


# BIG CHALLENGES BIG IDEAS

79th  Annual Conference  
June 9-12, 2018  
Knoxville, TN  
Knoxville Convention Center



# ANNUAL CONFERENCE AT-A-GLANCE

## **SATURDAY, JUNE 9**

1 - 5 pm	Registration
1 - 4 pm	Mobile Workshop
1-2 pm	Workshop 1: Living on a Budget
2:15- 3:15 pm	Workshop 2: Customer Service
3 - 5 pm	Board Meeting
7 - 9 pm	Welcome Reception

## **SUNDAY, JUNE 10**

9 am - 5 pm	Registration
9:30 am - 5 pm	Exhibit Hall Open
10:30 - 11:30 am	Workshops 3. Legislative Review 4. Age-Friendly Towns 5. Intro to Grant Writing
11:30 am - 1:30 pm	Buffet Lunch
12 noon - 1 pm	TCMA Lunch
1:45 - 2:15 pm	District Meetings
2:30 - 4 pm	Opening General Session Gubernatorial Candidates Preemption Laws
4 - 5 pm	Affiliate Roundtables
6 - 8 pm	Host City Reception

## **MONDAY, JUNE 11**

7:45 - 8:30 am	Breakfast
8 am - 5 pm	TMAA
9 am - 3 pm	Registration / Exhibit Hall Open
9 - 10 am	Workshops 6. TIFs and PILOTS 7. Social Media 8. Can Small Towns Be Cool? 9. Employment Law
10 - 10:15 am	Break
10:15 - 11 am	Second General Session Speaker: Elaine Weiss
11 - 11:15 am	Break
11:15 am - 12 noon	Business Meeting
12 - 1:30 pm	Lunch Speakers: Cassandra Dahnke and Tomas Spath

# ANNUAL CONFERENCE AT-A-GLANCE

12 - 2 pm	MTAS Advisory Lunch
1:30 - 2:15 pm	Door Prizes
2:30 - 3:30 pm	Workshops 10. TN H2O Water Plan 11 Cybersecurity & Ransomware 12. Developing a Culture of Heroes
3:45 - 4:45 pm	Workshops 14. Downtown Success Strategies 15. Small Cell Deployment 16. Developing a Culture of Heroes
6:30 - 11 pm	The Pool Party
	<b><u>TUESDAY, JUNE 12</u></b>
8 - 10:30 am	Awards Breakfast

## \* CMFO Training / CE Units

As part of the Certified Municipal Finance Officer program, the following conference sessions have been approved as CMFO continuing education units. Sign-up sheets will be available in each session.

*Timing is Everything – What Do the Budget and a Wedding Ring Have in Common?* (1 HR, Financial)  
*Customer Service- Improve Your Impact* - (1 HR Other)  
*Legislative Review* - (1 HR, Financial)  
*Age-Friendly Towns* - (1 HR, Other)  
*Introduction to Grant Writing* (1 HR, Financial)  
*Defending Local Solutions* (0.5 HR, Financial)  
*Are Tax Incentives Necessary to Lure Jobs?* (1 HR, Other)  
*Social Media* (1 HR, Other)  
*Can Small Towns Be Cool?* (1 HR Other)  
*Employment Laws Affected by Disasters* (1 HR, Financial)  
*Reclaiming Civility in the Public Square* (1 HR, Other)  
*TN H2O Water Plan* (1 HR, Other)  
*Cybersecurity and Ransom Ware* (1 HR, Financial)  
*Developing a Culture of Heroes* (2 HR, Other)  
*Downtown Success Strategies* (1 HR, Other)  
*New Small Cells Legislation* (1 HR, Other)

# — CONFERENCE PROGRAM —

**SATURDAY, JUNE 9**

**1 - 5 pm**  
**Registration**

*Park Concourse*  
*2nd Floor, KCC*

**1 - 2 pm**  
**Workshop 1**

*Room 200 C*

*Timing is Everything –*

*What Do the Budget and a Wedding Ring Have in Common?*

Speaker: Brad Harris, UT-MTAS Finance Consultant

This class will emphasize the importance of establishing a budget calendar, as well as discussing the ongoing process of monitoring and evaluating the budget to ensure compliance with laws and regulations.

**2:15 – 3:15 pm**

**Workshop 2**

*Room 200 C*

*Customer Service – Improve Your Impact!*

Speaker: Kurt Frederick, MTAS Training Consultant

This course is designed to assist participants in developing effective customer service skills. Highlights include identification and traits of internal and external customers, defining elements of positive customer service, and addressing barriers to delivering positive customer service.

