mike Fisher

12:45 – 1:45

CONCURRENT SESSIONS / TOUR continued...

### **WOODBURY COUNTY COURTHOUSE BEHIND THE SCENES TOUR**

As one of the finest examples of prairie architecture in the United States the Woodbury County Courthouse building has the distinction of National Landmark. Designed by local architect William Steele and Chicago architects George Elmslie and William Purcell, construction was completed in 1918. The exterior and interior exude massive amounts of brick, terra cotta, metal and glass elements of the style. This tour will allow participants to see areas rarely open to the public.

Depart from: [Lobby](#)

Transportation: Trolley

Tickets Required: \$10 Tour only

\$15 Tour and Lunch & Learn

**WOODBURY COUNTY COURTHOUSE**

2:00 – 3:00

### **CLOSING SESSION**

Location: [Gallery B](#)

#### **WHY YOU?**

Join us for the closing session of the Iowa Downtown Conference to think about what makes our business communities truly unique across the ever-changing landscape, and how best to leverage those assets as we reinvent our success. For most of us, reinvention is daunting, but the key is nurturing seeds-of-change already within our business communities.

Keynote Speaker: Bill Withers

#### **THREE-MINUTE SUCCESS STORIES**

Hear about projects and 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!

#### **ANNOUNCEMENT OF 2018 IOWA DOWNTOWN CONFERENCE LOCATION**

# KEYNOTE SPEAKERS AND DIGNITARIES

**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. In 2016, Director Durham was recognized by the Des Moines Business Record as a Women of Influence, and in 2014 she was named a Janus Fellow by the Janus Institute. Durham was also recognized by the Iowa Association of Business and Industry as one of “Five Iowa Women You Should Know”. Durham holds a Bachelor of Science in business administration, marketing and management from Missouri Southern State University. [debi.durham@iowaeda.com](mailto:debi.durham@iowaeda.com)



**Ed McMahon** holds the Charles E. Fraser Chair on Sustainable Development and Environmental Policy at Urban Land Institute. He is a nationally known speaker and leading authority on topics such as the links between health and the built environment, sustainable development, smart growth and historic preservation. McMahon is the chair the Board of Directors of The National Main Street Center, Inc. He has served as an advisor to the National Trust for Historic Preservation for almost a decade and recently guided the Center’s refresh of its preservation-based approach to downtown revitalization. McMahon is also a distinguished author, having written or co-written 15 books. [ed.mcmahon@uli.org](mailto:ed.mcmahon@uli.org)



**Max Musicant** is the Principal and Founder of The Musicant Group, leading the placemaking practice. The firm has pioneered a holistic and organic approach to the creation of place that integrates design, events and management systems. Since its founding, the firm has demonstrated that community and commercial interests benefit from more humane, inviting and lively places for people. Max began his career at the Greater Jamaica Development Corporation in Queens, NY where he worked with one of the early leaders of the Bryant Park Corporation to devise and implement placemaking strategies for one of the oldest and largest community development corporations in New York City. He received an MBA from the Yale School of Management, and a BA in political science from the University of Wisconsin - Madison. [max@musicantgroup.com](mailto:max@musicantgroup.com)



**Brad Segal** is President of Progressive Urban Management Associates. Segal has nearly 30 years of downtown management and community development experience. He is one of the nation's leading authorities on downtown trends and issues, strategic planning for organizations involved in downtown and community development, and creating and renewing business improvement districts and pioneering efforts to create healthy communities. Brad holds a master's degree in business administration from Columbia University and a bachelor's degree in urban analysis from the University of California at Berkeley. He is serving his fourth term on the board of directors of the International Downtown Association and past president of Downtown Colorado, Inc. Brad has been a featured speaker in regional, national and international forums. [brad@pumaworldhq.com](mailto:brad@pumaworldhq.com)



