OCTOBER 11 • PRE-SUMMIT EVENT

4:00-7:00 PM  PRE-SUMMIT EVENT  The Lights, 3150 Sheyenne St. West Fargo

OCTOBER 12 • SUMMIT AGENDA

  8:00 AM  REGISTRATION  Rustad Recreation Center
          601 26th Ave E, West Fargo, ND 58078
  8:30 AM  WELCOME  Shawn Kessel, COO/Deputy Commissioner, North Dakota Department of Commerce
  8:40 AM  WELCOME ADDRESS  Governor Doug Burgum
  9:30 AM  MORNING KEYNOTE  Charles Marohn: Strong Towns
          Morning Break: Sponsored by Dakota Business Lending
  10:20 AM  BREAK
  10:30 AM  CONCURRENT SESSIONS
          AUDITORIUM 1 – Blue Zones/AARP: Smart Money: Investments in Livability Lead to Economic Vibrancy
                      Sponsored by AARP
          AUDITORIUM 2 – Panel: Future of Transportation,
                      Moderated by Bill Panos, Director, North Dakota Department of Transportation
  11:15 AM  FOOD TRUCKS & SOCIAL TIME  Tristan Cleveland: The Happy City
              Sponsored by Sanford Health
  12:00 PM  LUNCH KEYNOTE  Afternoon Break: Sponsored by Xcel Energy
  12:45 PM  BREAK
  1:00 PM  CONCURRENT SESSIONS
          AUDITORIUM 1 – Mike Scholl, Ayres Associates Inc.: Take Charge of the Real Estate in Your Downtown
                      Sponsored by Bank of North Dakota
          AUDITORIUM 2 – Rethos: Places Reimagined/
                      Springboard for the Arts, Bowman County Development Corporation, North Dakota Council on the Arts: Artists on
                      Main Street Program and Tools for Arts and Vibrancy for Your Community
  1:45 PM  BREAK
2:00 PM  CONCURRENT SESSIONS  AUDITORIUM 1 – State Funding Options: A Catalyst for Community Development
AUDITORIUM 2 – SRF Consulting: Resilient Communities; Planning for Smart Growth

2:45 PM  BREAK

3:00 PM  MAIN STREET AWARDS  Governor Doug Burgum
3:45 PM  KEYNOTE  Joe Minicozzi of Urban3: The Economics of Sustainable City Design
Sponsored by Bolton & Menk

4:30 PM  SUMMIT WRAP-UP  Commerce COO/Deputy Commissioner Shawn Kessel
4:45 PM  CLOSING COMMENTS  Governor Doug Burgum

Note: Economic Development Association of North Dakota (EDND) is hosting their fall conference following the 2021 Main Street ND Summit on Oct. 13-14. For additional information and to register for the EDND Fall Conference, visit ednd.org. Additionally, we are proud to have the North Dakota Planning Association as collaborator on the Main Street ND Summit.
Tristan Cleveland: Happy City

Tristan is a community designer, PhD researcher and urban columnist. Tristan leads the Healthy Communities research and planning with Happy City. Tristan’s PhD research with the Dalhousie Healthy Populations Institute focuses on finding solutions to operationalize healthy communities. Tristan has helped develop Happy City’s methodologies and toolkits for assessing community health and wellbeing. He is a respected commentator on urban planning and design who has spoken at planning events around the world. His writing has appeared in Star Metro, Spacing, the National Post, and StrongTowns. He has led projects with national and municipal governments in Canada, the UAE and beyond, helping operationalize health research into design and policy.

Joe Minicozzi: Urban3

The Economics of Sustainable City Design

Joe is an urban planner imagining new ways to think about and visualize land use, urban design and economics. Joe founded Urban3 to explain and visualize market dynamics created by tax and land use policies. Urban3’s work establishes new conversations across multiple professional sectors, policy makers, and the public to creatively address the challenges of urbanization. Urban3’s extensive studies range geographically over 30 states, Canada, Australia and New Zealand. Joe holds a Bachelor of Architecture from the University of Miami and Master of Architecture and Urban Design from Harvard University. In 2017, Joe was recognized as one of the 100 Most Influential Urbanists of all time.

