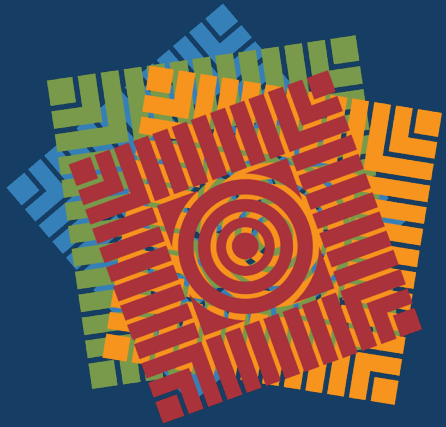


NC Main Street Staff Reference Guide

Pictorial Organization Chart
Main Street Program Services
Staff Roles & Responsibilities
Contact Information
Bios of Staff

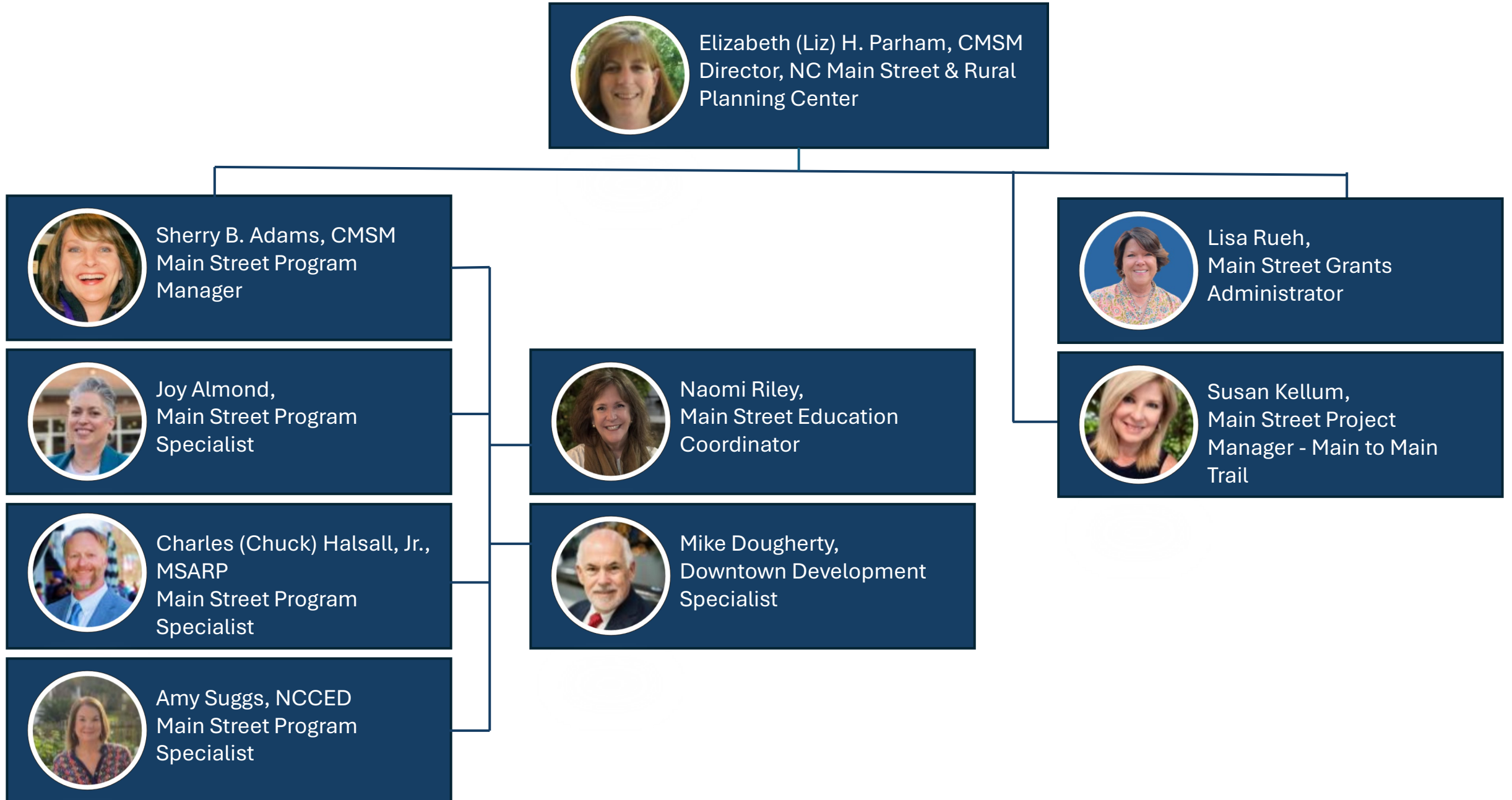


North Carolina
MAIN STREET

6/30/2025

June 26, 2025

Organization Chart - NC Main Street Staff



Main Street Program Services:

Strategic Economic Development Planning

- 5-Year Strategic Plans for Downtown, including Retail Market Snapshot Reports and Demographic Reports**
- 1-2 Year Implementation Plans for Downtown**

Technical Assistance

- Main Street Program Technical Assistance (Organizational structures, Nonprofits, Funding, etc.)**
- Main Street Project Technical Assistance (Economic Development, Design, Promotion Projects)**
- Façade Design Plans/Upper Story Schematic Design Plans through UNCG Contract**
- Placer ai Reports**

Training & Education

- Main Street Orientation, Fundamentals, and Basic Training**
- Main Street Topic-Specific Program and Project Deep Dives**
- Main Street Directors' Meeting**
- Main Street Conference, Awards and Champion Recognition**

Grants

- Rural Transformation Grant Fund**
- Rural Downtown Economic Development Grant**
- Funding Guidance**

Who Do I Contact About Programs/Projects?

Liz:

- Technical Assistance for Main Street Program and Project Development
- Main Street Statistics
- Main Street Conference Content
- Main Street Licensing Agreements
- Concerns about the local Main Street Program
- Concerns about the state Main Street Staff
- Social Media Content
- Hurricane Helene Recovery & Rebuilding Services

Sherry:

- Main Street Program Services Requests
- Technical Assistance for Main Street Program and Project Development
- Main Street Annual Assessments
- Main Street Annual Agreements
- Hurricane Helene Recovery & Rebuilding Services

Joy:

- Strategic Plans & Implementation Plans for Downtown
- Technical Assistance for Main Street Program
- Main Street Site Visits
- Main Street Program Assessments
- Downtown Associate Community Program
- Hurricane Helene Recovery & Rebuilding Services
