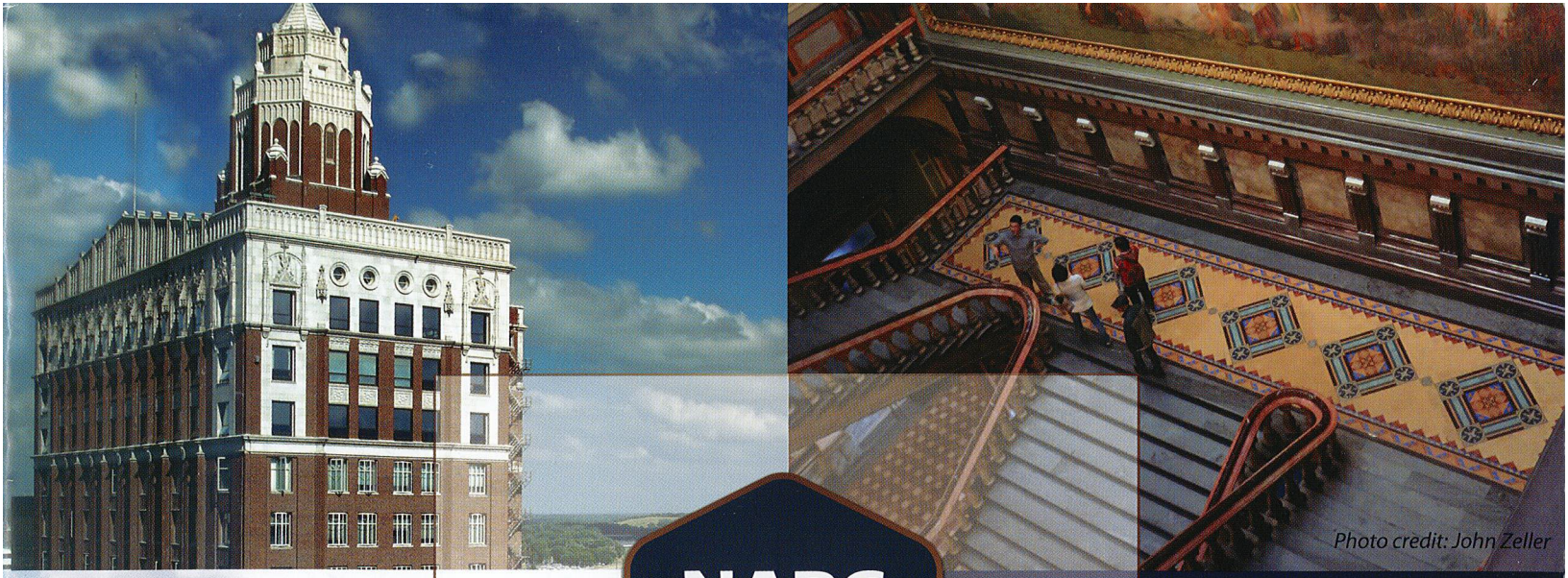


Photo credit: John Zeller

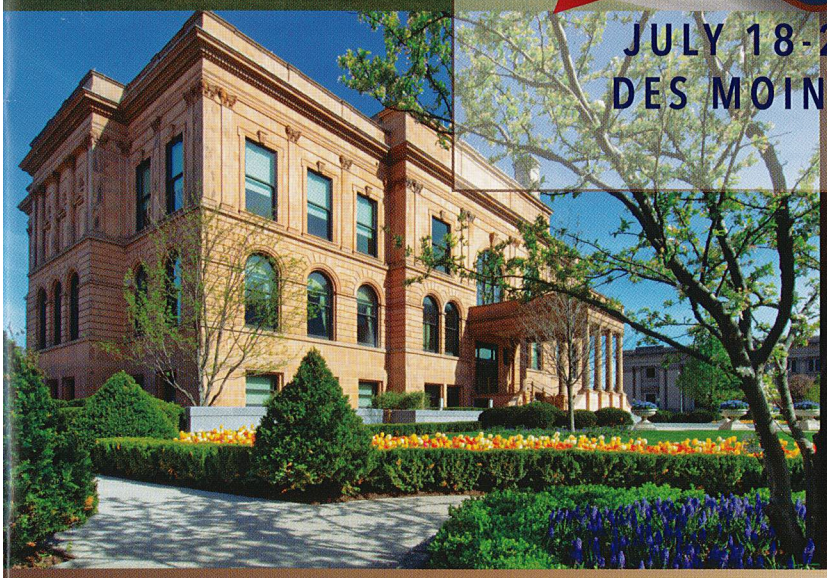
NAPC FORUM 2018

A PRESERVATION CAUCUS

JULY 18-22, 2018
DES MOINES, IOWA









National Alliance of Preservation Commissions

FORUM 2018 PROGRAM

JULY 18-22, 2018 | DES MOINES, IOWA

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NAPC FORUM 2018 ★★★ A PRESERVATION CAUCUS

JULY 18-22, 2018
DES MOINES, IOWA

NATIONAL ALLIANCE *of* PRESERVATION COMMISSIONS
education + advocacy + training

napcommissions.org/forum

Welcome to FORUM 2018! On behalf of the National Alliance of Preservation Commissions Board of Directors, our dedicated staff, and our partners and sponsors, we welcome you to Des Moines.

This city in the heart of the Heartland was grown from a frontier outpost into a bustling center of business, politics, and culture. We're glad you could join us in the ongoing and important national dialogue to promote vibrant and livable cities through historic preservation.

With the support of our local partners, including the Iowa Department of Cultural Affairs and its State Historic Preservation Office, plus the City of Des Moines, you will have access to an exceptional lineup of programs. The schedule of events features educational sessions, roundtable discussions, tours, and training courses focused on the themes of Main Street and Rural Resources, Advocacy and Community Engagement, Diverse and Underrepresented Resources, Community Resilience and Sustainability, Methods and Materials, and what we like to call Commission Potpourri. With more than 45 sessions and 15 tours, receptions, luncheons, and featured speakers, FORUM 2018 has something for everyone.

We're especially grateful to our many sponsors and to you, our members, for your continued support. In addition to your membership, your FORUM participation allows NAPC to provide relevant, timely training and a platform for the continued discussion of preservation issues that are important to communities nationwide. While you're here, please take some time to explore this wonderful city and the many independent shops, restaurants, and historic neighborhoods that make it great. From all of us: WELCOME!

Patricia M Blick
Patricia Blick
Board Chair
National Alliance of Preservation Commissions

Chris Kramer
Chris Kramer
Acting Director
Iowa Department of Cultural Affairs

T.M. Franklin Cownie
T.M. Franklin Cownie
Mayor
City of Des Moines

Visitor Information

If you're looking for maps, dining guides, or transportation information, go to the registration area in the lobby of the Embassy Suites. Catch Des Moines will have plenty of materials in the registration area as well as handouts and guides in the attendee tote bags. Or you can visit the Catch Des Moines website at https://www.catchdesmoines.com/. Throughout the conference, you can always ask one of the many FORUM 2018 volunteers for information. Look for anyone with a "VOLUNTEER" flag on their lanyard or a "VOLUNTEER" t-shirt! Average temperatures in Des Moines in July is a high of 86 and a low of 66 degrees. Comments or questions about FORUM? You can reach us at director@napcommissions.org or visit our FORUM website at regonline.com/napcforum2018.

AIA/AICP Continuing Ed Credits

If you're pursuing AIA and AICP continuing education credits, please pick-up blank forms with instructions located at registration. Nearly all of the sessions and tours qualify for AIA and AICP credits!

Iowa History 101

Want to learn about Iowa history? On Friday, keep an eye out for the bright blue Winnebago parked outside the FORUM hotel. The "Iowa History 101" mobile museum houses an array of artifacts from the State Historical Museum of Iowa, with fun facts about the writer who created Nancy Drew, the inventor of the digital computer, and the activist who helped desegregate Iowa's public schools almost 90 years before *Brown v. Board of Education*.



Registration Hours

Wednesday
July 18 – 7:30 am to 3:00 pm
Thursday
July 19 – 7:30 am to 3:00 pm
Friday
July 20 – 7:30 am to 3:00 pm
Saturday
July 21 – 7:30 am to 1:00 pm

CR Surveyor App Display

Come test out the new and improved CRSurveyor App! CRSurveyor is a mobile survey tool developed for cultural resources. NAPC, the National Park Service, and GISinc. have an interactive display in the atrium of the Embassy Suites Hotel where you can learn more about the latest version of the CR Surveyor app and discover how to test this survey app throughout downtown Des Moines. The CRSurveyor application allows field surveyors to use mobile tablets or smartphones to collect data and photographs in an integrated fashion. Please bring your iOS/Android device so you can participate in the project and test out the app!

During FORUM, sample field survey data can be entered directly into the app. In order to participate, please download the "Collector for ArcGIS" app from your app store and stop by the survey table in the atrium to get your instructions and a one-page guide on navigating CRSurveyor.

Use the following generic log-in information:
User name: NAPCForum
Password: forum.2018

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[west end ARCHITECTURAL salvage]

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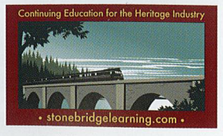
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AIA Association of Iowa Archaeologists

STATE ARCHAEOLOGIST OF IOWA



bnim

Registration Hours

Wednesday, July 18 – 7:30 a.m. to 3:00 p.m.
Thursday, July 19 – 7:30 a.m. to 3:00 p.m.
Friday, July 20 – 7:30 a.m. to 3:00 p.m.
Saturday, July 21 – 7:30 a.m. to 1:00 p.m.

Tuesday, July 17

(I) By Invitation (T) Ticketed Event

TIME	EVENT	LOCATION	PAGE
5:00 p.m. - 7:00 p.m.	NCSHPO Reception (I)	Salon AC	7

Wednesday, July 18

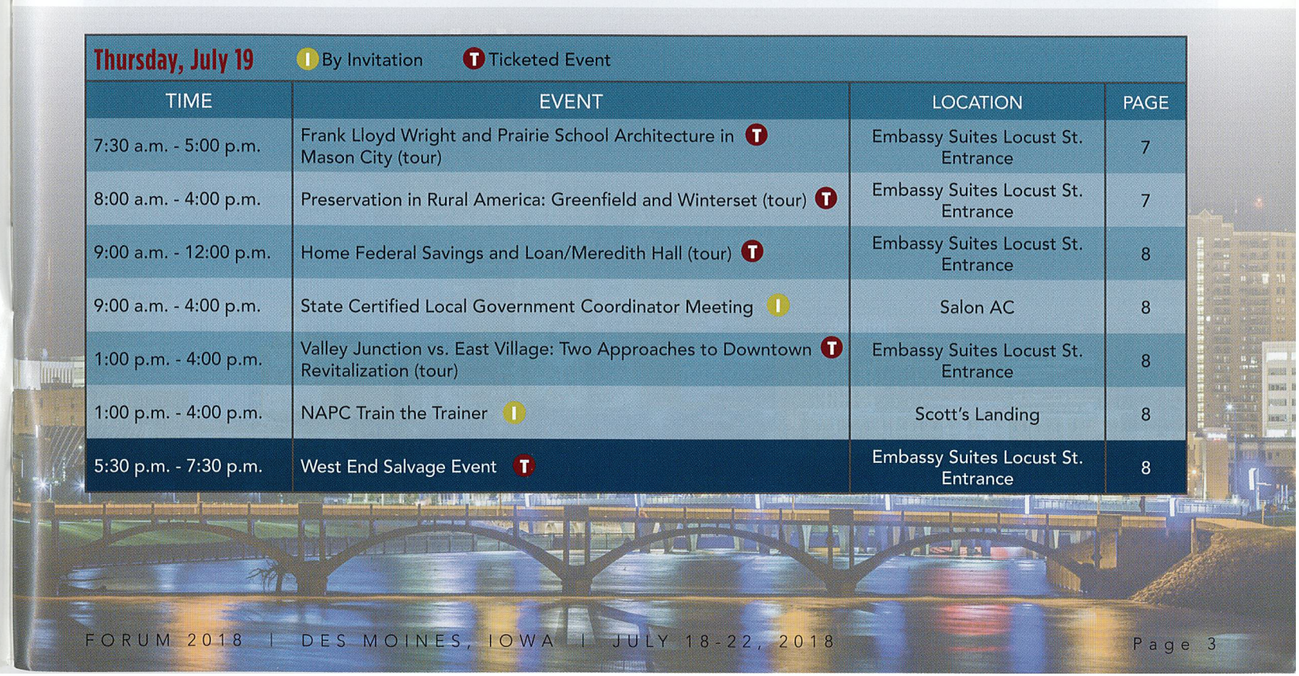
(I) By Invitation (T) Ticketed Event

TIME	EVENT	LOCATION	PAGE
9:00 a.m. - 1:00 p.m.	NAPC Board Meeting (I)	Scott's Landing	7
9:00 a.m. - 5:00 p.m.	NCSHPO Board Meeting (I)	Mississippi/ Missouri	7
1:00 p.m. - 5:00 p.m.	NAPC Short Course (T)	Salon FG	7
1:00 p.m. - 3:00 p.m. 3:00 p.m. - 5:00 p.m.	Downtown Architectural Tours (T)	Embassy Suites Locust St. Entrance	7
4:00 p.m. - 6:00 p.m.	Salisbury House Reception (I)	Embassy Suites Locust St. Entrance	7
5:30 p.m. - 8:30 p.m.	Des Moines Rehabbers Club Dine-Around Tour (pre-registration required)	Embassy Suites Lobby	7

