

## Registration Brochure

Please complete and return a separate registration form for each attendee. Registration forms may be mailed to: NYS Rural Housing Coalition, 879 Madison Avenue, Albany, NY 12208, or may be faxed back to (518) 458-8896. There is no registration fee for this event. Lunch will be provided.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Co.: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Zip \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone:  
(\_\_\_\_) \_\_\_\_\_

You may also register online at: [www.dhcr.state.ny.us](http://www.dhcr.state.ny.us). If you have any questions, please call Colin McKnight at the Rural Housing Coalition at (518) 458-8696, ext. 14.



New York State Rural Housing Coalition  
879 Madison Avenue  
Albany, NY 12208



**Western and Central  
New York  
Main Street Meeting**

**January 23, 2008  
Ramada Hotel  
Geneva Lakefront  
Geneva, New York**

**Sponsored by the  
New York State  
Division of Housing and  
Community Renewal  
and the  
Housing Trust Fund  
Corporation**



The New York State Division of Housing and Community Renewal and the Housing Trust Fund Corporation invite you to the Western and Central New York Main Street meeting for 2008, on Wednesday, January 23rd, from 10:00 AM to 4:30 PM in Geneva's downtown business district.

Geneva, on beautiful Seneca Lake, has received several Main Street grants from the Housing Trust Fund Corporation, and the business district is currently enjoying a renaissance.

The Western and Central New York Main Street meeting is your opportunity to learn from New York Main Street staff and your peers about strategies for improving your program's performance, engaging the business leaders in your community, accessing informational and financial resources, and meeting your contractual obligations along the way. It's also an opportunity for you to provide feedback on making the program better.

## Location

Ramada Hotel Geneva Lakefront  
41 Lake Front St. (Routes 5 & 20)  
Geneva, New York

## Who Should Come

This session is designed for day-to-day administrators of NY Main Street LPA projects.

## Agenda

Registration and coffee: 9:30 AM

Welcome: 10:00 AM

Technical Program Overview:  
10:15 AM

New York Main Street staff will present "Show Me The Money"- advice on getting to contract; reporting; AND submitting an approvable claim for reimbursement.

Lunch & Presentation: 12:15 PM

*Guest Speakers: Diane Williams, Business Districts, Inc., and Donna Ann Harris, Heritage Consulting, Inc.: "Stakeholders and Money in Commercial Districts"*

Peer Presentations: New York Main Street at Work- South Wedge Planning Committee; Geneva Business Improvement District; and Cortland Housing Assistance Council Main Street Programs  
2:15 PM

Participatory Roundtable: Share your ideas for improving the program with DHCR staff.  
4:00 PM

## Directions

Take the New York State Thruway to Exit 42, Geneva. Follow Route 14 south approximately 6 miles to Geneva. Follow Rte. 14 to downtown. Turn left on Lake Street. Turn right on Routes 5/20 (Lake Front St.). The hotel will be on your left, adjacent to the lakefront park.

