



TCMA Fall Conference  
Doubletree Hotel, Chattanooga  
October 23-25, 2024  
AGENDA

Wednesday, October 23

- 9:00 a.m. Welcome from TCMA President David Smoak, Farragut Town Administrator
- 9:15 Working with the Media: Tips, Tricks and Possible Pitfalls - Melissa Tindell, Assistant Vice President for Communications, The University of Tennessee
- In today's fast-paced and media-savvy landscape, effective communication is paramount. This workshop offers a comprehensive and insightful exploration into the crucial aspects of media relations. Topics covered include crafting compelling messages, navigating interviews, managing crisis communication, building positive media relationships and leveraging social media effectively. This workshop will equip city managers with the knowledge and skills to navigate the media landscape with confidence, ensuring their messages resonate with stakeholders. It will empower managers to harness the power of the media to effectively communicate vision, policy initiatives and achievements.
- 10:45 Break
- 11:05 Sponsor Presentation – Payton Argo with Gallagher
- 11:15 How to Place a Customer Service Kiosk in Your City – Shannon Geames, Director of Operational Support for the Driver Services Division, TN Department of Safety and Homeland Security
- Is your city one of the many where residents don't have access to a Department of Safety facility, where they can renew a driver license, change an address, pay reinstatement fees, and many other transactions? If so, a new "Customer Service Kiosk" may be the thing for you. Representatives of the Department of Safety will show us how easy it is to locate one in your city.
- 11:45 Introduction of New Attendees and Students

- 12:00            Networking Lunch
- If you signed up or would like to join the Dutch treat networking lunch, for members only, look for TCMA member Angie Carrier, who will give instructions regarding where to meet.
- 1:30            The Thrive Regional Partnership – Bridgett Massengill, Thrive President and CEO; Shannon Millsaps, Thrive Chief Operating Officer; John Bilderback, Thrive Program Director; and Honna Rogers, MTAS Management Consultant
- The Thrive Regional Partnership, headquartered in Chattanooga, stands as an example of how local governments, community members, organizations, business and industry from across Tennessee, Georgia, and Alabama can collaborate to shape the future of a region. By cultivating authentic engagement across jurisdictional boundaries, Thrive amplifies a regional vision while supporting local actions to address some of our communities' most pressing challenges. In this session learn how Thrive's focus on human-centered actions, building coalitions, and creating opportunities for collective impact are helping communities innovate solutions and work together toward shared goals.
- 2:30            Sponsor Presentation – Bert Gore with USG Water
- 2:45            Break
- 3:05            Human Trafficking – What You and Your Police Department Need to Know – Dr. Richard Schoeberl, Program Chair and Director of Graduate Studies, The University of Tennessee Southern
- This session will give participants an in-depth understanding of current indicators that law enforcement and the private sector may observe in industries known for human trafficking. An overview of Federal statutes and applicable state law related to trafficking is referenced. The discussion is oriented with facts and case studies that articulate the human trafficking problem in the U.S. and strategies for combatting it.
- 4:20            Committee Meetings - Committee Chairs Roger Campbell, Victor Lay, and Jennifer Moody/Michael Walters-Young
- The Legislative, Professional Development, and Membership Committees will meet. Non-committee members are encouraged to attend a committee of interest. Please join the discussion and provide your input.

6:00 Social Event at *Southside Social*, 1818 Chestnut Street in Chattanooga

Join your colleagues upstairs for an evening of fun including arcade gaming, darts, ping pong, pool, bowling (extra fee) and more - while enjoying gourmet appetizers and beverages. A bus will leave from the front of the hotel beginning at 5:50 p.m. and will continue to shuttle back and forth until 9:00. There is plenty of parking on-site should you want to drive. This is a ticketed event.

Thursday, October 24

9:00 a.m. Happenings at ICMA - Randy Reid, ICMA Southeast Regional Director and Franklin City Administrator Eric Stuckey, ICMA Executive Board

Find out what's been going on at ICMA and how that can benefit our members.

