



**Fourth Quarter Training Agenda
Wednesday, November 12, 2025**

North Augusta Forward | 200 Georgia Ave. | North Augusta, SC 29841

9:45 – 10:00 a.m.	Name Badge Pickup and Refreshments
10:00 – 10:05 a.m.	Welcome, Announcements and Introductions <i>Jonathan Irick, Staff Associate for Main Street SC, Municipal Association of SC</i> <i>Avery Spears-Mahoney, Director, North Augusta Forward</i>
10:05 – 11:15 a.m.	Navigating Public/Private Partnerships <i>Local Panel Participants</i> Join us for a candid conversation exploring the wins, challenges and lessons learned from successful public/private partnerships. Panelists will share how strong communication among partners, aligned goals and mutual trust have helped communities overcome complications and achieve lasting impact.
11:15 – 11:30 a.m.	Break
11:30 a.m. – 12:15 p.m.	How to Create and Sustain a High-functioning Board <i>Robin Waites, Owner, Robin Wates Consulting</i> An organization's board is more than just a governing body — it's the backbone of the organization. A strong, engaged board can open doors to new partnerships, strengthen strategic decision-making and ensure long-term sustainability. In this session, we'll talk about what separates high-functioning boards from those that struggle by exploring three key practices: clarity of communication, engagement and accountability.
12:15 – 1:15 p.m.	Lunch and Statewide Updates <i>Lunch Provided by North Augusta Forward</i>
1:15 – 2:45 p.m.	Discovering Downtown North Augusta Wear comfortable shoes, as the North Augusta Forward team will take us on a walking/trolley tour to discover the projects and initiatives impacting North Augusta.

Established in 1983, Main Street SC is a comprehensive revitalization program that promotes the economic redevelopment of historic commercial districts throughout the state.
Main Street SC is a program of the Municipal Association of SC and is a National Main Street Center Coordinating Program.



2:45 – 4:00 p.m.

AI and Asset Mapping

Leniece Lane, Owner, Small Town Soul

This course explores how artificial intelligence can be used to identify, analyze and visualize community assets for itinerary development and storytelling. Learn how to integrate AI tools with local knowledge to reveal opportunities you may not think about in terms of assets, and how to organize routes, optimize schedules and tailor experiences for itinerary building.

4:00 p.m.

Closing Remarks and Adjourn

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