



# MAIN STREET DIRECTOR'S SURVIVAL GUIDE

**Retreat Proceedings • Best Practices  
• Photolog • Facilitation Notes**

**2020 Retreat**  
Farmville, Virginia  
January 28-30, 2020



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## *Why We Came Together*

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### **The retreat was designed to:**

1. Build strong connections among program directors and bolster their professional network
2. Reinforce an interdependent relationship between the Main Street programs and their municipalities
3. Support effectively communicating Main Street organization value to funders, existing volunteers, and future supporters

## *The Agenda*

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### Tuesday, January 28

<b>10 AM</b>	<b>New Executive Director Orientation</b>
<b>Noon</b>	<b>Casual Networking Lunch</b>
<b>1:30 PM</b>	<b>Welcome &amp; Announcements</b>
<b>2</b>	<b>Marketing Your Local Economy: Prospectus Development</b>
<b>4:30</b>	<b>Networking Social</b>
<b>6</b>	<b>Dinner at North Street Press Club</b>

### Wednesday, January 29

<b>7:30 AM</b>	<b>Networking Breakfast</b>
<b>9</b>	<b>Wake Up Your Brain Activity</b>
<b>10:15</b>	<b>Essential Partners: Main Street &amp; Your Municipality</b> <i>With Mark Bloomfield, Wytheville; &amp; Tom Raab, South Boston</i>
<b>Noon</b>	<b>Networking Lunch: Table Topics</b>
<b>1:30 PM</b>	<b>Communicating Value to Your Supporters</b> <i>With Sarah Milston, The Spark Mill</i>
<b>5</b>	<b>Networking Social</b>
<b>6</b>	<b>Dinner at Charley's Waterfront Café</b>

### Thursday, January 30

<b>7:30 AM</b>	<b>Networking Breakfast</b>
<b>9</b>	<b>Dr. Downtown World Café</b> <i>With Ilsa Loeser, Letterpress Communications; Sheri McGuire, Longwood SBDC; &amp; Bob Weaver, AMI Kids</i>
<b>Noon</b>	<b>Exit Ticket Lunch</b>
<b>1:30 PM</b>	<b>Adjourn</b>





## Marketing Your Local Economy



## Check out the Louisville, KY Opportunity Zone Prospectus







## Essential Partners: Main Street & Your Municipality







## Communicating Value to Your Supporters





Dr. Downtown World Cafe

\*Board Excellence\*

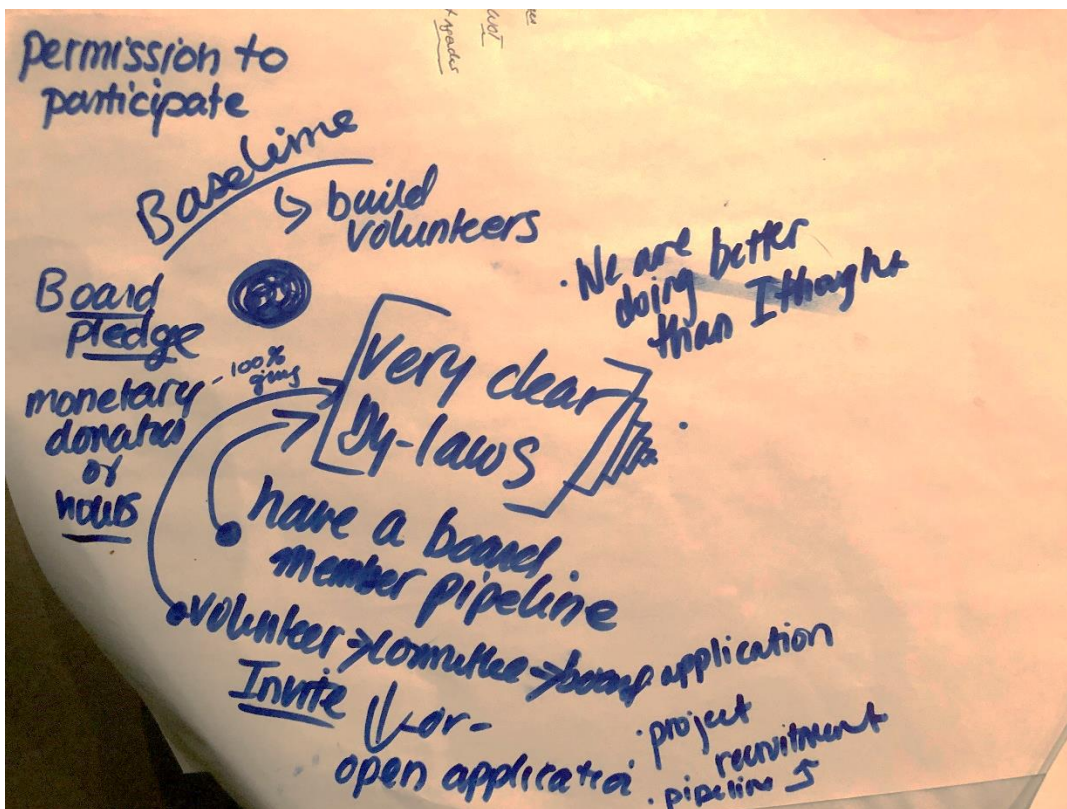
- excellent production
- excellent participation
- excellent support

