

FEBRUARY 21-23, 2023



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IN-PERSON EDUCATIONAL SESSIONS NETWORKING

# CALIFORNIA

## MAIN STREET

# CONFERENCE

## 2023 A VISION FOR SUCCESS

*Downtown Oceanside*

### YOUR CONFERENCE HOSTS:



### SPONSORS AND PARTNERS:



Office of Historic Preservation



# CONFERENCE PROGRAM

# SPEAKERS AND SESSIONS

DAY 1

Wednesday, February 22, 8:30am - 4:30pm

8:30 - 9:30 AM

## MAIN STREET 101

### UPDATE: NEW MAIN STREET COMMUNITY ACCREDITATION STANDARDS

*Kathy La Plante, Main Street America*

Get the latest updates to the Main Street Community Accreditation Standards. Learn fundamental principles and transformation strategies at the heart of Main Street Approach, a time-tested framework for community-driven, comprehensive revitalization. For new program directors to experienced practitioners who need a refresh. Board members, allies, economic development officers, and community partners, too!



9:30 - 10:00 AM OPENING KEYNOTE: WELCOME TO OCEANSIDE

*Amanda Elliott, Senior Program Officer & Director of California Programs, Main Street America*

*Gumaro Escarcega, Board President, California Main Street & Chief Operating Officer, Main Street Oceanside*

*Michelle Geller, Economic Development Manager, City of Oceanside*

*Assemblywoman Laurie Davies (Video Message)*

City of Oceanside is proud to be your Conference Host! Hear from local leaders about their vision for Oceanside's historic Main Street commercial district, and how local officials are supporting holistic revitalization efforts.



10:00 - 11:15 AM

## FARMERS' MARKETS: DOING WELL BY DOING GOOD

*Catt Fields-White, Founder, Farmers' Market Pros*

Is your farmers market reaching its full potential to serve the community, activate your Main Street district and raise funds for your organization? Gain insights, tips and tools to increase your farmers market income and benefit your farmers, vendors, residents and neighboring small businesses. We'll discuss cooperative marketing, the value that nutrition incentives deliver to markets, building awareness, and contributing to statewide efforts to gain more support for farmers market operations from CDFA and California legislature.



11:15 - 11:30 AM MORNING BREAK

11:30 - 12:30 PM

## PANEL: ALL ABOUT CALIFORNIA CULTURAL DISTRICTS

*Peter Comiskey, Executive Director, Balboa Park Cultural Partnership*

*Amanda Kruschke, Economic Development Coordinator, Eureka Main Street Executive Director*

*Eliza Tudor, Executive Director, Grass Valley-Nevada City Cultural District*

Arts & culture help create history, preserve heritage, and cultivate shared identity. They're also powerful economic drivers, generating tourism, business creation, and investment. 14 districts, including Oceanside, serve as California's inaugural state-designated Cultural Districts. Learn more about this initiative and how your community might create its' own Cultural District.

California

Cultural

Districts

12:30 - 1:15 PM LUNCH BREAK

1:15 - 2:15 PM

## ENTREPRENEURSHIP PIPELINES & B2B MENTORSHIP

*Cheryl Brown, Director, North San Diego SBDC at MiraCosta College*

*Christina Sharp, Professor of Business Administration, MiraCosta College*

Exciting developments in entrepreneurship are happening in Oceanside! Artisan makers are creating hubs for commerce through collaboration, business-to-business mentorship, and leveraging historic storefronts. In this session, we'll hear from participants in a local business development program working together to create unique products and economic vitality.



2:15 - 3:45 PM

## LEADERSHIP AND BOARD DEVELOPMENT

*Rachael Snedecor, Owner/Founder, Roots Up Collective*

Effective board engagement and activation is essential to creating a strong foundation for a sustainable revitalization effort. This longtime leader shares unique best practices, roles, and responsibilities vital to nurturing a strong board of directors for your Main Street program.



3:45 - 4:15 PM

## WORKING WITH YOUR TRAVEL & VISITORS BUREAU

*Leslee Gaul, Executive Director, Visit Oceanside*

*Brian Hileman, Senior Director of Marketing Partnerships, San Diego Tourism Authority*

*Moderated by Gumaro Escarcega, Executive Director, Main Street Oceanside*

Downtown districts are destinations - and often the first point of contact for new visitors. Learn all about what DMO and TBIDs do and how to collaborate with your local tourism bureau to work towards common visitation goals.



4:15 - 4:45 PM

## CLOSING SESSION: IT'S NOTHING WITHOUT YOUR PEOPLE: FINDING & KEEPING GREAT TALENT

*Andria K. Taylor, M.Ed., Chief Talent Officer, Talent Xponential*

Talent is the name of the game. Even with a strong plan to grow your organization, you need great talent to make it happen!



Gain practical tips and tricks on: How to recognize great talent, grow your people, keep your best people.

SUNSET HAPPY HOUR 5-7PM



# SPEAKERS AND SESSIONS

DAY 2

Thursday, February 23, 8:30am - 4:00pm



**8:30 - 9:00 AM**

## OPENING REMARKS

*Kristal Jabara, Director of Community Relations, County Supervisor Jim Desmond*

Good morning Day 2! Hear the latest update from San Diego County Supervisor Jim Desmond's office and learn more about his efforts to support small business and main street communities in his district.

