



HERITAGE
OHIO

Welcome!

TO THE

**HERITAGE OHIO
ANNUAL CONFERENCE**

Presented by Coon Restoration & Sandvick Architects
In Partnership with Ohio History Connection

**Downtown Newark
OCTOBER 15 - 17, 2024**





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SCHEDULE AT A GLANCE

TUESDAY | OCTOBER 15

8:00 am - 3:00 pm	Registration
8:30 am - 11:45 am	Session of your choice
11:45 am - 1:00 pm	Lunch
1:00 pm - 4:45 pm	Site Selection Sessions
5:00 pm - 6:00 pm	Pre-Awards Networking
6:00 pm - 8:00 pm	Heritage Ohio Annual Awards & Film Festival

WEDNESDAY | OCTOBER 16

7:30 am - 1:30 pm	Registration
8:30 am - 9:30 am	Conference Welcome
9:45 am - 10:45 am	Session of your choice
11:00 am - 12:00 pm	Session of your choice
12:00 pm - 1:30 pm	Lunch
1:30 pm - 3:00 pm	Session of your choice
3:15 pm - 4:45 pm	Session of your choice
5:00 pm - 6:00 pm	Vendors' Reception
6:30 pm - 8:30 pm	Legacy Circle Reception
7:30 pm - 9:30 pm	Ohio Main Street & Young Ohio Preservationists Networking

THURSDAY | OCTOBER 17

7:30 am - 10:00 am	Registration
8:30 am - 9:30 am	Session of your choice
9:45 am - 10:45 am	Session of your choice
11:00 am - 12:00 pm	Session of your choice

TUESDAY, OCTOBER 15

TOUR: THE NEWARK ARCADE GENERAL TOUR

8:30 AM - 9:30 AM | DOUBLETREE HOTEL - LOBBY | FRED ERNEST, PATRICK SULLIVAN, & MELINDA SHAH

Get a sneak peek of the historic Newark Arcade before it opens. This tour is designed for a general audience.

Approved for 1.00 AIA LU Credit, sponsored by Schooley Caldwell

Ticket required. Closed-toed shoes required.

Sponsored by OHM Advisors & Huseman Group

BUILDING CODE BASICS FOR HISTORIC MAIN STREET

9:45 AM - 11:45 AM | MIDLAND THEATRE | MELINDA SHAH

Historic buildings may have been built either prior to building codes existing or under codes that are long out of date but, that does not mean the building code doesn't matter. A basic understanding of the current building code can help you understand what you can use the building for, what improvements may be needed, and how to make sure it is accessible to as many people as possible. This session will give an introduction to the building code as it relates to typical historic building types. We will also explore some of the historic origins and reasons why portions of the building code are required.

Approved for 2.00 AIA HSW Credits, sponsored by Schooley Caldwell

LUNCH

11:45 AM - 1:00 PM

Enjoy lunch on your own in downtown Newark.

CODE & AFFORDABLE HOUSING THROUGH CASE STUDY

1:00 PM - 2:00 PM | MIDLAND THEATRE | CARTER EDMAN & DOUG GIEBEL

Multi-part session. The experts at Marous Brothers Construction will share presentations

🗨️ Affordable Housing Projects within Historic Properties in Northeast Ohio

- OHFA's role on projects
- A case study of The Longfellow Senior Housing

DOWNTOWN DESIGN CHARRETTE

1:00 PM - 3:00 PM | HUDSON HOUSE | CRAIG GOSSMAN & DANIELLE STEINHAUSER

Join us for an interactive session to learn how a design charrette can be a useful tool in exploring downtown opportunities and ideas. Attendees will participate in a visioning exercise for a mid-size historic downtown utilizing the creative design charrette process. Learn how you can use a design charrette to bring community stakeholders together to share, organize, and prioritize ideas for successful implementation.

Approved for 2.00 AIA HSW credits, sponsored by Schooley Caldwell

PLANNING FOR THE FUTURE: THE LICKING COUNTY FRAMEWORK

1:00 PM - 3:30 PM | DOUBLETREE HOTEL – OAK BALLROOM III (1ST FLOOR) | JENNIFER ROBERTS & JAIME GREENE

In this two-part session, see how Licking County came together to plan for future growth in the county. In the first part, learn how a plan was formed, who was needed to make the plan successful, and how it was funded. In the second half of the session, discover what the framework plan revealed and how the communities are working toward sustainable growth.

Approved for 2.50 AIA HSW credits, sponsored by Schooley Caldwell

CODE & AFFORDABLE HOUSING THROUGH CASE STUDY

2:15 PM - 3:15 PM | MIDLAND THEATRE | CARTER EDMAN & DOUG GIEBEL

Multi-part session. The experts at Marous Brothers Construction will share presentations on:

- Affordable Housing Projects within Historic Properties in Northeast Ohio
- OHFA's role on projects
- A case study of The Longfellow Senior Housing

CODE & AFFORDABLE HOUSING THROUGH CASE STUDY

3:30 PM - 4:30 PM | MIDLAND THEATRE | CARTER EDMAN & DOUG GIEBEL

Multi-part session. The experts at Marous Brothers Construction will share presentations on:

- Affordable Housing Projects within Historic Properties in Northeast Ohio
- OHFA's role on projects
- A case study of The Longfellow Senior Housing

MAIN STREET 101

3:30 PM - 4:30 PM | HUDSON HOUSE | FRANCES JO HAMILTON

Learn about Main Street organizations from conception to accreditation in this fast-paced session. What does it take to start a discussion in your community, who should be involved, how to build a sustainable organization, and get away from using all of the usual suspects? Join us as we hear how Main Street began.

HISTORIC PROPERTIES AND AFFORDABLE HOUSING IN OHIO'S APPALACHIA REGION

3:30 PM – 4:30 PM | DOUBLETREE HOTEL – OAK BALLROOM III (1ST FLOOR) | BRENT LANE

Most small towns in rural Ohio are blighted by older homes in varying states of dilapidation. Many of these homes are no longer occupied or even occupiable. Often these houses, while perhaps lacking in historical significance, nonetheless are representative of their communities' cultural heritage. Thus, their loss, in addition to being a significant economic negative and a loss of affordable housing stock, also constitutes an erosion of architectural distinctness and community identity. But unlike historic properties, for which numerous programs exist to encourage and support their preservation, such "heritage housing" has received little comparable attention. This phenomenon presents an opportunity in which the rehabilitation of older housing stock can improve affordable first-time home ownership while generating employment, income, and wealth, and preserving community identity.

Mr. Lane will discuss his research at the Ohio University Voinovich School of Leadership and Public Service which examined the opportunity to enhance Athens County's supply

of more affordable housing through the rehabilitation of older single-family houses – “heritage houses” - that have fallen into disrepair and are uninhabited. In this study, the term “attainable heritage housing” was coined to describe existing older home in need of repair, that are priced below conventional definitions of affordability and which - while typically lacking in historical significance, are nonetheless distinctly representative of their communities’ pasts. The study found that a program of targeted older house rehabilitation could produce significant short- and long-term positive economic impacts for current and prospective residents, while enhancing a community’s position to leverage aesthetic heritage distinctiveness to capitalize on emergent economic opportunities.

