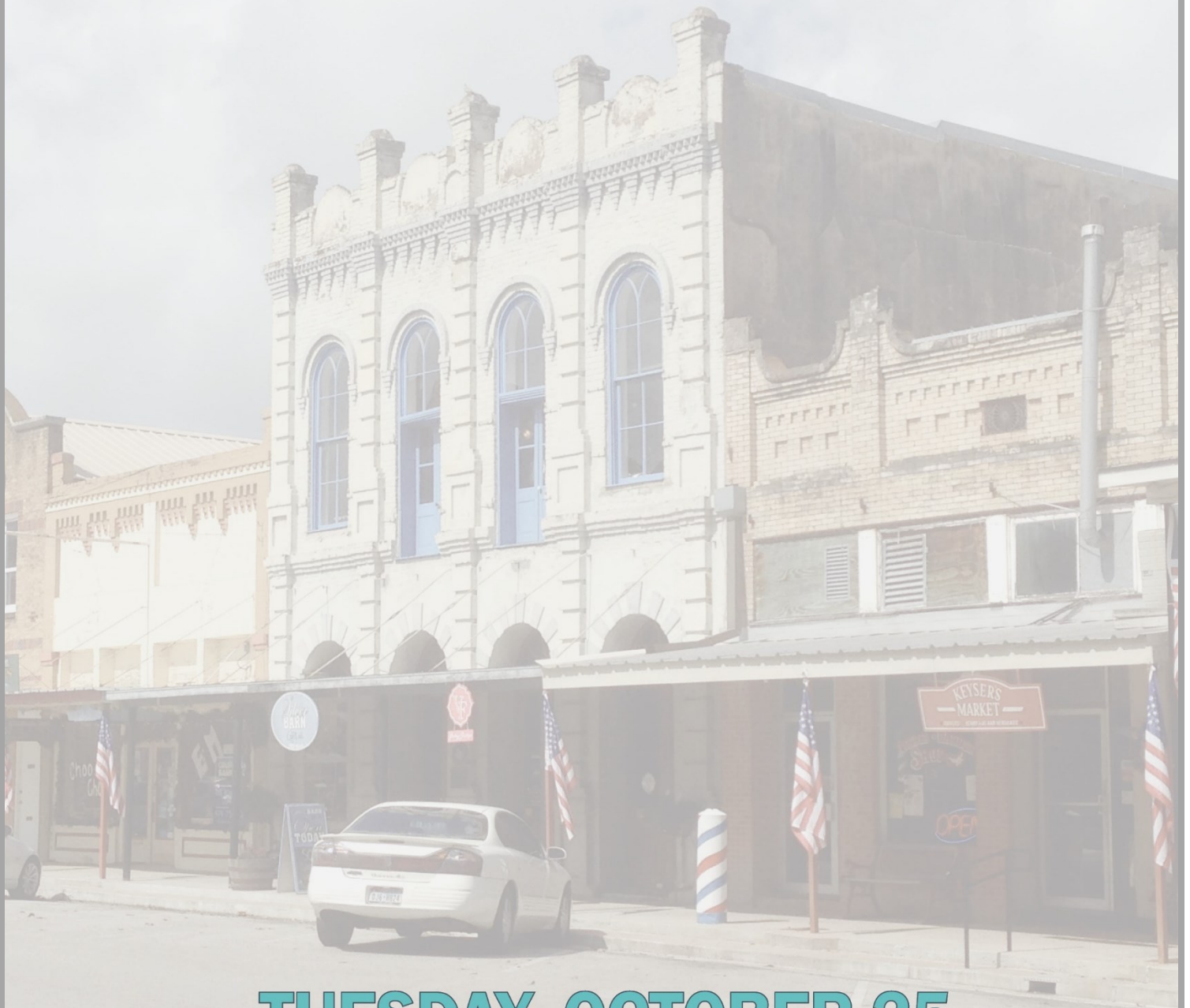


DOWNTOWN REVITALIZATION SUMMIT FOR RURAL AND SMALL TOWNS



TUESDAY, OCTOBER 25



**BRINGING BACK
MAIN STREET**

HOUSTON-GALVESTON AREA COUNCIL

AGENDA

8:30 a.m...... **Check-In and Networking**

9:00 a.m...... **Welcome and Introductions**
Ronnie Barnes, Houston-Galveston Area Council

9:05 a.m. **The State of Tourism and Economic Development**
Madeline Phillips, Travel Texas
Spencer Zamora, Travel Texas

9:45 a.m. **Ya'll Come Back Now, Ya' Hear...! Amplifying Your Message with Storytelling**
Katrina E. Moore, Event Strategies and Former Tourism Director

10:25 a.m. **Break**

10:35 a.m. **Let's Work Together: Amplifying Your Assets Through Planning and Coordination**
Panel Moderator: Sarah Page, Texas Historical Commission
Panelist: Kaitlyn Bluejacket, City of Deer Park
Panelist: Jim Dion, Lone Star Coastal Alliance
Panelist: Seneca McAdams, Texas Independence Trail Region
Panelist: John Mayner, City of Shenandoah

11:40 a.m. **Q&A and Conversations**

11:55 a.m. **Announcements and Closing**

The Houston-Galveston Area Council Bringing Back Main Street initiative offers local communities a place to share best practices and engage in a regional dialogue about revitalizing and supporting vibrant downtown spaces.

