



Summer Retreat Agenda | June 9 – 11, 2026
The Arts Center of Greenwood | 120 Main St. | Greenwood, SC 29646

Tuesday, June 9

Noon – 1:00 p.m.

Welcome, Introductions and Main Street Lunch and Learn: Uptown Greenwood

Jenny Boulware, Manager, Main Street SC

Jonathan Irick, Staff Associate, Main Street SC

Gibson Hill, Executive Director, Uptown Greenwood Main Street Program

Bring your lunch of choice and jump right in. We'll kick things off with a behind-the-scenes look at how Uptown Greenwood operates, from structure to strategy. Hear from the Uptown staff and board members about what's working, what's evolving and the real-world challenges shaping their Uptown district.

(Main Street approach – Organization)

1:00 – 2:30 p.m.

The Main Street Toolbox – Ideas from Main Street NOW Conference That Work

Jenny Boulware, Manager, Main Street SC

Hannah Davis, Manager, Downtown Florence Main Street Program

Jonathan Irick, Staff Associate, Main Street SC

Austin Watters, Coordinator, Downtown Florence Main Street Program

This fast-paced, hands-on session is packed with practical ideas you can put to work right away. Peer discussions about ideas learned while at the Main Street NOW Conference will explore tools like tips for municipal owned properties, how to say no, techniques for capturing standout downtown photos, and a prioritization pyramid to guide smarter decision-making. Along the way, you'll swap ideas, test strategies, and leave with a toolkit of resources to strengthen your downtown effort

2:30 – 2:45 p.m.

Break

2:45 – 3:30 p.m.

Social Media Civility and Sanity

Amanda Heckroth, Communications & Marketing Coordinator, City of Rock Hill

Katie Quinn, Communications & Marketing Manager, City of Rock Hill

Social media these days seems like a mine field every time a new post is shared. Learn how to stay civil on social media and how to make posting a little less like a chore and a lot more like a conversation. We'll explore simple ways to show up authentically, capture relevant moments and connect with your audience. (Main Street Approach – Promotion)



3:30 – 4:15 p.m.

Preservation Pointers

Jennifer Foster, Director, Main Street Dillon

Rob Wolfe, Field Services Manager, Municipal Association of SC

As we continue to explore our 2026 theme of preservation, Wolfe will share his experiences from his time in Cheraw and the preservation grants he was successful in securing for downtown. Foster will share her insights from the 2026 SC Preservation Conference, which takes place annually at the SC Department of Archives and History. (Main Street approach – Design)

4:15 – 5:30 p.m.

Break

5:30 – 6:30 p.m.

Pre-Dinner Networking Event

La Mesa Boutique | 336 Main St. | Greenwood, SC 29646

Connect and get creative. You'll paint your own South Carolina-shaped ceramic plate. Each piece is pre-fired bisque ware, so you'll glaze your design during the event, and we'll handle the kiln firing for a beautiful, food-safe finish. Enjoy meaningful networking while enjoying conversation, charcuterie and drinks.

Preregistration is required. The cost is \$50 per person.

Wednesday, June 10

9:30 – 9:45 a.m.

Main Street SC Updates

Jenny Boulware, Manager, Main Street SC

Jonathan Irick, Staff Associate, Main Street SC

Quick highlights on what's happening at the state level and across the network – what you need to know, what's coming next and where to plug in.



9:45 – 10:30 a.m.

Main Street America Academy

Jonathan Irick, Staff Associate, Main Street SC

Sarah Sutton, Downtown Manager, Main Street Beaufort

Curious about Main Street America’s Main Street America Academy? See how it works in action. Hear how it’s supporting professional growth across the network and how one of your peers, Sarah Sutton, was recently recognized by Main Street America as a top active learner. If you haven’t signed up for the academy yet, this will be the perfect opportunity. (Main Street approach – Organization)

10:30 a.m. – 12:30 p.m.

Walking Tour: Uptown Greenwood

Uptown Greenwood Team

Wear comfortable walking shoes as we discover the projects and initiatives, both past and present, impacting Uptown Greenwood.

12:30 – 1:15 p.m.

Lunch

Lunch provided by Discover Greenwood

1:15 – 3 p.m.

From Rules to Results: Ordinances That Strengthen Your District

Bill Eubank, FASLA, LEED AP, Urban Edge Studio

Ordinances aren't just rules. They are some of the most effective tools you have to shape a stronger, more vibrant district. This session breaks down how to use them strategically to support business development, guide quality growth and support downtown living. We'll look at examples and simple ways to help your regulations work for your district, not against it. (Main Street approach – Economic Vitality)

3:00 – 3:15 p.m.

Break

3:15 – 4:30 p.m.

Small Business Support Partners in SC

Earl Gregorich, CBA, Outreach & Marketing Specialist, U.S. Small Business Administration
Marquise Jackson, State Director, Small Business Development Center

Meet the people and programs ready to support your local businesses. Learn how to better connect entrepreneurs with resources to help them start, grow and succeed. (Main Street approach – Economic Vitality)

4:30 – 5:15 p.m.

Roundtable Discussions

Your questions. Your challenges. Your ideas. This is your time to share and crowdsource solutions with your peers. Questions will be submitted ahead of time.



5:15 p.m.

Dinner on Your Own

Thursday, June 11

9:30 – 10:30 a.m.

Conference Highlights Panel

Jan Bratcher, Main Street Coordinator, Honea Path Main Street
Michelle Brown, Director, Main Street Hartsville
Kristen Franks, Main Street Coordinator, Main Street York
Carrie Trebil, Special Projects Coordinator, Main Street Manning

Join fellow directors as they share their experiences and takeaways from the North Carolina Main Street Conference in New Bern and the Main Street NOW Conference in Tulsa. Hear their biggest takeaways, favorite ideas and tips for making the most of these professional development opportunities and learn more about submitting session proposals.

10:30 - 11:15 a.m.

Introducing the *Main Street SC Historic Preservation Guide*

Hannah Davis, Manager, Downtown Florence Main Street Program

You don't have to be an expert in preservation to provide tools to your merchants and property owners. Explore resources, approaches, and the new *Main Street SC Historic Preservation Guide* to help understand, protect and promote your district's historic assets. (Main Street approach – Design)

11:15 – 11:45 a.m.

Key Takeaways

Jonathan Irick, Staff Associate, Main Street SC

As we wrap up the 2026 retreat, we will share our key takeaways from the sessions. We will reflect on what to start, what to stop, and what to keep doing. Leave with a clear sense of your next steps in downtown revitalization. (Main Street approach – Organization)

11:45 a.m. – Noon

Retreat Wrap-ups

Jenny Boulware, Manager, Main Street SC
Jonathan Irick, Staff Associate, Main Street SC

Noon

Adjourn and Explore

Take time to support local and see Uptown Greenwood in action.