

MAIN STREET ND

SUMMIT 2021

AGENDA

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*

10:20 AM BREAK

Morning Break: *Sponsored by Dakota Business Lending*

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

12:00 PM LUNCH KEYNOTE

Tristan Cleveland: *The Happy City*
Sponsored by Sanford Health

12:45 PM BREAK

Afternoon Break: *Sponsored by Xcel Energy*

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

MAIN STREET ND

SUMMIT 2021

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.



MAIN STREET ND

SUMMIT 2021

SUMMIT KEYNOTE SPEAKERS



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.



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 Minicozzi 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.

MAIN STREET ND

SUMMIT 2021

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.

MAIN STREET ND

S U M M I T 2 0 2 1

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.

MAIN STREET ND

SUMMIT 2021

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Great River Energy • SRF Consulting • Strengthen ND • Minot Area Chamber EDC
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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.