**Robert Scott** was born and raised in Sioux City, and is a 1969 graduate of East High School. He attended Iowa State University and then transferred to the University of South Dakota, graduating with a degree in accounting in 1973. Bob has owned RE Scott & Co since 1982 and the Sioux City Bandits since 2001. He served on the Sioux City School Board from 1999-2002. He was elected and has served for 12 consecutive years on the Sioux City Council with seven years as Mayor. He is currently serving a three-year term on the Executive Board of the Iowa League of Cities and is the 2017 Metro Coalition Chairman. [bob@rescottco.com](mailto:bob@rescottco.com)



**Bill Withers** is a unique speaker, facilitator and workshop leader. With decades of prior business management and leadership experience, he relates to everyone from Gen Y/Millennials to Boomers and beyond, and through all stages of career development. Bill has also served many advisory boards and councils over the years, including two terms on the board of directors for Iowa Public Television. Dr. Withers has won both teacher and advisor of the year awards at Wartburg College, and he has contributed to three books in the areas of leadership and customer service. He continues to serve organizations of all sizes in the areas of public relations, quality customer service, organizational change and leadership development. [william.withers@wartburg.edu](mailto:william.withers@wartburg.edu)



## SESSION PRESENTERS

**Sarah André** is an architectural historian with the Iowa State Historic Preservation Office. Ms. André has been working professionally in the preservation field since 1999. She has experience with survey work, National Register nomination review, preservation planning and regulatory review. An Iowa native, Ms. André, and her family, recently returned after 15 years in New Jersey, where she worked at the New Jersey Historic Preservation Office. Currently, she is reviewing applications for the federal and state tax incentive programs, National Register nominations and regulatory compliance. Ms. André has enjoyed rediscovering and reconnecting with the people and places of Iowa. [sara.andre@iowa.gov](mailto:sara.andre@iowa.gov)



**Jayne Armstrong** is District Director of the Small Business Administration's Iowa District Office and oversees SBA's financial, business counseling, government contracting programs and other services throughout the state. Jayne joined the Iowa District Office from the SBA's Office of Field Operations in Washington, DC. She previously served as the district director of SBA's Virginia, Delaware and West Virginia District Offices, and as regional advocate of the SBA's Office of Advocacy, where she coordinated public policy at the federal and state levels and helped to organize the White House Conference on Small Business. She also represented the SBA in Russia during the first formal exchange between US and Russian entrepreneurs. [jayne.armstrong@sba.gov](mailto:jayne.armstrong@sba.gov)



**Andrew Bell** is a registered architect that grew up in Waverly, Iowa. Assisting with the construction of a dozen Habitat for Humanity homes was the catalyst for his interest in the building industry. Following completion of his degree in History from Wartburg College, he earned a Masters in Architecture from Iowa State University. His experiences as an intern with the State Historic Preservation Office and Benjamin Design Collaborative of Ames brought him to Andersen Holst Trost Svoboda Architects. He particularly enjoys historic renovations and is a member of the Cedar Falls Main Street Design Committee. [andrewbell@ahtsarchitects.com](mailto:andrewbell@ahtsarchitects.com)



**Renaë Billings** is an Economic Development Specialist working with employers as they consider making an investment in the community, to pair them with potential new businesses looking to relocate to the area. Renaë is also very involved with efforts to engage and connect entrepreneurs through her active role with Startup Sioux City and Iowa's West Coast Initiative. [rbillings@sioux-city.org](mailto:rbillings@sioux-city.org)





**Michelle Bostinelos** is a proud native of Sioux City and the Executive Director at the Siouxland Interstate Metropolitan Planning Council for the tri-state area of Iowa, Nebraska and South Dakota. Michelle holds a Masters in urban and regional planning and BS in geography both from the University of Iowa. Michelle is a member of the American Planning Association and serves as a Commissioner for the City of Sioux City Planning & Zoning Commission and Board of Adjustments. In 2014, she was awarded one of Siouxland's top 10 under 40 by Siouxland Magazine. [mbostinelos@simpco.org](mailto:mbostinelos@simpco.org)