Thursday, July 19

(I) By Invitation (T) Ticketed Event

TIME	EVENT	LOCATION	PAGE
7:30 a.m. - 5:00 p.m.	Frank Lloyd Wright and Prairie School Architecture in Mason City (tour) (T)	Embassy Suites Locust St. Entrance	7
8:00 a.m. - 4:00 p.m.	Preservation in Rural America: Greenfield and Winterset (tour) (T)	Embassy Suites Locust St. Entrance	7
9:00 a.m. - 12:00 p.m.	Home Federal Savings and Loan/Meredith Hall (tour) (T)	Embassy Suites Locust St. Entrance	8
9:00 a.m. - 4:00 p.m.	State Certified Local Government Coordinator Meeting (I)	Salon AC	8
1:00 p.m. - 4:00 p.m.	Valley Junction vs. East Village: Two Approaches to Downtown Revitalization (tour) (T)	Embassy Suites Locust St. Entrance	8
1:00 p.m. - 4:00 p.m.	NAPC Train the Trainer (I)	Scott's Landing	8
5:30 p.m. - 7:30 p.m.	West End Salvage Event (T)	Embassy Suites Locust St. Entrance	8



Friday, July 20

I By Invitation T Ticketed Event

TIME	EVENT	LOCATION	PAGE
9:30 a.m. - 4:30 p.m.	Iowa History 101 Bus	Outside of the Embassy Suites	9
7:00 a.m. - 9:00 a.m.	Public Art and Architecture Bike Tour T	Embassy Suites Locust St. Entrance	9
8:30 a.m. - 11:45 a.m.	Public/Private Partnership for Preservation: Two Case Studies (tour) T	Embassy Suites Locust St. Entrance	9
8:30 a.m. - 10:00 a.m.	Bursting at the Seams: Development Pressure and Community Response	Salon E	9
8:30 a.m. - 10:00 a.m.	Lobbying for Change: Winning Preservation and Influencing People	Salon AC	9
8:30 a.m. - 10:00 a.m.	Main Street: A Proven Catalyst for Rural Revitalization	Salon FG	10
8:30 a.m. - 10:00 a.m.	Beyond CLG Certification: What Comes Next?	Mississippi/Missouri	10
8:30 a.m. - 10:00 a.m.	Community Resilience and Sustainability: Preserving Historic African-American Neighborhoods	Scott's Landing	10
10:00 a.m. - 3:00 p.m.	Window Rehab Demonstration (during breaks and lunch)	Embassy Suites Atrium	10
10:00 a.m. - 10:15 a.m.	Coffee Break	Embassy Suites Lobby	
10:15 a.m. - 11:45 a.m.	Design Review with Limited Resources	Salon E	10
10:15 a.m. - 11:45 a.m.	The Good, the Bad and the Ugly: Planning Successful Main Street Projects	Salon AC	10
10:15 a.m. - 11:45 a.m.	Survey and Inventory: Three Approaches to Collecting and Managing Cultural Resource Data	Salon FG	12
10:15 a.m. - 11:45 a.m.	Planning for Historic Properties in Flood-Prone Areas	Mississippi/Missouri	12
10:15 a.m. - 11:45 a.m.	Pulling Together: A Public/Private Partnership to Clean Des Moines' Landmark Buildings	Scott's Landing	12
11:45 a.m. - 1:00 p.m.	Lunch Break*		
1:00 p.m. - 4:15 p.m.	Historic Tax Credit Tour T	Embassy Suites Locust St. Entrance	13
1:00 p.m. - 2:30 p.m.	Keeping It Green: Working with Sustainability Guidelines	Salon E	12
1:00 p.m. - 2:30 p.m.	Removing the Vinyl Sticker: Historic Preservation Cost Calculator	Salon AC	13
1:00 p.m. - 2:30 p.m.	Preventing Demolition by Neglect: A Community Transformation Strategy	Salon FG	13
1:00 p.m. - 2:30 p.m.	Living Heritage: Strategies for Managing Cultural Properties and Sustainable Development	Mississippi/Missouri	14
1:00 p.m. - 2:30 p.m.	Uncommon Modern: Advocacy for Mid-Century Resources	Scott's Landing	14
2:30 p.m. - 2:45 p.m.	Coffee Break	Embassy Suites Lobby	
2:45 p.m. - 4:15 p.m.	Alternative Infill Design Review in Practice	Salon E	14
2:45 p.m. - 4:15 p.m.	The New Normal: Grappling with Rehabilitation of Mid-20th-Century Buildings	Salon AC	14
2:45 p.m. - 4:15 p.m.	National Heritage Areas & Commissions: Preserving Urban and Rural Sites and Their Stories	Salon FG	16
2:45 p.m. - 4:15 p.m.	There's Life in this Old Thing Yet! Rethinking Older Historic Districts	Mississippi/Missouri	16
2:45 p.m. - 4:15 p.m.	SHPO Is Your Friend: Partners in Preservation	Scott's Landing	16
4:15 p.m. - 5:00 p.m.	Shuttle to Scottish Rite Consistory available	Embassy Suites Locust Street Entrance Scottish Rite Consistory	19
5:00 p.m. - 7:00 p.m	Opening Plenary and Commission Excellence Awards T		
7:00 p.m. - 9:00 p.m.	American Enterprise Reception T	American Enterprise Building	19

*Lunch is not included with the conference.

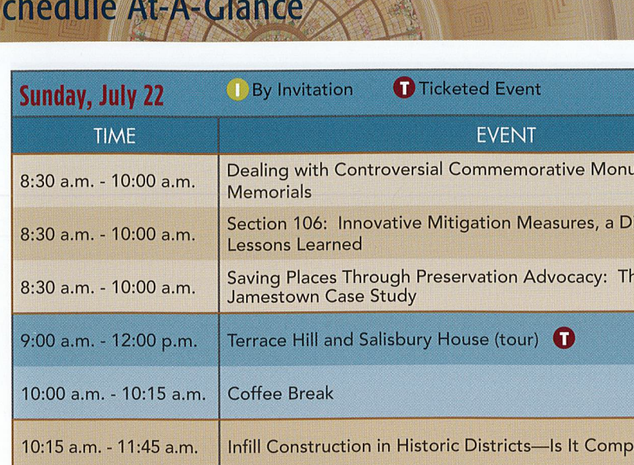
Saturday, July 21

I By Invitation T Ticketed Event

TIME	EVENT	LOCATION	PAGE
7:00 a.m. - 9:00 a.m.	North of Grand Neighborhood Bike Tour T	Embassy Suites Locust St. Entrance	19
8:30 a.m. - 11:45 a.m.	Sherman Hill: A Preservation Success Story (tour) T	Embassy Suites Locust St. Entrance	19
8:30 a.m. - 10:00 a.m.	Beyond Design Review: Building Community Support and Engagement	Salon E	19
8:30 a.m. - 10:00 a.m.	Transform Your Community Using the Rehab Standards & Guidelines	Salon AC	20
8:30 a.m. - 10:00 a.m.	Not Just Empty Space: Documenting and Protecting Historic Streetscapes	Salon FG	20
8:30 a.m. - 10:00 a.m.	Town +/- Gown: The Challenges and Opportunities of Historic Preservation in College Towns	Mississippi/Missouri	20
8:30 a.m. - 10:00 a.m.	Preservation as a Tool for Social and Economic Justice	Scott's Landing	20
10:00 a.m. - 10:15 a.m.	Coffee Break	Embassy Suites Lobby	
10:15 a.m. - 11:45 a.m.	Preservation in Economically Challenged Communities	Salon E	20
10:15 a.m. - 11:45 a.m.	Practical Application of the Secretary's Standards in Discussion and Decision-Making	Salon AC	21
10:15 a.m. - 11:45 a.m.	No District? No Problem! 101 Ways to Encourage Preservation in Your Community	Salon FG	21
10:15 a.m. - 11:45 a.m.	Archaeological and Tribal Historic Preservation Efforts in Iowa	Mississippi/Missouri	21
10:15 a.m. - 11:45 a.m.	Preservation Regulation Squared: Preservation Easements in Local Historic Districts	Scott's Landing	22
11:45 a.m. - 1:00 p.m.	Lunch Break*		
11:45 a.m. - 1:30 p.m.	Climate Impact and Resiliency Luncheon with Jeff Goodell T	Salon D	22
1:00 p.m. - 4:15 p.m.	6th Avenue and River Bend Diversity and Preservation (tour) T	Embassy Suites Locust St. Entrance	22
1:00 p.m. - 2:30 p.m.	Affordable Housing and Historic Preservation	Salon E	23
1:00 p.m. - 2:30 p.m.	Negotiating Downtown Redevelopment: Working with Everyone	Salon AC	23
1:00 p.m. - 2:30 p.m.	Fundraising and Grant Seeking for Preservation	Salon FG	24
1:00 p.m. - 2:30 p.m.	The Challenges of Countywide Historic Preservation Commissions	Mississippi/Missouri	24
1:00 p.m. - 2:30 p.m.	Demystifying Preservation: Advocating Before the Bulldozer	Scott's Landing	24
2:30 p.m. - 2:45 p.m.	Coffee Break	Embassy Suites Lobby	
2:45 p.m. - 4:15 p.m.	Bikes, Beer, and Buildings: Engaging with Young Preservationists	Salon E	24
2:45 p.m. - 4:15 p.m.	Using Mapping Technology to Educate and Engage Your Community	Salon AC	25
2:45 p.m. - 4:15 p.m.	Elevating Buildings—Lowering Standards?	Salon FG	25
2:45 p.m. - 4:15 p.m.	Out of Sight, Out of Mind: HPCs & Archaeological Resources	Mississippi/Missouri	25
2:45 p.m. - 4:15 p.m.	What's Your Story? Annual Reporting as a Tool to Educate and Engage	Scott's Landing	26
5:00 p.m. - 7:00 p.m.	World Food Prize Closing Reception	World Food Prize	26

*Lunch is not included with the conference.