- Social Media Content

Chuck:

- Strategic Plans & Implementation Plans for Downtown
- Technical Assistance for Main Street Program
- Main Street Site Visits
- Main Street Program Assessments
- Main Street Incentive Guide
- Downtown Associate Community Lead
- Hurricane Helene Recovery & Rebuilding Services

Amy:

- Strategic Plans & Implementation Plans for Downtown
- Technical Assistance for Main Street Program
- Main Street Site Visits
- Main Street Program Assessments
- Downtown Associate Community Program
- Hurricane Helene Recovery & Rebuilding Services
- Main Street Awards and Champions
- UNCG Design Requests

*Note – All requests for strategic planning, reports, and education for the local Main Street community should begin with a Main Street Program Services Request form, and Sherry will assign the work to the appropriate staff member.

Who Do I Contact About Programs/Projects?

Naomi:

- Main Street Online and In-Person Trainings - Logistics Lead and Content Developer
- Main Street Training Calendar & Requirements
- Main Street Orientation, Fundamentals, and Board Training
- Technical Assistance for Main Street Programs
- Main Street Website & Impact Template
- Website & Social Media Content
- Main Street Contact Database and Listserv

Mike:

- Claritas Market Snapshot Reports
- Demographic Profile Reports
- Placer ai Mobile Location Reports
- Technical Assistance for Main Street Programs
- Main Street Site Visits
- Main Street Program Assessments

Lisa:

- Rural Transformation Grant Fund Projects
- Rural Downtown Economic Development Grant Projects
- Main Street & Rural Planning Funding Guide
- Technical Assistance for Funding Main Street Projects

Susan:

- Main to Main Trail Economic Development Administration Grant
- Main to Main Trail Destination & Storytelling Training
- Main to Main Trail Photography & Media Assets
- Certified NC Destination Business Program

*Note – All requests for strategic planning, reports, and education for the local Main Street community should begin with a Main Street Program Services Request form, and Sherry will assign the work to the appropriate staff member.



