



Heart of the Continent Partnership

Working together to sustain and celebrate the lakes, forests and communities on the Ontario/Minnesota border

International Community Congress: Balancing Nature and Commerce in Gateway Communities Workshop

October 24 – 27, 2011

Agenda

Monday, October 24, 2011

Day 1: Laying the Foundation for Community Economic Development

Location: Fort William Historical Park
Thunder Bay, Ontario *Eastern Time

7:30am – 9:00 am (ET)

Breakfast (Buffet) & Registration

9:00am – 10:00am (ET)

Session 1: Welcome and Introductions

*Doug Franchot, Heart of the Continent Partnership
Robin Reilly, Quetico Provincial Park
Sergio Buonocore, Fort William Historical Park
Kris Hoellen, The Conservation Fund*

10:00am – 11:15am (ET)

Session 2: Regional Overview of the Heart of the Continent – the History, Economics, and future trends of the Region

Dr. Livio Di Matteo, Lakehead University

11:15am – 12:45pm (ET)

LUNCH

Luncheon Speaker: Iain Angus, Thunder Bay City Councillor

12:45pm – 2:15pm (ET)

Team Exercise I: Mapping Your Community Assets

Kris Hoellen, The Conservation Fund

2:15pm – 2:30pm (ET)

BREAK

2:30pm – 3:15pm (ET)

Team Exercise I: Report Outs

Kris Hoellen, The Conservation Fund

3:15pm – 4:45pm (ET)

Session 3: Maximizing Partnerships and Promoting Regional Identity – Crown of the Continent Case Study

Shawn Johnson, Center for Natural Resources and Environmental Policy

- 4:45pm – 5:00pm (ET)** **Daily Wrap-Up**
Kris Hoellen, The Conservation Fund
- 5:00pm – 6:00pm (ET)** **Social Hour (with cash bar)**
Location: Fort William Historical Park
- 6:00pm – 7:30pm (ET)** **Group Dinner**
Location: Fort William Historical Park
Dinner Speaker: Robin Reilly, Quetico Provincial
Park Superintendent

Tuesday, October 25, 2011

Day 2: Assessing Our Strengths, Identifying Our Opportunities!
Location: Fort William Historical Park
Thunder Bay, Ontario *Eastern Time

- 6:30am – 8:00 am (ET)** **Breakfast (Buffet)**
- 8:00am – 8:15am (ET)** **Morning Announcements**
*Paul Danicic, Friends of the Boundary Waters
Wilderness*
Kris Hoellen, The Conservation Fund
- 8:15am – 9:30am (ET)** **Session 4: Marketing – Benefits of Branding
and Clustering**
Paul Pepe, Thunder Bay Tourism
Tim Campbell, Explore Minnesota Tourism
- 9:30am – 9:45am (ET)** **BREAK**
- 9:45am – 10:45am (ET)** **Session 5: Marketing – Use of Social Media,
Marketing to Diverse Audiences**
Glynnis McPhee, The Conservation Fund
- 10:45am – 12:15pm (ET)** **Team Exercise II: Determining Our
Strengths and Areas of Opportunity**
Kris Hoellen, The Conservation Fund
- 12:15pm – 1:45pm (ET)** **LUNCH**
Luncheon Speaker: Sergio Buonocore, Fort William
Historical Park General Manager
- 1:45pm – 2:30pm (ET)** **Team Exercise II: Report Outs**
Kris Hoellen, The Conservation Fund

- 2:30pm – 4:00pm (ET)** **Session 6: Sustainable Tourism – Maximizing the Benefits, Minimizing the Impacts**
James Dion, National Geographic Center for Sustainable Destinations
- 4:00pm – 4:15pm (ET)** **Daily Wrap-Up**
Kris Hoellen, The Conservation Fund
- 4:15pm (Eastern Time)*** **Depart to Grand Portage (~1 hour drive)**
**NOTE: Transition from Eastern to Central time and crossing US / Canada border*
- 4:30pm (Central Time)*** **Presentation at Grand Portage State Park (en route, just across the border)**
Location: Grand Portage State Park Visitor's Center Visit High Falls (5 minute walk) and view Pigeon River Provincial Park across the river
- [Check into Grand Portage Lodge upon arrival]**
- 6:15pm – 7:45pm (CT)** **Group Dinner**
Location: Grand Portage Lodge
Dinner Presenter: Norman Deschampe, Chairman, Grand Portage Band of Lake Superior Chippewa

Wednesday, October 26, 2011

Day 3: Tools for Creating a Sense of Place for Tourists and Residents alike!

- 6:30am – 8:00 am (CT)** **Breakfast (Buffet)**
- 8:00am – 8:15am (CT)** **Morning Announcements**
Lisa Radosevich-Craig, Superior National Forest
Norman Deschampe, Chairman, Grand Portage Band of Lake Superior Chippewa
Kris Hoellen, The Conservation Fund
- 8:15am – 9:30am (CT)** **Session 7: Partnership Building / Stakeholder Engagement**
Becky LaPlant and Malissa Bahr, Blandin Foundation
- 9:30am –9:45am (CT)** **BREAK**

- 9:45am – 10:45am (CT)** **Session 8: Creating a Sense of Place with Transportation Infrastructure**
Scott Bradley, Minnesota DOT
- 10:45am – 12:00pm (CT)** **Session 9: Strategic Conservation Planning as a Tool for Economic Development**
Kris Hoellen, The Conservation Fund
- 12:00pm – 1:30pm (CT)** **LUNCH**
Luncheon Speaker: Jim Sanders, Superior National Forest Supervisor
- 1:30pm – 3:30pm (CT)** **Team Exercise Part III: Engaging Stakeholders and Crafting the Message**
(Includes Time for Report-Outs)
Kris Hoellen, The Conservation Fund
- 3:30pm – 5:00pm (CT)** **Session 10: Financing Strategies for Community Economic Development**
Andy Hubley, Arrowhead Regional Development Commission
Joe Schulte, R5 Development Commission
- 5:00pm – 5:15pm (CT)** **Daily Wrap-Up**
Kris Hoellen, The Conservation Fund
- 5:15pm – 7:30pm (CT)** **Dinner and Dessert Reception / Social**
(with cash bar)
Location: Grand Portage Lodge

Thursday, October 27, 2011

Day 4: Action Planning for the Benefits of the Residents, Tourists, and the Overall Health of the Region!

- 6:30am – 8:00 am (CT)** **Breakfast (Buffet)**
- 8:00am – 8:15am (CT)** **Morning Announcements**
Kathleen Przybylski , Voyageurs National Park
Kris Hoellen, The Conservation Fund
- 8:15am – 10:30am (CT)** **Team Exercise Part IV: Developing an Action Plan**
- 10:30am – 10:45am (CT)** **BREAK**

10:45am – 12:30pm (CT)

**Team Presentations of Action Plans and
Facilitated Discussion: Charting a course
for the Region!**

Lisa Radosevich-Craig, Superior National Forest

*Paul Danicic, Friends of the Boundary Waters
Wilderness*

Robin Reilly, Quetico Provincial Park

Kris Hoellen, The Conservation Fund

12:30pm – 1:00pm (CT)

Wrap-Up and Certificates

Kris Hoellen, The Conservation Fund

1:00pm (CT)

**International Community Congress
Adjourns**