



*Strengthening Downtowns*

P.O. Box 82369 Rochester, MI 48308-2369



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Annual Statewide  
Michigan Downtowns Conference

A nighttime photograph of a fountain in a park, illuminated with warm lights. The fountain has a central jet and two side jets. The scene is viewed through a dark metal fence in the foreground. The background shows some buildings and trees under a dark sky.

# FOCUS FORWARD

## JOIN THE DOWNTOWN MOVEMENT

Scottish Rite Masonic Center,  
614 Center Ave. Bay City, MI  
October 18-19, 2017



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## JOIN THE DOWNTOWN MOVEMENT

Annual Statewide  
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Now more than ever, Downtown Development is a positive, powerful, and multi-faceted movement with momentum and an increasing number of diversified stakeholders. This Downtown Development movement attracts people of all ages and experiences, includes small towns and large cities, and has an exciting future. Join the MDA and your colleagues to learn about the many ways you can create or continue a successful Downtown Development movement in your community.

### Welcome to Downtown Bay City

Bay City, nestled in the Saginaw Valley, is a city loaded with history related to Native Americans, lumbering, ship building, archaeology, agriculture, and commerce. The city's vibrant Downtown is highlighted with historical architecture dating from 1830 to 1940 — creating a unique, one-of-a-kind shopping and residential district. New development of multi-use places and re-development of many historic buildings are creating cool places to live, work, and play. Bay City has the characteristics of a big city and the personality of a small town community. It is a riverfront community made up of the things to do and see that will fill a day or a lifetime. With over 140+ storefronts, including 26 eateries and pubs, and 100+ service businesses, there are numerous reasons to spend time in downtown Bay City any time of the year!

### Hotel:

Mention the MDA when calling.

#### Comfort Inn

989-892-3501

\$109 per night for 10/17 to 10/19.

Reservations must be made by 9/13.

#### Doubletree by Hilton

Bay City-Riverfront

989-891-6000 or 800-222-TREE

\$109 per night for 10/18 to 10/20

only. Reservations must be made by 9/27.



### Thank you to our Conference Committee

Committee Chair  
Becky Goodman  
Downtown Petoskey

Steve Deisler  
Texas Township

Jerry Dettloff  
Michigan Downtown Association

Robert Donohue  
South Lyon

Tiffany Dziurman  
Michigan Downtown Association

Susan Ireland  
Van Buren Township

David Nummer  
Wade Trim

Dana Walker  
Imlay City

## Wednesday 10/18

11:00 am	<b>Registration</b> Scottish Rite Masonic Center <b>Vendor Expo</b>	
Noon – 1:30 pm	<b>Lunch</b> <b>Welcome to Conference</b> <b>Welcome to Bay City</b> <b>Performance by the Garber High School Varsity Choir</b> <b>Introductions of Attendees</b> <b>Keynote</b> From Millennial housing preferences to autonomous vehicles, a number of issues will impact downtowns in the coming years and there are ways local leaders can position their towns to prosper. <i>Location: Main Hall</i>	Becky Goodman <i>Michigan Downtown Association</i> Kathi Newsham <i>Mayor</i>  Dan Gilmartin <i>Michigan Municipal League</i>
1:45 – 3:00 pm	<b>Session One: Maximizing Stakeholder Relationships</b> In this session learn techniques to build, grow, and improve relationships between the leaders in your community. <i>Location: Main Hall</i> <b>Session Two: Leveraging Community Assets to Create an Impact</b> Learn simple strategies to turn your downtown into a vibrant destination through health and wellness, arts and culture, and additional community building initiatives. <i>Location: Annex Hall</i>	Paul Zelenak <i>City of Linden, MI</i> Nik Banda <i>City of Rochester, MI</i>  Emily Pantera <i>Pantera Consulting</i> Kristi Hazard <i>Consultant</i>
3:00 – 3:15 pm	<b>Networking Break</b>	
3:15 – 5:00 pm	<b>Presentation: Seven Tips for Keeping Private Investors Coming Back</b> Learn ways you can guide investors and developers through redevelopment roadblocks and bureaucratic mazes. After the presentation there will be a walking tour of local redevelopment projects. <i>Location: Main Hall and Walking Tour</i>	Jenifer Acosta <i>Jenifer Acosta Development</i>
5:30 – 7:30 pm	<b>Meet &amp; Greet</b> Tavern 101, 101 Center Street Appetizers provided; cash bar; dinner not included	