Liz Parham, CMSM, Director, NC Main Street & Rural Planning Center

Contact: 4346 Mail Service Center, Raleigh, NC 27699-4346

lparham@commerce.nc.gov 919-805-2067

Roles:

- As the Director, Liz manages a team of professionals who are charged with providing strategic economic development planning, technical assistance, training & education, and grants to designated Main Street communities and rural communities, including counties, cities, towns, and downtown districts.
- Liz sets the strategic direction for the Main Street & Rural Planning Center, in alignment with the Rural Economic Development Div.
- Liz also serves as the State Coordinator for the NC Main Street Program and works directly with Main Street America.

Main Street Responsibilities:

- Ensure compliance with the licensing agreement with Main Street America.
- Ensure compliance with the annual agreement between NC Main Street & designated NC Main Street communities.
- Ensure compliance with the sublicensing agreement between Main Street America and the designated NC Main Street communities.
- Annual Accreditation/Affiliate Status Program Assessment.
- Annual Statistical Reporting.
- Main Street America Annual Statistical and Budget Reporting.

Manages the Following :

- Main Street Statistical Data Report
- Main Street Licensing Agreements
- Main Street Conference Educational Content
- Budget & Salary Analysis Report

Provides the Following:

- Strategic Economic Development Planning
- Technical Assistance for Program and Project Development
- Grant and Funding Guidance for Program & Project Development

Oversees the Following:

- NC Main Street Designation
- Main Street Program Services
- Rural Planning Program Services
- Grants for Downtown Revitalization
- Main to Main Trail EDA Grant
- Website & Social Media Content
- Hurricane Helene Recovery & Rebuilding Services



Liz Parham, CMSM, Director, NC Main Street & Rural Planning Center

Contact: 4346 Mail Service Center, Raleigh, NC 27699-4346

lparham@commerce.nc.gov 919-805-2067

Liz Parham has worked in the field of downtown revitalization and rural economic development for more than 38 years. As the Director of the NC Main Street & Rural Planning Center, Liz manages the NC Main Street programs, the Rural Planning program, the Rural Transformation Grant Fund – Downtown Revitalization category, the Rural Downtown Economic Development Grant, Hurricane Helene Recovery & Rebuilding Services, and local capacity-building and tourism economic development initiatives. She has extensive experience facilitating and conducting strategic economic development planning, presenting training and educational programming, consulting on economic development initiatives, and managing federal and state grants. Before her current position, she worked for downtown revitalization nonprofit organizations in Sumter, South Carolina, and Chapel Hill, Greensboro, Lenoir, and Lexington, North Carolina.

Liz has a Bachelor of Science degree from the University of North Carolina at Greensboro in Interior Design, with a concentration in Historic Preservation. She also holds professional certifications in Main Street development, facilitation, and nonprofit management, is a national presenter, and she currently serves on the Main Street America Leadership Council, representing the Main Street Coordinating programs in the southeast region of the United States.



Sherry Adams, CMSM, Main Street Program Manager

Contact: sadams@commerce.nc.gov 828-747-8218

Roles:

- As the Main Street Program Manager, Sherry manages a team of professionals who are charged with providing strategic economic development planning, technical assistance, and training & education to designated Main Street communities.
- Sherry manages the work of the state Main Street Program staff and works directly with local Main Street communities to benefit from Main Street Program Services.
- Sherry develops much of the content for Main Street trainings in collaboration with team members.

Main Street Responsibilities:

- Ensure compliance with the annual agreement between NC Main Street & designated NC Main Street community.
- Ensure compliance with the sublicensing agreement between Main Street America and the designated NC Main Street community.
- Annual Accreditation/Affiliate Status Program Assessment.
- Main Street Annual Agreements

Manages the Following :

- Main Street Annual Assessments
- Main Street Annual Agreements
- Main Street Program Service Requests
- Main Street Site Visit Assignments
- Main Street Directors' Meeting

Provides the Following:

- Strategic Economic Development Planning
- Technical Assistance for Program and Project Development
- Main Street Program Assessment Reviews

Oversees the Following:

- Strategic Economic Development Planning
- Downtown Associate Community Program
- Main Street Technical Assistance
- Main Street Training & Education
- Market Snapshot & Placer ai reports



Sherry Adams, CMSM, Main Street Program Manager

Contact: sadams@commerce.nc.gov 828-747-8218

Sherry Adams serves as the NC Main Street Program Manager, bringing more than three decades of expertise in downtown revitalization, community engagement, and strategic planning to her role. Since joining the state Main Street staff in 2008, she has served as a Small Town Main Street Program Coordinator, before assuming her current role managing a team of five.

