



# Imaginative Merchants

A PANEL DISCUSSION ON MERCHANTS ASSOCIATIONS

## KEYNOTE

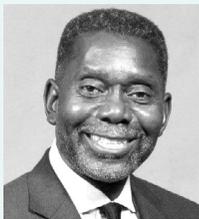


**Meredith Powell | Austin, TX** - Meredith is passionate about people and about community. She is fascinated by the rapid urbanization of cities and has spent her career working to enhance cultural and economic vibrancy through integrating art and contemporary culture in the urban environment. Powell is the Co-Founder of [Public City](#) with partner Sharon Lyle. Established in 2013 with offices in both Austin and Dallas, Public City is a culture-driven public engagement consultancy and studio working to impact the creative capacity and intellectual infrastructure of cities through consulting, investing in ideas, and curating experiences.

## PANELISTS



**Renée Giordano | Brooklyn, NY** - Renée was a well-known civic volunteer and stay-at-home mom when the local business community asked her to temporarily act as the Executive Director of the [Sunset Park Business Improvement District](#). After two weeks, the Board of Directors asked her to stay on as the permanent Director. This was 17 years ago. Although she had limited business experience, aside from briefly owning a flower shop on 5th Avenue, she saw her role at the BID more as an extension of being a neighborhood resident. Her accomplishments include hosting a number of special events attended by thousands and making a variety of streetscape, safety, promotional, and sanitation improvements.



**Anwar Saleem | Washington, DC** - Anwar is the executive director of [H Street Main Street, Inc.](#), a position he has held since 2007. He founded this non-profit organization in 2002 to guide the revitalization of an important, and long-neglected, neighborhood commercial corridor in Washington D.C. Anwar served as chairman of the Board of Directors until taking the direct responsibility for the delivery of commercial revitalization and business retention services as executive director. His economic growth strategy has resulted in more than 2,600 new jobs on the H Street corridor and has helped to attract more than 286 new businesses to H Street NE.



**Adrian Young | Oklahoma City, OK** - A 15-year seasoned advertising veteran, Adrian brought her branding background to the [Western Avenue District](#) in late 2013. The Western Avenue District is run by a 501c6 association established in 2002. Comprised of 200+ merchants and 8 residential neighborhoods, the association exists to support, promote, and cultivate a best-in-class region within Oklahoma City. 2014 marked an exciting opportunity to build a more purposeful presence for the Western Avenue District and the association has now garnered tens of thousands of fans, launched a full community event series, and hosts 50,000 beloved community residents.