Sunday, July 22	(I) By Invitation (T) Ticketed Event		
TIME	EVENT	LOCATION	PAGE
8:30 a.m. - 10:00 a.m.	Dealing with Controversial Commemorative Monuments and Memorials	Salon E	27
8:30 a.m. - 10:00 a.m.	Section 106: Innovative Mitigation Measures, a Discussion and Lessons Learned	Salon AC	27
8:30 a.m. - 10:00 a.m.	Saving Places Through Preservation Advocacy: The James River at Jamestown Case Study	Salon FG	28
9:00 a.m. - 12:00 p.m.	Terrace Hill and Salisbury House (tour) (T)	Embassy Suites Locust St. Entrance	28
10:00 a.m. - 10:15 a.m.	Coffee Break	Embassy Suites Lobby	
10:15 a.m. - 11:45 a.m.	Infill Construction in Historic Districts—Is It Compatible?	Salon E	28
10:15 a.m. - 11:45 a.m.	Preserving Preservation for the Next Generation	Salon AC	28
10:15 a.m. - 11:45 a.m.	Do We Care About That? Deciding What to Regulate	Salon FG	28
12:30 p.m. - 2:30 p.m.	Preservation Iowa Board Meeting (I)	Scott's Landing	29



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— *Forbes, 2017*

GREATER DES MOINES PARTNERSHIP

Tuesday, July 17

NCSHPO Reception BY INVITATION
5:00 p.m. - 7:00 p.m.
Salon AC

Wednesday, July 18

NAPC Board Meeting BY INVITATION
9:00 a.m. - 1:00 p.m.
Scott's Landing

NCSHPO Board Meeting BY INVITATION
9:00 a.m. - 5:00 p.m.
Mississippi/Missouri

NAPC Short Course TICKETED EVENT
1:00 p.m. - 5:00 p.m.
Salon FG
1.5 AIA / AICP / HSW

A high level, intensive training for commission members and staff, the NAPC Commission Short Course includes preservation law, preservation incentives, the role of the commissioner, public outreach, and more.
Dan Becker, *NC Main Street & Rural Planning Center*
Wade Broadhead, *City of Florence, CO*

Downtown Architecture Tours TICKETED TOUR
1:00 p.m. - 3:00 p.m. (Group 1)
3:00 p.m. - 5:00 p.m. (Group 2)
Meet in the Embassy Suites Lobby
1.5 AIA / AICP / HSW

Intended to be your introduction to Iowa's capital city, enjoy a walking tour of downtown led by Iowa Architectural Foundation's knowledgeable design professionals. Guides will discuss a variety of historic and contemporary buildings in Des Moines' commercial core. Learn about the local and world-renowned architects who have left their mark on Des Moines. The tour covers approximately 14 city blocks and comfortable shoes are recommended.
Iowa Architectural Foundation design professionals

Salisbury House Reception BY INVITATION
4:00 p.m. - 6:00 p.m.
Departure from the Embassy Suites Locust Street Entrance

Des Moines Rehabbers Club Dine-Around Tour
5:30 p.m. - 8:30 p.m. REGISTRATION REQUIRED
Meet in the Embassy Suites Lobby
1.5 AIA / AICP / HSW

Hosted by the Des Moines Rehabbers Club, get an inside tour of some of Des Moines' favorite restaurants and watering holes that just happen to be great preservation projects too! This event is a perfect way to meet other conference attendees and connect with Des Moines' preservation community. Attendees are encouraged to wear comfortable shoes as this tour will include some walking.
Kelli Lydon, *Des Moines Rehabbers Club*
Cost: Registrants will be required to pay for their own meals and beverages on-site.

Thursday, July 19

Frank Lloyd Wright and Prairie School Architecture in Mason City TICKETED TOUR
7:30 a.m. - 5:00 p.m.
Departure from the Embassy Suites Locust Street Entrance
1.5 AIA / AICP / HSW

In 2013, Condé Nast named Mason City, Iowa one of the world's 20 best cities for architecture lovers. This all-day bus tour to Mason City will highlight the work of Frank Lloyd Wright and his disciples. Our first stop will be the restored Historic Park Inn, the only remaining hotel in the world designed by Frank Lloyd Wright. Following lunch in one of the hotel's historic spaces with the architects who planned the restoration, participants will travel to the Rock Crest - Rock Glen residential neighborhood designed by Wright's former employees Walter Burley Griffin and Marion Mahony Griffin. We will tour Wright's Stockman House and the Architectural Interpretive Center. Our last stop will be an exclusive tour of two private houses designed in the Prairie School style by Griffin and Wright associate William Drummond.
Paula Mohr, *Iowa SHPO*
Tina Rhodes, *Iowa Architectural Foundation*
Steve Stimmel, *Iowa Architectural Foundation*

Preservation in Rural America: Greenfield and Winterset TICKETED TOUR
8:00 a.m. - 4:00 p.m.
Departure from the Embassy Suites Locust Street Entrance
1.5 AIA / AICP / HSW

Some of the most impactful preservation work in Iowa is being done in the state's rural communities. This tour will highlight the preservation efforts underway in two county seats near Des Moines. Greenfield boasts the recently

rehabilitated Greenfield Hotel and Warren Opera House (2013 National Preservation Honor Award). Nearby Winterset received national exposure in 1992 with the publication of the book *The Bridges of Madison County* and the movie of the same name in 1995. Here participants will visit the courthouse square and have a panel discussion on rural preservation at a recently rehabilitated movie theatre. After lunch, participants can chose to visit either the John Wayne Birthplace & Museum or The Iowa Quilt Museum. The last stop will be one of Madison County's iconic covered bridges and a rural school.

Steve King, ***Iowa SHPO***
Catherine Olesen, ***Greenfield Historic Preservation Commission***
Craig Plymesser, ***E. E. Warren Opera House Association***
Brenda Hollingsworth, ***Madison County Historic Preservation Commission***
Molly Clause, ***Madison County Historic Preservation Commission***

Home Federal Savings and Loan/Meredith Hall
TICKETED TOUR
9:00 a.m. - 12:00 p.m.
Departure from the Embassy Suites Locust Street Entrance
1.5 AIA / AICP / HSW

Des Moines, notable for its modern architecture, has two buildings designed by Mies van der Rohe near the end of his life. Home Federal Savings and Loan (1962), which the Catholic Diocese has rehabilitated for its pastoral center. The second Mies building is Meredith Hall (1965) on the campus of Drake University. This tour, led by the designers involved in their rehabilitation, will be an opportunity to discuss the technical challenges associated with mid-century buildings.

Cheryl Peterson, ***Iowa SHPO***
Kevin Nordmeyer, ***BNIM Architects***
Kathleen Richardson, ***Drake University***
Michelle Huggins, ***Drake University***
Tim Bungert, ***BBS Architects Engineers***
Art Reese, ***BBS Architects Engineers***
Jennifer Irsfeld James, ***Jennifer James Communications, LC***
Jason Kurth, ***Diocese of Des Moines***

State Certified Local Government Coordinator Meeting
BY INVITATION
9:00 a.m. - 4:00 p.m.
Salon AC

Valley Junction vs. East Village: Two Approaches to Downtown Revitalization
TICKETED TOUR
1:00 p.m. - 4:00 p.m.
Departure from the Embassy Suites Locust Street Entrance
1.5 AIA / AICP / HSW

These two vibrant commercial areas represent different approaches to downtown revitalization. Valley Junction follows the Main Street approach and has an ambitious schedule of creative events that fill the downtown streets each year. The East Village has marketed itself as a district for shopping and nightlife complemented with infill housing. Tour leaders will discuss what has worked and why, as well as their recent efforts to list these two districts on the National Register.

Sam Erickson, ***Historic East Village Neighborhood Association***
Jim Miller, ***Valley Junction Main Street***

NAPC Train the Trainer
BY INVITATION
1:00 p.m. - 4:00 p.m.
Scott's Landing

West End Salvage Event
TICKETED EVENT
5:30 p.m. - 7:30 p.m.
Departure from the Embassy Suites Locust Street Entrance

This ticketed reception and scavenger hunt will be held at West End Salvage, featured on HGTV. West End has everything from furniture to stained glass to doors to tin panels. These one-of-a-kind items are organized by category throughout the four floors of the West End building, a truly unique experience.

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Friday, July 20

Iowa History 101 Bus
9:30 a.m. - 4:30 p.m.
Outside of the Embassy Suites

Public Art and Architecture Bike Tour
TICKETED TOUR
7:00 a.m. - 9:00 a.m.
Departure from the Embassy Suites Locust Street Entrance

Des Moines has a long tradition of using public art to enhance buildings and public spaces. This practice began in the 1870s with the carving of the pediment sculpture on the state capitol to the most recent installation by Japanese artist Yayoi Kusama. Join us for this tour of Des Moines' downtown architecture and public art. Highlights include the Iowa State Capitol grounds and the Pappajohn Sculpture Park with stops in between. Bicycles and helmets will be available. Attendees who can bring their own bikes and helmets are encouraged to do so.

Tim Bungert, ***Iowa Architectural Foundation***
Karl Kaufman, ***Iowa Architectural Foundation***
Carl Voss, ***Des Moines Bicycle Collective***

Public/Private Partnership for Preservation: Two Case Studies
TICKETED TOUR
8:30 a.m. - 11:45 a.m.
Departure from the Embassy Suites Locust Street Entrance
1.5 AIA / AICP / HSW

This tour will explore the City of Des Moines' successful partnerships to preserve and give new life to two city-owned historic properties. Through this initiative, the city's public library (1903) has been converted into the World Food Prize Headquarters and Fire Station #1 (1938) has been adapted as the Des Moines Social Club. Participants will learn how these partnerships were developed and funded, how they have worked and how these two buildings were sensitively rehabilitated for new uses.

Erin Olson-Douglas, ***City of Des Moines***
Ryan Moffatt, ***City of Des Moines***

Bursting at the Seams: Development Pressure and Community Response
8:30 a.m. - 10:00 a.m.
Salon E
1.5 AIA / AICP / HSW

Raleigh, North Carolina's national visibility as a great place to live, work and play, brings increased pressure on limited historic resources. Residential and commercial development projects put resources at risk. Learn how preservation planners, the community, and the Raleigh HDC are reacting to the pace of growth. The session will highlight how Raleigh is using creative tools and partnerships to be nimble and preserve historic resources, expanding both preservation's friends and methods.

Don Davis, ***Raleigh HDC***
Melissa Robb, ***City of Raleigh***
Rodney Swink, ***PlaceEconomics***
Tania Tully, ***City of Raleigh***

Lobbying for Change: Winning Preservation and Influencing People
8:30 a.m. - 10:00 a.m.
Salon AC
1.5 AIA / AICP / HSW

"Lobbying" strikes fear in the hearts of many passionate preservationists. You want me to ask an elected official for something? Well, yes! We are advocates as we work and volunteer to help preserve the historic places we love. You are the best person to share your passion and let them know why an issue is important. This session features folks who have effectively made a difference at the local, state, and national level. Be inspired to elicit change!

Mindy Crawford, ***Preservation Pennsylvania***
Nancy Finegood, ***Michigan Preservation Network***
Sarah Grunewaldt, ***Main Street Washington (IA)***
Ted Monoson, ***National Conference of State Historic Preservation Officers***

Main Street: A Proven Catalyst for Rural Revitalization

8:30 a.m. - 10:00 a.m.
Salon FG
1.5 AIA / AICP / HSW

Have you ever heard this question: "I love downtown BUT there are a lot of challenges and how do we know where to start?" This session will explore one time-tested strategy for downtown revitalization: the Main Street Approach. The discussion will focus on the core principles of the Main Street Approach and incorporate targeted project and programmatic case studies to demonstrate successful implementation of Main Street program strategies at the local level.

Everett Halstead, ***State Center Development Association IA***
Jennifer Pruden, ***Czech Village-New Bohemia Main Street Program IA***
Tim Reinders, ***Iowa Economic Development Authority***

Beyond CLG Certification: What Comes Next?

8:30 a.m. - 10:00 a.m.
Mississippi/Missouri
1.5 AIA / AICP / HSW

Your local government did the hard work to obtain your CLG status from the National Park Service. What comes next? This session, intended for newly minted CLGs and those in the program for decades, will cover the steps your historic preservation commission can take to be active, visible, and effective in your community. Several case studies from around the country will be used to illustrate how a high-functioning CLG can make a difference.

Megan J. Brown, ***National Park Service***
Paula Mohr, ***Iowa SHPO***
Sarah Rogers, ***Georgia SHPO***

Community Resilience and Sustainability: Preserving Historic African-American Neighborhoods

8:30 a.m. - 10:00 a.m.
Scott's Landing
1.5 AIA / AICP / HSW

Understanding the history of urban planning during the eras of segregation and urban renewal and their impacts on both spatial and social relationships is critical in order to effectively collaborate and preserve the built and communal resources in challenged historic communities of color. This session offers methods used in Charlotte, North Carolina, and beyond to address the complicated intersection of modern development regulations, free market forces and older, working-class neighborhoods.