With hands-on experience across diverse communities and serving on resource teams with Main Street America in Virginia, Sherry's strengths are her ability to guide towns through various stages of revitalization.

Her journey began at the local level in the towns of Rutherfordton and Davidson and expanded through key roles in the cities of Burlington and Greensboro.

She is a certified Main Street Development Professional, a frequent presenter at Main Street America's *Main Street Now* conference, and she holds a Bachelor of Arts degree from Lander University in South Carolina.



Joy Almond, Main Street Program Specialist

Contact: joy.almond@commerce.nc.gov 984-291-4564

Role:

- As one of three Main Street Program Specialists, Joy directly provides strategic economic development planning and technical assistance services to designated Main Street and Small Town Main Street communities, and Downtown Associate Community program.
- Joy develops much of the content for Main Street trainings in collaboration with team members.

Main Street Responsibilities:

- Provide Main Street Program Services to designated Main Street and Small Town Main Street communities, and Downtown Associate Community programs.

Manages the Following :

- Social Media Content

Provides the Following:

- Strategic Economic Development Planning
- Technical Assistance for Program
- Main Street Site Visits
- Main Street Program Assessment Reviews
- Downtown Associate Community Program Services
- Social Media Content



Joy Almond, Main Street Program Specialist

Contact: joy.almond@commerce.nc.gov 984-291-4564

Joy Almond is a Main Street Planning Specialist with the North Carolina Main Street & Rural Planning Center, a division of the NC Department of Commerce. With nearly a decade of experience in downtown revitalization, Joy brings a deep passion for community development and a proven track record of success.

Before joining the state Main Street office, Joy served as the Director of the Albemarle Downtown Development Corporation and Main Street Manager for the City of Albemarle. During her tenure, she led transformative projects, organized major community events, including the Albemarle Christmas Parade and Fall Festival, and secured funding through grants and partnerships to support beautification and economic development initiatives.

Joy is known for her collaborative spirit, strong relationships with local business owners, and commitment to preserving the character and vitality of North Carolina's downtowns. Her work continues to support Main Street communities across the state through strategic planning, technical assistance, and capacity building.



Charles Halsall, Jr., MSARP, Main Street Program Specialist

Contact: chalsall@commerce.nc.gov 252-214-5132

Role:

- As one of three Main Street Program Specialists, Chuck directly provides strategic economic development planning and technical assistance services to designated Main Street and Small Town Main Street communities, and serves as the lead for the Downtown Associate Community program.
- Chuck develops much of the content for Main Street trainings in collaboration with team members.

Main Street Responsibilities:

- Provide Main Street Program Services to designated Main Street and Small Town Main Street communities.
- Leads the Downtown Associate Community Program Services.

Manages the Following:

- Main Street Incentive Guide
- Downtown Associate Community Program Services

Provides the Following:

- Strategic Economic Development Planning
- Technical Assistance for Program
- Main Street Site Visits
- Main Street Program Assessment Reviews
- Downtown Associate Community Program Services



Charles Halsall, Jr., MSARP, Main Street Program Specialist

Contact: chalsall@commerce.nc.gov 252-214-5132

A native of Pittsburgh and a graduate of Indiana University of Pennsylvania in the discipline of Regional Planning, Charles Halsall has been with the NC Department of Commerce since 2006. He first served as a community planner, then as an economic development planner, before joining the NC Main Street team in 2017 as a Main Street Program Specialist.

Chuck is a graduate of the Main Street America Academy and holds a professional certification as a Main Street America Revitalization Professional (MSARP). Chuck resides in Greenville, NC and has called NC home since 1999.



Amy Suggs, NCCED, Main Street Program Specialist

Contact: amy.suggs@commerce.nc.gov 910-530-0278

Role:

- As one of three Main Street Program Specialists, Amy directly provides strategic economic development planning and technical assistance services to designated Main Street and Small Town Main Street communities, and the Downtown Associate Community program.
- Amy develops much of the content for Main Street trainings in collaboration with team members.

