



**First Quarter Training Agenda  
Wednesday, February 21, 2024**

South Carolina State Emergency Operations Center  
South Carolina Emergency Management Division | 2779 Fish Hatchery Road | West Columbia, SC 29172

- 10:00 a.m.**                    **Welcome, Announcements and Introductions**  
*Jenny Boulware, Manager, Main Street SC*
- 10:05 – 10:50 a.m.**        **Meet SC's Emergency Operations Team**  
*Kim Stenson, Director, SC Emergency Management Division*
- The South Carolina Emergency Management Division is the coordinating agency responsible for coordinating the preparation for, the response to and the recovery from major disasters in South Carolina. Learn about their mission, role, assistance programs and mitigation grants.
- 10:50 – 11:00 a.m.**        **Break**
- 11:00 a.m. – noon**         **Clicks and Bricks: Small Business Resiliency Approaches Using WeShopSC Tools**  
*Kate Giovambattista, Founder, Beyond Main*
- Did you know that 87% of consumers research products online before making a purchase? In today's digital age, a strong online presence is no longer optional for small businesses — it's essential for survival, especially for downtown communities. Takeaways from the session will include a clear understanding of how WeShopSC.com can benefit your businesses, a toolbox filled with practical strategies and resources to implement immediately, and a renewed sense of inspiration and confidence about the future of your Main Street.
- Noon – 12:45 p.m.**         **Lunch and Statewide Updates**  
*Lunch Provided by Main Street SC*
- 12:45 p.m. – 1:30 p.m.**    **Local Program Highlights**
- 1:30 – 2:30 p.m.**         **Part 1: Façade Improvements That Integrate Practicality With Preservation**  
*Randy Wilson, President, Community Design Solutions*
- This session will address appropriate enhancements to historic buildings that use real-world solutions. Learn the anatomy of the facade, how to describe the common components and historic development of the facade and seven categorical best practices for facade design.
- 2:30 – 2:45 p.m.**         **Break**

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 – 3:45 p.m.**

**Part 2: Façade Improvements That Integrate Practicality With Preservation**

The session will feature “before and after” case studies demonstrating a range of real-world facade improvement approaches. This session includes an interactive “What would you do to improve?” case study buildings.

**3:45 – 4:00 p.m.**

**Closing Remarks and Adjourn**