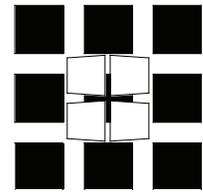




California Main Street Winter Network Meeting 2010 Coronado, CA February 22 – 24, 2010



California Main Street Network Meeting in Coronado – *Main Street Excellence*

California Main Street's Winter Network meeting will be held on Monday, Feb. 22 through Wednesday, Feb. 24 in beautiful Coronado – a winner of the Great American Main Street Award (GAMSA) and a National Trust for Historic Preservation Distinctive Destination.

The network meeting, *Main Street Excellence* will be facilitated by lead professionals in their fields of expertise – you won't want to miss it!

Hotel accommodations (including a complimentary continental breakfast) are available at the Glorietta Bay Inn (www.gloriettabayinn.com) across from the Hotel del Coronado. The hotel rates are \$139 for a standard room with one queen bed, \$159 for deluxe rooms with one bed, and \$179 for deluxe rooms with two beds.

To register for your hotel rooms, please call the Glorietta Bay Inn, (800) 283-9383 and ask for the California Main Street rate.

Meetings will be held within walking distance of the hotel.

There will be 15 educational sessions presented, covering a wide variety of topics to bring back home to your community (see page 2 for more details).

Networking Opportunities and Tours:

- Prior to the start of the network meeting on Monday, you'll have the opportunity to take an optional tour of the historic Hotel Del Coronado (www.hoteldel.com) for a \$15 fee.
- Optional group dinner on Monday night at a local restaurant within walking distance of the hotel.
- Tuesday evening guided tour of San Diego's Gaslight District with OHP Director Wayne Donaldson (optional)
- On Wednesday following the network meeting, take an optional tour of either the North Park district in San Diego, or go to Ocean Beach's downtown and visit their Farmers' Market.

Who should attend: Main Street managers, board and committee members, downtown/business district executives, stakeholders and staff, economic/community development staff, elected and public officials, city planners, consultants, and anyone interested in the Main Street Four-Point Approach® to revitalization.

A registration discount will be given for multiple attendees from the same organization. **Early registration rates (discounted) close on February 8, 2010.**

About Coronado – A Great Main Street City

Coronado is a two-mile drive from downtown San Diego, across one of the world's most distinctive bridges. Coronado is a town rich in history, and loaded with charm.



The Hotel del Coronado, is a Victorian masterpiece. "The Del," as the legendary resort is affectionately known, is a National Historic Landmark and is as impressive now as when it was built in 1888. Coronado is a town that celebrates its rich heritage and preserves its unique culture.

With its one-mile-long main street, Orange Avenue, Coronado epitomizes the small-town atmosphere, complete with mom-and-pop shops, parades and picnics in the park.

In 2000, Coronado was awarded the Great American Main Street Award and was recently named one of the National Trust for Historic Preservation's Dozen Distinctive Destinations. You'll have a chance to explore Coronado and find an eclectic mix of architectural styles from historically preserved Victorians to Spanish villas to cozy beach cottages.

More than 2 million visitors come to Coronado annually – it has 17 hotels, including three world-class resorts, and more than 70 restaurants.

Coronado's flat white sand beach has family-friendly surf and postcard sunsets framed by the picturesque silhouette of the Point Loma headland. Coronado is consistently rated one of the best beaches in the world.

The US military has been a presence in Coronado since 1913 when the Army first located there. A decade later, the Navy established Naval Air Station North Island which today occupies the entire north half of Coronado and is home to two aircraft carriers. At the southern end of town, the Naval Amphibious Base is home to the elite fighting group, the Navy SEALs, and Navy housing communities populate the peninsula.

It's easy to get to Coronado and the Glorietta Bay Inn – from the San Diego Airport, turn left on to N. Harbor Drive, drive about 1.4 miles, turn left on W. Grape, take I-5 South for 2 1/2 miles, merge onto CA-75 S toward Coronado; drive about 2.8 miles and turn left on Orange Avenue; drive about 1.2 miles and turn left on Glorietta Blvd. The hotel is on the left.