Each quarter, community leaders gather for a roundtable on topics ranging from small business support to sidewalk infrastructure.

For information about the roundtable series and presentations from today's summit, visit www.h-gac.com/go/bbms

TODAY'S PRESENTERS

MADELINE PHILLIPS



Madeline Phillips is the Cooperative Advertising Specialist for Travel Texas. She has a range of experiences in tourism across several countries. As a proven tourism, travel, and hospitality leader, Madeline's career history highlights her unique approach to designing solutions with a focus on increasing sales, organization/brand awareness, and the economic development of global areas while building professional partnerships, leading, and developing teams, and promoting positive change. She has experience with on the ground, customer facing, operations as a tour guide in her hometown of Houston and her home away from home in Wellington, New Zealand. She has also worked as a travel agent, at the hospitality start up Favor, and in hotels and restaurants. She has a bachelor's degree in hospitality and restaurant management from the University of Houston and a bachelor's degree in tourism management from the University of Surrey in Guildford England.

SPENCER ZAMORA



Spencer Zamora is the Research Specialist with the Office of the Governor, Economic Development & Tourism. The Travel Texas program promotes the state as a premier travel destination in domestic and international markets through an integrated advertising, public relations, and marketing program. In this role, she also supports the research program that serves as a foundation for the state's tourism promotion and a resource for the travel industry and tourism development. Spencer has a bachelor's degree in hospitality administration from Stephen F. Austin State University. She has been involved in the tourism industry since 2014, starting at Visit Austin. She is a member of the Travel and Tourism Research Association.

KATRINA E. MOORE

Katrina E. Moore is an event strategist and formerly the Marketing and Tourism Director for the City of Montgomery and Tourism and Community Development Director for the City of Port Lavaca. She has been directly involved in designing immersive experiences and memorable live events, with work focused on large-scale festivals, intimate community events, and high-end projects launches. Her skills include contract management, budget management, and contract negotiations. She is always looking for the "oh wow" moments for events and keeps up with travel and tourism trends. Katrina has a master's degree in international studies from the University of St. Thomas, and a bachelor's degree in Political Science from the University of Houston.

Presentations from today's webinar will be available at www.h-gac.com/go/bbms

TODAY'S PRESENTERS

SARAH PAGE



Sarah Page is the Heritage Tourism Program Coordinator for the Texas Historical Commission where she leads the team's capacity-building and experience development efforts and the award-winning Texas Heritage Trails Program. Sarah is a 32-year Texas tourism professional. She got her start in 1990 with a degree in Tourism from Texas A&M University. From there, she embarked on a career based on public service in her many tourism roles along the way. Sarah is active in tourism and economic development efforts and has served on several boards, commissions, and committees. Her professional memberships include the Texas Travel Alliance and the Texas Downtown Association.

KAITLYN BLUEJACKET



Kaitlyn Bluejacket is the Public Relations and Marketing Administrator for the City of Deer Park. Kaitlyn wears many hats in her role at the City of Deer Park, including, social media content management, marketing and beautification initiatives, overseeing the Visit Deer Park tourism division, and emergency management communications as the Public Information Officer for the City of Deer Park. Kaitlyn has a bachelor's degree in public relations, advertising and applied communications from Sam Houston State University. She has a continuing studies certificate in strategic project management from Rice University and is working on her destination management specialist certification through the Texas Association of Convention and Visitor Bureaus.

JIM DION



Since 2018, Jim Dion has served as Program Advisor to the Lone Star Coastal Alliance, created to preserve and promote the upper Texas Gulf Coast region in a manner that enhances coastal resilience while fostering economic development focused on conservation. His expertise has shaped and guided the Alliance's vision for a regional destination brand identity for lesser known, lesser traveled places. From 2005 to 2017 he was the Sustainable Tourism Program Manager at the National Geographic Society where he led the development of an international program to increase knowledge about sustainable tourism and destination stewardship. He is now principal of his own consulting firm, based in Virginia, Destination Solutions LLC. Prior to joining National Geographic, he directed international ecotourism programs in Mexico, Central and South America, and Asia, and lectured at the Technical University of Graz in Austria.

