

# Downtown Clarkston



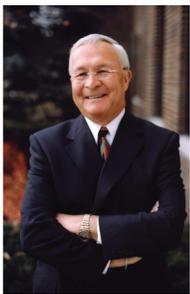
A learning and networking opportunity for local communities, business owners, developers, consulting professionals and non-profit organizations.



Oakland County Economic Development & Community Affairs

## 16<sup>th</sup> Annual Heritage Conference

2013 Conference Theme: *Managing Success*



*Oakland County's historic and cultural resources are an integral part of our quality of place and economy. They not only provide outstanding opportunities for residents, they are key to attracting and retaining businesses. Our Heritage Conference celebrates these resources and explores ways to protect them.*

*"Be careful what you wish for" is an old adage that, if we are not prepared, can ring true. Some of our best accomplishments (an event, business, development or special place) generate such a desired experience they can quickly turn into logistical and PR nightmares. This year's conference will explore a number of ways to manage the success of a variety of resources.*

L. Brooks Patterson, Oakland County Executive

SEPTEMBER 13, 2013

Clarkston Community  
Historical Society



City of the Village of Clarkston



Seating is limited, so register early!

[www.heritageconference.eventbrite.com](http://www.heritageconference.eventbrite.com)

# AGENDA

**8:30 a.m. Registration & Continental Breakfast at the Clarkston Union**

**9:00 a.m. Welcome**

*Irene Spanos, Director, Oakland County Economic Development & Community Affairs  
Joe Luginski, Mayor, City of the Village of Clarkston*

**Recognitions & Announcements**

*Bret Rasegan, Supervisor, Oakland County Planning Group*

**9:30 a.m. Keynote Address— *Too Successful To Succeed***

*Scott Day, Urban Development Services*

Can you become so successful that you are failing to provide the basics that made you successful in the first place? Scott will share success stories, from all aspects of American life; from the environment and recreational activities to community planning, historic preservation and revitalization to small downtown businesses. But more importantly, he will introduce the idea of managing success and the ingredients of building sustainable organizations.

**10:30 a.m. What Makes Clarkston Successful?**

*Carol Eberhardt, City Manager, Clarkston*

**10:45 a.m. Break**

**11:00 a.m. Concurrent Walking Tours**

- A. Exploring Clarkston's Haunted History
- B. Milling Around Town

**12:00 p.m. Lunch at the Woodshop**

**1:15 p.m. Concurrent Early Afternoon Sessions at the Woodshop**

**Session 1:**  
Managing the Highest Quality Trout Stream in Southeast Michigan

**Session 2:**  
Managing the World's Largest One Day Auto Event

**Session 3:**  
Street Smarts—Managing Traffic Congestion

Please Note:  
3 AICP CM Credits are pending.  
3 Master Citizen Planner CEUs have been approved.  
3 AIA CES Credits are pending.

**2:15 p.m. Break**

**2:30 p.m. Concurrent Late Afternoon Sessions at the Woodshop**

**Session 4:**  
Growing It Right—Flint Farmers Market

**Session 5:**  
Green Pastures As Seen From the Other Side

**Session 6:**  
The Sashabaw Corridor—Managing Success by Maintaining the Vision

**3:30 p.m. Networking Reception (pre-registration required)**

\*\*Session and tour descriptions are on the following pages\*\*

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# SESSION DESCRIPTIONS

## Session 1: Managing the Highest Quality Trout Stream in Southeast Michigan

*Jim Francis— Fish Biologist, Michigan Department of Natural Resources*

How do you successfully manage the highest quality trout stream in Southeast Michigan? A combination of habitat improvement projects, protection and thoughtful management has allowed Paint Creek to develop into Southeast Michigan's highest quality trout stream. However, the combination of limited trout fishing opportunities locally, good public access and the proximity to Metro Detroit creates high fishing pressure and unique challenges. Learn the history behind this popular cold-water fishery and the management necessary to protect it.

## Session 2: Managing the World's Largest One Day Auto Event

*Tony Michaels— President/CEO and Executive Director, The Parade Company and Woodward Dream Cruise*

Not many events can make that claim, but in this case it's true. The Woodward Dream Cruise Executive Director will describe how the world's largest one day automotive event, drawing 1.5 million people and 40,000 classic cars each year from around the globe, is planned and managed. Hear about how the private sector, government, public safety and road agencies pull together to make this a success.

