



DOWNTOWN REVITALIZATION SUMMIT

FOR RURAL AND SMALL TOWNS

Tuesday, October 27, 2020 – 9:30 a.m. to 12:30 p.m.

AGENDA

- 9:30 a.m. Welcome**
- Chuck Wemple, Executive Director, Houston-Galveston Area Council
- 9:45 a.m. Bringing Them In – Attracting Residents and Visitors to Your Downtowns Through Festivals and Special Events During and After the Pandemic**
- Mike Baxter, Director of Marketing and Tourism, City of Tomball
 - Joe Vera, Assistant City Manager, City of McAllen and Texas Festivals and Events Association Board Chairman
 - Carina Jimenez, Administrator for Marketing & Special Events, City of McAllen Parks & Recreation Department
 - Yajaira Flores Delgado, Director, McAllen Convention Center and Performing Arts Center
 - Kay Wolf, Executive Director, Texas Festivals and Events Association
 - Madison Brooks, Marketing/Communications Coordinator, City of Navasota
 - Q&A
- 11:00 a.m. Keeping Them In – Supporting and Maintaining Businesses In Your Downtowns**
- Aaron Werner, President, Texas Downtown Association
Resiliency is Found Downtown
 - Kimberly Judge, Assistant City Manager/Director of Development Services, City of Dayton
Supporting Downtown Revitalization
 - Martha Eighme, Director of Communications and Marketing, City of Angleton
Look for the Helpers
 - Q&A
- 12:00 p.m. Investing In Them – Strategic Planning for Growth In Your Downtown**
- John Karras, Vice President Business Development, TIP Strategies
*Rethinking Main Street
In the Age of Remote Work & E-Commerce*
 - Q&A
- 12:40 p.m. Q&A and Wrap Up**

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TODAY'S PRESENTERS

CHUCK WEMPLE



Chuck Wemple is the Executive Director of the Houston-Galveston Area Council where he oversees all programs and services including transportation planning, community and economic development, public safety, aging services, and workforce development. He has extensive experience in addressing infrastructure, housing, small business, and economic recovery needs following natural disasters and economic downturns. His current initiatives include working with cities and counties to embrace a regional approach to flood and storm-surge mitigation, exploring privately funded solutions to address infrastructure and housing needs, developing a strategy to expand access to high speed internet, and examining the intersection of environmental justice and regional planning. The Houston-Galveston Area Council covers over 12,000 square miles along the upper Texas coast, includes 13 counties and over 100 cities and towns, with 6.6 million people.

MIKE BAXTER



A graduate of Georgia State University with degrees in journalism and marketing, Mike Baxter has spent more than 40-years promoting tourist destinations and attractions and developing award-winning festivals throughout Texas. Mike implemented marketing and public relations programs designed to increase awareness of Six Flags AstroWorld, SplashTown Waterpark, and Traders Village Marketplace, among other major destinations across the south. Currently Director of Marketing & Tourism for the City of Tomball, Mike set up the City's first-ever marketing and festival program and created more than a dozen high profile, award-winning festivals that bring thousands of visitors to Tomball each year. Mike is a Certified Festival & Event Executive and former Board Chairman of Texas Festivals and Events Association.

JOE VERA



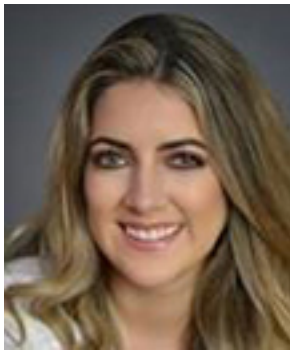
Joe Vera serves as the Assistant City Manager of McAllen where he brings close to 40 years of public service to his current leadership role overseeing the Convention Center Facilities, Grant Administration, McAllen Public Library, Palm View Golf Course and the Parks and Recreation departments. He is responsible for the coordination and production of the City's major events, including the annual McAllen Holiday Parade. In 2014, International Festivals and Events Association (IFEA) named the inaugural McAllen Holiday Parade the Best New Event. In 2015, the largest illuminated parade in Texas attracted over 240,000 attendees from Texas and Northern Mexico. Joe serves as Texas Festivals and Events Association Board Chairman and IFEA World Board Member. He attended Pan American University, Southern Methodist University Institute for Organization Management, and is a Certified Economic and Community Developer and Certified Festival & Event Executive.

CARINA JIMENEZ



Carina Jimenez is the Administrator for Marketing & Special Events for the City of McAllen Parks & Recreation Department. Carina oversees the marketing and advertising for each of the departments' eight divisions, including the City's 89 parks, four aquatic facilities, and three community centers. In addition, she facilitates all special event support requests received from departments within the City and partner organizations. She has 15 years of experience in the events industry. Carine has been part of the production of various City of McAllen events for the last 6 years, including the signature event McAllen Holiday Parade which is host to over 250,000 attendees annually. In 2019, Carina received the designation of Certified Festival & Event Executive from the International Festivals and Events Association.