Charles Marohn: Strong Towns

Charles Marohn, known as “Chuck” to friends and colleagues, is the founder and president of Strong Towns. He is a professional engineer and a land use planner with decades of experience. He holds a bachelor’s degree in civil engineering and a Master of Urban and Regional Planning, both from the University of Minnesota. Marohn is the author of Strong Towns: A Bottom-Up Revolution to Rebuild American Prosperity (Wiley, 2019). He hosts the Strong Towns Podcast and is a primary writer for Strong Towns’ web content. He has presented Strong Towns concepts in hundreds of cities and towns across North America. Planetizen named him one of the 10 Most Influential Urbanists of all time.
PRE-SUMMIT EVENT

Take the opportunity to engage with other attendees, speakers, and community leaders at the pre-summit event from 4-7:00 p.m. on Oct. 11. The pre-summit will begin with opening remarks and check in at The Lights located at 3150 Sheyenne St. West Fargo, followed by a bus tour of West Fargo infrastructure. For those wishing to attend, please note that capacity is limited for bus tour attendees. Guests are then invited for appetizers at Bar Down to conclude the evening.

SUMMIT BREAKOUT SESSIONS

There will be a total of six breakout sessions with two running concurrently during each of the three time slots. The topics are as follows:

AARP/Blue Zones
AUDITORIUM 1 – Josh Askvig, AARP, and Danny Buettner, Blue Zones President of Business Development, will team up for a joint presentation on Smart Money: Investments in Livability Lead to Economic Vibrancy.

Transportation Panel
AUDITORIUM 2 – Panel speakers with a variety of representative backgrounds serve on a panel that will outline and inform what communities should be mindful of as they allocate and plan their infrastructure projects.
Panelists: Josh Fisher, Alliance for Automobile Innovation – Autonomous Vehicles; Justin Kristan, Active Transportation Alliance – Bicycle and Pedestrian; Brian Horinka, Minot City Transport – Public Transportation; Steve Salwei, NDDOT – Electric Vehicles; Kate Herzog, Bismarck Downtowners – eScooters and Bike Share; Josh Schaffner, Capital Electric – Electric Vehicles.

“Take Charge of the Real Estate in Your Downtown”
AUDITORIUM 1 – Understanding real estate and the development process is a daunting task. For many communities, hoping for a developer is not the best strategy and sometimes you must take charge. This workshop aims to demystify the development process and teach downtown managers how to think and even become their own developer. We walk you through valuations, strategies for getting control of the real estate, a do-it-yourself development financial analysis, how to identify the financing gaps, and strategies to achieve real development.
The session, which seeks to educate Main Street communities on the development process includes an interactive real estate financial pro forma that participants can take with them to use to complete simple financial analysis on proposed projects.
Presenter: Mike Scholl, Ayres Associates Inc.
Rethos: Places Reimagined/Springboard for the Arts/BCDC/North Dakota Council on the Arts

AUDITORIUM 2 – Michele Anderson, SpringBoard for the Arts, and Emily Kurash Casey, Rethos: Places Reimagined, are leading the North Dakota MSI’s Artists on Main Street program during the summer of 2021 with Bowman County Development Corporation (BCDC). Their breakout session will provide an overview of the process and project status, and will discuss the overarching theme of incorporating art in infrastructure. Kim Konikow, North Dakota Council on the Arts, will share insight on tools for arts and vibrancy for North Dakota communities.

State Funding Options: A Catalyst for Community Development

AUDITORIUM 1 – Representatives from agencies across the state of North Dakota will provide a brief overview of the tools, resources, and incentives that communities can utilize to leverage their infrastructure spending to its maximum impact.

Presenters: Shayden Akason and Rikki Roerich, North Dakota Department of Commerce; Kylee Merkel, Bank of North Dakota; Kayla Ver Helst, North Dakota Housing Finance Agency; Patrick Fridgen, North Dakota Department of Water Resources; Paul Benning, North Dakota Department of Transportation; DeAnn Ament, North Dakota Public Finance Authority.

Resilient Communities; Planning for Smart Growth

AUDITORIUM 2 – This breakout session will discuss trends, success stories, and best practices for fiscally responsible, sustainable community growth. At the core of our planning practice, planners strive to define solutions and outcomes for communities that allow for resilient outcomes and engaged communities. This work often includes the concept of scenario planning where the planning team explores a city’s systems to understand barriers and opportunities for growth or development to align with their desired vision. A prime example of scenario planning is bridging future land use or growth planning with the understanding of existing infrastructure and future expansion plans. Through this process, the team considers the current location and condition of infrastructure, barriers for expansion (e.g., cost, physical barriers), and opportunities for infill or reuse.

Presenter: Stephanie Falkers, SRF Consulting.
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Great River Energy • SRF Consulting • Strengthen ND • Minot Area Chamber EDC
Bell Bank • Association of General Contractors • First Western Bank and Trust
North Dakota Center for Technology and Business and Women’s Business Center

v2.8-211005 • Agenda items or details may be subject to change. Please check the Main Street Summit info page prior to the event for updates.