**Robin Bostrom** is a Business Specialist with the Iowa Economic Development Authority on the Main Street Iowa team. Previously, she served as the local Executive Director in West Union. She has also worked for numerous non-profit organizations, served as Executive Director for Fayette County Economic Development and was a small business owner. She earned a BA from the University of Northern Iowa and is a graduate of the Heartland Economic Development Course. [robin.bostrom@iowaeda.com](mailto:robin.bostrom@iowaeda.com)



**Ragen Cote** is the Executive Director of Downtown Partners Sioux City. With over 38 years in Siouxland and eight years in her current downtown revitalization and management position, Ragen is a recognized leader in the community and proudly serves on a wide variety of local boards and committees. She holds a degree in international business from Morningside College emphasizing in Japanese and international trade. [ragencote@downtownsiouxcity.com](mailto:ragencote@downtownsiouxcity.com)



**Diane Daby** is the owner of Springboard Coworking, a shared office space in downtown Sioux City for the growing entrepreneurial, start up and remote working community. While the members build and grow their companies, Diane takes care of the office details. This shared community is attractive for people looking for ways to work effectively and network in a collaborative community. Springboard has been open for three years. [diane@springboardcoworking.com](mailto:diane@springboardcoworking.com)



**Frank Del Medico** is an "all-around good guy" at Exhibits on the Go. Frank holds a Bachelor of Science degree, with dual majors in political science and business administration with a minor in economics, from Benedictine University. For many years, Frank traveled the US playing and coaching baseball. Frank is a past member of the International Special Events Society, and is an associate member of the Professional Rodeo Cowboys Association. [frank@exhibitsonthego.com](mailto:frank@exhibitsonthego.com)



**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.  
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**Jenny Etter** is a 4th generation Marshalltown native. She returned to the community after a 38-year absence and accepted the position as Executive Director of Marshalltown Central Business District in 2012. She enjoys the opportunity and challenge of reestablishing the downtown as a grand historic district. Jenny earned a Masters Degree in Psychology from Goddard College, and accreditation as a Certified Grant Writer from the Grantmanship Center, Los Angeles  
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**Maia Fiala Jessen** is a Design Specialist on the Main Street Iowa team. In this position, she provides technical assistance and conceptual design services to the 52 Main Street communities. She has a BFA in interior design from Iowa State University and a Masters Degree in historic preservation from the University of Oregon. Previously, Maia worked with the Oregon State Historic Preservation office, assisting Oregon communities with historic resource survey and inventory, Main Street design and property listing in the National Register of Historic Places.  
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**Sarah Fish** is the Business and Entrepreneur Support Coordinator for Sioux City Downtown Partners. She works with existing and new businesses to provide business services, education and connections to help downtown businesses succeed. She is also very involved in the local entrepreneurial community, and is the co-founder of Sioux City Food Truck Fridays.  
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**Mike Fisher** is Vice President of Impact7G, a professional environmental and sustainability consultancy. He graduated from the University of Kansas with a degree in environmental studies, is a Registered Environmental Manager with the National Registry of Environmental Professionals and a Midwest Renewable Energy Certified Photovoltaic Solar Site Assessor. Mike's role has been to identify project capital and financing, identify best-suited technologies, conduct feasibility studies, manage project development and bring the right expertise together.  
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**Ted Grevstad-Nordbrock** is an assistant professor in Community and Regional Planning at Iowa State University where he leads a team of faculty who are developing Iowa's first multidisciplinary historic preservation degree program. Ted holds a Masters degree in architectural history from the University of Wisconsin-Madison, a second MA in historic preservation planning from Cornell University and a doctorate in geography from Michigan State University. Ted is currently a board member of Preservation Iowa, sits on the City of Ames Historic Preservation Commission and was recently appointed to the Iowa Department of Cultural Affairs' State Nominations Review Committee. [tedgn@iastate.edu](mailto:tedgn@iastate.edu)



