

THE GEORGIA TRUST FOR HISTORIC PRESERVATION,  
THE GEORGIA HISTORIC PRESERVATION DIVISION & THE GEORGIA ALLIANCE OF PRESERVATION COMMISSIONS  
PRESENT



# GEORGIA Statewide Historic Preservation Conference

SEPTEMBER 20-24, 2021  
VIRTUAL

PROGRAM

## VIRTUAL FORMAT

All sessions will be offered on the Zoom Webinar platform. This does not require participants to use audio or video. Participants will have the opportunity to participate in live sessions through typed Q&A.

Registered attendees will receive an email with links to join each conference session prior to the start of the conference, as well as reminders each morning of the conference.

Sessions will be recorded and shared with registered attendees. Links to the recordings will be emailed at the conclusion of the conference and will only be available for viewing for two weeks following the event.

If you experience any technical difficulties using Zoom, please visit [Zoom's Help Center](#).

## HISTORIC PRESERVATION COMMISSION TRAINING

If you are attending the conference to fulfill your HPC training requirement, fulfillment will be determined based on your individual registration. All sessions scheduled at 1:00 p.m., and the morning 10:00 a.m. session on Friday, are dedicated for our historic preservation commissioners or staff and we recommend these sessions, however you may attend any sessions during the conference to fulfill the training requirement. Please note training certificates will not be provided by the Historic Preservation Division unless requested. If a training certificate is needed, please contact [paige.jennings@dca.ga.gov](mailto:paige.jennings@dca.ga.gov) at completion of the conference.

## CODE OF CONDUCT

We want to ensure that the Georgia Statewide Historic Preservation Conference is a fulfilling experience for all. Accordingly, all attendees are expected to follow the Code of Conduct, which applies at all conference events. We expect cooperation from all attendees, staff, speakers, and other participants to help ensure a welcoming, inclusive, and respectful environment for all. To view the Code of Conduct, click [here](#).

## PRELIMINARY SCHEDULE AT A GLANCE (All times shown in Eastern Time. Sessions subject to change.)

MONDAY 9/20	TUESDAY 9/21	WEDNESDAY 9/22	THURSDAY 9/23	FRIDAY 9/24
10:00-11:30 AM <b>OPENING &amp; KEYNOTE</b> Andrew Feiler: <i>A Better Life for Their Children</i>	10:00-11:00 AM Georgia Historic Theatres: Fox Theatre Institute Success Stories	10:00-11:00 AM Assessing the Vulnerability of Coastal Cultural Heritage by Sea Level Rise	10:00-11:00 AM Financing a Preservation Project: Federal and State Tax Credits	10:00-11:00 AM Beyond Regulation: Outreach and Engagement for HPCs
1:00-2:00 PM GAAPHN: Building a Better Network	1:00-2:00 PM Local Historic Preservation: Historic Districts and Beyond	1:00-2:00 PM Moving Past Preservation: Placemaking with Impact	1:00-2:00 PM Brick by Brick: Understanding and Preserving Historic Masonry	1:00-2:30 PM Georgia Alliance of Preservation Commissions: HPC News and Notes and Student Poster Session
3:00-4:00 PM Preserving Your Historic Church or Synagogue	3:00-4:00 PM Georgia Trust GREEN: Sustainability for Historic Homes	3:00-4:00 PM Equity & Equalization: How Preserving the West Broad School Is Changing Athens	3:00-4:00 PM Discussing the Georgia State Tax Credit	
*Sessions are subject to change*				

## MONDAY, SEPTEMBER 20

10:00-11:30 a.m. ET

### Welcome & Opening Remarks

*Dr. Dave Crass, Deputy State Historic Preservation Officer*

*Mark C. McDonald, President and CEO, Georgia Trust for Historic Preservation*

### Keynote

*Andrew Feiler, Photographer and Author*

Andrew Feiler is a photographer and author and a fifth generation Georgian. His newest book of photography, *A Better Life for Their Children: Julius Rosenwald, Booker T. Washington, and the 4,978 Schools that Changed America*, has just been published by the University of Georgia Press. This work is the first comprehensive photo documentary of the Rosenwald School program created by Tuskegee Institute principal Booker T. Washington and Sears, Roebuck & Company President Julius Rosenwald. From 1912 to 1937, this collaboration built 4,978 schools for African American children across 15 southern and border states and transformed America.

