

Main Street Training
Brooklyn, New York, November 8, 2007
Agenda

- 10:00 AM Opening and Welcoming Remarks
 Deborah Howard, Pratt Area Community Council
- 10:15 AM -12:15 PM
 DHCR Technical Session: Contracting, reporting, and payment system
 John Conway, PhD.
 Kevin O'Connell
- 12:15 – 1:00 PM
 Presentation: Visioning For Main Street Revitalization
 Victor Dadras, Dadras Architects
- 1:00 – 1:45 PM
 Luncheon & Presentation: How To Develop A Retail Attraction Strategy
 Speaker: Larisa Ortiz, Local Initiatives Support Corp.
- 1:45 – 3:30 PM
 Peer Presentations: Myrtle Avenue, Brooklyn and New Rochelle BID
- Marketing to business owners
 - Sustainability and maintaining momentum
 - Getting participation from property owners
 - Technical Assistance
 - Mid-course corrections
 - Working with other agencies
- Vaidila Kungys, Myrtle Avenue Revitalization Project
Ralph DiBart, New Rochelle Business Improvement District
Moderator - Colin McKnight, Rural Housing Coalition
- 3:30- 4:00 PM
 Participatory Roundtable- Give DHCR feedback