volunteer → committee → board  
recruitment pipeline

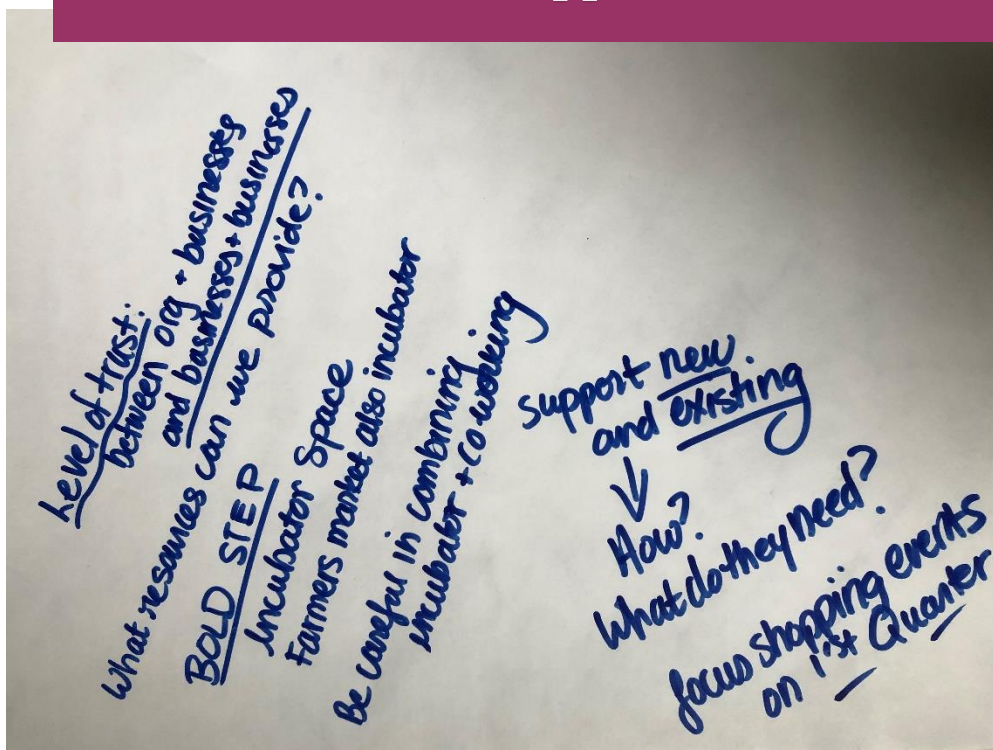
creating smooth transitions  
onto AND off of  
the board

