

TCMA
Executive Board Meeting
April 18, 2007
10:00 a.m.
Embassy Suites
Franklin/Cool Springs, TN

MINUTES

In attendance: President Mark Johnson, First Vice President Mitchell Moore, Second Vice President Kevin Helms, Vice President At-Large Robert Wherry, Vice President At-Large James Lewellen, Vice President At-Large Angie Carrier.

Absent: Third Vice President Jody Baltz and Past President Carl Holder

Also present: Executive Director Margaret Norris; MTAS Consulting Program Manager, Mike Tallent; and Amanda Relyea, TN Liaison with ICMA, Michael Walker, City Manager of Brentwood and ICMA Southeast Region VP Elect.

President Johnson called the meeting to order.

Upon a motion by First Vice President Moore and a second by Vice President At-Large Carrier, the minutes from the October 18, 2006, executive board meeting were approved unanimously.

The TCMA scholarship of \$2,000 to the Senior Executive Institute was reviewed by President Johnson. He will make an announcement during the conference to encourage applicants for the scholarship. Ms. Relyea mentioned that the ICMA leadership (ICMA emerging leaders program) participants will be in attendance as well. It will be an excellent opportunity to meet this next generation.

Next on the agenda was discussion of the upcoming fall conference. President Johnson informed the board that the hotel and meeting space is secured. The conference will be held at the Millennium Centre in Johnson City from October 24-26. Executive Director Norris suggested Dr. Alex Miller as the keynote speaker as a follow-up to his negotiation presentation a couple of years ago. Mr. Tallent reviewed the IG/MTAS partnership and the opportunity to have them teach a session. It was generally agreed to pursue a session on this topic. Another suggested speaker is Roger Brooks on marketing TN cities. He did a presentation for Rural Development and was recommended by MTAS Management Consultant Ron Darden. First Vice President Moore has heard him present and said he was very good. It was agreed to try to get him for

Wednesday afternoon and to hire Alex Miller for the keynote. Depending on cost, First Vice President Moore will try to get a sponsor for this presentation. Other session topics include:

- NIMS overview (MTAS Fire Consultants)
- Crisis Communications (Spayth Communications, Cathy Ackerman)
- Economic Development (Toyota and Blue Springs MS, Dr. Dave Kolzow)
- Communications Systems – trunking, radio frequencies, repeaters, radio waves, wireless and emerging technologies for public safety and public works departments
- Panel on red light enforcement – MTAS Police Consultant to facilitate a panel of city practitioners (Knoxville, Red Bank, Germantown, Gallatin, Cleveland) with RFPs as handouts and a list of known vendors
- Relations with neighborhood associations - who maintains the neighborhood when the development goes broke, what is their control over zoning, etc., taking care of streets, detention areas, etc.
- Reverse 9-1-1 Systems - there is a company in Brentwood/Franklin that is the leader on the call system. Describe the system capabilities, applications and costs.
- Legislative policy session – facilitated by TML that would discuss hot topics for the upcoming session. This may be a precursor to getting TCMA once again involved in helping TML analyze bills and set the legislative agenda.

The next item on the agenda was conference scheduling. Many cities have Thursday night meetings; hence many managers are not able to attend the conference. There are only four member cities that have meetings on the fourth Thursday of the month (versus 21 on the first Thursday, 9 on the second Thursday and 19 on the third Thursday). All board members were in agreement to go with the 4th week instead of third as had been practice. The spring conference will therefore tentatively be planned for April 23, 24, and 25, 2008, based on KCCMA's availability. The fall 2008 conference will be October 22, 23, and 24.

The joint spring conference with Kentucky was next to be discussed. It was agreed to hold the conference in downtown Nashville, perhaps the Hilton. Only if downtown hotels are not available will we go to Cool Springs. When the subject of offering concurrent sessions arose, it was agreed that while Kentucky's finance officers typically attend their manager's meeting, the last time we hosted the KCCMA, the finance folks did not come. Therefore, no concurrent sessions will be offered. Gresham Smith would like to be a sponsor, would be a great one for the spring conference because they have an office in Louisville. President Johnson will announce at the meeting that the executive director is looking for volunteers to help plan the joint conference. Vice President At-Large Carrier agreed to help.