Approved for 1.00 AIA HSW Credit, sponsored by Schooley Caldwell

PRE-AWARDS NETWORKING

5:00 PM - 6:00 PM | MIDLAND THEATRE

Join us at the Midland Theatre to network prior to the start of the Annual Awards & Film Festival. Hors d'oeuvres and ice cream provided. Cash bar.

HERITAGE OHIO ANNUAL AWARDS & FILM FESTIVAL

6:00 PM - 8:00 PM | MIDLAND THEATRE

Join us in celebrating the best of preservation and revitalization across Ohio at our annual awards ceremony and enjoy the 3rd Annual Heritage Ohio Film Festival. See 6 short featurettes on important happenings around the State of Ohio.

Sponsored by Robertson Construction

VISIT WITH OUR VENDORS!

LOCATED IN OAK I & II AT THE DOUBLETREE HOTEL

AR Design	New Republic Architecture
Blind Eye Restoration	OHM Advisors
Cat's Meow Village	Ohio Main Street Program
Coon Restoration	Pella of Columbus
CT Consultants	Project Graphics
Downtown Redevelopment Services	Quaker Window & Door
The Durable Slate Company	Schooley Caldwell
Explore Licking County	Select Window & Door
Graham Architectural Products	State Historic Preservation Office – Ohio
Huseman Group	History Connection
The Kleingers Group	Thomas Porter Architects
Marvin	US Small Business Administration

WEDNESDAY, OCTOBER 16

REGISTRATION

7:30 AM - 1:30 PM | DOUBLETREE HOTEL LOBBY

CONFERENCE WELCOME

8:30 AM - 9:30 AM | MIDLAND THEATRE | CHIEF BILLY FRIEND

STORY MAPS FOR HISTORICAL & ARCHITECTURAL REFERENCE

9:45 AM – 10:45 AM | NETWORK | TODD PEETZ

Story maps are a great method to tell the story of a site, a neighborhood, or a community visually using GIS technology. In this session, learn how you can be developing story maps for your historic and architectural resources in your community.

Approved for 1.00 AIA LU Credit, sponsored by Schooley Caldwell

THE NATIONAL REGISTER OF HISTORIC PLACES: MAKING THE CASE FOR SIGNIFICANCE: ASSESSING HISTORIC INTEGRITY & COMPARATIVE ANALYSIS

9:45 AM – 10:45 AM | DOUBLETREE HOTEL – BUCKEYE ROOM (2ND FLOOR) | BARBARA POWERS & MARY RODY

Join Ohio's National Register staff Mary Rody and Barb Powers to learn helpful guidance for preparing complete nominations for all types of properties. The session will engage the audience in an interactive discussion covering two essential components for successful National Register nominations – determining the character-defining features establishing historic integrity to convey a property's significance and providing a meaningful comparison to similar properties to evaluate significance. Session will be useful to anyone, whether you are a beginner or experienced professional, who wants to nominate a property to the National Register.

Approved for 1.00 AIA LU Credit, sponsored by Schooley Caldwell

APOCALYPSE NO: MAIN STREET RETAILING - NOW MORE THAN EVER

9:45 AM – 10:45 AM | HUDSON HOUSE | KATHLEEN NORRIS & NATE WEYAND GEISE

In this session, learn the latest retail trends that are happening on Main Street and how you can activate vacant retail spaces.

WHAT DOES ENGAGEMENT LOOK LIKE FOR A YOUNG PROFESSIONAL?

9:45 AM – 10:45 AM | DOUBLETREE HOTEL -OAK BALLROOM III (1ST FLOOR) | JOCELYN HARTSHORN, KEVIN COX, & JAYME BLACKSTONE

Join Jayme, Jocelyn, and Kevin as they discuss engaging the youth and young professionals across Licking County through the school systems and through their young professional group. They will discuss how their views of engagement includes philanthropic giving, professional development, workforce and education initiatives.

THE RETURN OF THE WYANDOT MISSION CHURCH

9:45 AM – 10:45 AM | LEWIS ROOM – 1ST FLOOR | PASTOR BETSY BOWEN, MARSHA BARNES, & CHIEF BILLY FRIEND

Built in 1824 in Upper Sandusky, the Wyandot Mission Church was the first Methodist Mission in America to Native Americans. The church was used by the Wyandot Tribe until 1843 when the tribe was forced from Ohio by the federal government during Indian Removal. After falling into disrepair, the church was restored in 1889. Additional renovations were done in 1983. Members of the John Stewart UMC, about a mile away from the mission church, coordinate use of the site and open it to the public for visitation throughout the summer months. In 2019, the church was returned to the Wyandot Tribe. This session will look at the history of the church, the historic return of the site to the tribe, and will reflect on the event and what it has meant to both parties.

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TOUR: THE NEWARK ARCADE GENERAL TOUR

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Sponsored by OHM Advisors & Huseman Group

TOUR: DOWNTOWN NEWARK INFRASTRUCTURE TOUR

9:45 AM - 12:00 PM | DOUBLETREE HOTEL - LOBBY | AARON DOMINI & MAYOR JEFF HALL

When the time came to do work on the downtown square in Newark, the city decided to do something few do, do everything necessary at the same time and improve the functionality of the square. Since then, the city has restored two-way traffic, installed roundabouts, underwent sewer separation, and installed bio-swales. Come see first-hand the work completed with the firms that helped redesign the square and learn how all of this work was financed and managed at the city-level.

Approved for 2.25 AIA HSW Credit, sponsored by Schooley Caldwell

Ticket required.

Sponsored by OHM Advisors & Huseman Group

THE PATH TO UNESCO

11:00 AM – 12:00 PM | MIDLAND THEATRE | JENNIFER AULTMAN & CHIEF BILLY FRIEND

Ohio's Newark Earthworks were recently recognized as a UNESCO world heritage site. This session will explore the process of getting this important cultural landmark recognized around the globe.

Approved for 1.00 AIA HSW Credit, sponsored by Schooley Caldwell

DISTRICT MANAGEMENT AND ECONOMIC DEVELOPMENT WITH URALITY

11:00 AM – 12:00 PM | HUDSON HOUSE | JUSTIN COPENHAVER & MATT WIEDERHOLD

Showing the value of your downtown redevelopment program, whether it's through the lens of job creation, vacancies, or investment, can be cumbersome and time consuming. At the same time, Main Street Managers are tasked with maintaining their programs while being the go-to resource in their community for many different interests. In an effort to ease the burden on Main Street Managers, Heritage Ohio has partnered with Urality and its Unified product offering; a first of its kind district management tool focused on understanding your place data through the lens of economic development. Unified supports data collection, communication, and AI powered insights to turn numbers in a spreadsheet into a powerful narrative to quantify the work of your downtown revitalization programs. Join us to learn more about the pilot program that is underway in Lorain County.