John Howard, ***Charlotte-Mecklenburg Planning Department, NC***
Melissa Jest, ***Georgia SHPO***

Window Rehab Demonstration

During breaks and lunch from 10:00 a.m. – 3:00 p.m.
Embassy Suites Atrium

Preservationists know that the rehabilitation of historic windows are both an opportunity and a challenge. Stop by the Atrium on Friday to watch a wood window rehab demonstration and learn about the techniques and materials used to preserve this important historic feature.

Design Review with Limited Resources

10:15 a.m. - 11:45 a.m.
Salon E
1.5 AIA / AICP / HSW

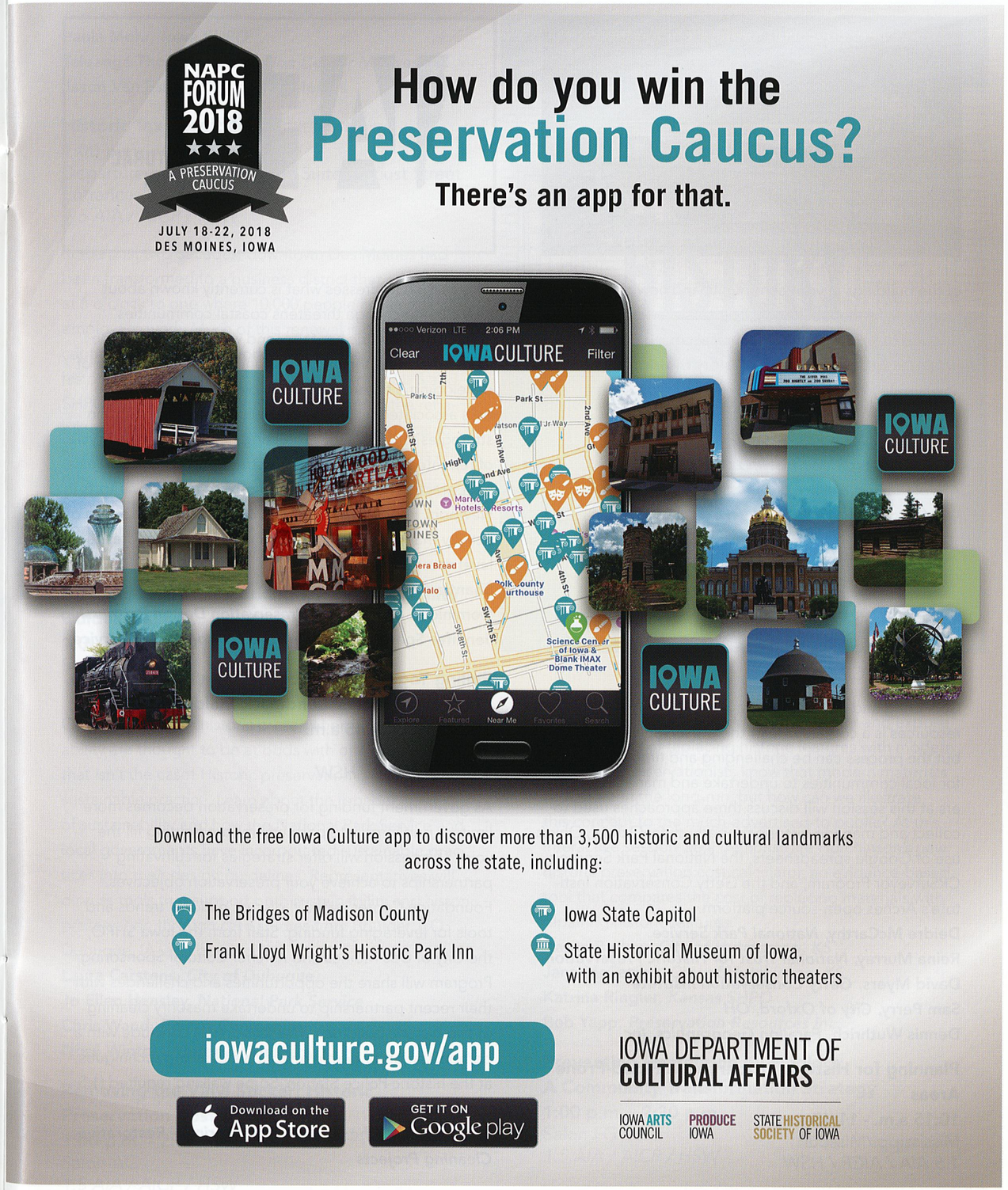
Design review commissions around the country work to preserve historic structures, but they vary in how they operate and on the resources available, including the type of staff support provided by the local government. This session builds on a roundtable discussion at FORUM 2016, which explored how commissions could conduct their business without professional staff. Learn what options are available to commissions from the perspective of local and statewide governments, as well as private consultants. Participants will receive a copy of NAPC's "Design Review with Limited Resources."

Ken Kocher, ***City of Madison, GA***
Laura Renwick, ***Indiana Landmarks***
Robin Zeigler, ***Metro Historic Zoning Commission, Nashville***

The Good, the Bad and the Ugly: Planning Successful Main Street Projects

10:15 a.m. - 11:45 a.m.
Salon AC
1.5 AIA / AICP / HSW

Planning successful rehabilitation projects in a community's downtown or commercial core can often result in a push-pull between different interests. This session will provide the tools to recognize the different components



Deteriorated buildings with disengaged owners can be a drag on Main Street vitality. Code enforcement may be required when owners don't or won't take action. Learn to protect important Main Street structures by establishing and using a demolition by neglect ordinance. This session will cover the legal and economic hardship principles that ensure fairness and equity, address how to develop defensible standards, and offer practical advice on leveraging community collaboration and supporting enforcement officials.

Dan Becker, ***NC Main Street & Rural Planning Center***

Living Heritage: Strategies for Managing Cultural Properties and Sustainable Development

1:00 p.m. - 2:30 p.m.
Mississippi/Missouri
1.5 AIA / AICP / HSW

The cities of San Antonio and San Francisco are experiencing the pressure of supporting new economic development while protecting community character and social heritage. Often the properties affected aren't significant for their architecture, but rather for the culture—the living heritage—they reflect. Traditional design guidelines aren't necessarily sufficient for evaluating and protecting these resources. This session will examine efforts in both cities to develop new tools in managing and treating culturally significant properties.

Shelley Caltagirone, ***San Francisco***
Tim Frye, ***San Francisco***
Claudia Guerra, ***San Antonio***

Uncommon Modern: Advocacy for Mid-Century Resources

1:00 p.m. - 2:30 p.m.
Scott's Landing
1.5 AIA / AICP / HSW

west end ARCHITECTURAL salvage
www.westendsalvage.com

DES MOINES REHABBERS CLUB

A common obstacle to preservation of mid-twentieth-century structures is that these buildings are thought to be both too young and too ugly to qualify as historic resources. Changing the way communities perceive mid-century buildings is essential to their successful preservation. Many organizations have found success through creative and uncommon advocacy efforts. Attendees will learn about "uncommon" advocacy projects and campaigns in Houston, Michigan and Nevada that they can adapt to their own cities.

Brian Conway, ***Michigan SHPO***
Delaney Harris-Finch, ***Houston Mod***
Anna Mod, ***MacRostie Historic Advisors***
Heidi Swank, ***Nevada Preservation Foundation***
Liz Waytkus, ***DOCOMOMO***

Alternative Infill Design Review in Practice

2:45 p.m. - 4:15 p.m.
Salon E
1.5 AIA / AICP / HSW

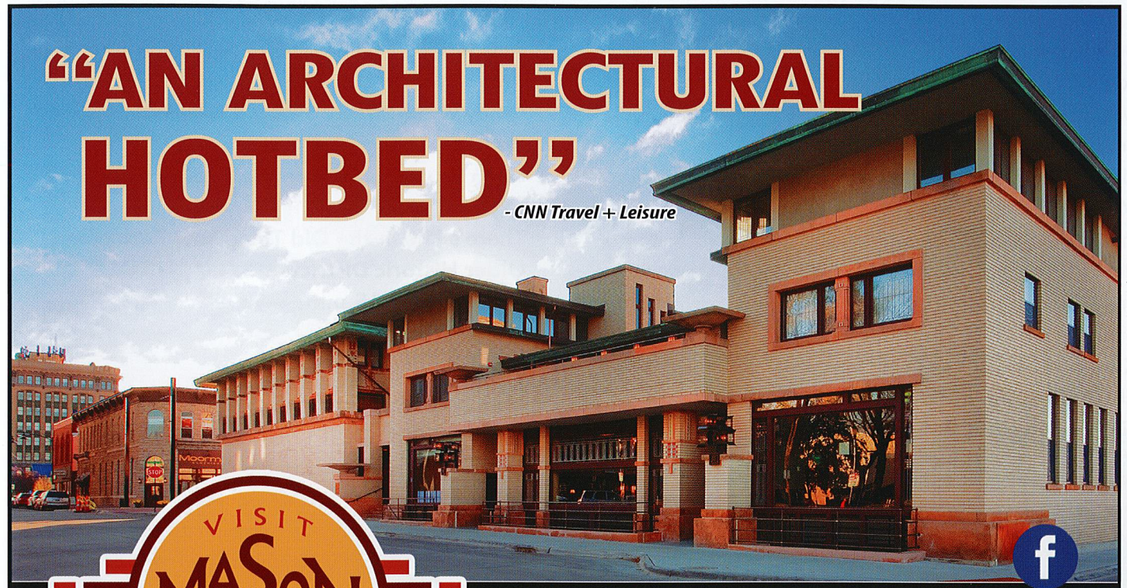
Not all districts lend themselves to traditional historic design review either because of political and development pressures, the building stock might not technically qualify or zoning conflicts with the goals of the historic district. Learn about two specific development projects in Fort Worth, Texas, and Charleston, South Carolina, that have combined different tools to ensure compatible and realistic design review in older neighborhoods.

Josh Martin, ***City of Charleston***
Noré Winter, ***Winter & Company***
Robin Zeigler, ***Nashville-Davidson County Metropolitan Historic Zoning Commission***

The New Normal: Grappling with Rehabilitation of Mid-20th-Century Buildings

2:45 p.m. - 4:15 p.m.
Salon AB
1.5 AIA / AICP / HSW

"AN ARCHITECTURAL HOTBED" - CNN Travel + Leisure



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Buildings from the late 1960s and the 1970s are now becoming eligible for National Register listing. This session will discuss the complexities that arise when listing Modern structures, including significance and integrity. It will also explore the unique architectural characteristics of Modern buildings, including fenestration, wall cladding, interior features, and the restoration and replacement dilemmas Modern materials can pose due to their inherently less durable nature, their unique design and the lack of established restoration techniques.

Kristen McSparren, *Rosin Preservation*
Elizabeth Rosin, *Rosin Preservation*
Liz Waytkus, *DOCOMOMO*

National Heritage Areas & Commissions: Preserving Urban and Rural Sites and Their Stories

2:45 p.m. - 4:15 p.m.
Salon FG
1.5 AIA / AICP / HSW

Hear how three different National Heritage Area programs partner with city and county historic preservation commissions in preserving and interpreting urban and rural culture. National Heritage Areas bring experience in building strong stakeholder groups from diverse partners with common goals to preserve and interpret our nationally significant landscapes. Through broad thematic connections, they collaborate with broader statewide initiatives, access grant funding, and mobilize invaluable stakeholder knowledge to connect commissions with new resources for preservation and new ideas for interpretation.