## Session 3: Street Smarts— Managing Traffic Congestion Through Technology and Innovation

*Tom Blust— Director, Engineering Department, Road Commission for Oakland County*

*Ahmad Jawad— Signal Systems Engineer, Traffic Operations Center, Road Commission for Oakland County*

Celebrating a 100 year anniversary is quite an achievement! Over the last century, the Road Commission for Oakland County has experienced an increased number of vehicles on the roads, changes in technology and advancements in safety regulations. Learn how the RCOC is using "smart" traffic signals and roundabouts to effectively managing traffic congestion.

## Session 4: Growing it Right— Flint Farmers Market

*Dick Ramsdell— Market Manager, Flint Farmers Market*

Fighting off bankruptcy and closure just ten years ago, the Flint Farmers Market was named as America's Most Loved Market by the American Farmland Trust in 2009 and is considered as one of the finest year-round markets in the state. Learn firsthand what turned the market around and the true impact that expanded programs and services have produced. A controversial move to a new location and larger facility could have disastrous results. This session will examine how the Flint Farmers Market is trying to preserve its 80 year history, meet the current day needs and expectations of the public and address the alarms of skeptics.

## Session 5: Green Pastures As Seen From the Other Side

*Patrick McKay— Supervisor Interpretive Services, Rochester Hills Museum at Van Hoosen Farm*

Located in the Historic Stoney Creek Village, this 16-acre museum complex has become one of the most popular and best attendance generator museums in the region. It now offers families a place to learn about the past, enjoy the beauty of the present and prepare for the future. But even following a master plan to the future can be wrought with the unexpected. Events that attract 10,000 may be what your museum dreams for, but as the old adage says "be careful what you wish for." During this session, Pat will examine the master plan they are following and will show how to prepare for the unexpected to ensure your organization is honoring its history, following its mission and delivering a product that the public wants.

## Session 6: The Sashabaw Corridor— Managing Success by Maintaining the Vision

*Richard K. Carlisle, AICP, PCP— President, Carlisle/Wortman Associates, Inc.*

*Thomas E. Biehl, P.E.— Engineer, Hubbell, Roth & Clark, Inc.*

The benefits of over twenty years of proactive planning to the community have been considerable: a cohesive and attractive streetscape, walkable and safe neighborhoods, and a mix of uses. Instead of typical strip-mall construction with seas of parking and unconnected uses, the Overlay District is characterized by buildings oriented to the street, expansive safety paths and walkways, and public features for people to gather. All of these have helped create a burgeoning Town Center for the community.

## TOUR DESCRIPTIONS

### Tour A: Exploring Clarkston's Haunted History

What better way to shrug-off superstitions and the notion of stodgy Historical Society programs than to retrace the steps of the highly successful Haunted Clarkston Tour on Friday the 13<sup>th</sup>. Thinking of bringing new life to your organization, well this tour and enlightenment along the way may be just the thing to get you in the spirit and quicken your step. We will do our best to keep black cats from crossing your path and help you avoid walking under ladders. We will keep our fingers crossed, but are sure that you will enjoy and learn from this unique tour hosted by the Clarkston Historical Society.

### Tour B: Milling Around Town

Our towns and cities can often trace their beginnings to the natural resources that were present; the river, the fertile soils, etc. Sometimes, those resources continue to play an important role in the development of a community. Such was the case of Clarkston and the water resources that surround it. This tour will trace the architecture and features that tell the story of founding and settlement to what sustains the community today. Admire the stylish and elegant buildings along Main Street, while learning the colorful history and distinctive architecture that make up this National Historic District.

## REGISTRATION INFORMATION

<b>Date:</b>	Friday, September 13, 2013
<b>Cost:</b>	\$40
<b>Location:</b>	Downtown Clarkston
<b>Morning:</b>	<b>Clarkston Union (morning)</b> 54 S Main St Morning Announcements, Keynote & Breakfast
<b>Afternoon:</b>	<b>Woodshop (afternoon)</b> 18 S Main St Afternoon Sessions & Lunch
<b>Online Registration:</b>	<a href="http://www.heritageconference.eventbrite.com">www.heritageconference.eventbrite.com</a>

If you have any questions or need additional information, contact Kim Durkin at 248.858.1995 or [durkink@oakgov.com](mailto:durkink@oakgov.com). Please register before September 6, 2013.

Please wear comfortable walking shoes for the tour.

Seating is limited, so register early!

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# DIRECTIONS & PARKING

## Downtown Clarkston



**1** Clarkston Union  
54 S Main St  
Morning Announcements,  
Keynote & Breakfast

**2** Woodshop  
18 S Main St  
Afternoon Sessions & Lunch

**P** Free Parking

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