THE OVER-THE-RHINE HISTORIC DISTRICT CONSERVATION GUIDELINES FOR NEW CONSTRUCTION

11:00 AM – 12:00 PM | DOUBLETREE HOTEL – OAK BALLROOM III (1ST FLOOR) | GRAHAM KALBLI & FRANK RUSSELL

Cincinnati's Over the Rhine neighborhood is a state and national treasure, containing the largest collection of 19th Century Italianate architecture in the country. Once threatened with demolition by neglect, this neighborhood has become a shining example of preservation, but its not without its challenges. 50% of its historic fabric has been lost since 1930. Despite this, investment and rehabilitation continue to pour into the neighborhood, many times in the form of new, infill construction. While historic conservation guidelines have been in place for decades, guidelines for infill construction had been somewhat loose and vague, given that prior to its recent renaissance, most of the investment was in rehabilitation. As more buildings get rehabilitated, development, in the form of robust infill of existing vacant lots has surged. Neighborhood stakeholders undertook an arduous 8-year process to develop thorough, comprehensive, and VISUAL guidelines to help steer appropriate infill development. This session will explore the good, bad and the ugly of this process, and present often contrasting viewpoints about the effectiveness and appropriateness of specific guidelines that are designed to influence new infill development.

Approved for 1.00 AIA HSW credit, sponsored by Schooley Caldwell

CREATING DOWNTOWN COWORKING & SHARED OFFICE SPACES

11:00 AM – 12:00 PM | NETWORK | KRISTI TANNER & DANA MATZ

Shared office spaces can bring foot traffic and investment into downtowns, but how do you bring it to life? Learn how co-working is being integrated into small and mid-size towns across Ohio utilizing the JobsOhio and other state resources.

THE NATIONAL REGISTER OF HISTORIC PLACES: CREATING & AMENDING NATIONAL REGISTER HISTORIC DISTRICTS

11:00 AM – 12:00 PM | DOUBLETREE HOTEL – BUCKEYE ROOM (2ND FLOOR) | BARBARA POWERS & MARY RODY

Join State Historic Preservation Office National Register staff to learn about preparing nominations for historic districts and how to use these nominations to promote and benefit your community. Historic District nominations are often the most efficient

and comprehensive approach to nominating properties to the National Register but can be considered overwhelming and cost prohibitive. Audience engagement will cover the essentials for preparing successful nominations including how to identify defensible boundaries, determining the period of significance, preparing a focused historic context, and tips for creating maps, photographs, and other support materials. Plus, guidance will be shared about how to amend existing National Register district nominations to expand or decrease boundaries, change the period of significance, and add new areas of significance.

Approved for 1.00 AIA HSW Credit, sponsored by Schooley Caldwell

LUNCH

12:00 PM - 1:30 PM

Enjoy lunch at one of the delicious downtown Newark restaurants and cafes. Dining guides available at the registration desk and in the digital guide.

OHIO & FEDERAL HISTORIC PRESERVATION TAX CREDITS

1:30 PM – 3:00 PM | DOUBLETREE HOTEL – BUCKEYE ROOM (2ND FLOOR) | MARIANGELA PFISTER & LISA BROWNELL

Learn about the application and competitive scoring process used to evaluate applications for the Ohio Historic Preservation Tax Credit program. Lisa Brownell from the Ohio Department of Development will review all scoring measures and explain funding pools, application review timing, and program requirements. Lisa will also review the Pipeline Initiative, which provides grants and technical assistance to prepare properties for tax credit. In addition, this session will also review the application for federal historic preservation tax credits, where you will learn how to perfect your submissions, including what is involved in submitting a complete/reviewable application to the State Historic Preservation Office and National Park Service.

Mariangela Pfister from the State Historic Preservation Office will explain best practices and considerations when completing the federal and state Historic Preservation Certification Application documents to help better ensure your rehabilitation will be reviewable and will meet the U.S. Secretary of Interior's Standards for Rehabilitation. Tips will be offered on submission requirements, efficiently navigating the application review process, and complete successful rehabilitation projects. There will also be an overview of the electronic submission process.

A COMMUNITY FINDS ITS BRAND

1:30 PM – 3:00 PM | HUDSON HOUSE | DAN MODER

In this session, see how Explore Licking County is boosting tourism to the Newark region with creative solutions and delivery methods.

THE REPORT & RECOMMENDATIONS ON THE APPLICATION & INTERPRETATION OF FEDERAL HISTORIC PRESERVATION STANDARDS

1:30 PM – 3:00 PM | MIDLAND THEATRE | CHAIR SARA BRONIN

On March 1, 2024, ACHP Chair Sara C. Bronin released a report titled, Report and Recommendations on the Application and Interpretation of Federal Historic Preservation Standards, which is pursuant to the agency's statutory responsibility to review and recommend improvements to federal, state and local historic preservation policies. The report focuses on three key areas, economic growth and housing, environmental