Julie McPike, *Freedom's Frontier National Heritage Area*
Candy Welch-Streed, *Silos & Smokestacks National Heritage Area*
Jason Vaughan, *Baltimore National Heritage Area*

There's Life in the Old Thing Yet! Rethinking Older Historic Districts

2:45 p.m. - 4:15 p.m.
Mississippi/Missouri
1.5 AIA / AICP / HSW

Many historic districts across the nation were designated decades ago. It is only recently, however, that the more contemporary aspects of older districts have begun to be considered by regulatory bodies and other interested parties. In many cases that effort has focused on architecture rather than historic context and association. This session will illustrate the importance of the recent historical inquiry in older districts, particularly as it relates to underrepresented communities and historical events.

Michael A. "Bert" Bedeau, *Comstock Historic District Commission*
Stephanie Lowe, *City of Cheyenne, WY*
Taylor Stewart, *Alabama Historical Commission*

SHPO is Your Friend: Partners in Preservation

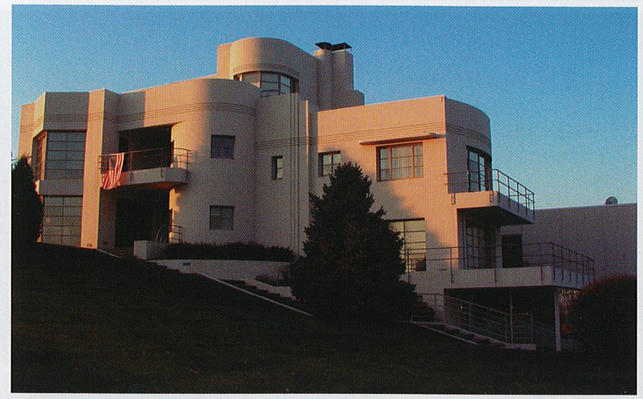
2:45 p.m. - 4:15 p.m.
Scott's Landing
1.5 AIA / AICP / HSW

State Historic Preservation Offices are sometimes described as being confusing and mysterious, but in reality they are ready to help you with your preservation needs. This session will include SHPO staff from across the country to address all things SHPO. The seasoned staffers will discuss the different program areas, such as the National Register, Section 106, and Certified Local Government program, and whom to contact and how we can all work together. Help us help you!

Sara André, *Iowa SHPO*
Stephanie Cherry-Farmer, *Georgia Historic Preservation Division*
Jonathan Kinney, *New Jersey SHPO*
Libby Wielenga, *Iowa SHPO*

preservation IOWA







Des Moines

Welcome home







With 150 National Register listed structures, 27 National Historic Districts, 2 National Historic Landmarks, 22 Local Historic Landmarks, and 3 Local Historic Districts, Des Moines' historic neighborhoods are a dynamic part of our award winning capital city.

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Alive downtown.
Great neighborhoods.

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There are still plenty of good buildings lost, and plenty more that are renovated and altered out of all resemblance to their original condition. But there is also a greater willingness than ever before to get to the essence of a work of architecture and try to bring out once again the qualities it had when it was new.

Paul Goldberger, American Architectural Critic and Educator

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Opening Plenary and Commission Excellence Awards

5:00 p.m. - 7:00 p.m.
Scottish Rite Consistory
Shuttle pick-up from the Embassy Suites Locust Street Entrance ** *Shuttle will begin service to and from Scottish Rite Consistory at 4:15 p.m.*

The Des Moines Scottish Rite Consistory, both an organization and a landmark in Iowa's capital city, will be the site of the FORUM 2018 Opening Plenary. Built in 1927, the building is listed on the National Register of Historic Places. Our Opening Plenary Keynote Speaker is Mary Means, the visionary who launched the national Main Street program and is said to have mainstreamed historic preservation. We will also recognize the accomplishments of some outstanding Commissions and historic preservationists. Join us as we celebrate the recipients of the Commission Excellence Awards.

American Enterprise Reception

7:00 p.m. - 9:00 p.m.
Shuttle service after the reception back to the Embassy Suites Locust Street Entrance

A short walk from the Opening Plenary and Awards at the Scottish Rite Consistory is the site of the Friday night opening reception at the American Enterprise National Headquarters. The American Enterprise Building is a nationally recognized mid-century modern masterpiece by American architect Gordon Bunshaft, a leading proponent of modern design in the mid-twentieth century. The American Enterprise Building was named as one of the most significant Iowa buildings of the 20th century.

Saturday, July 21

North of Grand Neighborhood Bike Tour

7:00 a.m. - 9:00 a.m.
Departure from the Embassy Suites Locust Street Entrance

Get exercise and learn something too! Neighborhood experts will lead a two-wheeled tour through this late-nineteenth and early-twentieth-century neighborhood. Guides will discuss the historical development made possible by the streetcar line, the variety of architectural styles, as well as their efforts to educate residents and document and preserve the neighborhood's historic housing stock. Bicycles will be available. Attendees who can bring their own bikes and helmets are encouraged to do so.

Colleen Kinney, ***North of Grand Neighborhood Association***
Tom Wollan, AIA, ***North of Grand Neighborhood Association***
Peter Tubbs, ***North of Grand Neighborhood Association***

Sherman Hill: A Preservation Success Story

8:30 a.m. - 11:45 a.m. TICKETED TOUR
Departure from the Embassy Suites Locust Street Entrance

Sherman Hill, a beautiful Victorian neighborhood established in the 1870s, was the city's first local historic district. After decades of decline, residents began a revitalization of the neighborhood in the 1970s and the transformation has been dramatic. Residents have reduced the number of houses tagged for demolition, lowered crime, and increased property values using historic preservation and other tools. Join some of the neighborhood's preservation leaders for this tour and roundtable discussion where they will share some of the strategies employed over the past four decades.

Mary Neiderbach, ***City of Des Moines***
Jack Porter, ***Sherman Hill Association***
Judy McClure, ***Sherman Hill Association***

Beyond Design Review: Building Community Support and Engagement

8:30 a.m. - 10:00 a.m.
Salon E
1.5 AIA / AICP / HSW

Preservation efforts are most successful when there is strong community support and a clear, consistent public engagement strategy. Commissions should provide information for applicants to be successful in the design review process. They should also convey the economic, social, and environmental benefits of historic preservation, and instill a deep interest in the community's heritage. This presentation will showcase creative ways to engage the broader community, utilize technology and social media to expand programmatic reach, and foster relationships with local partners to optimize results.

Wade Broadhead, ***City of Florence, CO***
Cory Edwards, ***City of San Antonio***
Stephanie Phillips, ***City of San Antonio***

Transform Your Community Using the Rehab Standards & Guidelines

8:30 a.m. - 10:00 a.m.
Salon AC
1.5 AIA / AICP / HSW

Learn the framework and core essence of the Secretary of the Interior's Standards for Rehabilitating Historic Buildings. We'll show you how to move from their broad preservation principles to evaluating specific work and provide insights on the recently updated Guidelines. You'll also learn what the Rehab Standards can bring to your community's placemaking efforts, including the benefits and incentives for historic preservation and the responsibilities and opportunities presented by being faithful stewards of historic properties.

Barbara A.M. Howard, ***Stonebridge Learning***
Angela Shearer, ***National Park Service***

Not Just Empty Space: Documenting and Protecting Historic Streetscapes

8:30 a.m. - 10:00 a.m.
Salon FG
1.5 AIA / AICP / HSW

Historic district documentation has traditionally focused on architectural resources, but in recent years people have come to recognize the importance of setting and the surrounding landscape matrix. The adaptation of a commercially-available, cloud-based app for cell phones and tablets makes it possible for volunteers to inventory the landscape of their own historic neighborhood. Participation in such a project not only draws attention to a frequently ignored resource, but also supports historic preservation advocacy.

Helen Erickson, ***Tucson-Pima County Historical Commission***
Stephen Grede, ***Armory Park Historic Zone Advisory Board, AZ***
Barbara Wyatt, ***National Park Service***

Town +/- Gown: The Challenges and Opportunities of Historic Preservation in College Towns

8:30 a.m. - 10:00 a.m.
Mississippi/Missouri
1.5 AIA / AICP / HSW

Municipal governments in college towns like Ames, IA, and Columbia, MO, can find themselves working in a vacuum when the local university—often the area's primary economic engine, as well as a tax-exempt landowner—operates independent of land use and historic preservation plans. However, when a university is a good steward and partner in local decision-making, benefits accrue to both town and gown. Session participants will impart their experiences in navigating the challenges of shared jurisdictions.

Gloria Betcher, ***City of Ames, IA***
Heiddi Davis, ***University of Missouri***
Pat Fowler, ***City of Columbia, MO***
Ted Grevstad-Nordbrock, ***Iowa State University***

Preservation as a Tool for Social and Economic Justice

8:30 a.m. - 10:00 a.m.
Scott's Landing
1.5 AIA / AICP / HSW

In the current social and political climate—where heritage, identity, and space have gained unprecedented significance—the field of preservation must reflect on its contribution to the pursuit of social justice. Is preservation a means to a greater, more equitable end? This discussion on heritage, equity, and culture-based redevelopment will allow panelists to contribute both their understanding of preservation as a tool for social justice, as well as specific strategies and projects where the reclamation of vacant properties has served social justice ends.

Katlyn Cotton, ***PlaceEconomics***
Brent Leggs, ***National Trust for Historic Preservation***
Tom Mayes, ***National Trust for Historic Preservation***
Jacqueline Taylor, ***City of Detroit***

Preservation in Economically Challenged Communities

10:15 a.m. - 11:45 a.m.
Salon E
1.5 AIA / AICP / HSW

Preservation in communities with few economic resources can be a daunting, but not insurmountable, challenge. The communities of Ottumwa and Dubuque, Iowa, and Reading, Pennsylvania, have used a variety of tools to promote good preservation decisions while still being responsive to their community's specific needs and economic conditions. These communities have created partnerships, catalyzed reinvestment, encouraged affordable housing, promoted job training, and enacted policies to ensure that preservation is part of the revitalization story.

AmericanEnterprise GROUP INC.

Aaron Booth, ***City of Reading, PA***
Cory Kegerise, ***Pennsylvania Historical Commission***
Chris Olson, ***Four Mounds HEART Program, Dubuque, IA***
Fred Zesiger, ***Main Street Ottumwa, IA***

Practical Application of the Secretary's Standards in Discussion and Decision-Making

10:15 a.m. - 11:45 a.m.
Salon AC
1.5 AIA / AICP / HSW

The Secretary's Standards for the Treatment of Historic Properties provide a broad framework for determining appropriate treatment of historic resources. This session will help attendees develop a practical understanding of the Standards and how to apply them in discussing a specific treatment, or as part of a broader decision-making process. The session will include an interactive workshop where audience members will be asked to review a case, including analyzing the site, interpreting design guidelines and making a decision.

Jason Van Essen, ***City of Des Moines***
Sharon Ferraro, ***City of Kalamazoo, MI***

No District? No Problem! 101 Ways to Encourage Preservation in Your Community

10:15 a.m. - 11:45 a.m.
Salon FG
1.5 AIA / AICP / HSW

Looking for new ways to highlight preservation efforts and expand your audience? Whether you have a local historic district and local commission or not, preservation activities and innovative initiatives should be in your toolkit. From sponsoring happy hours, attracting volunteers to survey resources, or involving kids in scavenger hunts, there are many ways to positively convey your message and build community support for cultural heritage. This session will be an idea exchange with audience participation.

Brenda Hollingsworth, ***Madison County, IA***
Catherine Miliaras, ***City of Alexandria, VA***
Stephanie Sample, ***City of Alexandria, VA***

Archaeological and Tribal Historic Preservation Efforts in Iowa

10:15 a.m. - 11:45 a.m.
Mississippi/Missouri
1.5 AIA / AICP / HSW

During this roundtable discussion, tribal representatives and archaeologists will discuss the processes, programs, challenges and successes in Iowa historic preservation efforts, especially those involving long-term relationships between entities like Office of the State Archaeologist; SHPO; Iowa DOT; Meskwaki, Iowa, Ho-Chunk, and other tribes; Association of Iowa Archaeologists, and the Iowa Archeological Society. Each speaker will give a brief presentation of their background and experiences in historic preservation, followed by open discussion with the audience.

