

# Saving Places

Preserving Southwest Iowa's historical and cultural resources for the future

**Friday, September 30, 2016**



**Location:** Avoca Fire Hall - 212 W. Crocker Street, Avoca, IA 51521

**Time:** 9:00am-noon and 1:00pm-4:30pm

**Cost:** \$10 for lunch (free if you do lunch on your own or bring sack lunch)

**Who should come:** Target audience for the morning session will be community leaders, business owners, building owners, and others who are interested in rural Main Street preservation, restoration, and revitalization. The afternoon session is targeting museum and historical society staff, board members, and volunteers. Both sessions are open to the public and anyone who is interested.

**RSVP** to Lance Brisbois by **September 16th:** [lance@goldenhillsrcd.org](mailto:lance@goldenhillsrcd.org) / 712-482-3029

## For Communities & Leaders

*Historic tax credits*

*Façade restoration*

*Community Development Block Grants*

*Other programs*

*Historic preservation and art for downtown revitalization*

*Public Art*

## For Museums & Historical Societies

*Deaccessioning*

*Collections management*

*Recordkeeping*

*Grant writing*

*Fundraising*

*Crowdfunding*

*Digital Marketing*

*Social Media*

*Outreach*

*Tourism resources*

*Advertising*

*Membership*



Generously funded through the USDA Rural Community Development Initiative grant.  
All programs and services are offered on a non-discriminatory basis without regards to race, color, national origin, religion, age, marital status, sexual orientation or handicap.



# Workshop Agenda

Topic	Time	Presenter	Title/Affiliation
Welcome and Introductions	9:00-9:15am	Michelle Wodtke Franks	Executive Director, Golden Hills RC&D
Historic building preservation and tax credits	9:15-10:00am	Steve King	Deputy State Historic Preservation Officer, State Historic Preservation Office
Historic downtown revitalization/ owner-occupied and residential housing in historic main street buildings; CDBG	10:00am-10:30am	Tim Reinders	Design Specialist, IEDA
Break	10:30-10:45am		
Case studies of downtown revitalization and façade restoration	10:45-11:15am	Pete Franks	Architect, Franks Design Group
Historic preservation and art for downtown revitalization	11:15am-12:00pm	Deb Sprecker	Woodbine Main Street Director
Lunch	12:00-12:10pm		
Lunch Presentation—Avoca’s Story	12:10-12:30pm	Clint Fichter	City Administrator, Avoca
Walking tour of Avoca Main Street	12:30-1:00pm	Volunteers	Avoca Main Street
Welcome and Introductions	1:00-1:05pm	Michelle Wodtke Franks	Executive Director, Golden Hills RC&D
Collections management; deaccessioning, recordkeeping	1:05-1:50pm	Amber Mohr	Avoca Main Street Director
Fundraising	1:50-2:20pm	Dennis Nissen	Iowa Foundations Director, Omaha Community Foundation
Local Crowdfunding	2:20-2:40pm	Michelle Wodtke Franks	Executive Director, Golden Hills RC&D
Break	2:40-3:00pm		
Marketing, Social Media, Outreach	3:00-3:30pm	Sue Pitts	Regional Director, Iowa Small Business Development Center
Digital marketing	3:30-4:00pm	Amy Ziegler	Travel Iowa
Western IA tourism resources, advertising, membership	4:00-4:30pm	Shonna Hynick	Western Iowa Tourism Region

Boxed lunches will be provided by Milk & Honey, Harlan, Iowa for \$10.

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