2024 HERITAGE OHIO ANNUAL CONFERENCE AGENDA

PRESENTED BY COON RESTORATION & SANDVICK ARCHITECTS

TUESDAY		OAK BALLROOM III 1ST FLOOR			HUDSON HOUSE	MIDLAND THEATRE	TOURS DEPART FROM LOBBY	
8:30AM - 3:00PM	Registration							
8:30AM - 9:30PM							Newark Arcade Tour - General Audience Fred Ernest Ticket Required	
9:45 AM - 11:45 AM	1st Morning Session					Building Code Basics for Historic Main Street Melinda Shah		
11:45 AM - 1:00 PM	Lunch on Your Own Downtown Newark							
1:15 - 2:15 PM	1st Afternoon Session	Planning for the Future: Licking County Framework Jeff Hall, Jennifer W. Roberts & Jamie Greene			Downtown Design Charrette Craig Gossman & Danielle Steinhauser	Advanced Building Code Through Case Study Arne Goldman, Sharon Trsek & Carter Edman		
2:15 - 2:30 PM	Break Sponsored by Gossman Group & Lepi Enterprises							
2:30 - 3:30 PM	2nd Afternoon Session	Planning for the Future: Licking County Framework Jeff Hall, Jennifer W. Roberts & Jamie Greene			Downtown Design Charrette Craig Gossman & Danielle Steinhauser	Advanced Building Code Through Case Study Arne Goldman, Sharon Trsek & Carter Edman		
3:30 - 3:45 PM	Break Sponsored by Gossman Group & Lepi Enterprises							
3:45 - 4:45 PM	3rd Afternoon Session	Historic Properties and Affordable Housing in Ohio's Appalachia Region Brent Lane			Main Street 101 Frances Jo Hamilton	Advanced Building Code Through Case Study Arne Goldman, Sharon Trsek & Carter Edman		
4 - 5:00 PM	Heritage Ohio Board Meeting							
6:00 - 8:00 PM	Heritage Ohio Awards & Film Festival Midland Theatre							
WEDNESDAY		THE OAK BALLROOM III 1ST FLOOR	NEWORK	BUCKEYE ROOM 2ND FLOOR	HUDSON HOUSE	MIDLAND THEATRE	TOURS DEPART FROM LOBBY	
7:30 AM - 1:30 PM	Registration							
8:30 - 9:30 AM	Opening and Welcome Chief Billy Friend Midland Theatre							
9:30 - 9:45 AM	Break Sponsored by RAM Construction Services							
9:45 - 10:45 AM	1st Morning Session	What Does Engagement Look Like for a Young Professional? Jacelyn Hartshorn, Kevin Cox, & Jayme Blackstone	Story Maps for Historical & Architectural References Todd Peetz	The National Register of Historic Places: Stating Significance & Assessing Historic Integrity Barb Powers & Mary Rody	Apocalypse No: Main Street Retailing - Now More than Ever Kathleen Norris & Nate Weyand-Geise	Returning the Wyandot Mission Church Pastor Betsy Bowen, Marsha Barnes, & Chief Billy Friend		Newark Arcade Tour - General Audience Fred Ernest Ticket Required
10:45-11:00 AM	Break Sponsored by RAM Construction Services							
11:00 AM - 12:00 PM	2nd Morning Session	The Over-the-Rhine Historic District Conservation Guidelines for New Construction Graham Kalbli & Frank Russell	Creating Downtown Coworking & Shared Office Spaces Kristi Tanner & Dana Matz	The National Register of Historic Places: Creating & Amending National Register Historic Districts Barb Powers & Mary Rody	District Management and Economic Development with Urality Matt Wiederhold & Justin Copenhaver	The Path to UNESCO Jennifer Aulman & Chief Billy Friend		Downtown Newark Infrastructure Tour Aaron Domini Ticket Required
12:00 - 1:30 PM	Lunch on your own							
1:30-3:00 PM	1st Afternoon Session	Getting the Right People at the Table for Downtown Revitalization Jeff Hall & Fred Ernest	Fire Protection & Life Safety for Historic Buildings Scott Voelkerding	Ohio & Federal Historic Preservation Tax Credits Mariangela Pfister & Lisa Brownell	A Community Finds its Brand Dan Mader	The Report & Recommendations on the Application & Interpretation of Federal Historic Preservation Standards Sara Bronin		Newark Earthworks Tour Brad Lepper & Jen Aulman Ticket Required
3:00 - 3:15 PM	Break Sponsored by RAM Construction Services							
3:15 - 4:45 PM	2nd Afternoon Session	Expanding the Downtown Jeff Hall, Erin Clausen, & Jonathan Sandvick	Developer Roundtable David Williams	Financial Tools for Successful Rehabilitation Projects Gordon Goldie, Nathan Ware, & Marie Hickle	Low-Cost High-Impact Events Frances Jo Hamilton	Debunking the Parking MYTH with Facts Ben Levenger		3:30 PM Home Building Association Bank Tour Ticket Required
5:00 - 6:00 PM	Exhibitor Reception - Oak Ballroom I & II							
6:30 - 8:30 PM	Legacy Circle Reception - 15 North Third Street Hosted by GBX Group Sponsored by Marous Brothers Construction							
7:30 - 9:30 PM	Ohio Main Street & Young Ohio Preservationists Networking at Newark Station Sponsored by OHM Advisors							
THURSDAY		THE OAK BALLROOM III 1ST FLOOR	NEWORK	BUCKEYE ROOM 2ND FLOOR	HUDSON HOUSE	MIDLAND THEATRE	TOURS DEPART FROM LOBBY	
7:30 - 10:30 AM	Registration							
8:30 - 9:30 AM	1st Morning Session	Nature as Living History Leslie Wagner & Greg Payton	The Single Family Tax Credit Program Carrie Manno	African-American Resources & The National Register Diamond Crowder	Non-Profit Utilization of Tax Credits for Projects Chad Arfans & Tim Keith	Outdoor Recreation & Experiential Tourism Melinda Hunley		Newark Arcade - Professionals Tour Fred Ernest Ticket Required
9:30 - 9:45 AM	Break Sponsored by The Mantrose Group							
9:45 - 10:45 AM	2nd Morning Session	Symbolism in Cemeteries Krista Horrocks	Corporate Site Selection & Quality of Place David Robinson	Workshop: Surveying Homes & Workplaces Petra Knapp & Carrie Simmons	Revitalizing Your Community When No Developer is on the Way Amy Sealls & Jacqueline Langhals	Preservation Assessments for Downtown Commercial Blocks Dave Mertz & Frank Quinn		
10:45 - 11:00 AM	Break Sponsored by The Mantrose Group							
11:00 - 12:00 PM	3rd Morning Session	Substitute Materials Sanvog Rathod	Pick Your Plan Craig Gossman & Danielle Steinhauser	Workshop: Surveying Homes & Workplaces Petra Knapp & Carrie Simmons	Getting from "Eww" to "Ooo": Changing Community Perceptions of the Downtown Jeff Hall	The Shifting Landscape of Advocacy in Ohio Gene Krebs & Sean Logan		10:30 am - 12:30 pm Dawes Arboretum Tour Ticket Required

sustainability, and equity, making suggestions for the consideration of the Department of the Interior, the ACHP and others. Chair Bronin will share updates on the state of historic preservation in the country and will discuss the legislative priorities laid out in the plan.

Approved for 1.00 AIA HSW credits, sponsored by Schooley Caldwell

GETTING THE RIGHT PEOPLE AT THE TABLE: BUILDING TEAMS TO SUCCEED AT DOWNTOWN REVITALIZATION

1:30 PM – 3:00 PM | DOUBLETREE HOTEL – OAK BALLROOM III (1ST FLOOR) | MAYOR JEFF HALL & FRED ERNEST

You often see successful downtown revitalization projects, but what you don't often hear about is how they came together. This session will share with you the process of assembling a highly-effective team to get your projects off the ground, how to keep them on track, and how to get them over the finish line.

Approved for 1.00 AIA LU credit, sponsored by Schooley Caldwell

FIRE PROTECTION & LIFE SAFETY FOR HISTORIC PRESERVATION & ADAPTIVE RE-USE

1:30 PM – 3:00 PM | NETWORK | SCOTT VOELKERDING

This presentation is an overview of the building codes and standards applicable to historic preservation and adaptive reuse projects, including an overview of alternative approaches to building, fire, and life safety code compliance. The program also includes two case studies based on two Ohio projects as examples of two tools available to design professionals to demonstrate compliance using an alternative approach to compliance.