TODAY'S PRESENTERS

SENECA MCADAMS



Seneca McAdams is Executive Director of the Texas Independence Trail Region, 28-southeast Texas counties. This region is part of the Presidential Award-winning Texas Heritage Trails Program, part of the Texas Historical Commission. Her focus is promoting cultural and heritage tourism through economic development, partnerships and marketing initiatives. Seneca has served on several boards in her career such as I-10 Corridor Association, Texas Bluebonnet Travel Council, Washington County Hotel Occupancy Tax Board, Texas Independence Trail Region, United Way of Washington County, Brenham Heritage Museum, Washington on the Brazos Historical Foundation and The Alamo Citizens Advisory Committee. She received her Certified Tourism Expert certification from the Texas Tourism Alliance (TIA).

JOHN MAYNER



John Mayner is the Director of the Shenandoah Convention and Visitors Bureau. He is a strategic marketing and communications veteran with an expertise in destination marketing and management and has won numerous awards for his work in the advertising, marketing and public relations arenas. Over the past four years, he has led the city's efforts in hosting two NCAA Div. III national football championships and developed new branding efforts, including the roll-out of a new website, new collaterals, and new advertising programs. He also secured membership for the city in the "Around Houston" regional marketing program and created programs that helped grow demand for the city's hotels throughout the pandemic. John has also worked at convention and visitors bureaus in Mesquite, Grapevine, and Little Rock, Arkansas.



This event is eligible for 3 CM credits from the American Planning Association.

PARTICIPANT TOURISM SHARING

Upcoming Events and Festivals

- Ghost Walk 10/29/22 – Freeport
www.facebook.com/freeportmuseum
- DEA Drug Take Back at the Recycling Center 10/29/22 – Pearland
www.pearlandrecycles.com/calendar/dea-drug-take-back-pearland/
- Haunting Tales of The Texas Coast Exhibit, Fall Market Days 10/29/22 and 11/12/22 – Freeport
www.facebook.com/freeportmuseum
- Treats on the Streets 10/31/22 – Navasota Police Department
www.navasotatx.gov/home/news/navasota-treats-streets-2022
- Texas Birthday Bash 2023 Line Up Party 11/4/22 Downtown Navasota
www.navasotatx.gov/home/news/navasota-treats-streets-2022
- Reds Wheats & Blues festival 11/12/22 – Downtown Navasota
www.navasota-grimes-county-chamber-of-commerce.square.site
- The La Porte By the Bay Half Marathon 11/20/22 – City of La Porte Parks and Recreation
www.laportebayhalfmarathon.org/
- Annual Turkey Trot 11/24/22 – Baker Ripley
www.houstonturkeytrot.org/about-the-race/
- Christmas on Main on 12/1/22 – City of La Porte Parks and Recreation
www.visitlaportetx.com/christmas
- Home for The Holidays festival/lighted night parade 12/10/22 – Downtown Navasota
www.navasotatx.gov/
- Wild Game and Wine Camofest 1/28/23 – Bay City Main Street Program
www.baycitycamofest.net/
- We have smaller events happening in Fifth Ward but we need to go big. – Coalition of Community Organizations
www.fifthwardcrc.org/events-calendar/
- Quarterly Festivals – Freedmen’s Town Historic District (MLK program and parade, Moorish American heritage, June Community Parade, Camp Logan Program, Year-End Social)
www.houstonfreedmentown.org
- Monthly Farmers Market – Monthly Navasota
www.navasotatx.gov/home/events/9256

WHAT ARE YOU KNOWN FOR?

Freedman's Town

Freedman's Town is known for its Moorish American heritage and brick streets. We offer tours by appointment, bike tours, and quarterly festivals and programs.

City of Freeport

Old Brazos River and Bryan Beach

City of Huntsville

We are best known for the Sam Houston Statue. We promote Huntsville State Park, other outdoor activities, Sam Houston Wine Trail and wineries, historic downtown, and museums.

City of Pearland

The Pear-Scape Art Sculpture Trail features 20, painted pears placed throughout the city.
www.visitpearland.com/pear-scape-locations/

City of Prairie View

Prairie View A&M University and Prairie View Cricket Fields

City of Port Arthur

We are home to Janis Joplin. Museum of the Gulf Coast incredible. Home of Robert Rauschenberg world renowned artist. Jimmy Johnson, the Big Bopper and many more. Sabine Lake incredible fishing. Sabine Woods and multiple birding sites on Upper Texas trail. Sea Rim State Park. Sabine Pass Battlegrounds. Pleasure Island.

City of Navasota

We offer and promote beauty, historical homes, buildings, churches, arts/culture. We are known for historical homes, downtown shopping, dining, murals/art, live theatre, trains. We are the Blues Capital of Texas, have a railroad, historic downtown, and an annual, 2-day country music festival - the Texas Birthday Bash.

Texas City

Industrial, Boating, recreational fishing, and tourism

Spring Branch

My community has the karbach brewery and is fun to bring friends too. They also have events from time to time. We have a couple of great parks that host great events, like movie in the park on the weekends. The marqE is close by as well and offers some restaurants and things to do.

Registration responses for events and tourism activities you want to share with others and what you are known for (as of 10-21-22)



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