



**TENNESSEE CITY MANAGEMENT ASSOCIATION**

**2015 SPRING CONFERENCE  
APRIL 22-24, 2015**

**PROGRAM**

**HILTON GARDEN INN – VANDERBILT  
1715 BROADWAY  
NASHVILLE, TENNESSEE 37203  
615-369-5900**

## **WEDNESDAY, APRIL 22, 2015**

**9:00 – 9:30 AM – Early Conference Registration**

**9:30 – 12:00 Noon (with break) – ICMA University Session – “Engagement, Motivation and Leadership.”** Gallup research shows the percentage of disengaged or actively disengaged employees is truly alarming. How do we increase engagement (drive and motivation) in an organization? This session will examine what we know about what motivates people and develop a leadership plan to create the platform for engagement. ICMA Director of Leadership Development, Felicia Logan, will facilitate this ICMA University Class. Daniel Pink’s book “Drive” is highly recommended reading prior to the workshop. (No additional cost to attend session)

**12:00 Noon – 1:00 PM – Lunch (on your own) plus Regular Conference Registration**

**1:00 - 1:30 PM – Update on TCMA and ICMA Activities** – TCMA President Janice Casteel (Cleveland) and ICMA Southeast Region Vice President Bill Hammon (Alcoa).

**1:30 -2:30 PM - Removing a bad apple from your organization** - Terminating an employee is always difficult. Each case is different. What steps are needed to successfully remove a poorly performing employee? This panel session will address the “do’s and don’ts related to process – the practical and legal benefits of progressive discipline, different types of discipline for performance and behavioral issues, financial costs of terminating employees, the effects of termination on employee morale and disrupting the workplace, and the legal realities associated with terminations. Panel members from UT-MTAS include Municipal Management Consultants David Angerer and Honna Rogers, Legal Consultant Elisha Hodge, and HR Consultant John Grubbs.

**2:30 – 2:45 PM – Break**

**2:45 – 3:00 PM – Recognition of Graduate Students** – A brief introduction from students interested in internships and careers in local government.

**3:00– 4:00 PM - Housing Trends in Tennessee** – An overview of the current housing market across the State including identification of need by various housing types and building lots. Included will be a discussion about what can be done at the local level to facilitate new housing opportunities to meet the need. Presentation by Edsel Charles from MarketGraphics Research Group; Introduction by Mike Walker.

**4:00 – 4:30 PM – Recognition of GOLD Level Sponsors**

**4:30 – 5:00 PM – TCMA Committee Meetings** – Policy/Legislative, Professional Development, Communication, Recruiting the Next Generation, Sponsorship Development, Nomination & Recognition, Ethics, and 2019 ICMA Conference Host Committee. Non-committee members are encouraged to sit in and participate in a committee of interest.

**5:00 – 6:00 PM & 9:00 – 11:00 PM – Hospitality Suite** – (9<sup>th</sup> Floor) – Sponsored by Cumberland Securities Co. **Note: the suite will close promptly at 11 PM.**

**6:00 – 10:00 PM – Social Event** – For those attendees with tickets, spend a relaxing evening getting to know others better and catching up with old acquaintances at the Nashville Sounds new state-of-the-art baseball park, located north of the Capitol near Bicentennial Park. TCMA has reserved space on the Club Level Party Deck. Game tickets, transportation to and from the hotel, food and soft drinks will be provided. The cost of the event is being underwritten through the generous support of **Bass Berry and Sims PLC.** **Note: due to popular demand, the event is sold out!**

## **THURSDAY, APRIL 23, 2015**

**8:00 – 8:30 AM – Recognition of GOLD Level Sponsors**

**8:30 – 9:30 AM - Geographic Information Systems – are you receiving and using the information in decision-making?** Cities of all sizes are using GIS systems in a variety of ways to obtain critical information on their community. Is there more that you should be receiving from your system or other systems available from utilities, county, and State? What type of information is available or possible? Learn how cities are taking advantage of available GIS information to make better decisions and improve operations. Panel members include Fred Banner (IT Director) and Chris Robinson (GIS Manager) from the City of Franklin. Eric Stuckey (Franklin) to moderate session.

**9:30 – 9:45 AM – Break**

**9:45 – 10:45 AM - Administrative use of social media for improved communication.** With the demise of traditional media and the rapid distribution of misinformation or partial information electronically in communities, managers must find and implement more effective ways to communicate critical information faster and better to citizens. This session will focus on why and how to use social media tools, guidance on when to respond or not respond, pros and cons of direct use by the administrator versus someone else at the “City,” examples of where it can be used effectively, etc. Panel includes Amanda Deaton-Moyer (Forest Hills), Jay Evans (Brentwood), and Milissa Reiersen (Franklin).

