

**Main Street Training
Geneva, New York, January 23, 2008
Agenda**

9:30 AM Registration and Coffee

**10:00 AM Opening and Welcoming Remarks
 Stu Einstein, Mayor, City of Geneva**

**10:15 AM -12:00 Noon
 DHCR Technical Session: “Show Me the Money” - Contracting,
 reporting, and payment system
 John Conway, Ph.D.
 Kevin O’Connell**

**12:15 PM – 2:00 PM
 Luncheon & Presentation: “Stakeholders and Money in Commercial
 Districts”
 Speakers: Diane Williams, Director, Business Districts, Inc.
 Donna Ann Harris, Heritage Consulting, Inc.**

**2:15 PM – 4:00 PM
 Peer Presentations: South Wedge Planning Committee of Rochester,
 Geneva Business Improvement District and Cortland Housing
 Assistance Council Main Street Programs**

- **Marketing to business owners**
- **Sustainability and maintaining momentum**
- **Getting participation from property owners**
- **Technical Assistance**
- **Mid-course corrections**
- **Working with other agencies**

**Eileen Thomas, South Wedge Planning Committee
Cara-Leigh Battaglia, Geneva Business Improvement District
Bernard Thoma, Thoma Development, Cortland, NY
Moderator - Colin McKnight, Rural Housing Coalition**

**4:00 PM - 4:30 PM
 Participatory Roundtable- Give DHCR feedback**