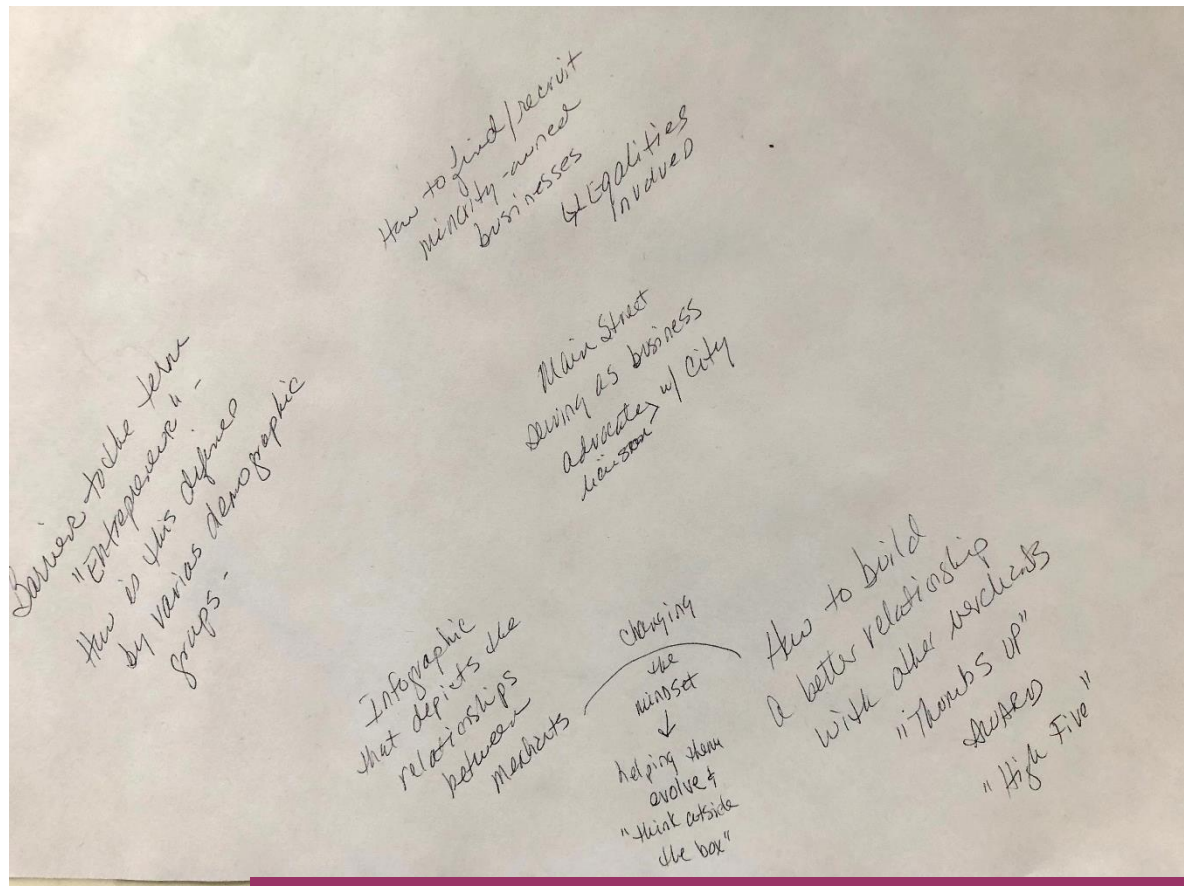
Nonprofit Management Highlights



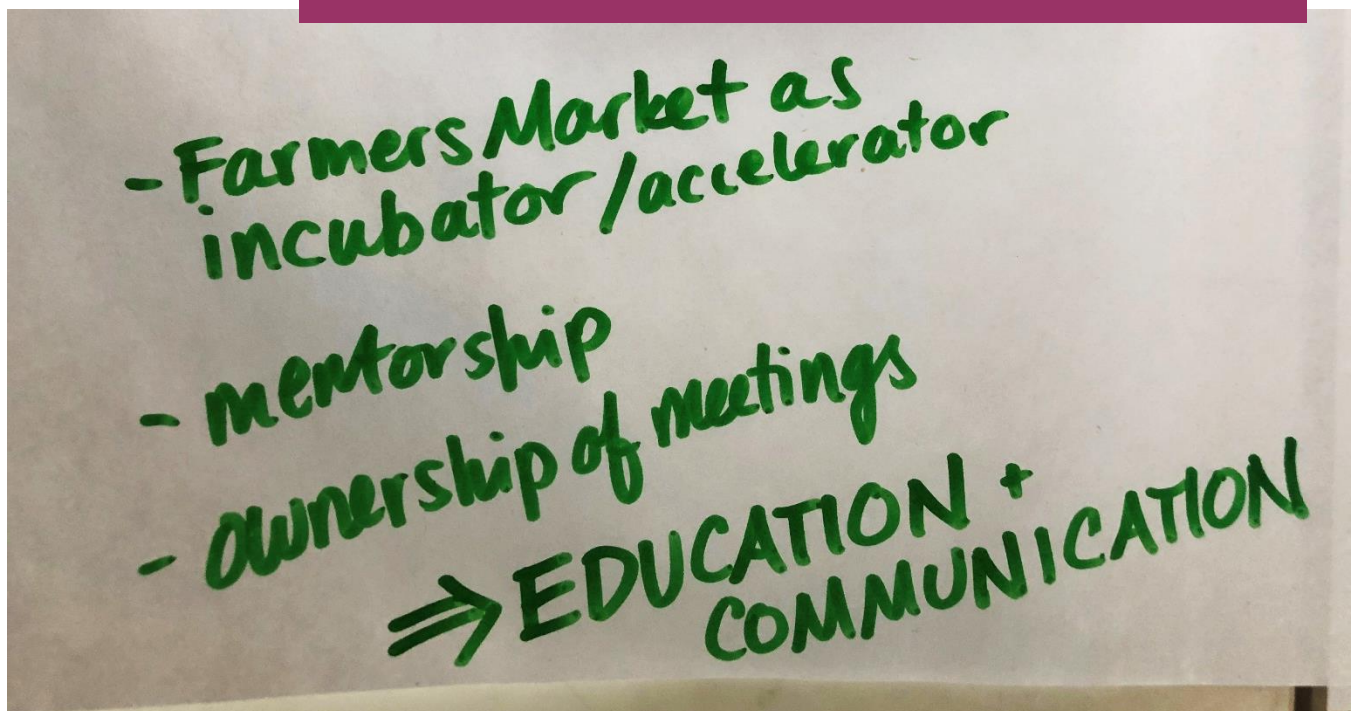


## Business Support Musts

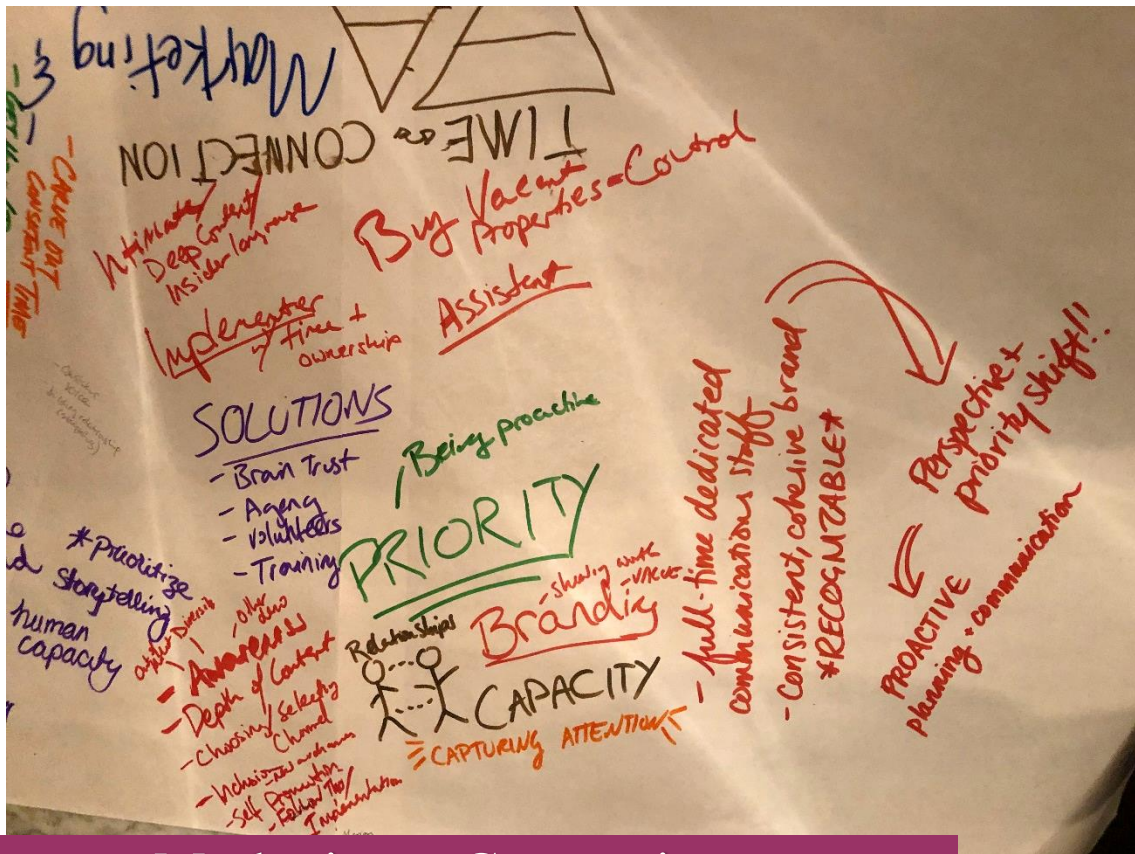




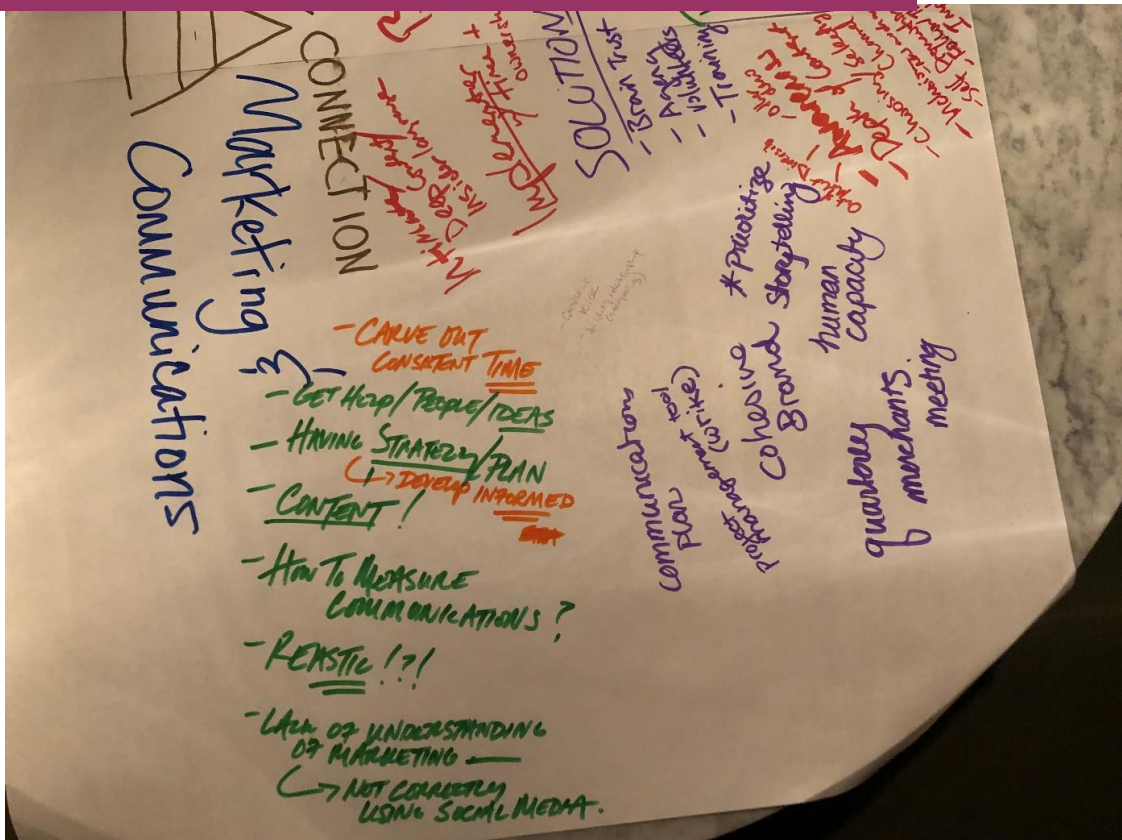
## Serve as a Business Advocate





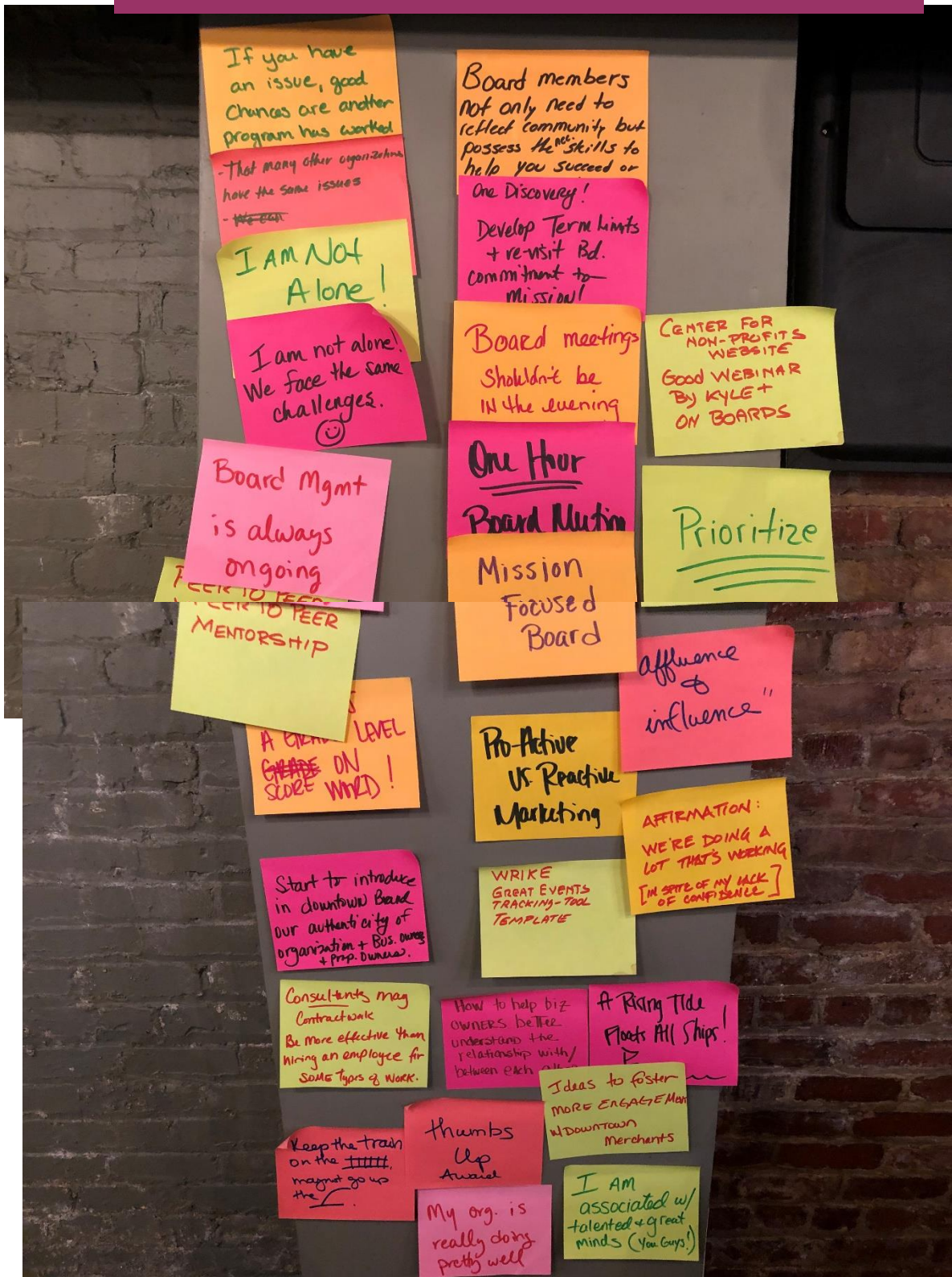


Marketing ~ Connections





# One Discovery





## Retreat Participants

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Name	Title	Organization	Email	Phone
Kirsten Aherron	Interim Main Street Coordinator	Altavista On Track	downtownaltavista@gmail.com	(804)577-8098
Greg Beam	Executive Director	Staunton Downtown Development Assoc.	greg@stauntondowntown.org	(540)332-3867