[PURCHASE THE BOOK](#) (To purchase signed or personalized copies order [here](#)).

1:00-2:00 p.m. ET

### GAAHPN: Building a Better Network

*Georgia African American Historic Preservation Network (GAAHPN)*

Join the Georgia African American Historic Preservation Network for an update on their incorporation and outreach efforts. Learn about the organization and how you can support and join the network!

3:00-4:00 p.m. ET

### Preserving Your Historic Church or Synagogue

*A. Robert Jaeger, President, Partners for Sacred Places*

*Sarah Lyn Jones, Associate Director of Community Engagement, Partners for Sacred Places*

Partners for Sacred Places will present its approach to community-wide fundraising for historic religious buildings, and the impact of its *New Dollars/New Partners for Your Sacred Place* training program, which builds the capacity of congregations to steward and preserve their properties. *New Dollars* transforms how congregations see themselves and their place in the local community, helping them identify, cultivate, and leverage relationships in the community and unleash their heritage as a tool for restoring their buildings, recruiting allies, and revitalizing their neighborhoods. The program's success has led to national initiatives such as the National Fund for Sacred Places (managed by Partners and the National Trust for Historic Preservation).

This session will describe *New Dollars'* key components: Making the Case for Your Sacred Place; New Community Partnerships; Capital Campaign Primer; and Tapping Funding Resources from Outside the Congregation. Participants will learn how congregations have utilized this training to implement successful preservation and capital improvement strategies that tap into the resources available through civic partnerships. The session will include information about an opportunity for Georgia congregations to participate in *New Dollars* this fall, as well as an overview of the National Fund for Sacred Places.

## TUESDAY, SEPTEMBER 21

10:00-11:00 a.m. ET

### Georgia Historic Theatres: Fox Theatre Institute Success Stories

*Leigh Burns, Director, Fox Theatre Institute*

The Fox Theatre Institute has been serving historic theatres in Georgia and the larger Southeast since 2008. We look forward to sharing some of our Georgia success stories in this presentation as well as sharing information related to our community engagement and grant programs. A focus on our best practices for working with other non-profits and leveraging funding will be highlighted.

1:00-2:00 p.m. ET

### Local Historic Preservation: Historic Districts and Beyond

*Paige Jennings, Certified Local Government Coordinator, Georgia Department of Community Affairs*

Are your community's historic preservation processes a mystery to you? Or is your community interested in pursuing historic preservation policy but does not know where to start? Then you are in the right place! In this session, we will discuss of the basic tools and procedures used for historic preservation at the local level. This will include taking a look at how to designate a local historic district, the role of survey, historic preservation ordinances, and the powers and responsibilities of a historic preservation commission.

3:00-4:00 p.m. ET

### Georgia Trust GREEN: Sustainability for Historic Homes

*Bourke Reeve*

*Ben Sutton, Director of Preservation, Georgia Trust for Historic Preservation*

For nearly a decade, the Georgia Trust has been a leader in developing best practices for sustainable historic preservation. With the help of Bourke Reeve, a leader in sustainable preservation, the Trust has developed a program to guide owners of historic homes through the process of making their property more energy efficient and comfortable while maintaining its historic character and fabric. Learn more about the development of the program, its goals for reaching homeowners throughout the state, and how you can advocate for sustainable preservation in your community.

## WEDNESDAY, SEPTEMBER 22

### 10:00-11:00 a.m. ET

#### **A Decade in Review: Assessing the Vulnerability of Coastal Cultural Heritage to Elevation of the Water Table by Sea Level Rise**

*Benjamin R. Curran, Department Head Historic Preservation Trade, Savannah Technical College*

As global climate variation increase, so too will the number of culturally significant structures, landscapes, and buried archaeological resources whose integrity will be impacted or may disappear altogether. For the last 10 years, Strawberry Banke Museum has collaborated with numerous local institutions and organizations to develop a site-specific vulnerability-assessment protocol, as well as, engage in the creation and implementation of a site-specific adaptation plan.