**Sarah Grunewaldt** has been Executive Director of Main Street Washington in Washington, Iowa since 2012. In this role she provides support, training and technical assistance to the downtown district. Sarah also shares her expertise in the areas of historic preservation and building restoration and administers the successful Washington Incentive Fund Grant program. She holds a Masters in preservation studies from Boston University and a Bachelor of Arts from the University of Iowa in American history and museum science. [sarah@washingtioniowa.org](mailto:sarah@washingtioniowa.org)



**Nichole Hansen** is the Community Investments Team Leader for the Iowa Economic Development Authority. This team manages the state of Iowa's Community Development Block Grant program as well as several other state tax incentive programs. Nichole has nearly 20 years' experience in community and economic development, working previously as the executive director for the Iowa Association of Regional Councils and serving in several positions at the Iowa Department of Economic Development. Nichole has a degree in public administration/economics from Northwest Missouri State University. [nichole.hansen@iowaeda.com](mailto:nichole.hansen@iowaeda.com)



**Jami Harberl** is the Executive Director of the Iowa Healthiest State Initiative, leading statewide efforts to increase collaboration and coordination across public, private and nonprofit organizations to improve the physical, social and emotional well-being of Iowans. Jami has over 15 years of experience bringing together government, private sector and nonprofit organizations around issues related to disaster response/recovery and health/well-being. Jami earned her undergraduate degree from Iowa State University and Masters in public health and healthcare administration from Des Moines University. [jami@iowahealthieststate.com](mailto:jami@iowahealthieststate.com)



**Joe Jennison** is the Director of Main Street and Marketing for the Mount Vernon-Lisbon Community Development Group. Under his leadership, the Mount Vernon community has produced dozens of one-of-a-kind festivals welcoming more than 50,000 summer visitors annually. Mount Vernon's signature event, Chalk the Walk, is thought to be the largest Madonnari festival in Iowa. Other award-winning festivals include Zip Code Day, Comedy Festival, the Frank Benesh Uptown Theatre Telethon A-Go-Go and Mount Vernon's Small Business Saturday program. [director@visitmvl.com](mailto:director@visitmvl.com)



**Mary Lawyer** joined Wellmark Blue Cross Blue Shield in 2015 after leading the implementation of the Iowa Blue Zones Project for Healthways. Mary is currently Director of Community Health Improvement and leads the Healthy Hometown Powered by Wellmark initiative. Previously, she worked at the Iowa Department of Economic Development (now IEDA) in many capacities, including Director. She was also President of the Des Moines Partnership's Downtown Community Alliance. Mary holds a BBA in business administration from Iowa State University and has an MBA from the University of Iowa. [lawyerm@wellmark.com](mailto:lawyerm@wellmark.com)



**Dan LoBianco** is certified in downtown management by the National Main Street Center, and Accredited in Public Relations. Dan joined Dubuque Main Street as Executive Director in 1998, and leads the city's downtown development efforts. He spent 12 years in bank marketing and consumer lending in downtown Dubuque. Dan holds a Bachelor of Arts degree in public relations, with minors in business and journalism from the University of Northern Iowa. [dan@dubuquemainstreet.org](mailto:dan@dubuquemainstreet.org)



**Jim Miller** is a nationally certified Main Street Manager and Executive Director of the Historic Valley Junction Foundation, a Main Street Iowa organization since 1987 and Great American Main Street Award winner. The organization represents 150 independent businesses and produces approximately 60 event days per year. Jim's background includes experience as executive director for Iowa's first retail business incubator, marketing director for non-profit arts organizations and nine years as a downtown retailer. [director@valleyjunction.com](mailto:director@valleyjunction.com)