John Doershuk, ***Office of the Iowa State Archaeologist***
Brennan Dolan, ***Iowa DOT***
Lance Foster, ***Iowa Tribe of Kansas and Nebraska***
Dan Higginbottom, ***Iowa SHPO***
Megan Stroh Messerole, ***Iowa Archeological Society***
Lara Noldner, ***Association of Iowa Archaeologists***
Cindy Peterson, ***USACE-Rock Island***
Bill Quackenbush, ***Ho-Chunk Nation***
Elizabeth Reetz, ***Office of the Iowa State Archeologist***
Christy Rickers, ***Association of Iowa Archaeologists***

Preservation Regulation Squared: Preservation Easements in Local Historic Districts

10:15 a.m. - 11:45 a.m.
Scott's Landing
1.5 AIA / AICP / HSW

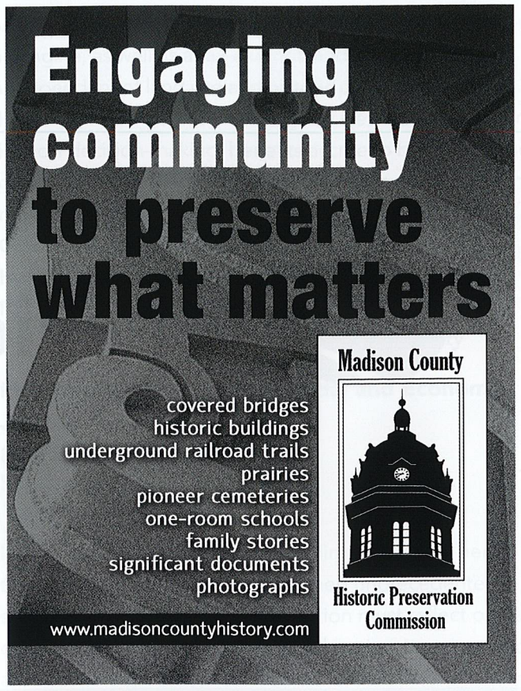
When a property is protected by both a local preservation ordinance and a preservation easement, how do the easement-holding organization and local municipality interact? This session will explore the differences between these two legal tools, how easement-holding organizations and preservation commissions can build good relationships, and the challenges of and best practices for project review.

Lisa Craig, ***Michael Baker International***
Anne Nelson, ***National Trust for Historic Preservation***
Raina Regan, ***National Trust for Historic Preservation***

Climate Impact and Resiliency Luncheon with Jeff Goodell TICKETED EVENT

11:45 a.m. - 1:30 p.m.
Salon D
1.5 AIA / AICP / HSW

Featured guest Jeff Goodell, an investigative journalist and contributing editor to *Rolling Stone Magazine* and author of *The Water Will Come: Rising Seas, Sinking Cities*, and the *Reshaping of the Civilized World*, will discuss how his own interest in sea level rise began with Hurricane Sandy and was strengthened while reporting his story, "Goodbye Miami", for *Rolling Stone Magazine*. His talk will address climate change's potential to massively reshape cities around the world, perhaps much sooner than we think.



6th Avenue and River Bend: Diversity and Preservation TICKETED TOUR

1:00 p.m. - 4:15 p.m.
Departure from the Embassy Suites Locust Street Entrance
1.5 AIA / AICP / HSW

6th Avenue and River Bend form one of the city's historic streetcar suburbs that today is home to residents who are younger, more racially diverse and less affluent that the rest of the city. This neighborhood also boasts one of the city's most active neighborhood associations and the 6th Avenue Corridor Urban Main Street program, both of which have worked together to strengthen this historic neighborhood. This tour will focus on sympathetic infill housing, projects with a social justice focus and the neighborhood's efforts to strike a balance between preservation, affordability and diversity.

Breann Bye, ***6th Avenue Corridor Urban Main Street***
Mary Neiderbach, ***City of Des Moines***
Pam Carmichael, ***HOME, Inc.***
Julian Caselli, ***Caselli Construction***
Pastor Alejandro Alfaro-Santiz, ***Trinity Las Americas United Methodist Church***

Affordable Housing and Historic Preservation

1:00 p.m. - 2:30 p.m.
Salon E
1.5 AIA / AICP / HSW

We face tough challenges in reviving our cities, but choosing between affordable housing and historic preservation should not be one of them. Three dynamic speakers will discuss aspects of affordable housing from defining terms, noting funding sources, highlighting case studies, and understanding the "g word" (gentrification). Participants will walk away informed with facts, examples, and a broader understanding to better discuss the intersection of affordable housing and historic preservation the next time it comes up in their city.

Sam Erickson, ***Community Housing Initiatives***
Brianna Grosicki, ***PlaceEconomics***
Donovan Rypkema, ***PlaceEconomics***

Negotiating Downtown Redevelopment: Working with Everyone

1:00 p.m. - 2:30 p.m.
Salon AC
1.5 AIA / AICP / HSW

Preservation commissions, downtown managers, preservation staff, and property and business owners can sometimes be in conflict with each other when it comes to commercial buildings and historic downtowns. The push-pull of preservation vs. retail design and business needs can create difficult situations for all involved. This session will discuss how to provide reasonable, consistent guidance to property owners and businesses in the downtown, as well as how to identify what is "authentic" and design infrastructure improvements that enhance the historic downtown.

Dan Becker, ***NC Main Street***
Kate Singleton, ***Preservation Austin***



Fundraising and Grant Seeking for Preservation

1:00 p.m. - 2:30 p.m.
Salon FG
1.5 AIA / AICP / HSW

This session is an intensive introduction to the world of philanthropy and grants for cultural organizations. Foundation Center staff will discuss national trends in private and public funding and the tools available for finding support for your project. National Park Service staff will talk about the variety of funding available through that agency's grant programs.

Megan Brown, ***National Park Service***
Chris Kramer, ***Iowa Department of Cultural Affairs***
Teleangé Thomas, ***Foundation Center Midwest***

The Challenges of Countywide Historic Preservation Commissions

1:00 p.m. - 2:30 p.m.
Mississippi/Missouri
1.5 AIA / AICP / HSW

Historic preservation commissions that were established to designate and evaluate historic resources in an entire county can be challenged by issues related to the size and diversity of their jurisdictions. Further, such commissions often have limited funding, their programs may not be well known, their staff may be overburdened, and they may have difficulty finding qualified commissioners. In this session, panelists will discuss all of these issues and more, and suggest creative approaches to addressing problematic situations.

Erica Duvic, ***Wyoming SHPO***
Maura Pilcher, ***Linn County, IA***
J. Todd Scott, ***King County, WA***
Barbara Wyatt, ***Frederick County (MD) Historic Preservation Commission***

Demystifying Preservation: Advocating Before the Bulldozer

1:00 p.m. - 2:30 p.m.
Scott's Landing
1.5 AIA / AICP / HSW

Proactive advocacy is the future of historic preservation! Developing creative advocacy programming allows you to reach new audiences, further develop civic pride, and save buildings before it is too late. Delving into the work of the Des Moines Rehabbers Club, Young Ohio Preservationists, and Columbus Landmarks, this panel will provide tactics on city and nonprofit partnerships, steps to prevent demolition, building a preservation movement, and more! Utilizing case studies, you will learn how to be your city's best advocate.

Matt Leasure, ***MKSK***
Kelli Lydon, ***Des Moines Rehabbers Club***
Sarah Marsom, ***Heritage Resource Consultant***

Bikes, Beer, and Buildings: Engaging with Young Preservationists

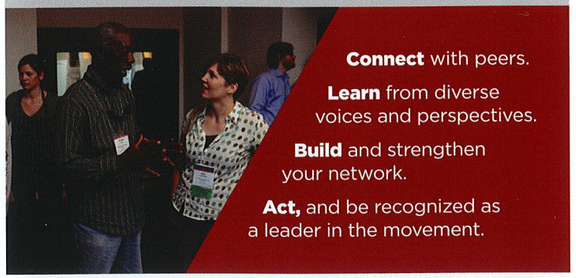
2:45 p.m. - 4:15 p.m.
Salon E
1.5 AIA / AICP / HSW

This session will discuss serious topics with a light-hearted approach, including how young preservationists are making connections between saving places, social justice, and other current-day issues. Examples from panelists will highlight how you can engage with young preservationists and delve into how making small changes to what you're already doing can help you reach this audience. Advocacy and outreach projects will be a major focus of the discussion with time for questions at the end.

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Learn from diverse voices and perspectives.
Build and strengthen your network.
Act, and be recognized as a leader in the movement.

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National Trust for Historic Preservation Preservation Leadership Forum

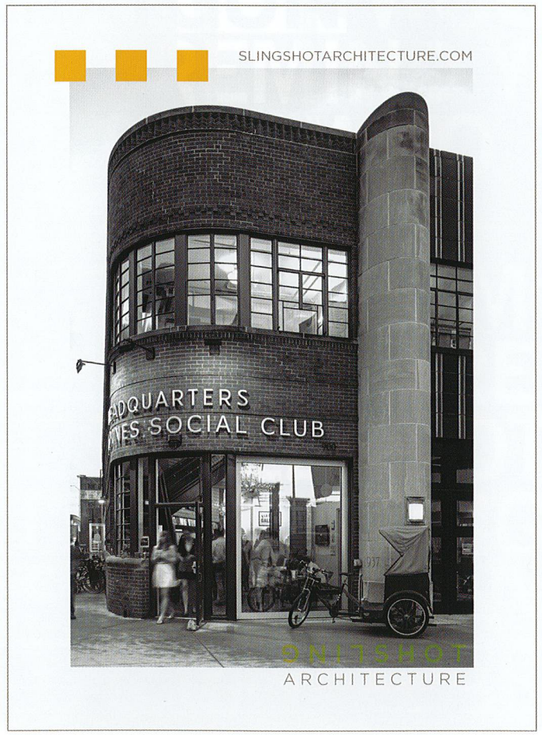
Sarah Marsom, ***Heritage Resource Consultant***
Christopher Myers, ***City of Indianapolis***
Raina Regan, ***National Trust for Historic Preservation***
Zulmilena Then, ***Preserving East New York***

Using Mapping Technology to Educate and Engage Your Community

2:45 p.m. - 4:15 p.m.
Salon AC
1.5 AIA / AICP / HSW

Collecting historic resource survey data and managing the resulting inventory is a key priority of historic preservation efforts, but what do you do with all the data once you have it? That valuable data can be shared with the public to aid in project planning and educational outreach efforts. Learn how two SHPOs have created planning tools and ESRI Story Maps to engage local communities. NPS will discuss the Gateway Communities project, which fosters communication between national parks and CLG communities.

Andrew Edmonds, ***North Carolina SHPO***
Reina Murray, ***National Trust for Historic Preservation***
Elizabeth Shultz, ***Pennsylvania SHPO***
Seth Tinkham, ***National Park Service***



Elevating Buildings—Lowering Standards?

2:45 p.m. - 4:15 p.m.
Salon FG
1.5 AIA / AICP / HSW

Communities across the country are facing increased flooding challenges from rising sea levels and extreme weather events. To avoid repeated flooding and to meet federal requirements, many buildings are now being elevated from several feet to up to nine feet above the ground. For historic properties this can be in conflict with design guidelines and a loss of architectural integrity. This session will focus on the issues facing historic areas and districts which are prone to flooding and the alternatives available for elevating buildings while still maintaining building and district character.

Lisa Craig, ***Michael Baker International***
Dennis Dowd, ***City of Charleston, SC***
Phil Thomason, ***Thomason and Associates;***
Chris Wand, ***Primus Companies***

Out of Sight, Out of Mind: HPCs & Archaeological Resources

2:45 p.m. - 4:15 p.m.
Mississippi/Missouri
1.5 AIA / AICP / HSW

Less visible than buildings and structures, archaeological resources play an important role in understanding the built environment, properties that have been lost, and the cultures that inhabited the land before our current communities took shape. Learn how historic preservation commissions across the country have conducted archaeological surveys to better understand and share their community's history with the public, amended their preservation ordinances to strengthen protections for archaeological resources, and developed proactive review protocols and partnerships.