California Main Street Network Meeting Schedule

Monday, Feb. 22

- 10 a.m.** Registration Opens
- 11 a.m.** Tour of Hotel Del Coronado (optional) – \$15 per person
Volunteer docents from the Coronado Historical Association will lead a one-hour tour through this historic hotel
- Noon** Lunch on your own
- 1 p.m.** **Welcome/General Session**
- 2 p.m.** Concurrent sessions – (75 min. each)
- ❖ **Greening Beyond Buildings** – *Milford Wayne Donaldson FAIA, LEED AP, State Historic Preservation Officer, CA Office of Historic Preservation*
 - ❖ **Visual Marketing for Main Street** – Get ideas from great examples of visual marketing, advertising and brochures of various Main Streets and downtowns.
- 3:15** Break
- 3:45** Concurrent sessions - (75 min. each)
- ❖ **Nonprofits & the Law: A Check-Up** – A brief overview of the rules of liability, employee laws, duties of officers and directors and maintaining nonprofit corporate identity and tax exempt status. Learn what reports management must provide to the board of directors, to members, to make available to the public and to file with government agencies.
 - ❖ **Façade Improvement for 50's and 60's Buildings** – *Mark Huck, CA Office of Historic Preservation.* Architecture, technology, and merchandising have played important roles in Main Street. Discover unique design solutions to maintaining historic and modern storefronts that have been altered to fit new business identities and changing architectural fashions.
- 5 p.m.** Sessions end
- 6:30** Group Dinner (Optional - \$40 fee) at Vigilucci's Ristorante, 1300 Orange Avenue, Downtown Coronado

Tuesday, Feb. 23

- 8:30 a.m.** Concurrent Sessions (90 min. each)
- ❖ **How to Get Started Using the Main Street Model** – *Lauren Adkins, Assistant Dir. for Field Services, National Trust National Main Street Center.* This session is designed for community leaders seeking to start a Main Street program in their community and will outline the steps they should take to gather support for a commercial revitalization effort based upon the Main Street Four Point Approach®.
 - ❖ **The Centre City Development Corporation: A 35 Year Retrospective** – *Sheila Hardin, Community Relations Manager, CCDC* CCDC is a public, non-profit corporation created by the City of San Diego to implement downtown redevelopment projects and programs. Formed in 1975, nearly \$1.45 billion in public investment has been matched by \$13 billion in private investment, yielding 17,674 new homes (3,310 price-restricted), 9,095 new hotel rooms, 7.92 million square feet of office and retail space and \$485.2 million worth of new public infrastructure.
- 10 a.m.** Break
- 10:30** Concurrent Sessions (90 min. each)
- ❖ **The Power of Email Marketing** – *Ron Cates, Constant Contact.* Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships in all types of business and organizations. Learn how to master the basics of professional email communications with this comprehensive look at best practices and winning strategies.
 - ❖ **Walking Tour of Coronado** - This “promenade through the past” will depart from the lobby of the Museum of History and Art. Learn about Coronado’s famous buildings and residents. Includes *Promenade through the Past: A Walking Tour Guide book of Coronado* and admission to the museum.

- Noon** Lunch on your own
- 1:30 p.m.** Concurrent Sessions (90 min. each)
- ❖ **Roles of Board and Staff** – *Lauren Adkins, Assistant Dir. for Field Services, National Trust National Main Street Center.* Having a hard deciding who does what? In this highly interactive session, participants will help make that decision for general situations and using their real-life experiences.
 - ❖ **Budgeting/Basic Accounting/QuickBooks** – *Sue Schorr-Obie, Enrolled Agent.* Learn the basics of preparing your annual budget, best accounting practices and QuickBooks basics in this informative session.
- 3 p.m.** Break
- 3:30** Plenary Session (90 min.)
- ❖ **Marketing and Branding the Experience Economy** *Tripp Muldrow - Arnett Muldrow & Associates.* This session will take you on a trip through the United States to show examples of other communities’ marketing and branding campaigns. Find out how branding can tie together all four points of the Main Street approach and learn how to begin a community-based branding process.
- 5 p.m.** Daily Sessions end
- 6 p.m.** Optional Tour (free) of the Gaslamp District in San Diego with Wayne Donaldson; Dinner on your own