**Mike Norris** is the Executive Director of the Southeast Iowa Regional Planning Commission, where he provides services including grant writing and administration, economic development, business loans, transportation planning, land use planning, housing development and public transit service to Des Moines, Henry, Lee and Louisa counties. [mnorris@seirpc.com](mailto:morris@seirpc.com)



**Mike Palmer** has been the Administrator for the City of Jefferson for nine years and has worked in rural government in four different states. He served on the Main Street Board in Cambridge, Illinois and currently serves as a Main Street Board member in Jefferson. He has a passion for historic preservation and is an advocate of utilizing economic incentives such as Tax Increment Financing and grants along with volunteers and public "in-kind" participation to improve downtown areas. [michaelpcjeff@netins.net](mailto:michaelpcjeff@netins.net)



**Mary Patterson** After years in the education profession, Mary Patterson was led into historic preservation around the time she retired from teaching. She and her business partner own the historic Bryson Block building which they painstakingly saved and restored from boarded up to 100% occupied. She is a member of Washington's Historic Preservation Commission and is past-president and current member of the Design committee for Main Street Washington. [greenerhouse@iowatelecom.net](mailto:greenerhouse@iowatelecom.net)



**Peg Raney** has been the Executive Director for Jefferson Matters: Main Street since 2015. She initiated collaboration of the city, Main Street & Region XII COG to apply for and receive a Downtown Revitalization grant, and successfully wrote a \$75,000 Challenge grant for the renovation of a downtown historic property. Peg promotes a façade mini-grant program, organizes work sessions for Main Street volunteers to improve city owned properties and successfully coordinated the City Council approval of design guidelines for downtown buildings in Jefferson. [director@jeffersonmatters.org](mailto:director@jeffersonmatters.org)



**Tim Reinders** is a Design Specialist for Main Street Iowa. In this capacity, he provides technical assistance and training in all areas of design and preservation, storefront design drawings and general architectural and planning services to Main Street Iowa communities. He has served on a number of boards and committees at the state level addressing historic preservation and community development issues. Tim studied architecture and community and regional planning at Iowa State University. [tim.reinders@iowaeda.com](mailto:tim.reinders@iowaeda.com)



**Denise Salem** is the Community Coordinator for the Sioux City Blue Zones Project. Salem became interested in the Blue Zones Project after serving as a facilitator for several purpose-oriented workshops in 2013. She has overseen several new programs and partnerships resulting in additional opportunities for Sioux City residents to make healthy choices easier, and especially enjoys implementing projects that focus on well-being and connecting with one's community. Salem is a graduate of Buena Vista University in Storm Lake. [dsalem@sioux-city.org](mailto:dsalem@sioux-city.org)



**Rich Seggerman** was born and raised in Iowa. Rich graduated from Florida Atlantic University and has been a Certified Public Accountant for nearly 30 years working in public accounting, insurance and higher education. Over the past few years, he has assisted his spouse, a small business owner, with the renovations of their two buildings in downtown Waverly, Iowa. [richard.seggerman@wartburg.edu](mailto:richard.seggerman@wartburg.edu)



**Nick Sorensen** has been the Building and Zoning Official for the City of Jefferson, Iowa since 2015. Nick's enthusiasm for construction and historic preservation lead him to take on the responsibility to acquire, restore and sell historic buildings in the downtown area. He currently serves as a project manager overseeing a \$1,000,000 Downtown Revitalization program. Nick serves on the Main Street Design and Economic Vitality Committees, Habitat for Humanity Construction Committee, Greene County Conservation Board and chairs the Greene County Development Corporation Housing. [bicjeff@netins.net](mailto:bicjeff@netins.net)



**Frank Spillers** is a rural development and cultural transition expert. He has spent his 30-year career creating growth environments through relationship economic development at the local, state, and federal levels. His energy and enthusiasm have fired up audiences around the country, and his first book, *The Be WUCA! Way*, was used to teach at-risk high-schoolers workplace skills. A graduate of Chadron State College in Nebraska, Frank's degrees are in secondary business education and psychology. Frank is co-owner of Global Horizons, LLC. [frank@ghorizons.com](mailto:frank@ghorizons.com)