In this session, I will focus on our experiences conducting a “proof of concept” assessment of the dynamic interactions between tidal estuaries, coastal aquifers, and the effects that tidal movements and storm surges may have on proximal cultural heritage. It is our hope that this information contributes to the development of a baseline for the determination of the impacts that sea-level rise will have upon the conservation and preservation of the coast architectural and archaeological resources.

### 1:00-2:00 p.m. ET

#### **Moving Past Preservation; Placemaking with Impact**

*Jessica Reynolds, Director, Office of Downtown Development, Georgia Department of Community Affairs*

Join us as Jessica Reynolds, Director of the Office of Downtown Development, discusses how we can evolve our preservation focus to one that incorporates fun, inclusivity and a sense of place into downtown development. It's easy as preservation enthusiasts to get stuck in a world of regulation because we want to protect the integrity of our downtown district. Utilizing some best practices from around the state, we want to show you what can happen when we embrace change, and say yes to paint, to art, to fun, to placemaking, to everything!

### 3:00-4:00 p.m. ET

#### **Equity & Equalization: How Preserving the West Broad School Is Changing Athens, Georgia**

*Tommy Valentine, Executive Director, Historic Athens*

In this session Tommy Valentine, Executive Director of Historic Athens, will discuss how his organization and others have worked to save an important community landmark. The West Broad School in Athens, one of the few remaining Equalization schools in Georgia, had been threatened with demolition after the Clarke County School District received grant funding to build a new pre-kindergarten building. Hear about Historic Athens' challenges and successes, learn how they have used multiple tools in the “preservation tool kit” to fight for the site's preservation, including public advocacy, navigating public relations, and initiating National Register listing and the Section 106 review process.



## THURSDAY, SEPTEMBER 23

### 10:00-11:00 a.m. ET

#### **Federal and State Historic Preservation Tax Credits**

*Brent Watts, President, Cabretta Capital Corporation*

*Brian W. LaBrie, Partner & Architectural Historian, Ray, Ellis & LaBrie Consulting, LLC*

This session will dive into the complex world of Syndication, Brokerage, and Monetization of tax credits. We'll start with a approved Part 1 and move through the whole development process as it relates to the credits. We'll answer questions about when you should start the process, who do you need to ask for help and what you need to do to avoid common pitfalls.

### 1:00-2:00 p.m. ET

#### **Brick by Brick: Understanding and Preserving Historic Masonry**

*Joseph Smith, AIA, Principal, Architectural Collaborative*

This session will give a brief overview of historic masonry. We will dive into the types of historic masonry and preservation and maintenance techniques. This session will provide a base knowledge of the material science for individuals and HPCs in order to advocate for appropriate treatments and repairs to historic masonry buildings in their communities.

### 3:00-4:00 p.m. ET

#### **Discussing the Georgia State Tax Credits**

*Mark C. McDonald, President and CEO, Georgia Trust for Historic Preservation*

The Georgia State Rehabilitation Tax Credits program is currently set to sunset on December 31, 2022. With that in mind, discussion in this session will explore the organization of a legislative push to extend the expiration of the credits, ensuring the continuation of this valuable Preservation incentive.

## FRIDAY, SEPTEMBER 24

10:00-11:00 a.m. ET

### Beyond Regulation: Outreach and Engagement for HPCs

*Michelle Ricketson, Executive Director, Hinesville Downtown Development Authority*

*J. Kenneth Thompson, City of Thomasville Planner*

Looking for a way to engage your historic preservation commission beyond regulating your historic district? Join this panel discussion to hear from communities that are creating programming, events, and partnerships to support historic preservation in their towns!

1:00-2:00 p.m. ET

### Georgia Alliance of Preservation Commissions: HPC News and Notes and Poster Session

*Wright Dempsey, Chair, Georgia Alliance of Preservation Commissions*

Join the Georgia Alliance of Preservation Commissions as we share news and notes from communities around the state! Communities will share their preservation projects, initiatives, and success stories.

Then stay tuned for our first poster session, presented by students and recent graduates, showcasing recently completed research and works-in-progress. Topics will focus on issues impacting historic preservation, public history and related fields within Georgia.

**\*\*All sessions are subject to change\*\***

---

Hosted in partnership by