Main Street Responsibilities:

- Provide Main Street Program Services to designated Main Street and Small Town Main Street communities, and Downtown Associate Community programs.

Manages the Following:

- Main Street Awards
- Main Street Champions
- UNCG Design Requests

Provides the Following:

- Strategic Economic Development Planning
- Technical Assistance for Program
- Main Street Site Visits
- Main Street Program Assessment Reviews
- Downtown Associate Community Program Services



Amy Suggs, NCCED, Main Street Program Specialist

Contact: amy.suggs@commerce.nc.gov 910-530-0278

Amy Suggs is a Main Street Specialist with the NC Main Street & Rural Planning Center. She works closely with local Main Street programs, facilitating strategic planning and technical assistance. She is a frequent presenter at the NC Main Street Conference and other local, regional, and statewide trainings. Amy has also shared her expertise at the National Main Street Conference, *Main Street Now*.

Prior to this role, she served as the Assistant Director of the Main Street Program in Morehead City, located on North Carolina's Crystal Coast.

A North Carolina native, Amy grew up in Raleigh. She holds a Bachelor of Science in Business Administration in Economics and Banking from Appalachian State University and a Master of Business Administration from Campbell University. She is also a North Carolina Certified Economic Developer.

Amy enjoys living in the downtown district of a NC Main Street Community and is passionate about supporting downtowns across the state.



Naomi Riley, Main Street Education Coordinator

Contact: naomi.riley@commerce.nc.gov 984-222-5292

Role:

- As Main Street Education Coordinator, Naomi takes the lead on coordinating logistics for both online and in-person trainings that are offered to Main Street and Small Town Main Street communities, and Downtown Associate Community programs.
- Naomi develops much of the content for Main Street trainings in collaboration with team members.

Main Street Responsibilities:

- Coordinating Main Street Training Logistics
- Leads the Main Street Online and In-Person Trainings - Content and Logistics

Manages the Following:

- Main Street Training Calendar & Requirements
- Main Street Website & Impact Templates
- Website & Social Media Content
- Main Street Contact Database and Listserv

Provides the Following:

- Technical Assistance for Main Street Programs,
- Website and Impact Templates Assistance
- Main Street Orientation and Fundamentals
- Main Street Board Training
- Educational Content for Main Street Programs



Naomi Riley, Main Street Education Coordinator

Contact: naomi.riley@commerce.nc.gov 984-222-5292

Naomi Riley is a seasoned leader in downtown economic development, currently serving as the NC Main Street Education Coordinator with the NC Department of Commerce. With over 16 years of experience revitalizing communities across North Carolina, she's known for her strategic thinking, collaborative leadership, and dedication to small businesses.

Previously, Naomi led downtown development in Fuquay-Varina, earning National Main Street Accreditation in her first year and securing four NC Main Street Awards. Her work helped launch 22 new businesses, create 186 jobs, and grow community engagement from 25 volunteers to over 200 passionate downtown supporters.

Naomi holds a Bachelor of Science degree in Education from East Carolina University and has received multiple local and county leadership awards for her impact and innovation.



Mike Dougherty, Downtown Development Specialist

Contact: mike.dougherty@commerce.nc.gov 919-923-6645

Role:

- As the Downtown Development Specialist, Mike leads the effort to develop data reports for strategic economic development planning and technical assistance.
- Mike develops much of the content for Main Street trainings in collaboration with team members.

Main Street Responsibilities:

- Provide Main Street Program Services to designated Main Street and Small Town Main Street communities, and Downtown Associate Community programs.

Manages the Following:

- Claritas Market Snapshot Reports
- Placer ai Reports

Provides the Following:

- Claritas Market Snapshot Reports
- Demographic Profile Reports
- Placer ai Mobile Location Reports
- Technical Assistance for Main Street Programs
- Main Street Site Visits
- Main Street Program Assessments Review



Mike Dougherty, Downtown Development Specialist

Contact: mike.dougherty@commerce.nc.gov 919-923-6645

Mike Dougherty started the Eden Main Street program in 2003 and became the city's economic development director in 2008 until retiring in 2021. He has extensive commercial and industrial recruitment experience.