Wednesday, Feb. 24

- 8:30 a.m.** Concurrent Sessions (90 min. each)
- ❖ **Putting e-Tools to Work** *Steve Johnson, eCoronado.com.* Can technology improve sales? Do social media tools like Facebook, Twitter and YouTube really build new business leaders? In this session, you’ll learn how to use these tools effectively.
 - ❖ **Databases and Becoming a Main Street Business Partner with Constant Contact** – *Jennifer Rose, Downtown Diva.* In this webinar session you’ll learn about two tools to make your life easier: Constant Contact’s special Main Streets program and the Main Streets Database Template. If there’s time, we’ll also explore a few other labor-saving, headache-reducing tools. Better than Excedrin!
- 10 a.m.** Break
- 10:30** Plenary Session (90 min.)
- ❖ **California Main Street - What's in Store – 2009 – Leave it Behind; 2010 – Let the Fun Begin.** Before we go back to our communities with all we’ve learned, we’ll discuss future plans for California Main Street, including new marketing opportunities, and how we’ll continue to strengthen our network and our individual programs.
- Noon** Network Meeting ends
- Noon** Optional free tours of North Park & Ocean Beach
- ❖ **Ocean Beach Certified Farmers Market** – We’ll travel from the conference and meet at the Ocean Beach Mainstreet Association Office at 3 p.m., visit with OBMA staff and board members while having afternoon refreshments. At 4 p.m., OBMA staff will take you on a tour of their eclectic and well-loved farmers market just a block from the beach and give you a little history about the weekly event. Transportation included from Coronado at 2:30 p.m. and back after tour.
 - ❖ **North Park Main Street** – Take a tour of the North Park District of San Diego and see their recently renovated historic theater, multiple new and unique restaurants and galleries, successful redevelopment projects, and hear about their challenges ahead. Transportation included from Coronado at 12:30 p.m. and back after tour.

California Main Street Winter Network Meeting 2010 Registration Form

(Please use separate form for each registrant)

Name and Title (as it is to appear on name badge)

Organization

Mailing Address

City / State / Zip

Fax / E-mail (for confirmation)

Phone

Early Registration – Full Conference (by 2/8/10) \$190 \$175 (for multiple registrations from same community)

Late Registration – Full Conference (after 2/8/10) \$215 \$200 (for multiple registrations from same community)

One Day Registration - Please indicate day - Mon Tues Wed \$80 \$70 (for multiple registrations from same community)

Optional Items:

Monday Morning (11 a.m.) of the Hotel Del Coronado \$15

Monday night Network Dinner \$40

Please indicate Entree Choice Penne pasta with spinach, tomatoes and rock shrimp in a tomato vodka cream sauce Chicken breast with porcini mushrooms
 Angel hair pasta with fresh chopped tomatoes, garlic, basil and olive oil. Grilled Atlantic salmon All dinners include mixed bruschetta and dessert

Tuesday Walking Tour Session of Coronado Free - we need to know count for tour

Tuesday evening tour of Gaslight District in San Diego Free

Wednesday afternoon tours Free

Please indicate which district to tour

North Park Ocean Beach

Total Payment \$ _____

Please make checks payable to California Main Street Alliance

Pay By Visa/ Master Card: Credit Card Name: _____

Credit Card Number: _____ Expiration Date: _____ CRV Code _____

Please return registration form as follows:

By Mail: California Main Street Alliance,

c/o Laura Cole-Rowe, CMSM

lauracolerowe consulting

1107 Park Lane,

Suisun City, CA 94585

By Fax: (707) 402-6433

Questions? Please call Laura Cole-Rowe, (707) 631-5029

Early Registration Deadline is February 8, 2010

Hotel Information – Special Conference Rates: Hotel accommodations are available at the Glorietta Bay Inn (www.gloriettabayinn.com) across from the Hotel del Coronado. The hotel rates are \$139 for a standard room with one queen bed, \$159 for deluxe rooms with one bed, and \$179 for deluxe rooms with two beds. Includes complimentary continental breakfast Please make your hotel registration directly with the Glorietta Bay Inn by calling (800) 283-9383 and asking for the California Main Street rate.



**California Main Street
c/o lauracolerowe consulting
1107 Park Lane
Suisun City, CA 94585**



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