Mark Bloomfield	Council Member/ Past President of DTW	Wytheville Town Council	mark.bloomfield@wytheville.org	(276)920-9424
Charlotte Cole	Executive Director	Orange Downtown Alliance, Inc	odaexecd@gmail.com	(540)672-2540
Jenny Crittenden	Executive Director	Main Street Preservation Trust	director@mspt.org	(804)815-3522
Meredith Dees	Program Director	Luray Downtown Initiative	luraydowntown@gmail.com	(540)743-7700
Shirley Dodson	Business and Community Development Manager	City of Winchester	shirley.dodson@winchesterva.gov	(540)667-1815
Andrea Dono	Executive Director	Harrisonburg Downtown Renaissance	andrea.dono@harrisonburgva.gov	(540)432-8934
Maggie Elliott	Executive Director	Believe in Bristol	info@believeinbristol.org	(423)573-2201
Alex Flanigan	Community Arts and Vitality Manager	City of Winchester	alex.flanigan@winchesterva.gov	(540)667-1815
Charity Furness	Executive Director	Experience Old Town Warrenton	charity@oldtownwarrenton.org	(540)349-8606
Ann Glave	Executive Director	Fredericksburg VA Main Street Inc	info@fredericksburgmainstreet.org	(540)539-7445
Jennifer Haggerty	Executive Director	Gloucester Main Street Association	director@gloucestervillage.com	(804)695-0700
Debbie Haight	Executive Director	Historic Manassas, Inc.	debbie@historicmanassasinc.org	(703)361-6599 x 103