In September of 2021, Dougherty became a Downtown Development Specialist for the North Carolina Main Street and Rural Planning Center. In this position, he conducts board training, strategic planning, and site visits but specializes in data reports, such as retail marketplace snapshots, demographic reports, and Placer.ai mobile location analysis.

Prior to his economic development career, Dougherty was a regional sales director with a Fortune 500 food manufacturer, practice manager for a specialized cardiology practice, free-lance writer and author, and business owner.



Lisa Rueh, Main Street Grants Administrator

Contact: lisa.rueh@commerce.nc.gov 919-923-6645

Role:

- As the Main Street Grants Administrator, Lisa to administer the Rural Transformation Grant Fund – Downtown Revitalization and Rural Community Capacity (RC2) grant programs, and the Rural Downtown Economic Development Grant.

Main Street Responsibilities:

- Follow Federal, State, and Commerce protocols for administering grants and maintaining grant records for the Main Street & Rural Planning Center.

Manages the Following:

- Rural Transformation Grant Fund – Downtown Revitalization category
- Rural Transformation Grant Fund – Rural Community Capacity (RC2) grant program
- Rural Downtown Economic Development Grant
- Main Street & Rural Planning Center Funding Guide

Provides the Following:

- Technical Assistance for Funding Main Street Projects



Lisa Rueh, Main Street Grants Administrator

Contact: lisa.rueh@commerce.nc.gov 919-923-6645

Lisa Rueh serves as the Main Street Grants Administrator for the North Carolina Main Street & Rural Planning Center at the North Carolina Department of Commerce, where she manages the Downtown Revitalization and Rural Community Capacity categories of the Rural Transformation Grant Fund. Lisa also manages the Rural Downtown Economic Development Grant for the Rural Infrastructure Authority.

Prior to her current position, Lisa served as the Executive Director of Downtown Morehead City, Inc. Lisa holds a Bachelor of Arts degree from the University of North Carolina at Chapel Hill in Industrial Relations.

She appreciates seeing transformational grant projects come to fruition and enjoys traveling the great state of North Carolina.



Susan Kellum, Main Street Project Manager

Contact: susan.kellum@commerce.nc.gov 984-800-4695

Role:

- As the Main Street Project Manager, Susan is managing a federal Economic Development Administration (EDA) grant to enhance the Main to Main Trail.

Main Street Responsibilities:

- Oversee the implementation of programming and services in accordance with the grant agreement between the NC Commerce and the EDA to enhance the Main to Main Trail.

Manages the Following:

- Manage the administration of the EDA Grant to enhance the Main to Main Trail.
- Manage the Certified NC Destination Business Program.

Provides the Following:

- Coordinate the EDA-funded trainings for downtown businesses and local Main Street and community leaders.
- Coordinate the enhanced media assets for designated Main Street communities.
- Coordinate the implementation of itinerary development.
- Marketing Materials for the Certified NC Destination Business Program



Susan Kellum, Main Street Project Manager

Contact: susan.kellum@commerce.nc.gov 984-800-4695

After an entrepreneurial private sector career in marketing and packaging, Susan Kellum transferred her skill set to local and state government. She managed downtown marketing, communications, and large-scale community events for the City of Wilson for 11 years, serving during the pivotal years of strategic, creative, and tactical placemaking, when a local group of Wilson citizens utilized outsider artist Vollis Simpson's whirligigs as a catalyst for downtown economic growth and revitalization.

After leaving the City of Wilson and launching a small-business consulting firm, she was approached with an opportunity to serve as Project Manager for the EDA-funded grant procured by the NC Main Street & Rural Planning Center to enhance the Main to Main Trail, connecting the 72 NC Main Street communities for tourism purposes. She is thrilled to be able to travel across the state of North Carolina, facilitating workshops and training opportunities in destination creation and storytelling for small businesses and local Main Street community leaders, in addition to providing media assets and itinerary-building tools.

Susan has a Bachelor of Science degree from Meredith College in Business and a Writing and Editing concentration from North Carolina State University. She values assisting non-profit organizations and currently works at the Wilson Hub of Dress for Success – Triangle, Whirlidogs Café & Training Center for young adults with special needs, and Waymakers of North Carolina.