

Endless Mountains Heritage Region 2017 Annual Meeting and Conference

Friday, Oct. 6 at Wysox Fire Hall, Wysox, Bradford County

Agenda

9:00 – 9:30 EMHR Board Business Meeting

9:30 – Welcome & Introductions

9:45 – 10:45 *Branding and Messaging that Draws Audiences*

Greg O'Loughlin presents the mechanics of developing a strong brand and message, and facilitates discussion of the Heritage Region's vision, mission and message.

10:45 – 12:00 – Panel Discussion - *Historic Preservation – New Directions and Approaches to Protecting Heritage Assets; Current Grants and Funding Sources; Susquehanna River Towns, Greenways, and Trails*

Bryan Van Sweden and Shelby Splain of the Pennsylvania Historic and Museum Commission (PHMC) discuss the Statewide Historic Preservation Plan and current trends in funding and implementing historic preservation projects.

Christine Dettore, regional director of DCNR's Bureau of Recreation & Conservation, discusses options for funding heritage and historic preservation projects through DCNR and partner agencies.

Trish Carothers, Susquehanna Greenway Partnership (SGP) and leader of the River Town Technical Assistance Program, presents the status of SGP's work to promote and revitalize river towns through civic engagement that focuses on strengthening community connections to the River with a connected network of land and water trails and parks.

Q&A of panel members.

12:00 Lunch

EMHR Annual Membership Business Meeting

EMHR president Ed Zygmunt oversees voting in of new board members

Future of the Heritage Region

EMHR director Annette Schultz presents an overview of projects, funding, and new directions for the Heritage Region in the coming year.

1:00 – General Adjournment

1:00 – 1:15 EMHR Board Business session