

# GETTING READY FOR MAIN STREET

11:30-2:45, Friday, August 27, 2010, St. James Hotel, Selma, Alabama

**MAIN STREET ALABAMA AND THE ALABAMA BLACK BELT HERITAGE AREA INVITE YOU TO A HALF-DAY WORKSHOP FEATURING**

## **BOB WILSON**

**Director, Mississippi Main Street Association  
Board Member, Heritage Hills Heritage Area**

The Alabama Black Belt Heritage Area has more than 50 towns that could qualify for a local Main Street Program. Created by the National Trust for Historic Preservation over 25 years ago, Main Street is the nation’s most effective downtown revitalization strategy. Join us in Selma to learn how this program could benefit Black Belt communities.

**AGENDA** All sessions held in St. James Hotel

11:30 - 12:00 Welcome and updates on the Heritage Area and Main Street Alabama

12:00 - 1:00 ***What Can Main Street Do for Me?***

Bob Wilson, Keynote Luncheon speaker

1:15 - 2:30 Concurrent Workshops

a) ***Getting Ready for Main Street***

Bob Wilson and Main Street Alabama Board Member Sanquetta Thompson tell you what steps to take now

b) ***Enhancing the Visitor Experience in Your Community***

Tourism consultant Mary Jeanne Packer shares ways to use signage, existing facilities, and local people to enhance the visitor experience

2:30 - 2:45 Wrap Up

Information: Shebra Kidd, Downtown Selma Association / Main Street 334-874-2169  
Wimberly Comer, Alabama Black Belt Heritage Area, 205-532-9582  
Ellen Mertins, Alabama Historical Commission, 334-230-2657

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### **PLEASE REGISTER BY FRIDAY, AUGUST 20, 2010**

Enclosed is my check for \$\_\_\_\_\_ to register \_\_\_\_\_ people at \$20 per person (includes lunch, keynote address, and choice of afternoon workshops)

Add a sheet or use the back for additional people

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Send this registration form with a check payable to our host:  
**Downtown Selma Association / Main Street**  
PO Box 450, Selma, AL 36702-0450