**9:00 - 10:00 AM THE ROLE OF ADVOCACY IN ADVANCING A SUCCESSFUL MAIN STREET PROGRAM**

*Kelly Humrichouser, Director of Government Relations, Main Street America*

*Toni Symonds, Policy Advisor, California State Assembly*



Building support for your Main Street program and associated revitalization projects requires organizational preparation and engagement of boards and stakeholders. In this session, learn about key ways to ready your Main Street program for advocacy and specific actions to activate your board in support of this work. You will also hear about ongoing work to promote California Main Street in state policy and funding opportunities and steps you can take to uplift these efforts.

**10:00 - 10:15 AM MORNING BREAK**

**10:15 - 11:30 AM HOUSING AND HOMELESSNESS STRATEGIES**



*Salvador Roman, Management Analyst, City of Oceanside Neighborhood Services Dept.*

*Ashley J. Sanchez, Crime Prevention Specialist at Oceanside Police Department*

Learn the latest policies and programs on housing within downtown districts. This session will also discuss CPTED Safe Business Programs, clean and safe initiatives and innovative employment programs designed to help address homelessness in our communities.

**11:30 - 12:15 PM NEW CALIFORNIA POLICIES & GUIDELINES FOR BUSINESSES**



*Bianca Blomquist, Small Business Majority*

2023 ushered in a new year and a number of new laws and economic development funding in the State of California. In this session, small business owners and the organizations that support them will learn all about a few key laws that will impact the ways businesses operate, as well as the latest efforts by state legislators, agencies, and departments to increase economic opportunity to small businesses.

**12:15 - 1:00 PM LUNCH BREAK**

**1:00 - 1:45 PM KEYNOTE AND Q&A: THE IMPORTANCE OF DIVERSITY, EQUITY, AND INCLUSION ON OUR MAIN STREETS**



*Dionne Baux, Vice President of Urban Development, Main Street America*

The new strategic plan for Main Street America is built on the tenets of belonging, diversity, equity, and inclusion. Understanding the importance of these principles are key to a healthy, thriving Main Street. This session will showcase successful stories through the lens of the four points you can employ to strengthen your DEI efforts in your districts.

**1:45 - 2:45 PM REAL ESTATE SOLUTIONS FOR YOUR MAIN STREET**



*Joi Austin, Senior Program Officer, Economic Vitality, Main Street America*

In Main Street Economic Vitality is at the core of the Four Point Approach. As we do not do the work alone, we must find ways to engage our partners to understand our challenges and assets in order to develop real estate solutions for our district. Learn more about partnerships created to tackle a 16,000 Sq. Ft. former industrial space, and a program developed to add upper story residential opportunities downtown.

**2:45 - 3:30 PM ONLINE TOOLS FOR YOUR DISTRICT**



*Karla Robles-Puig, Executive Director, Coronado MainStreet*

Walk through the features on the new mobile application designed for Main Street Coronado and learn how your community might develop similar technology for residents and visitors alike.

**3:30 - 4:00 PM CLOSING REMARKS**

*Amanda Elliott and Gumaro Escarcega*



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# THANK YOU! Conference Committee:

Gumaro Escarcega, Amanda Elliott, Brooke Fox, Todd Anderson, Carson Lanbreth, Bianca Bloomquist

## Thank You to our Sponsors and Partners:

Main Street America, National Park Service, California Office of Historic Preservation, Square, Civitas Advisors, Small Business Majority, City of Oceanside, Visit Oceanside, Main Street Oceanside with support from Yiftee, Earth Planter, Switchfoot Creative, Oceanside Museum of Art, That Boy Good, Oceanside Historical Society, Coomber Craft Wines and Black Plague Brewing.

## Special Thanks to our Conference Volunteers!



## OUR CAMS MEMBER COMMUNITIES

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Oakley | Ocean Beach | Oceanside | Paso Robles | Pleasanton  
Redding | Richmond | San Jacinto | San Juan Bautista  
San Luis Obispo

### PEOPLE SHAPING PLACES

**ABOUT US:** California Main Street (CAMS) is a 501(c)3 nonprofit organization working with communities statewide to foster local economic development and enhance quality of life. CAMS provides training, networking opportunities, and access to resources to municipalities and community organizations focused on revitalizing historic commercial districts.

CAMS is part of **Main Street America**, a coast-to-coast network of organizations and individuals working to bring vitality and prosperity to their downtowns. Main Street America programs operate at the local, city, and statewide levels. What unites them is a commitment to preserving and enhancing the built environment, celebrating local history and culture, and creating local economic opportunity. Main Street America is a program of the National Main Street Center.

## BOARD OF DIRECTORS

Gumaro Escarcega, President, Main Street Oceanside  
Amanda Kruschke, Eureka Main Street  
Michelle Brown, Main Street Hanford  
Mari Marshall, Community Advocate, Grass Valley  
Bianca Blomquist, Small Business Majority  
Carson Lambeth, Civitas Advisors  
Todd Anderson, Switchfoot Creative

## STAFF

Amanda Elliott, Senior Program Officer & Director of California Programs for Main Street America  
Brooke Fox, Marketing and Communications Consultant

## FOLLOW US!

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