

2015 IOWA DOWNTOWN SUMMIT

SCHEDULE AT A GLANCE

HO Summit Headquarters

- West Des Moines Community Center (upper level)- 217 5th St
- 1 Phenix Elementary - 415 7th St
- 2 WDM Business Incubator - 318 5th St
- 3 WDM Community Center (1st floor)- 217 5th St
- 4 HVJF Office - 137 5th St (tours depart)
- 5 WDM Human Services - 139 6th St
- 6 Polk County Westside Community Center - 134 6th St

WEDNESDAY, AUGUST 26	
3:00PM - 6:00PM	HO Pre-Registration / Exhibit Hall Set Up
5:00PM - 6:10PM	Pre-Conference Tour: Jordan House
5:00PM - 7:00PM	6 Main Street Open 4 Business: IEDA Director Debi Durham Entrepreneurial Competition for MSI Communities / Contest Pitch and Winners Announcement
6:30PM - 8:30PM	6 Pre-Conference Gathering

THURSDAY, AUGUST 27					
8:00AM - 10:00AM	1 Opening Plenary Session Keynote Address: Dreams Master of Ceremony: IEDA Director Debi Durham New Main Street Community Announcements	Keynote Presenter: Mitch Matthews Welcome: Governor Terry E Branstad / Lt Governor Kim Reynolds Mayor Steven Gaer			
10:00AM - 11:00AM	10:00AM - 4:45PM Registration, Information, Exhibit Hall Open	Break Coffee and Conversation / Exhibit Hall Time / Exhibitors Reception	1 New Main Street Community Meeting		
11:00AM - 12:10PM		2 So I'm on the Board... What Do I Do Now? Jim Engle Debi Flanders	3 To Market To Market Andrea Evelsizer Paul Ovrom Katie Rooney	5 The "P" Word Ron Gaines Carol Lilly Dawn Wilson	4 The Story of Valley Junction's Upper Stories Ticketed Tour
12:10PM - 12:20PM		Short Break	Lunch On Your Own	Short Break	
12:20PM - 1:30PM		5 Main Street Iowa State Updates Ticketed Lunch Meeting	HO Dessert in the Exhibit Hall at 1:00PM	4 Downtown Des Moines Arts & Culture Ticketed Tour	
1:30PM - 1:40PM		Short Break			
1:40PM - 2:50PM		2 Culinary Tourism: Unleashing the Potential Draw of Main Streets Restaurants and Taverns Jessica Dunker	3 Volunteer Recruitment Round Tables Steven King Anne Owens Darlene Strachan Joy Talmon	5 First Impressions: Signage and Storefronts Tim Reinders Katelyn Rutledge	
2:50PM - 3:20PM		HO Break			
3:20PM - 4:30PM		2 Business Succession Planning Lisa Shimkat	3 Everything You Always Wanted to Know but Were Afraid to Ask About Adding Alcohol to Your Events Robert Bailey Karen Freund	5 A Community Facelift - Using the Downtown Revitalization Program Ed Basch Ann Schmid	4 Great Storefronts: What They Look Like in Valley Junction Ticketed Field Session Follow-Up to Signage & Storefronts Tim Reinders Katelyn Rutledge
4:30PM - 4:45PM		Break			
4:45PM - 5:45PM		1 Plenary Session Keynote Address: Value of Downtown Master of Ceremony: Jim Engle	Keynote Presenter: Joe Minicozzi		
6:00PM - whenever	Reception: Valley Junction's Farmers Market & Music in the Junction				

FRIDAY, AUGUST 28 7:30AM - 8:00AM	7:30AM - 3:30PM Registration Open	📍 Continental Breakfast / Coffee & Conversation										
8:00AM - 9:00AM		📍 Plenary Session Keynote Address: Creating Vibrant Cultural Centers Keynote Presenter: Ron Drake Master of Ceremony: Jim Engle										
9:00AM - 9:30AM	Break											
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3:45PM - 5:00PM	📍 Closing Plenary Session Keynote Address: From Rags to T-Shirts Keynote Presenter: Mike Draper Master of Ceremony: Michael Wagler Three Minute Success Stories Bloomfield Downtown Initiatives: Chris Ball Cedar Falls Pi Day: Carol Lily Estherville Entrepreneurial Neighborhood: Penny Clayton LeMars Fundraising Dinner: Mary Reynolds Malvern Rescue and Rehab of Historic Building: Kate McGann Manning Small Business Community of the Year: Ron Reischl / Colleen Nelson Marion ArtPlace America: Ashley Zierath / Karen Hoyt Mt Vernon Butt Brigade: Joe Jennison Washington Report Card: Sarah Sadrakula Waterloo Funky Junk-a-Loo: Tracey Southall Announcement of 2016 Iowa Downtown Summit Location											