Approved for 1.50 AIA HSW Credit, sponsored by Schooley Caldwell

TOUR: NEWARK EARTHWORKS TOUR

1:30 PM - 4:45 PM | DOUBLETREE HOTEL - LOBBY | JENNIFER AULTMAN & BRAD LEPPER

Tour the UNESCO-recognized Newark & Octagon Earthworks with Brad Lepper & Jen Aultman.

Approved for 3.25 AIA HSW Credit, sponsored by Schooley Caldwell

Ticket required.

Sponsored by OHM Advisors & Huseman Group

INCENTIVES FOR SUCCESSFUL HISTORIC REHABILITATION PROJECTS

3:15 PM – 4:45 PM | DOUBLETREE HOTEL – BUCKEYE ROOM (2ND FLOOR) | GORDON GOLDIE, MARIE HICKLE, & NATHAN WARE

Beyond historic preservation tax credits, what other financial tools are available to finance projects? Such incentives are more important than ever with credit markets tightening in the current inflationary high interest rate environment. In this session, we will take an in-depth look at the power of combining available incentives, with a primary focus on New Markets Tax Credits (NMTCs), Opportunity Zones, tax increment financing (TIF), property tax abatements, TMUD, and PACE financing. We will also discuss such practical experiences as considerations related to retaining vs. syndicating federal historic tax credits (HTC), closing HTC and NMTC syndication transactions, obtaining bridge financing, and choosing a good team of consultants to complete HTC projects. By presenting examples of actual deal structuring for some great historic properties, this session shows you how these and other programs work, how they can function together, and how you can work with the government agencies, investors, lenders, accountants, attorneys, and preservation

consultants who can bring these incentives to your project. Note: our session is intended for those with a basic knowledge of project development. A significant amount of time is made available for questions so that participants can apply what they have learned.

Approved for 1.00 AIA LU Credit, sponsored by Schooley Caldwell

DEBUNKING THE PARKING MYTH WITH FACTS

3:15 PM - 4:45 PM | MIDLAND THEATRE | BEN LEVINGER

Parking is almost always the number one PERCEIVED issue within downtowns. These perceptions are creating less walkable or pedestrian friendly corridors. In order to help provide statistical data on utilization and guidance on increased efficiency, a detailed assessment must be prepared. This process is a downtown parking evaluation. This lecture will deep dive into how to perform a parking evaluation, review utilization, and integrate consumer technology into the review process. Participants who attend this lecture will be provided with strategies, a framework, and a defined process for conducting this review. Also, a series of graphic materials and templates will be reviewed and made available for use by all participants. This will allow everyone to table the parking perception problems head-on with numbers and figures, not just ideas.

Approved for 1.00 AIA LU credit, sponsored by Schooley Caldwell

HISTORIC TAX CREDIT DEVELOPER TEA: SMALL TOWNS TO BIG CITIES

3:15 PM - 4:45 PM | NEWARK | DAVID WILLIAMS , ERIN CLAUSSEN, CRAIG GOSSMAN, & JONATHAN SANDVICK

Four downtown developers will discuss some of their favorite downtown projects and reflect on their experiences, insights, and stories about those projects.

LOW-COST HIGH-IMPACT EVENTS

3:15 PM - 4:45 PM | HUDSON HOUSE | FRANCES JO HAMILTON

Can't get volunteers, running on a shoe string budget, spending hours, months or maybe the whole year planning that one big event? Let's talk about why and how to host events in your downtown that won't drain the budget or your volunteer base. Start having fun again planning events.

EXPANDING THE DOWNTOWN

3:15 PM - 4:45 PM | DOUBLETREE HOTEL – OAK BALLROOM III (1ST FLOOR) | MAYOR JEFF HALL

Think the borders of your community's downtown are written in stone? Think again. Learn about two projects happening in Newark that are expanding the boundaries of the downtown.

Approved for 1.00 AIA LU credit, sponsored by Schooley Caldwell

TOUR: THE HOME BUILDING ASSOCIATION COMPANY BUILDING TOUR

3:30 PM - 4:45 PM | DOUBLETREE HOTEL - LOBBY | DANIS

Take a hard hat tour of the renovation project at The Home Building Association Company Building in downtown Newark. One of only eight banks designed by noted American architect Louis Sullivan, it is both a national treasure and a treasured piece of Central Ohio's heritage. Through the years, the Sullivan Building was also home to a butcher shop, a jewelry store and eventually an ice cream parlor. With each new tenant

the interior was altered, but the building's historic and architectural significance never changed. In 1973, it was added to the National Register of Historic Places.

Approved for 1.00 AIA LU Credit, sponsored by Schooley Caldwell

Ticket required. Closed-toed shoes required.

Sponsored by OHM Advisors & Huseman Group

VENDORS' RECEPTION

5:00 PM – 6:00 PM | DOUBLETREE HOTEL – OAK BALLROOM I & II (1ST FLOOR)

Enjoy a glass of wine or beer and visit with our conference vendors.

LEGACY CIRCLE RECEPTION

6:30 PM - 8:30 PM | 15 NORTH 3RD STREET – ACROSS THE SQUARE

HOSTED BY GBX GROUP | SPONSORED BY MAROUS BROTHERS CONSTRUCTION

Join us in celebrating our donors at our Legacy Circle Reception held at the offices of Newark Development Partners at 15 N. 3rd St. If you remembered your closed-toes shoes, grab a hardhat for the opportunity to tour the near-finished Newark Arcade next door.

Ticket Required

OHIO MAIN STREET PROGRAM & YOUNG OHIO PRESERVATIONISTS NETWORKING

7:30 PM - 9:30 PM | NEWARK STATION

SPONSORED BY OHM ADVISORS

Join the Ohio Main Street Program and the Young Ohio Preservationists for some food and libations as you network with your peers from around the state.



REGISTRATION

7:30 AM - 10:30 AM | DOUBLETREE HOTEL LOBBY

AFRICAN-AMERICAN RESOURCES & THE NATIONAL REGISTER

8:30 AM – 9:30 AM | DOUBLETREE HOTEL – BUCKEYE ROOM (2ND FLOOR) | DIAMOND CROWDER

Join Diamond Crowder, State Historic Preservation Office staff, to learn about underrepresented communities and the National Register. Diamond will discuss the importance of nominating African American sites to the National Register of Historic Places and share new and exciting projects that Diamond has underway. Learn about new National Register nominations addressing race relations and civil rights, African American women, Green Book properties, black churches, and postwar housing subdivisions. In addition, Diamond will engage the audience in ways to build public awareness about nominating African American historic sites to the National Register of Historic Places.

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OUTDOOR RECREATION & EXPERIENTIAL TOURISM

8:30 AM – 9:30 AM | MIDLAND THEATRE | MELINDA HUNTLEY

Two of the hottest trends in tourism are outdoor recreation and experiential tourism. Hear from the Ohio Travel Association's Melinda Huntley on the economic impact of this type of tourism and how your community can take advantage of the trend.

