



MICHIGAN
DOWNTOWN
ASSOCIATION

The MDA was formed to encourage good development, redevelopment and improvement of communities throughout Michigan, with special emphasis on downtown areas. One of the driving forces in the recent interest in Michigan's downtowns, the MDA boasts over 200 members and holds quarterly conferences around the state.

See what you can be

For membership information contact:

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Welcome to Marshall!

The City of Marshall's vibrant downtown boasts a cross-section of intriguing retail and dining establishments that appeal to residents and visitors of all ages. In 2003, Marshall received the Michigan Main Street award to revitalize and sustain the downtown and its businesses. Marshall was also named one of the Dozen Distinctive Destinations of 2004 by the National Trust for Historic Preservation.

Marshall Lodging:

The National House Inn is the oldest operating Bed and Breakfast in Michigan. Located on the beautiful fountain circle, this Inn is walkable to downtown and Schuler's Restaurant. Lodging includes a home-cooked breakfast, delicious treats and tea/beverage service during the evening. www.nationalhouseinn.com

Rose Hill Inn Bed and Breakfast, located about one mile from historic downtown Marshall. www.rose-hill-inn.com

Other lodging options include:

Holiday Inn Express (located at I-94 expressway) www.hiemarshall.com

Hampton Inn (located at I-94 expressway) www.hamptoninn.com

Comfort Inn (located at I-69 expressway) www.comfortinn.com



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Marshall Conference

March 26, 2010
Schuler's Restaurant
115 S. Eagle
Marshall, MI



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Agenda:

Please note, all times are EST.

8:30 – 9 a.m. **Registration**

9 a.m. **Welcome**
Ann Barnette, President
Michigan Downtown Association

9:15 a.m. **Welcome**
Bruce Smith, Mayor
City of Marshall

Marshall Downtown update
Diane Larkin,
Main Street Manager

9:30 a.m. **Legislative update**
Representative Jase Bolger (District 63)

9:45 a.m. **News from the Michigan Economic Development Corporation**
Katherine Czarnecki, Manager
Community Assistance Team (CAT)

2009 in Review and What's new for 2010.

New Community Development Block Grant programs will be covered as well as a brief outline on how the Community Assistance Team can work with you.



Katharine Czarnecki is the Community Assistance Team Manager with the Michigan Economic Development Corporation. Ms. Czarnecki leads the CATeam's efforts, revitalizing Michigan's communities through a variety of programs. Prior to joining the

MEDC, Ms. Czarnecki worked in several communities in Michigan and, most recently, with the Lansing Regional Chamber of Commerce. Ms. Czarnecki graduated from the University of Georgia with a degree in Economics and has completed graduate coursework in Urban Planning at Michigan State University.

10:45 a.m. **Break**

11:00 a.m. **You are Pure Michigan**
Kenneth J. Yarsevich,
Advertising Specialists, Travel Michigan
and Maria Wygnal,
Marketing Specialist, Travel Michigan

The Pure Michigan branding and advertising campaign has won numerous awards, including a sixth place ranking by Forbes Magazine as one of the ten all-time best travel campaigns. Learn how your downtown can incorporate the Pure Michigan brand in your community, and the partnership opportunities it provides.



Ken Yarsevich is a marketing professional with more than 24 years experience in both the private and public sector. He is currently an advertising specialist with Travel Michigan/Pure Michigan where he works with the Pure Michigan campaign and partnership programs.



Maria Wygnal expands the reach of the Pure Michigan brand through social media platforms, monitoring new media trends, and search engine optimization. Maria is also an adjunct faculty member at Lansing Community College and teaches community education

classes in computer skills, new media and leadership topics. She grew up in the greater Lansing area and currently resides in East Lansing. Her interests include travel, social media, graphic design and photography.

Noon **Lunch**

1:15 p.m. **Fresh ideas from your downtown**

What's new in your downtown that is unique and cool? You will have 2-3 minutes to share your projects, events, and programs. Please bring copies to share with those in attendance.

1:30 p.m. **What's going on?**
The real story about DDAs, their future, their role and the benefits of maintaining a strong downtown

In these tough economic times it is important to continue to understand the role of the Downtown Development Authorities (DDAs) in downtowns across Michigan. There are overwhelming benefits of partnering and maintaining a positive relationship with the municipality, the County, and other tax jurisdictions. This panel discussion will provide a reminder of how the DDA law is administered, its requirements, successful examples, proven track records, benefits to the community and the need to maintain the DDA and its management programs as a key component in the economic recovery of our communities.

The panelists work with DDAs in a variety of roles. They include:

Paul Zelenak,
Village Manager for the Village of Lake Orion

Marty Sibert,
Sibert & Sibert, Attorney,
former Chair and DDA Board Member in Rochester

Mark Nikita,
Principal of Archive DS, Birmingham City Commissioner,
Architect, Planner & New Urbanist,

Jerry Dettloff,
Principal of Downtown Management Strategies

Tim Wittebort,
Howard & Howard, DDA Attorney

Bob Donohue (Panel Moderator),
Oakland County Principal Planner for Downtown
Redevelopment and Main Street Oakland County
Coordinator

3:15 p.m. **Tour of Downtown Marshall**



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Registration for Marshall MDA Conference

(Includes lunch during the conference)

Name _____

Organization _____

Phone _____

Member \$35 Non-Member \$75 Student Rate with valid student ID \$20

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Please return this form with payment to MDA by Friday, March 19, 2010. Remember we cannot process credit card orders.