

# MAIN STREET ND

SUMMIT 2022

## 2022 SUMMIT AGENDA

### OCTOBER 24 PRE-SUMMIT EVENT

4:00 pm-6:00 pm **Pre-Summit Event**

Music by Waddington Brothers  
Morton Mandan Public Library — 609 W Main St, Mandan, ND

### OCTOBER 25 SUMMIT AGENDA

8:00 a.m. **Welcome Breakfast**

8:00 a.m. **Registration**

9:05 a.m. **Welcome**

North Dakota Department of Commerce  
Bismarck Mayor Mike Schmitz (invited)  
Mandan Mayor Tim Helbling (invited)

9:10 a.m. **Morning Address by Governor Doug Burgum**

10:00 a.m. **Common Traits in Thriving Communities**

**Amanda Brinkman: Small Business Revolution**

Amanda is a producer, filmmaker, branding expert and sought-after public speaker, sharing her “Do Well By Doing Good” philosophy on stages around the country. She demonstrates how both companies and individuals can make a meaningful and positive difference in people’s lives, while fostering their own success in the process. She believes that companies must not only identify their brand purpose but put that purpose into action.

10:50 a.m. **Break**

11:00 a.m. **Concurrent Sessions**

**Community Collaborations in Workforce Development**

Moderator: Katie Ralston Howe, ND Department of Commerce Workforce Development Director

**Workshop for Main Street Business: Marketing and Digital Best Practices**

Amanda Brinkman, Small Business Revolution

12:00 p.m. **Lunch and Resource Roundtables**

OCTOBER 24-26, 2022  
BISMARCK, NORTH DAKOTA  
MainStreetSummitND.com

NORTH  
**Dakota** Be Legendary.

**1:30 p.m. Concurrent Sessions**

***Youth and the Workforce: What the Next Generation of Workforce is Looking for in Employment***

Moderator: Dr. Karl Sovak, University of Mary

***EDA Technical Assistance***

Angela Belden Martinez, EDA Regional Director

***Accessibility of public spaces and public materials***

Kim Konikow, North Dakota Council on the Arts

**2:15 p.m. Break**

**2:45 p.m. Concurrent Sessions**

***Innovative Solutions in Workforce Housing***

Missing Middle Housing Study: City of Milnor and AARP

Rural Housing Task Force; Shawn Kessel ND Commerce Interim Commissioner and North Dakota Housing Finance Agency

Financing in Rural Communities; Matt Marshall, Economic Development Specialist MinnKota Power, Grafton, ND

***Creating a Community for all Generations***

Bowling Green University and Representatives from Youth Programs in the Turtle Mountain Communities

***Accessing Capitol for Community and Business Development***

James Leiman, Institute for Economics & Peace Economic Development Chief Officer

**3:30 p.m. Concurrent Sessions**

***Think 3D***

Think 3D focuses on building cultures, businesses, leaders and communities. Something that is a through point in all of these things is the ability to create a vision, share that vision with others, and then communicate that vision to the world in order to attract, retain and develop, the type of talent, residents, and leaders that help communities thrive.

***Finding Community Stakeholders and Building Support for Projects and Programs***

North Dakota Council on the Arts

**4:30 p.m. Closing Comments**

**5:30 p.m. Public Social, Tours, and Art Crawl; Downtown Bismarck**

**7:30 p.m. Fundraising After Dark: Everything You Wanted to Know About Raising Funds but No One Was Honest Enough to Tell You**

Fundraising is hard. There is an incredible sense of urgency. It's even harder when you have to figure it out yourself, and don't have the luxury of time to make too many mistakes or to learn everything about raising money. Join Patrick Kirby of Do Good Better Consulting for a no-holds-barred and honest conversation about the trials, tribulations, opportunities and secrets of fundraising. No question is taboo because it's after dark, most likely spoken over adult beverages, and frankly, honesty is the best policy when it comes to helping individuals and organizations with their philanthropy. Thomas and Moriarty's 200 W. Main St., Mandan.

# OCTOBER 26 SUMMIT AGENDA

**9:30 a.m. Welcome**  
North Dakota Department of Commerce  
Governor Doug Burgum

**10:00 a.m. Morning Keynote TBD**

**11:00 a.m. Break**

**11:15 a.m. Concurrent Sessions**

***Developing the Next Generation of Community Leaders***

***Best Practices in Inclusivity with Workforce Recruitment and Retention***

***Leveraging Infrastructural Assets***

James Leiman, Institute for Economics & Peace Economic Development Chief Officer

**Brought to you by Bolton & Menk**

***Do Good Better***

Patrick Kirby, Founder at Do Good Better Consulting, Keynote Speaker and Author of "Fundraise Awesomer!"

**Brought to you by the North Dakota Council on the Arts**

**12:15 p.m. MSI Awards Ceremony and Lunch**

**1:30 p.m. Afternoon Keynote**

**Anthony Melchiorri: Hotel Impossible**

Whether developing a personal brand, for business, or to promote the heart of a community, Anthony can help you craft a roadmap to a successful and effective brand. What are the highlights and signature sights, tastes, and smells of your community? What parts of North Dakota bring you the most joy? Beginning with homing in on your neighborhood superpowers and goals, Anthony will incorporate key principles of hospitality to share how reinventing your brand can attract new talent and residents to the communities of North Dakota.

**2:30 p.m. Closing Comments by Governor Doug Burgum**