THE SINGLE FAMILY TAX CREDIT PROGRAM

8:30 AM – 9:30 AM | NETWORK | CARRIE MANNO

The Ohio Housing Finance Agency's Single Family Tax Credit program leverages public-private partnerships to increase the inventory of affordable, single-family housing for Ohio's growing workforce. The program encourages the development of single-family housing opportunities, through either new construction or rehabilitation, by providing a tax credit to encourage investment in the project.

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NATURE AS LIVING HISTORY

8:30 AM – 9:30 AM | DOUBLETREE HOTEL – OAK BALLROOM III (1ST FLOOR) | LESLIE WAGNER & GREG PAYTON

Has your historical site thought about its outdoors as an extension of the collections? Maybe your organization has a historically significant tree planted by the founder or by staff in honor of an institutional milestone. Or, you may want to mark an anniversary by planting a tree or garden but no one on staff has a horticulture background. Participants will learn more about arboreta and how they act as a tree museum that provides beauty, education and plant knowledge including: * The value in accessioning and conserving the surrounding environment * How to plant for longevity with horticulture recommendations * The relationship between plants and historic buildings * Significant trees and propagating them for your collection.

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HOW NON-PROFITS CAN UTILIZE TAX CREDITS

8:30 AM – 9:30 AM | HUDSON HOUSE | CHAD ARFONS & TIM KEITH

Join Chad Arfons & Tim Keith to learn how non-profits can utilize tax credits on historic rehabilitation projects.

TOUR: NEWARK ARCADE: INDUSTRY PROFESSIONALS TOUR

8:30 AM – 9:30 AM | DOUBLETREE HOTEL LOBBY | FRED ERNEST, PATRICK SULLIVAN, & MELINDA SHAH

Tour the historic Newark Arcade weeks before its grand opening! This tour will also explore the scope of the project, its financing, and challenges encountered during the rehabilitation of the building. This tour is designed for industry professionals, but anyone is welcome to attend.

Approved for 1.00 AIA HSW credit, sponsored by Schooley Caldwell

SYMBOLISM IN CEMETERIES

9:45 AM – 10:45 AM | DOUBLETREE HOTEL – OAK BALLROOM III (1ST FLOOR) | KRISTA HORRICKS

Join Krista Horrocks of the State Historic Preservation Office (and the Ohio History Connection's resident cemetery expert) to learn the language of gravestones. Ever wonder what the mysterious symbols on old gravestones mean? Krista will help us decipher them and give us a window into historical ideas about death and the afterlife.

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CORPORATE SITE SELECTION & QUALITY OF PLACE

9:45 AM – 10:45 AM | NEWARK | DAVID ROBINSON

For many companies choosing where to locate a facility, the cost of doing business and economic development incentives at a site are only part of the equation. With the challenge of recruiting a high-quality workforce, many corporate site location projects also measure the quality of place of a region. Regions with affordable housing, vibrant downtowns, walkable communities, parks, and green space are attractive to a wide range of the workforce of the future. The Montrose Group has created a Quality of Place index that can be part of their corporate site location process. Regions such as Newark, Ohio are working to address their quality of place through a redevelopment of their Downtown with the historic Newark Arcade at the center of that effort. Leaders from the Montrose Group will provide an outline of how their Quality of Place index works and Newark Development Partners will provide an overview of the vision and public and private sector funding that has turned that vision into a reality at the Newark Arcade during their panel presentation at the Heritage Ohio Annual Conference.

Approved for 1.00 AIA LU credit, sponsored by Schooley Caldwell

“PAY ME NOW OR PAY ME ‘MUCH MORE’ LATER”: HELPFUL HINTS FOR MAINTAINING HISTORIC BUILDINGS

9:45 AM – 10:45 AM | MIDLAND THEATRE | DAVID MERTZ & FRANK QUINN IV

We've all heard the term and have faced the issue of “demolition by neglect” in our communities. As structures age, building materials begin to fail. Mortar crumbles, paint coatings fail and leaks develop in roofs. In fact, ALL building materials have a life span, but in some cases that life span can be extended with proper maintenance or

unfortunately fail prematurely with lack of or improper maintenance. This session will focus on some typical problems faced by commercial buildings in a downtown setting focusing on why some of these common problems happen and offer some telltale signs that should alert building owners of impending severe problems.

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REVITALIZING YOUR COMMUNITY WHEN NO DEVELOPER IS ON THE WAY

9:45 AM – 10:45 AM | THE SQUARE – 2ND FLOOR | AMY SEALTS & JACQUELINE LANGHALS

Stop waiting on a developer to save your community! They may never come. But what can you do? Learn what the community of Ottawa did to start their downtown revitalization process locally and see the results of their hard work.

Approved for 1.00 AIA HSW credit, sponsored by Schooley Caldwell

TOUR: DOWNTOWN NEWARK TOUR

9:45 AM – 12: PM | DOUBLETREE HOTEL - LOBBY | NATHALIE WRIGHT & JEFF GILL

Join Nathalie Wright & Jeff Gill for a tour of downtown Newark that spans the centuries.

Approved for 2.25 AIA LU Credits, sponsored by Schooley Caldwell

Ticket required.

WORKSHOP: SURVEYING HOME & WORKPLACES: CONDUCTING A COMMUNITY SURVEY USING THE OHIO HISTORIC INVENTORY

9:45 AM – 12:00 PM | DOUBLETREE HOTEL – BUCKEYE ROOM (2ND (FLOOR) | PERTA KNAPP & CARRIE SIMMONS

Learn tips for conducting survey of residential neighborhoods and downtown commercial districts. After an introduction to the Ohio Historic Inventory, attendees will venture out into downtown Newark and will practice surveying and documenting historic buildings in the central business district.

Approved for 2.00 AIA LU Credits, sponsored by Schooley Caldwell

TOUR: DAWES ARBORETUM WAGON TOUR

10:30 AM – 12:30 PM | MEET AT DAWES ARBORETUM

Tour the historic Dawes Arboretum during peak fall color season! The arboretum has everything from historic sites, 2,000 acres of parkland to explore, and offers a unique experience of Ohio's history. Each ticket holder will be permitted to tour the grounds at their leisure following the wagon tour. Self-transport to arboretum.

Approved for 2.00 AIA LU credits, sponsored by Schooley Caldwell

Ticket Required

Self-Transportation to Site | 7770 Jacksontown Rd, Newark, OH 43056

UTILIZING SUBSTITUTE MATERIALS IN HISTORIC PRESERVATION PROJECTS

11:00 AM – 12:00 PM | DOUBLETREE HOTEL – OAK BALLROOM I (1ST FLOOR) | SANYOG RATHOD

Substitute materials are being utilized more in historic rehab projects, but how do you decide when it is appropriate to use them in your project? Architect Sanyog Rathod will share some of the industry's best practices for selecting and using substitute materials in projects.