**10:45 – 11:45 PM - Finance Directors – what they expect and desire from their city managers.** Finance Directors are a critical component of any well-managed and successful local government but do you sometimes find that your Accountants talk in a different language? Are there tensions sometimes in your relationship? A panel of Finance Directors will share their thoughts on how we can build effective working relationships to get things done for the success of the organization. Panel members are Karen Bell (Jackson), Daisy Madison (Chattanooga), Jim Smith (Spring Hill), and Larry Clark (Morristown). Russ Truell, CFO (Franklin) to moderate session.

**11:45 AM – 1:00 PM – Buffet Lunch & TCMA Standing Committee Reports** – After seating, ICMA Conference Planning Committee member Seth Sumner (Savannah) will lead off with information on the ICMA 2015 Annual Conference in Seattle and his recent trip to New Zealand to participate in the ICMA International Summit. Then committee chairs will report on the status of activities.

**1:00 – 2:00 PM - What I know now that I wish I knew back then** – A panel of four “seasoned” and insightful city managers will share their knowledge and experience, their “ups and downs” during their career. This discussion will address both technical and personal matters. Questions that were submitted by members in advance will serve as the basis for the discussion. Panel members include Patrick Lawton (Germantown), Mitchell Moore (Athens), Cindy Ogle (Gatlinburg), and Mark Watson (Oak Ridge). Victor Lay (Spring Hill) to moderate session.

**2:00 – 4:00 PM (with break) - Lessons from Ferguson, Missouri** – a practical session that will begin to address the difficult issues related to growing diversity in our communities. This session will be facilitated by Bob Taylor and Ed Colvin of Orgwide Services, Memphis, and will focus on the following areas:

- What are some steps that city managers and elected officials can take to promote inclusiveness within their diverse communities?
- How can local governments be proactive in strengthening the lines of communication and build positive working relationships within the diverse communities in their cities?
- From an administrative and PR perspective, how can local governments prepare for major incidents which will require communication with their communities and to the media?

**4:00 – 5:00 PM - Are you prepared financially for your retirement?** Even if you are fortunate enough to have a defined benefit retirement account to go along with your social security payments, do you have enough resources to live comfortably when you retire? Representatives from ICMA-RC (Chris Ervin CFP and Trey Sizemore) will provide timely information on what you should be doing now at your age to be better prepared financially at retirement. Introduction by Mike Walker.

**5:00 – 11:00 PM – Hospitality Suite - (9<sup>th</sup> Floor) – Sponsored by Cumberland Securities Co. *Note: the suite will close promptly at 11 PM.***

## **FRIDAY, APRIL 24, 2015**

**8:00 – 8:15 AM– Update from UT-MTAS** – Jim Thomas (Executive Director)

**8:15 – 8:45 AM - Bringing a human perspective to ADA** - All cities are required to comply with the Americans with Disability Act but what is it really like to enter a city hall or other public building with a disability? About 19% of the population faces some type of disability and need to access city services. Learn from Honna Rogers (UT-MTAS) who recently had a long-term temporary disability, about the common issues she faced with access, and how cities can address disabilities beyond what is required under the law. Introduction by Mike Walker (TCMA)

**8:45 – 9:45 AM - Our past, present and future – the importance of anniversaries and reflection as keys to the future.** Presentation by Mr. Jim Bennett, President of ICMA and City Manager of Presque Isle, Maine. Introduction by Bill Hammon (Alcoa)

**9:45 – 10:00 AM – Break**

**10:00 – 11:00 AM – Ecotourism benefits economic development in many Tennessee communities. Is your community missing out?** Ecotourism promotes visitation to natural environments in a way that supports economic development and conservation goals. With the abundant natural beauty and resources across Tennessee, there are many opportunities within and near your community to promote ecotourism. The presentation will address the types and location of available natural resources across the State, demographics of target markets and investigate marketing approaches. The presentation will also address the benefits of a collaborative approach in making Tennessee a significant ecotourism destination. Presentation by John McFadden, Tennessee Environmental Council. Introduction by Mitchell Moore (Athens).

**11:00 – 12:00 AM – Update on actions at the 2015 Tennessee General Assembly affecting cities and towns** – Presentation by Chad Jenkins (Deputy Director - TML).

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