**Kimberly Spillers** is an expert in cultural transition for rural America, and provides trainings to encourage thriving environments for workforce, professional, and personal development. A graduate of Iowa State University, her expertise is in leading workshops, strategic planning sessions and retreats. Kimberly is co-owner of Global Horizons, LLC, author, editor and a community volunteer. Her service on numerous local, county, regional, and state boards and staff for four congressional races gives her broad perspective. [kim@ghorizons.com](mailto:kim@ghorizons.com)



**Rob St Mary** Following a 14-year career in commercial & public radio, Rob St Mary decided to take the lessons learned on the streets covering neighborhoods, arts and culture, and turn them outward as a way of improving the things he has loved all his life. St Mary is the Director of Outreach for Patronicity, a civic crowdfunding and crowdgranting platform. He published his first book in 2015. [rob@patronicity.com](mailto:rob@patronicity.com)



**Jim Thompson** is a Business Specialist with Main Street Iowa where he oversees market analysis, leads efforts in tax increment finance and provides business technical assistance for Iowa's 52 Main Street communities. Jim has over 25 years experience in community development and retail management, as well as having served on Charles City's City Council for 10 years. Jim is a Certified Main Street Manager, and served at the local level as Executive Director, board member and volunteer. He has worked as a consultant for the National Main Street Center, presented at their annual conference and provided a webinar on Market Analysis. [jim.thompson@iowaeda.com](mailto:jim.thompson@iowaeda.com)



**Travis Toliver** is currently serving as Executive Director for the Waverly Chamber of Commerce and the Waverly Main Street program. Travis has almost 20 years of hospitality experience. He continues to use his skills to help better the Waverly business community and the Cedar Valley of Northeast Iowa. Travis serves on the board of directors for the Iowa Chamber of Commerce Executives, Waverly Area Development Fund, Waverly Economic Development Commission and Waverly's Sister City organization. [travis@waverlychamber.com](mailto:travis@waverlychamber.com)



**Steve Trost** is a registered architect and lifelong resident of Waterloo, Iowa. He studied pre-mechanical engineering and graduated from Iowa State University with his Bachelor of Architecture. He worked as a Drafting Technician at Gardner Architecture in Strawberry Point, Iowa, as well as with Flinn Saito Anderson Architects. He became a permanent member at Andersen Holst Trost Svoboda Architects in 1991, and a partner in 1996. [stevetrost@ahtsarchitects.com](mailto:stevetrost@ahtsarchitects.com)



**Michael Wagler** is the State Coordinator for the Main Street Iowa program. In this role, he provides comprehensive technical assistance in the areas of historic commercial district revitalization, historic preservation and nonprofit development in addition to managing the implementation of the Main Street America's Approach® in the state of Iowa. He has been part of the Main Street Iowa team since 2002. He has a BFA in historic preservation and architectural history from the Savannah College of Art and Design, and a Masters in community and regional planning from Iowa State University. [michael.wagler@iowaeda.com](mailto:michael.wagler@iowaeda.com)



**Jill Wanderscheid** earned a Bachelor of Science degree in community and regional planning from Iowa State University, and a Master of Public Administration degree from the University of Nebraska. Jill began work as a Planner for the Siouxland Interstate Metropolitan Planning Council after her graduation from Iowa State University. In 2005, Jill began working for the City of Sioux City and has served in the roles of Planner, Transportation Planner and Neighborhood Services Manager. Jill received her American Institute of Certified Planners certification in 2007 and currently serves as the Treasurer of the APA-IA Board. Jill is also an Adjunct Professor in the Business Department of Bellevue University. [jmwander@sioux-city.org](mailto:jmwander@sioux-city.org)





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