PICK YOUR PLAN

11:00 AM – 12:00 PM | NETWORK | CRAIG GOSSMAN & DANIELLE STEINHAUSER

Have you ever been confused by all the different kinds of planning documents out there? Ever looked on your shelf and wondered why you have so many plans? Do you know you need help, but have trouble navigating acronyms and professional jargon? Ever wish you could just talk with someone about what you need without feeling like you're being upsold? Join us for this session where we'll review different kind of planning documents, help you understand why each is important, what it does (and does not) do for you, and how you can get the most out of your planning experience.

THE SHIFTING LANDSCAPE OF ADVOCACY IN OHIO

11:00 AM – 12:00 PM | MIDLAND THEATRE | GENE KREBS & SEAN LOGAN

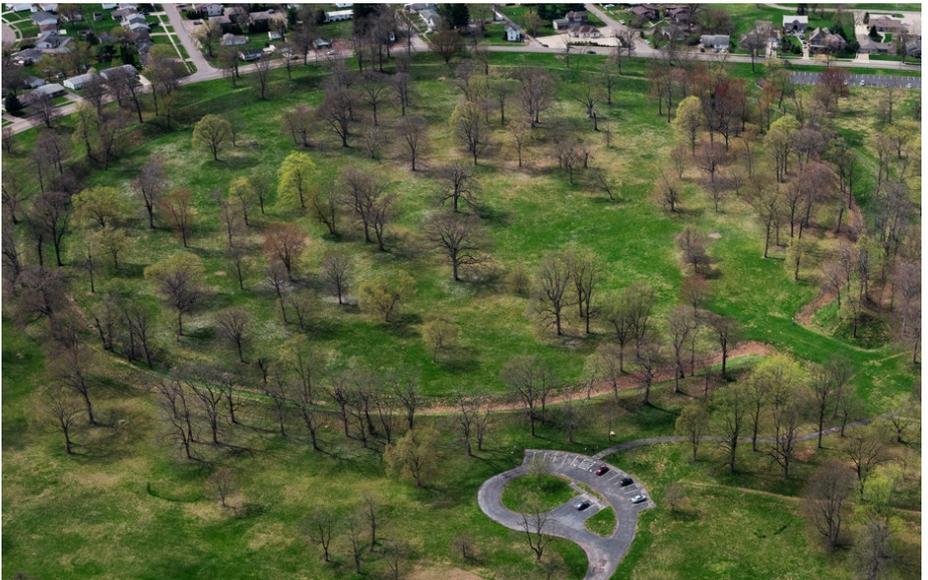
Republican Gene Krebs and Democrat Sean Logan, both former Ohio House members, discuss the shifting landscape of policy advocacy in Ohio, the forces involved and how to best approach your local elected officials, using the time-tested techniques plus new approaches. With decades of experience and hard knocks, these two friends discuss how to advocate, and then open up the floor to listen to the problems advocates are encountering in their communities, and offer expert opinions.

GETTING YOUR COMMUNITY FROM “EWW” TO “OOO”

11:00 AM – 12:00 PM | HUDSON HOUSE | MAYOR JEFF HALL

Even been to a place that instantly made you say, “Eww”? All of us have. But how do you begin to transform a community that its own residents say that? Mayor Jeff Hall will discuss how he engaged the public to change their perception of Newark’s downtown and guided community investments that made residents stop saying “Eww” and started them saying “Ooo” with each new project in the downtown.

Approved for 1.00 AIA LU credit, sponsored by Schooley Caldwell



CHIEF BILLY FRIEND



Billy Friend began working for the Wyandotte Nation in 1998 as fitness center manager. Since that time, he was promoted to human resource director, director of health services, casino manager, and Chief of Staff.

In 2006, he was elected to the position of Second Chief. In this role, he served under Chief Leaford Bearskin, whom he considered his mentor and friend. In 2011, Chief Bearskin stepped down and Billy began his first term. Chief Friend was elected in 2013.

In his first term, Chief Friend established goals of economic development and self-sufficiency for the Wyandotte Nation and its people. In addition to his role as Chief, Mr. Friend serves on the board of directors for the Ohio History Connection, serves as vice chairman of the Oklahoma Indian Gaming Association and is a delegate for the National Indian Gaming Association.

Under Chief Friend's leadership, the Wyandotte Nation economically has grown to over 800 employees, with gross revenues of tribal enterprises producing over \$100 million dollars, which helps fund and subsidize all of the tribal social service programs.

Many new programs have emerged for the Wyandotte people during Chief Friend's tenure began. Assisting up to 30 youth each summer, ages 16 – 22, the intern program is one that Chief Friend is most proud of. This opportunity allows for Wyandotte Tribal Citizens to come to work and see firsthand how the organization operates and prides itself in improving the quality of lives of those served and also to the community at large.

Furthermore, Chief Friend established the first ever tribal town hall meetings as a way of reaching out to the over 4,000 Wyandotte tribal citizens who live outside the state of Oklahoma. This effort was made to help reconnect them to their tribal heritage.

CHAIR SARA BRONIN



Sara C. Bronin was confirmed by unanimous consent by the United States Senate in December 2022 to serve as the 12th chair of the Advisory Council on Historic Preservation. A Mexican American, she is the first person of color to serve in this position.

Prior to her confirmation, Chair Bronin spent her career as a professor and public servant. Her interdisciplinary research in the areas of property, land use, historic preservation, and energy has focused on how law and policy can foster more equitable, sustainable, well-designed, and connected places. She has published five books and treatises and dozens of articles, book chapters, and shorter works on these topics.

She also founded the National Zoning Atlas, which aims to translate and standardize information about how zoning regulates housing in around 30,000 jurisdictions nationally.

While chairing the ACHP, she is on leave from her tenured position at Cornell University, where she serves as Professor in the College of Architecture Art & Planning, Professor in the Rubacha Department of Real Estate, an Associate Faculty Member of the Law

Continued on page 21

School, and a member of the Graduate Faculty in the Field of Architecture. At Cornell, she founded and directs the Legal Constructs Lab, serves as a faculty fellow of the Atkinson Center for Sustainability, and is an affiliate of the Cornell Center for Social Sciences. She has also held visiting positions at the Yale School of Architecture and the University of Pennsylvania Kleinman Center for Energy Policy.

Among other nonprofit service, she has served as an advisor to the National Trust for Historic Preservation and the Sustainable Development Code, served on the board of Latinos in Heritage Conservation, and founded Desegregate Connecticut. In addition, she chaired Preservation Connecticut and led the nationally recognized efforts of the City of Hartford to draft and adopt a climate action plan, city plan, and zoning code overhaul. In addition, Chair Bronin has consulted for public and private entities, including on zoning reform, project construction, and litigation strategy.

