



BRINGING BACK MAIN STREET



Workshop #3: Selling Your Vision

Wednesday, February 25, 2015

Rosenberg Civic and Convention Center

Agenda

- 9:00 a.m. – 9:30 a.m.Registration and Networking**
- 9:30 a.m. – 9:45 a.m.Welcome**
Renee Butler - *Owner,*
Another Time Soda Fountain and Cafe
- 9:45 a.m. – 10:45 a.m.Targeting Businesses**
Scott W. Day - *Founder,*
Urban Development Services
- 10:45 a.m. – 11:15 a.m.Instant Impact**
Zakcq Lockrem - *Director of Planning,*
Asakura Robinson
- 11:15 a.m. – 11:45 a.m.Lunch**
- 11:45 a.m. – 12:30 p.m.Dos and Don'ts of Downtown Marketing**
Scott W. Day - *Founder,*
Urban Development Services
- 12:30 p.m. – 1:00 p.m.Marketing Your Downtown: Case Study**
Jennifer H. Eckermann - *Main Street Manager,*
City of Brenham
- 1:00 p.m. – 1:20 p.m.Marketing Your Downtown: Assessments**
Scott W. Day - *Founder,*
Urban Development Services
- 1:20 p.m. – 1:30 p.m.Closing Remarks**
Andrew Pompei - *Senior Regional Planner,*
Houston-Galveston Area Council

Today's presentations will be available at
www.h-gac.com/community/qualityplaces/workshops/bringing-back-main-street.aspx

Breakfast Sponsor



Speakers

Renee Butler



Renee Butler has owned Another Time Soda Fountain and Cafe in Rosenberg since 2004. Before becoming a downtown business owner, she worked as an accountant. Ms. Butler grew up in Rosenberg and has a passion for preserving her community's downtown. Through her business, she promotes the history of the soda fountain with tours to daycares and civic groups.

Even the building, built in 1910, invites visitors to "step back in time." Ms. Butler worked with Rosenberg Historians to write a book about Downtown Rosenberg. The book will be available in May

www.anothertimesoda fountain.com

Scott W. Day

Scott W. Day founded Urban Development Services (UDS) in 2005, a firm specializing in retail economics and design management strategies for commercial districts.

UDS

URBAN DEVELOPMENT SERVICES

UDS grew naturally out of Mr. Day's 17 years of experience with the National Trust's Main Street Center (NMSC). Mr. Day regularly conducts training sessions on urban planning issues, sales leakage analysis, and business recruitment and retention. While at the NMSC he provided technical assistance to the Main Street communities across the United States, including over 500 different communities in more than 40 states. Mr. Day has a Bachelors Degree in Landscape Architecture from the University of Wisconsin-Madison. Mr. Day is the author soon to be released book, *50/50, Fifty Ideas for Retail Businesses that Cost Less than Fifty Dollars*.

www.urbandevelopmentservices.com

Zakcq Lockrem

Zakcq Lockrem is a principal and the director of planning for Asakura Robinson.

Growing up in South Minneapolis, he became fascinated with the unique overlap of infrastructure and culture that makes up a city. In his work, he focuses on the experience of urban space and the role of public space in shaping civic engagement. He brings broad

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project experience from around the United States and internationally, working on issues from cycling to community revitalization to affordable housing. In addition, Mr. Lockrem brings significant experience from the non-profit sector, which he utilizes in developing cutting-edge public participation strategies and building the capacity of project stakeholders. He served as an adjunct professor of urban planning at Texas Southern University and is a co-founder of Social Agency Lab, a collaborative of urban planners and designers from around the country who engage in public art and creative urban interventions.

www.asakurarobinson.net

Jennifer H. Eckermann

As Main Street Manager for the City of Brenham, Jennifer H. Eckermann currently oversees management of the city's downtown revitalization efforts.



Serving in this role since 1999, Ms. Eckermann has overseen more than \$19 million in reinvestment in Downtown Brenham and is responsible for grants for downtown improvement projects of more than \$2.8 million. Prior to joining the City of Brenham, she began her career in public relations by growing the Blue Bell Creameries tour program from 2,000 visitors a year to more than 100,000. Ms. Eckermann later started and managed Blue Bell Advertising Associates, the in-house advertising agency for Blue Bell. She is a graduate of the University of Texas at Austin.

www.cityofbrenham.org/mainstreet

Andrew Pompei



Andrew Pompei, AICP, is a Senior Regional Planner at the Houston-Galveston Area Council, where he focuses on pedestrian and bicycle planning, downtown revitalization, and other projects related to land use and transportation. Prior to working at H-GAC, Mr. Pompei helped communities in Virginia develop land use policies and long-range plans. He holds Bachelors and Masters degrees in urban and environmental planning from the University of Virginia.

www.h-gac.com



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