## Thursday 10/19

8:30 am	<b>Registration</b> <b>Vendor Expo</b> Coffee and Continental breakfast	
9:00 – 10:15 am	<b>Presentation: How to Think Like a Developer and Love Like a Preservationist</b> Historic preservation and development can coexist harmoniously and be a catalyst for transformative change, economic vitality, and enhanced quality of life for communities across Michigan. <i>Location: Main Hall</i>	Donovan Rypkema <i>Place Economics</i> Jessica Flores <i>Preservation Forward</i>
10:15 – 10:45 am	<b>Partner Update</b> <b>Start Up Nation and Its Focus on the Challenges of Entrepreneurs and Available Solutions</b> Wantify, a product affiliated with Start Up Nation, has created a dynamic digital platform to make local shopping a destination and a prime choice. The Wantify platform provides local merchants with a set of tools to help attract new customers, make sales, and foster repeat business. <i>Location: Main Hall</i>	Jeff Sloan <i>Wantify</i>
10:45 – 11:00 am	<b>Networking Break</b>	

11:00 am – 12:15 pm

**Session One: Driving the Roadmap for Your Downtown**

Learn how to develop a template for your next plan by defining the participants, reviewing your landscape, and creating milestones for success.

Location: Main Hall

Jackie Lovejoy  
Dearborn Area Chamber of Commerce  
Bob Thomas  
Michigan Association of Chamber Professionals

**Session Two: Trends in the Craft Alcohol Industry**

With Michigan placed at fifth in the nation in the craft alcohol industry, discover ways your community can benefit from this fast-growing industry.

Location: Annex Hall

Kelly Allen  
Adkison, Need & Allen  
Jon Good  
Green Door Distillery, Kalamazoo, MI  
Tony Grant  
Northern United Brewing Company, Dexter, MI  
Dan Riley  
Axle Brewing, Ferndale, MI

12:15 – 1:30 pm

**Lunch Break & MDA Annual Meeting**

(Lunch is not provided with conference registration)

Location: Main Hall

1:30 – 2:30 pm

**Plenary Session: Justification for Downtown Management and Historic Preservation**

Downtowns are unique, ever-changing places. There is a continual need for ongoing, comprehensive downtown management in order to maximize and maintain economic potential. The job is never done!

Location: Main Hall

Donovan Rypkema  
Place Economics

2:30 – 2:45 pm

**MDA Annual Awards**

Location: Main Hall

2:45 – 3:15 pm

**Legislative Update**

MDA Legislative Committee

Location: Main Hall

3:15 pm

**Closing Comments**

Location: Main Hall

Jerry Dettloff  
Michigan Downtown Association



**Annual Statewide Michigan Downtowns Conference 2017 Registration Form**

Name \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Registration Fees (use registration form or register online at [www.michigandowntowns.com](http://www.michigandowntowns.com)):

Early (Now through 10/10)	MDA Members: \$160	Non-Members: \$205	Students: \$50
Regular Registration & At the Door (After 10/10)	MDA Member: \$185	Non-Member: \$230	Student: \$55

Conference Sponsor: \$500 (Includes a table and two registrations)

RSVP: Michigan Downtown Association, P.O. Box 82369 Rochester, MI 48308-2369 ph 248.838.9711  
info@michigandowntowns.com [www.michigandowntowns.com](http://www.michigandowntowns.com)

Please return form with payment to MDA by Oct. 11, 2017. Make checks payable to the Michigan Downtown Association. If you cannot get your check processed by that time, we can accept payment at the door or payment by invoice. You may also register and pay online via PayPal. Visit [michigandowntowns.com/events.php](http://michigandowntowns.com/events.php)

\_\_Visa \_\_MC \_\_Dis \_\_Amex Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Zip Code: \_\_\_\_\_

AICP and AIA credits are available on a self-reporting basis.

**Thank you Annual Conference Sponsors 2017**

Presenting Sponsor



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