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For information: AMY MERCER, PROGRAM ADMINISTRATOR
MERCERAL@COFC.EDU | GO.COFC.EDU/HPCP
843.953.3888

Barbara A.M. Howard, *Stonebridge Learning*
David Mather, *Minnesota SHPO*
Kate Schwartz, *City of Fredericksburg, VA*
Kirsti Uunila, *Calvert County, MD*

What's Your Story? Annual Reporting as a Tool to Educate and Engage

2:45 p.m. - 4:15 p.m.
Scott's Landing
1.5 AIA / AICP / HSW

Every day, through our work and actions, we demonstrate that preservation matters. Each year our impact is condensed into a report of seemingly bland facts. What makes an effective annual report? Can an annual report impact and encourage community engagement? How can reporting help tell your unique story? Speakers from across North Carolina will present their experience in annual reporting at the municipal and state levels. The presentations will close with a roundtable on best practices.

Kristina Harpst, *City of Charlotte, NC*
Amber Kidd, *North Carolina SHPO*
Collette Kinane, *City of Raleigh, NC*
Anna Readling, *Town of Cary, NC*

World Food Prize Closing Reception

5:00 p.m. - 7:00 p.m.

The World Food Prize Hall of Laureates, situated on the Des Moines River, is a splendid venue for the FORUM 2018 Saturday evening reception. This magnificently restored Beaux Arts space celebrates the spirit of giving, emphasizing the importance of global food security. The building also pays tribute to the World Food Prize Laureates and Iowa's agricultural and humanitarian pioneers for their significant contributions to the global fight against hunger, helping to feed the world and improving the lives of others.



Sunday, July 22

Dealing with Controversial Commemorative Monuments and Memorials

8:30 a.m. - 10:00 a.m.
Salon E
1.5 AIA / AICP / HSW

Historic districts are generally located in the heart of the community, and often encompass significant public spaces that contain monuments and memorials. But, what is a commission to do when these memorials reflect an unpleasant and uncomfortable part of our history? Monuments to the Confederacy, Christopher Columbus and colonization abound in historic districts throughout the country and have become targets of protests and vandalism. Learn from the experiences of communities that have fostered a public dialogue related to these monuments.

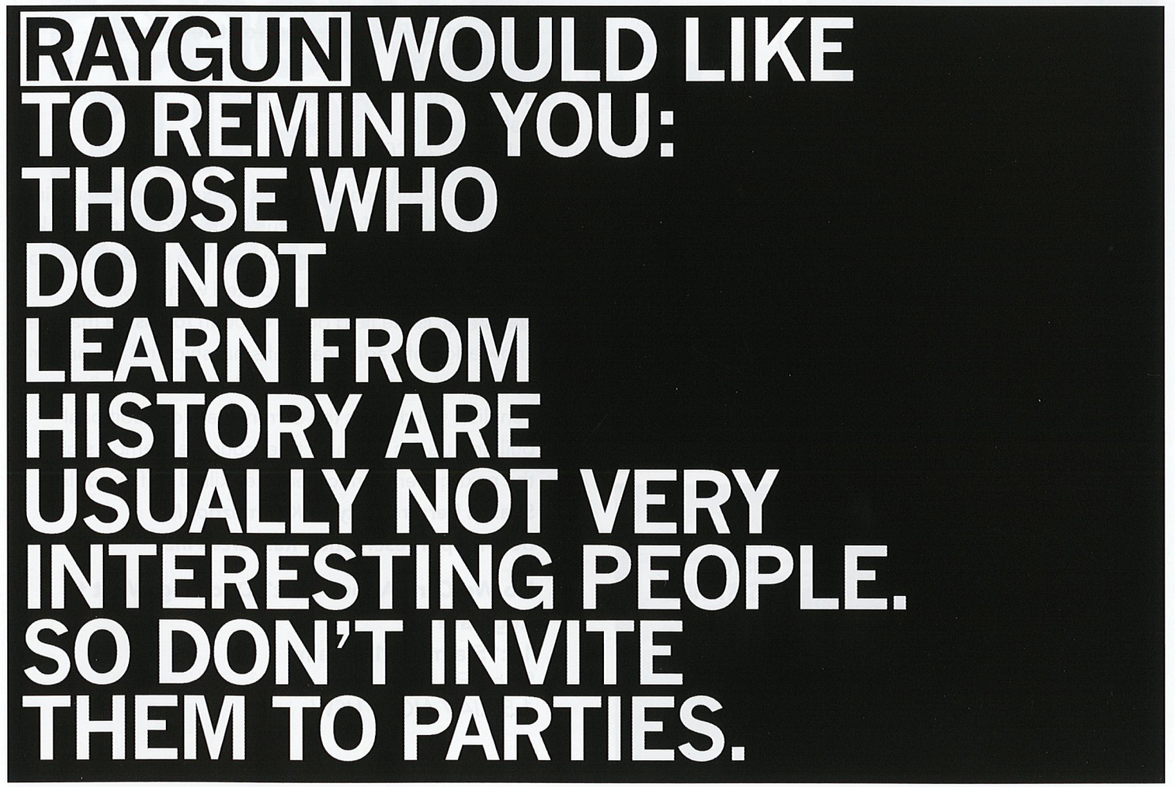
Sean Denniston, *Clark County HPC*
Eric Holcomb, *City of Baltimore, MD*
Brent Leggs, *National Trust for Historic Preservation*
Tom Mayes, *National Trust for Historic Preservation*

Section 106: Innovative Mitigation Measures, a Discussion and Lessons Learned

8:30 a.m. - 10:00 a.m.
Salon AC
1.5 AIA / AICP / HSW

Section 106 of the National Historic Preservation Act can be an excellent example of consultation and collaboration in progressing local preservation initiatives. During the Section 106 process to mitigate the loss of historic properties there are often opportunities and funding for local governments to undertake creative preservation projects. A representative from the Advisory Council on Historic Preservation will discuss the role of citizens and local governments in the Section 106 process and representatives from Mason City and Cedar Rapids, Iowa, will discuss how Section 106 impacted recovery efforts in the wake of devastating flooding in the Cedar River watershed in June 2008.

Walter Gallas, *City of Baltimore, MD*
Jeff Hintz, *City of Racine, WI*
Tricia Sandahl, *City of Mason City, IA*
Katherine Slick, *Advisory Council on Historic Preservation*



Saving Places Through Preservation Advocacy: The James River at Jamestown Case Study

8:30 a.m. - 10:00 a.m.
Salon FG
1.5 AIA / AICP / HSW

Sometimes taking direct action is the best way to preserve a historic place. The campaign to save the James River near Jamestown from a destructive transmission line will be used as a case study to teach attendees concrete steps to plan and execute a successful preservation advocacy campaign. Attendees will be able to apply these steps to their own preservation problem and develop a comprehensive public outreach, lobbying, press and legal strategy action plan.

Elizabeth Kostelny, *Preservation Virginia*
Rob Nieweg, *National Trust for Historic Preservation*
Sharee Williamson, *National Trust for Historic Preservation*

Terrace Hill and Salisbury House TICKETED TOUR

9:00 a.m. - 12:00 p.m.
Departure from the Embassy Suites Locust Street Entrance
1.5 AIA / AICP / HSW

This tour will give participants an opportunity to see two of Des Moines' most important historic houses. Terrace Hill (NHL), designed in the French Second Empire style, was built by land speculator and banker B.F. Allen. Restored with period furnishings in the 1970s, Terrace Hill is now is the Governor's Residence. Salisbury House, a Tudor Revival mansion was built by the Weeks family who made their fortune in cosmetics. Modeled after King's House in Salisbury, England, the architects enhanced the sense of age and authenticity by importing historic materials from England including roofing tile from Lord Nelson's estate in Wiltshire. Salisbury House also has an important collection of fine art, rare books and Native American artifacts.

Laura Sadowsky, *Iowa SHPO*

Infill Construction in Historic Districts—Is It Compatible?

10:15 a.m. - 11:45 a.m.
Salon E
1.5 AIA / AICP / HSW

Historic districts are established so the community can manage change while maintaining the area's essential character. The design and construction of new structures and additions within historic districts can have a huge impact on the overall district. In this interactive session, you get to determine whether the new construction meets the Secretary's Standards! Several examples of infill construction will be presented, and the audience will discuss the merits of the project.

J. Todd Scott, *King County, Washington*
Jason Van Essen, *City of Des Moines*

Preserving Preservation for the Next Generation

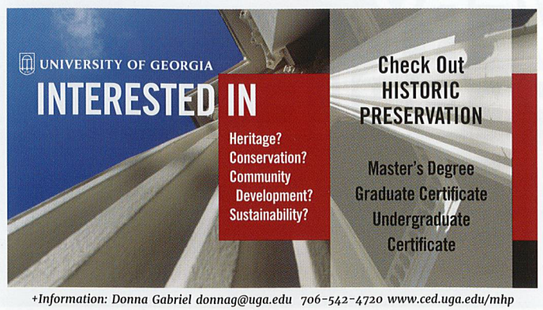
10:15 a.m. - 11:45 a.m.
Salon AC
1.5 AIA / AICP / HSW

The preservation community is dedicated to preserving historic buildings for the future, but much of this work involves planning and regulations. The physical work of preservation cannot be completed without skilled craftsmen. Is the field doing enough to ensure that the knowledge of traditional craftsmanship and the preservation trades will continue to exist in the future? Panelists will discuss the current state of traditional building trades and how to encourage members of the next generation to become skilled craftspeople.

Sharon Ferraro, *City of Kalamazoo, MI*
Bob Yapp, *Preservation Resources Inc.*

Do We Care About That? Deciding What to Regulate

10:15 a.m. - 11:45 a.m.
Salon FG
1.5 AIA / AICP / HSW



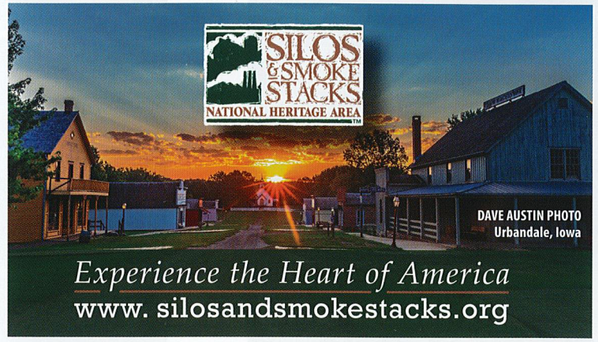
+Information: Donna Gabriel donnag@uga.edu 706-542-4720 www.ced.uga.edu/mhp

Though design guidelines are all based on the Secretary of the Interior's Standards, they vary in what and how they regulate. Each community defines their local character and how to preserve it, balancing preservation with public support, practicality, and economics. Where does your community stand? If you can't see it, do you still regulate it? If it's reversible, does it matter? Come see how design guidelines from across the country compare.