Chair Bronin received a J.D. from Yale Law School, where she used her Harry S Truman Scholarship for Public Service. She received an M.Sc. in Economic and Social History from the University of Oxford, where she was a Rhodes Scholar. She received a B.Arch. and B.A. in the Plan II Liberal Arts Honors Program from the University of Texas at Austin.

Chair Bronin is a seventh-generation Texan, born and raised in and around Houston. She is the daughter of a public school teacher and civil engineer, and she grew up working in her grandparents' Mexican restaurant.

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All the conference materials and session presentations can be found online along with any schedule changes or major updates for the conference. Use the QR code to the right or go to:

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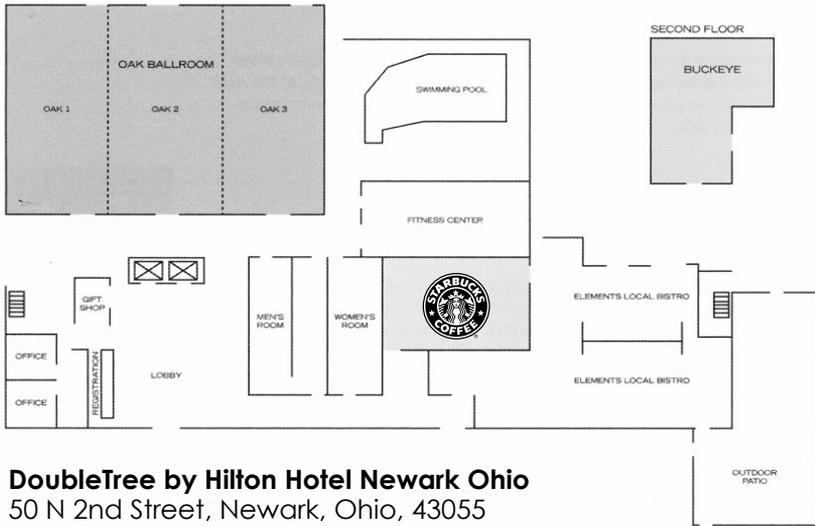
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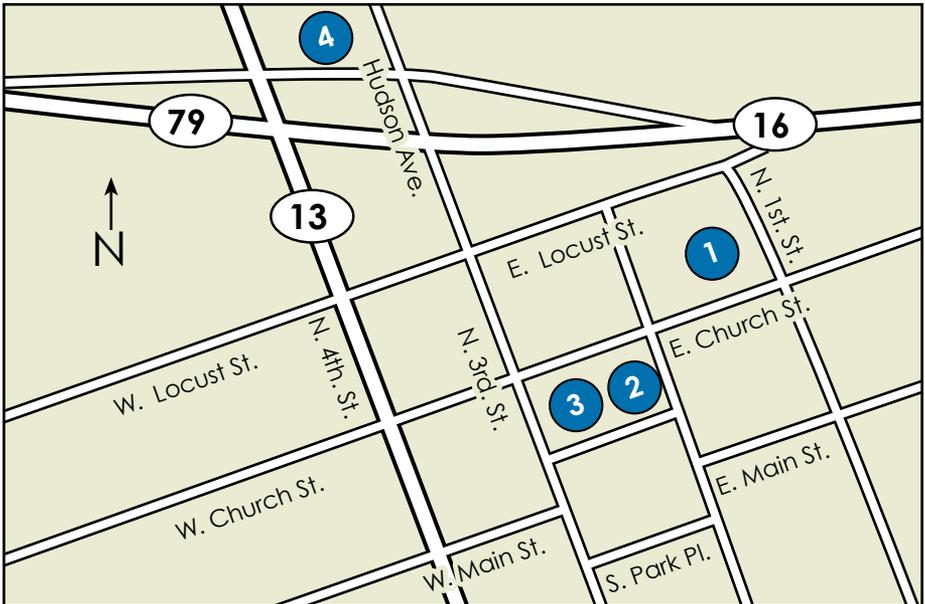
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DoubleTree by Hilton Hotel Newark Ohio
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 P 740.322.6455

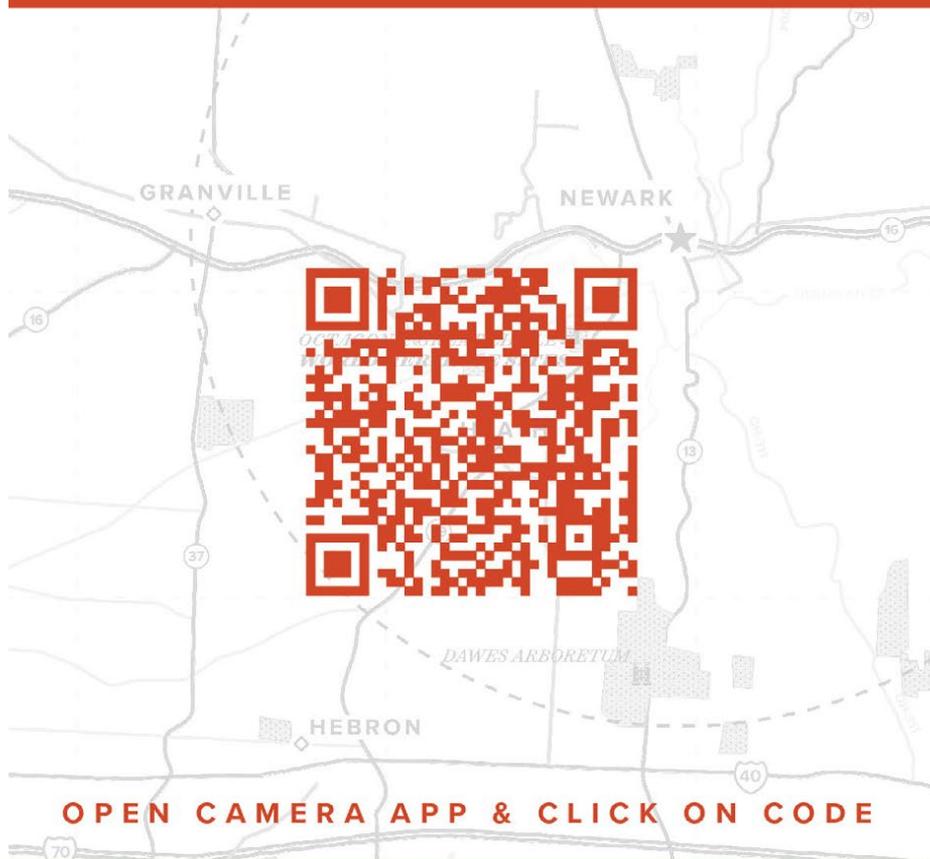


NEWARK CITY MAP

- 1. DoubleTree by Hilton Hotel
- 2. Midland Theatre
- 3. NETWORK Space
- 4. Hudson House (169 Hudson Avenue is a 7 minute walk from the hotel or a 2 minute drive and has a parking lot.)

Walking Guide

Downtown Newark



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