YAJAIRA FLORES DELGADO



Yajaira Flores Delgado has more than 16 years of experience in public assembly facility management, strategic event planning and event marketing and is a driving force behind some of the Rio Grande Valley's largest events and promotion initiatives. She is the Director of the McAllen Convention Center and the Performing Arts Center. Yajaira is an Adjunct Professor for the College of Business Administration – Marketing Department where she uses her expansive network to empower and educate marketing students at the University of Texas Rio Grande Valley in Edinburg. In addition to her Bachelor of Business Administration, Yajaira obtained a master's degree from the University of Texas – Pan American in Business Administration and is a 2018 graduate of the prestigious Venue Management School professional education program.

KAY WOLF



Kay Wolf, a Certified Festival & Event Executive, serves as the Executive Director for the Texas Festivals and Events Association and the Regional Director for the International Festivals and Events Association. She has more than 35 years of event management experience. Previously Kay was president and CEO of the Aransas Pass Chamber of Commerce, and served for 12 years as Assistant City Manager in Hidalgo, Texas. She has extensive experience in every area of event planning, design, and execution. Kay is a graduate of Southern Methodist University's Institute for Organizational Management and the Purdue University International Festival and Event Association Certified Festival Executive Program.

Presentations from today's webinar will be available at www.h-gac.com/go/bbms

MADISON BROOKS



Madison Brooks is the Marketing and Communications Coordinator for the City of Navasota. She organizes, markets, and coordinates all special events for the City, along with managing all social media and communication methods. Madison has created and collaborated on new projects focusing on communication, such as “Grilling Stafford” and “Shop Local Navasota.” The City of Navasota offers “So Much, So Close” and is focused on continued growth, while maintaining its small-town feel. Madison looks forward to future opportunities to connect residents and visitors to the gem that is Navasota, Texas. Madison holds a Bachelor of Science in Agricultural Communications and Journalism from Texas A&M University.

AARON WERNER



Aaron Werner is the President of the Texas Downtown Association and the Main Street Program Coordinator for the City of McKinney. His public service career started with the City of McKinney in 2014, where he was introduced to the world of downtown development. Working as the Main Street Program Coordinator has been one of his proudest career experiences to date. Aaron has a passion for placemaking, destination marketing, community, and business development. The City of McKinney is one of the fastest-growing cities in America, and through it all, downtown has stayed one of its top priorities. Aaron holds a Bachelor of Arts degree from Southwestern Assemblies of God University and is completing his Master of Public Administration degree at the University of Texas at Arlington.

KIMBERLY JUDGE



With more than 30 years of experience, Kimberly Judge is the Assistant City Manager / Director of Development Services for the City of Dayton. For the past six years she has led the City’s development team in setting the City’s growth pattern by creating gathering places, developing the Downtown Master Plan and the Parks Master Plan, and the adoption of the Unified Development Code. She has led the City to obtaining Scenic City recognition, the Golden Trowel Award for the Most Sustainable City from the Texas Masonry Council for 2019, and the Community of the Year Award from the American Planning Association. Kimberly began her experience in Municipal Government working for the City of Beaumont where she found her love for planning, following her career to the City of Baytown and the City of Sealy. She holds a Bachelor of Science degree from Prairie View A&M University.

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MARTHA EIGHME



Martha Eighme is the Director of Communications and Marketing for the City of Angleton. She develops and manages strategic city-wide communications efforts, helps move Economic Development projects forward, and creates events that bring people to Angleton. Martha is most proud of her role in developing Inside Angleton City Magazine and Angleton Market Days. She is currently working collaboratively with staff and community leaders on a Livable Centers Study of Downtown Angleton and looks forward to bringing the study concepts to fruition.

JOHN KARRAS



John Karras has devoted his career to the bold idea that every community has the potential to become a more vibrant place. As Vice President of business development at TIP Strategies, John channels his energies to empower economic development professionals and civic leaders with the knowledge and tools needed to make their communities more vibrant. John's economic development work has taken him to 30 U.S. states, as well as Mexico and Canada. In addition to his consulting portfolio, John has built a reputation as a leading thinker on urban revitalization trends and their impact on economic development. He founded urbanSCALE.com in 2013, which introduced the first comprehensive measure of how urban a city is on a scale of 1 to 10. Opinion pieces and research from urbanSCALE have been featured

in Planetizen, Outside Magazine's annual "Best Places to Live" feature, and dozens of local media outlets around the U.S. John lives in Austin with his wife and son, where he lives out his obsession of finding and tasting the world's best tacos and barbeque.

Please complete a survey to help us plan future workshops and presentations.

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