

MICHIGAN MAIN STREET

Lunch and Learn Series 2020

Is your downtown management organization interested in sparking board engagement and building momentum? If so, this is a **MUST attend** event for you.

Join us for a no-cost Michigan Main Street Lunch and Learn for “Building Board Member Engagement,” featuring Jeff Siegler from “Revitalize or Die.”

TRAINING OVERVIEW

During the workshop, we'll have an honest conversation with local communities about the shortcomings of most downtown management boards. With good intentions in mind, most boards are assembled with the idea that board members will not be asked to do very much. This creates a situation where boards are flawed from the very beginning and an organization struggles to meet its mission.

ATTENDEES WILL LEARN...

- How important comprehensive downtown management is to a community and what should be expected from board members;
- How to incorporate accountability measures to ensure expectations are being met and the community's standards are being upheld;
- What it takes to develop and maintain the type of board a community needs to experience transformative revitalization and why the cost of not taking action is far too high.

WHO SHOULD ATTEND?

- Downtown/neighborhood commercial district management organization executive directors/ staff/board members
- Local business/property owners
- Community champions/volunteers
- Local municipal leaders and staff
- Stakeholders from community partner organizations

UPCOMING DATES (Choose one)

- Monday, June 15, Bay City
- Tuesday, June 16, Kalamazoo
- Wednesday, August 12, Escanaba (This training is part of a larger RRC workshop for Region 1)

COST

Free to attend. Light lunch will be provided.

SPEAKER

Jeff Siegler, founder of Revitalize or Die, has assisted hundreds of communities with their revitalization, economic sustainability and community development over the course of his career. Utilizing a background in urban planning, downtown district management, revitalization, real estate, economics and organizational development, his diverse background and expertise lends a unique vantage point for addressing community concerns.

To learn more or register today for one of these workshops, visit www.miplace.org/events.

The **Michigan Main Street** program exists to help communities develop main street districts that attract both residents and businesses, promote commercial investment and spur economic growth.

For more information, please contact michiganmainstreet@michigan.org.