TCMA committees for nominations and awards are needed. President Johnson will appoint a nomination committee based upon past presidents and he will ask for volunteers to serve as the awards committee.

Membership update: Executive Director Norris reviewed the membership drive. Vice President At-Large Carrier will check on ETSU for possibilities in getting students more involved with the association. It was agreed that we need to get students involved in the profession. Discussion also ensued about determining criteria for retiring managers to honor. Since there are many

managers who will be retiring in the near future, guidelines need to be set for whom to honor and at what level. Many options were given but the final resolution was that there will be further discussion at the June meeting and Vice President At-Large Lewellen will work on a rewrite of bylaws regarding honorary membership.

More discussion about membership continued with managers in transition. Consensus of the group was that Executive Director Norris will draft a bylaw re-write to add this membership category that will specify free TCMA conference registrations, free membership and that only fired managers will be eligible. Members may only claim this category for a period of one year.

ICMA Update: President Johnson will announce at the conference ICMA committee opportunities and ask for volunteers. President Johnson affirmed agreement with Bill Hammon serving on the International Committee for one more year. Executive Director Norris reviewed the SE region meeting and suggested others to attend. First Vice President Moore concurred, stating that he really enjoyed the Asheville meeting last year. Next, Ms. Relyea stated that she can provide ICMA ribbons to go on our conference name tags. It was agreed that it was a good idea. Mr. Walker then discussed a dues subsidy idea to increase and sustain membership. He'd like to see \$1,000 in budget for next year for encouraging membership. He suggested a two year period of subsidy. For a manager making \$60,000, the dues are \$480. For the first year he proposed TCMA would pay \$120 and ICMA would match the \$120, to cover half the dues the first year. The second year, TCMA would subsidize \$60 as would ICMA, 2nd year. By the third year the city would pay full freight and be accustomed to paying and being a part of organization. TCMA's total obligation for the two year period would be \$180. Mr. Walker would like to see this as an annual program getting 5 new members a year. The individual must be a new ICMA member and the program would be available for assistants and department heads too. Mr. Walker has identified people who should/could be members and will contact them in efforts to recruit them. He has targeted five or six in addition to the five or six that said they were interested in membership on the TCMA application form. Mr. Walker said we need to work on them and encourage them to take advantage of the opportunity. He read the names he had identified. Executive Director Norris will send out the list to the board members and ask that each take up the effort to contact the ones they know the best. President Johnson gave Mr. Walker the board's permission to present this to ICMA and said that we will budget the \$1,000 for next year. It was suggested that ICMA use TCMA as a model for the rest.

Next on the agenda was discussion of offering an ICMA conference scholarship program. TCMA has never done this before. TCMA would have to pay for housing and transportation and it would be a one-time opportunity. Mr. Walker suggested TCMA pay for half with the member's city picking up the other half of transportation and housing.

The last ICMA related item to discuss was the applied knowledge assessment results. Ms. Relyea will get Executive Director Norris the Kentucky results to help target for the spring conference. The results for Tennessee have not been updated due to low participation after the first round.

Discussion then ensued about creating a program to take to high schools to spark interest in the profession. Vice President At-Large Carrier handed out an ICMA brochure – Building Communities, It's No Small Chore. The first 100 brochures are free, and then they are \$0.80

each. She stated that she has used them a couple of times; and you fill in the blanks to customize to your city. It has a quiz in it to ask how much your citizens/students know. We need to make an effort to educate our citizens and students. Effort on your part includes creating a fact sheet on your city, but that's it, everything else is provided. They even have commercials for your government channel to educate about professional managers. Each manager should take this into his community. VHS and DVD are provided. Vice President At-Large Carrier said that there seems to be no new blood coming into the profession and we really need to increase our recruitment efforts to attract replacements. Vice President At-Large Carrier will leave copies at the registration table for people to review.

In other business, President Johnson stated that he would like to have other sponsorship categories with more options for donors to give and other large dollar opportunities. He suggested moving away from event sponsorship and going to gold, silver, and bronze levels. In the past there have not been enough large sponsorship opportunities. Mr. Walker and First Vice President Moore agreed that we should have the conference fully funded by sponsorships. Another idea was to leave it open and have everyone sponsor the evening events. A final idea was to let sponsors do a five minute commercial during the conference.

There being no further business to discuss, the meeting was adjourned at 11:55.