



DOWNTOWN LONGVIEW REGIONAL ROUNDTABLE

Focus: Dining and Downtown

April 19, 2018

9:00 am – 3:00 pm

Longview Community Center, 500 E. Whaley Street, Longview TX, 75601

9:30 – 10:00 am **Welcome and Introductions**

10:00 - 10:45 am **Food Trucks and Downtown**

Food trucks are all the rage in big metropolitan areas, but smaller cities are starting to take note and welcome these restaurants on wheels in to their communities as well. There are lots of things to consider before rolling out the red carpet for food trucks. In the past two years, the City of Longview has worked alongside food truck operators, business owners and community groups to help shape and craft a food truck ordinance (and food truck culture) that has helped create vibrancy downtown, create great working relationships and started a strong food truck culture in Longview.

Scott Caron, Director of Parks and Recreation, City of Longview

Buck Farrar, Environmental Health, City of Longview

Hank Guichelaar - owner/operator of A Rolling Hunger

Laura Hill, Director of Community Services, City of Longview

Michael Shirley, Director of Development Services, City of Longview

Melida Heien, Longview Main Street, moderator

10:45 – 11:00 am **Break**

11:00 – 11:45 am **Collaborative Marketing for Local Restaurants**

In order to compete with new chain restaurants, a group of Longview restaurateurs decided to band together to form a local marketing collective to help encourage people to “Chews Longview”. The marketing campaign urges people to support local businesses that give the community its unique flavor. Topics of discussion will include collaborative marketing, social media tips and specific restaurant marketing tips.

Jason Butler, Forbes & Butler

Chelsea Cace, The Cace Kitchen

Whitney Ford, Forbes & Butler

Melida Heien, Longview Main Street, moderator

11:45 am – 1:00 pm **Lunch: Included with registration.**



1:00 – 1:45 pm Harvest on Main

Food events are a great way to highlight local farmers, ranchers, and wineries. Harvest on Main is a Mount Vernon Main Street event that does all three by offering attendees a variety of Texas foods and wines that can be found downtown. Attendees dine under the stars but also raise funds for a worthy cause – downtown improvements. In its first year, the event raised over \$13,000 through ticket sales and sponsorships. Presenter Carolyn Teague will walk you through the process and share tips and strategies.

Carolyn Teague, Mount Vernon Main Street

1:45 – 2:00 pm Break

2:00 – 3:00 pm Downtown Longview Walking Tour

3:00 pm Adjourn