Dan Howe	Executive Director	Downtown Franklin Association	downtownfranklin@beldar.com	(757)562-6900
Jessica Jenkins	Executive Director	Culpeper Renaissance, Inc.	crdirector@culpeperdowntown.com	(540)825-4416
Ilsa Lloser	Principal	Letterpress Communications	ilsamloeser@gmail.com	(434)414-5206
Rebecca Logan	Executive Director	Main Street Lexington	rlogan@mainstreetlexington.org	(540)319-4181
Maggie Longest	Executive Director	Downtown Ashland Association	director@ashlandvirginia.com	(804)496-1434
Sheri McGuire	Director	Longwood University Small Business Development Center	mcguiresr@longwood.edu	
Tob Raab	Town Manager	Town of South Boston	traab@southbostonva.us	(434)575-4200
Diana Schwartz	Executive Director	River District Association	Diana@riverdistrictassociation.com	(352)895-8898
Kathy Stewart	Main Street Manager	St. Paul Tomorrow, Inc.	stpaulmainstreet@gmail.com	(276)395-0685
Alexandra Veatch	Executive Director	Marion Downtown	aveatch@marionva.org	(276)387-5039
Rober Weaver	Former Executive Director	AMI Kids	rswwret@outlook.com	
Chelsey White	Program Manager	Farmville Downtown Partnership	manager@farmvilledowntown.com	(434)392-3060
Zachary Whitlow	Executive Director	Downtown Blackstone, Inc.	manager@downtownblackstone.org	(434)292-3041
Todd Wolford	Executive Director	Downtown Wytheville, Inc.	exedir@downtownwytheville.org	(276)223-3343