9:15 Celebrating 100 Years of the Code of Ethics: Past, Present, and Future – ICMA Ethics Director Jessica Cowles

The ICMA Code of Ethics has helped to guide the city management profession for 100 years now. The Code is also mirrored by TCMA and serves as the example for our Code of Ethics as well. This session will review key components of the Code and look at how it has evolved over the years. It will also highlight significant circumstances the Code has helped to resolve.

10:15 A Look at MTAS During its 75<sup>th</sup> Anniversary – Margaret Norris, MTAS Executive Director

MTAS is celebrating its 75<sup>th</sup> anniversary this year. Executive Director Margaret Norris will take us back for a look at key points in MTAS history and give us a glimpse into the future of our favorite technical assistance agency.

10:45 Break

11:05 Sponsor Presentation – William Franklin with PATH

11:15 Next Steps for the TCMA Legislative Committee – TCMA Legislative Committee members Chris McCartt and David Smoak

Chris and David will lead an interactive discussion to identify and flush out key processes and communications from the Legislative Committee to the membership and explore how TCMA can improve those.

- 12:00 Lunch
- Join us for a buffet lunch. The annual TCMA Business Meeting will be held at this time as well.
- 1:00 The SMART Initiative and How it can Help Your City – Jennifer Tourville, SMART Executive Director, The University of Tennessee Institute for Public Service
- In this session you will learn about the Substance Misuse and Addiction Resource for Tennessee. The session will cover the current landscape in Tennessee, who SMART is and what they do, and the services they can provide to cities.
- 1:30 Sponsor Presentation – Jon Manfull with Mark III
- 1:45 Language Access Plans Required by Title VI – Richard Ponce-de-Leon, Tennessee Language Center Training Specialist
- This presentation provides an overview of the significance of Language Access Plans (LAPs) for compliance with Title VI of the Civil Rights Act, which mandates meaningful access to services for individuals with limited English proficiency. It covers definition and components of LAPs, including needs assessment, language services, staff training, and monitoring and evaluation.
- 2:15 Sponsor Presentation – Michael Fann with Public Entity Partners
- 2:25 Break
- 2:45 TN Comptroller’s Boundary and Annexation Program – Ned Phillips, GIS Analyst, the Comptroller of the Treasury
- This program updates reporting requirements for the Census Boundary and Annexation Program of the Tennessee Comptroller’s office.
- 3:00 Sponsor Presentation – Scott Cartwright with American Fidelity
- 3:15 Culture Wars Come Home: When Local Government Decision-Making Becomes a Platform for Culture Wars and How to Work Through It – Shauna Billingsley, Franklin City Attorney; Michael Walters-Young, Franklin Budget and Strategic Innovation Manager; and Franklin City Administrator Eric Stuckey
- Franklin, Tennessee is a thriving community of 90,000 people that prides itself on being a welcoming place to live, work and play. But Franklin is not

immune from the outside forces of culture wars which have increasingly shaped our national and state discourse and posed a direct challenge to our shared concepts of civility, decency, and unity. This session will focus on how appointed and elected officials stayed true to their own North Star – and the ICMA/TCMA Code of Ethics – in the face of a constant and difficult political and social media environment. Come hear how 2023 was one of Franklin’s most challenging years, complete with bitter cultural and social debates, ethics and legal challenges, the presence of extremist organizations and national and international news coverage, and how the City and staff persevered through those challenges to be stronger, more resilient, and more united than ever before.

4:45 Finished for the Day – Dinner on Your Own

#### Friday, October 25

9:00 a.m. Principled/Mission-Based Policing - Rex Barton, Retired MTAS Police Management Consultant; and David Moore, MTAS Police Management Consultant

Can’t see the forest for the trees? This workshop will focus on the most basic mission of a police department and the historical principles that should govern the way we deliver these services.

10:45 Be Well at Work with Partners for Health – Jessica Southern, Outreach Director for Benefits Administration, Tennessee Department of Finance and Administration

Partners for Health administers the State of Tennessee-sponsored insurance benefits for over 300,000 members. Their health plans are designed to be dependable, affordable and sustainable. Overall health is more than just insurance but involves emotional wellbeing solutions as well (formally known as EAP), wellness programs, and a multitude of other included benefits available to cities across the state. Come see what’s new with these programs and how you can tap into their overall health initiatives for your employees.

11:15 Conference Evaluation and Finish