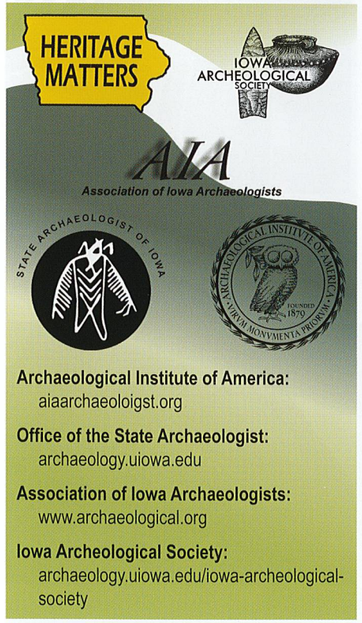
Abigail Christman, *City and County of Denver*
Mark Rodman, *History Colorado*

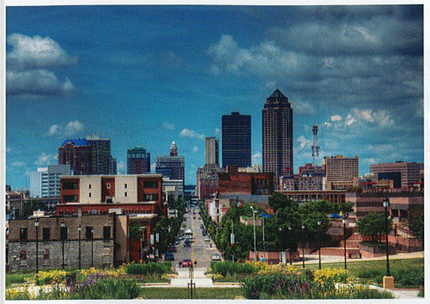
Preservation Iowa Board Meeting BY INVITATION

12:30 p.m. to 2:30 p.m.
Scott's Landing









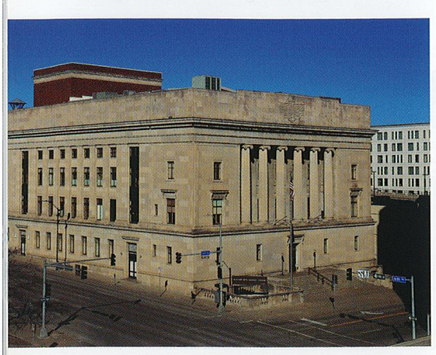
Des Moines Skyline



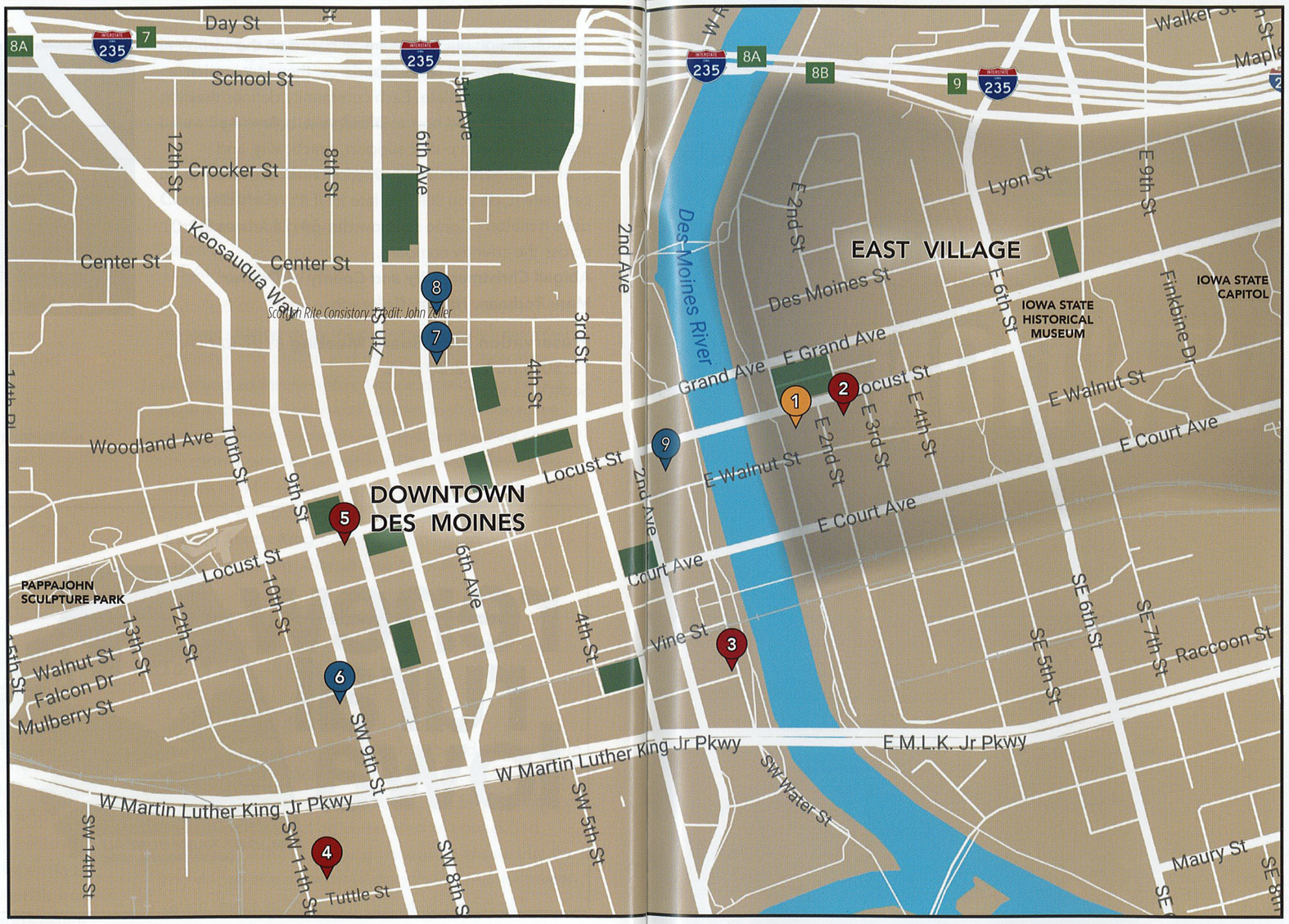
Court Avenue, Des Moines



Des Moines Social Club



Scottish Rite Consistory Credit: John Zeller



1 Embassy Suites by Hilton Des Moines
101 East Locust Street

2 Staybridge Suites
201 East Locust Street

3 Residence Inn by Marriott Downtown Des Moines
100 Southwest Water Street

4 Holiday Inn Express & Suites Des Moines Downtown
333 Southwest 11th Street

5 Des Lux Hotel
800 Locust Street

6 West End Salvage
22 9th Street

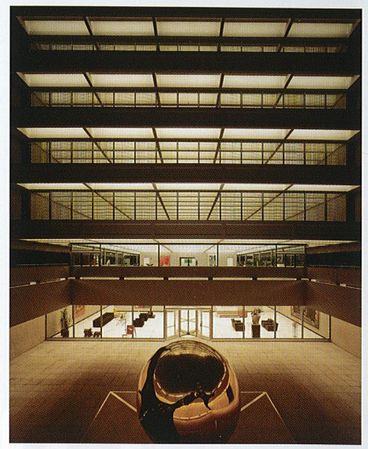
7 American Republic
601 6th Avenue

8 Scottish Rite Consistory
519 Park Street

9 World Food Prize
100 Locust Street

Public Parking

Historic East Village



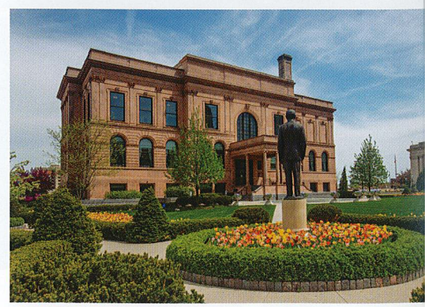
American Enterprise Building Credit: Nick Merrick, Hedrich Blessing



Des Moines Art Center Credit: Cameron Campbell



Pappajohn Sculpture Park Credit: Connie Wilson, Connie Wilson Design

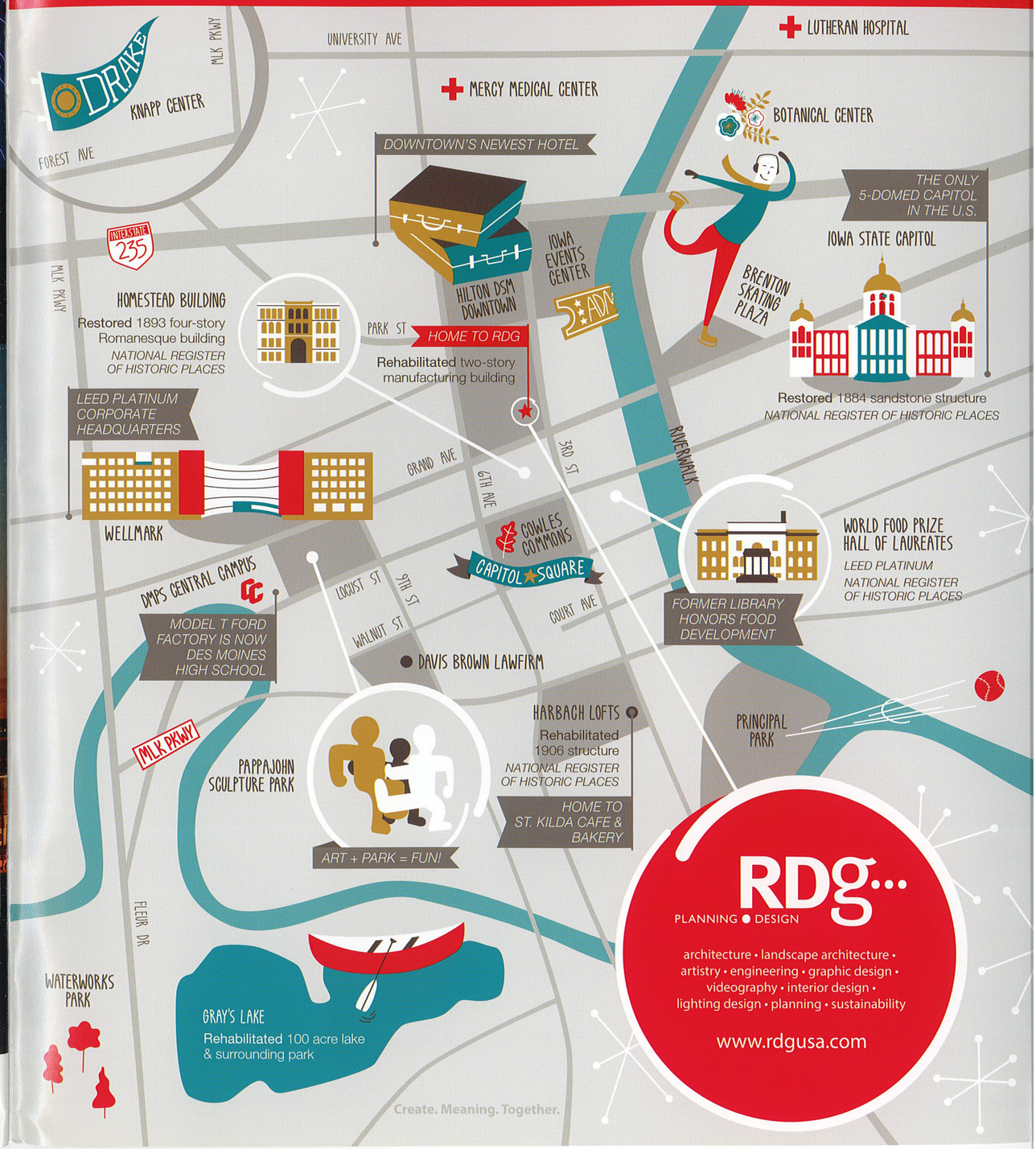


World Food Prize Credit: World Food Prize Foundation

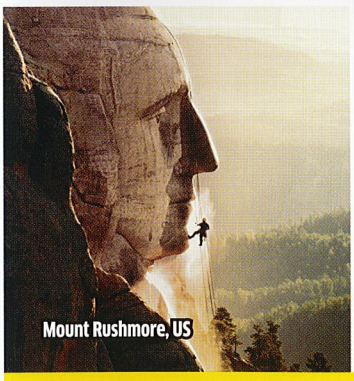


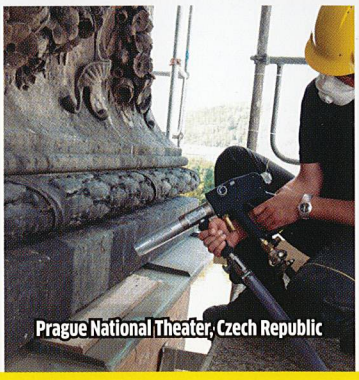
Check out DES MOINES!

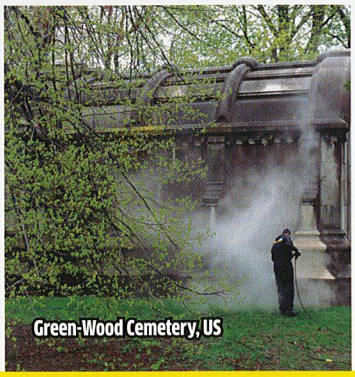
Our project map will guide you to exciting places during your stay.

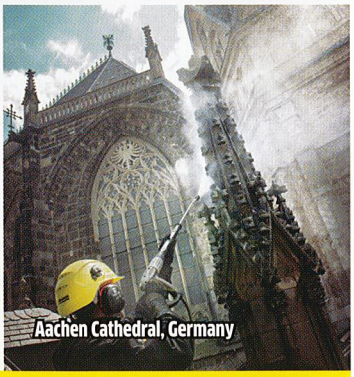












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