**1 - 4 pm**

**Mobile Workshop**

*Knoxville Public Works and Fleet Services Complex*

Facilitator:

Kristin Grove, Director of Property Development

*(Bus pickup on Cumberland Avenue Turnabout.)*

Visit the city's new Public Works and Fleet Services Complex. The facility includes a 45,500 square foot office building designed to consolidate three departments and an employee wellness facility into a single, modern facility while showcasing the city's commitment to sustainable design. The building is designed to maximize the energy efficiency of the building, provide natural light and utilize a geothermal heating and cooling system.

**3 - 5 pm**  
**TML Board Meeting**

*Room 301 A*

**7 - 9 pm**

*Exhibit Hall B*

**Welcome Reception Under the Big Top**

Come mix and mingle with your peers in an arcade-like atmosphere featuring carnival games and street performers. Light refreshments and beverages will be served.

## SUNDAY, JUNE 10

**9 am - 5 pm**  
**Registration**

*Park Concourse*  
*2nd Floor, KCC*

**9:30 am - 5 pm**  
**Exhibit Hall Open**

*Hall B*

**10:30 – 11:30 am**  
**Concurrent Workshops**

**Workshop 3**

*Room 300 B*

*Legislative Review: 2018's Greatest Hits*

Speaker: TML Legislative Staff

Short-term rentals, new funding authority for natural gas utilities, and a proposal by the TN County Mayors Association to take city revenues are a few of the key pieces of legislation that will be highlighted during this workshop.

**Workshop 4**

*Room 300 A*

*Age-Friendly Communities*

Speaker: Rebecca Kelly, AARP State Director

Age-friendly or livable communities have walkable streets, housing and transportation options, access to key services and opportunities for residents to participate in community activities. The AARP Network of Age-Friendly Communities encourages states, cities, towns, and counties to prepare for the rapid aging of the U.S. population by paying increased attention to the environmental, economic and social factors that influence the health and well-being of older adults. By doing so, these communities are better equipped to become great places and even lifelong homes, for people of all ages.



Rebecca Kelly

**Workshop 5**

*Room 300 D*

*Introduction to Grant Writing*

Speaker: Chris Shults, UT-MTAS Grants Specialist

This workshop will give a broad overview of the grant writing process; how and where to find available federal and state grants; and how to find foundation grant programs. Also discussed will be the essential components of the grant proposal package and how to craft a quality grant proposal designed to align with grant makers interest.

**11:30 am - 1 pm** *Room 200 A*  
**TCMA Lunch**

**11:30 am - 1:30 pm** *Hall B*  
**Buffet Lunch**  
**12 - 2 pm** *Hall B*  
**J.R. Wauford & Co. Ice Cream**

**1:45 - 2:15 pm**  
**District Meetings**

**District 1** *Room 200 B*  
Todd Smith, City Manager, Greeneville

**District 2** *Room 200 C*  
Tony Cox, City Administrator, Morristown

**District 3** *Room 200 D*  
Bill Graham, Councilmember, Dayton

**District 4** *Room 200 E*  
Hoyt Jones, Alderman, Sparta

**District 5** *Room 300 A*  
Richard Driver, Mayor, Lafayette

**District 6** *Room 300 B*  
Betsy Crossley, Commissioner, Brentwood

**District 7** *Room 300 C*  
Mike French, Alderman, Sommerville

**District 8** *Room 300 D*  
Paula Sedgwick, Alderman, Bartlett

**2:30 - 4:00 pm** *Ballroom ABC*  
**Opening General Session**

Presiding: TML President Bo Perkinson,  
Athens Councilman

Welcome: Madeline Rogero, Knoxville Mayor

#### *Gubernatorial Candidates*

##### *Confirmed:*

- **Randy Boyd** (R), former TN ECD Commissioner
- **Karl Dean** (D), former Nashville Mayor
- **Craig Fitzhugh** (D), House Minority Leader

##### *Invited:*

- **Diane Black**, (R), U.S. Congressman, TN 6th District
- **Beth Harwell** (R), Speaker of the House
- **Bill Lee** (R), Chairman, Lee Company

Moderator: Dr. Katie Cahill, Associate Director,  
Howard H. Baker Jr. Center for Public Policy

#### *Defending Local Solutions*

Speaker: Mike Sittig, Florida League of Cities (FLC)

Local control is about putting the decision-making power in the hands of those who live, work, and play in our communities. FLC Executive Director Mike Sittig will outline the many challenges local governments are facing with the increase of preemption laws.

**4 - 5 pm**

*Exhibit Hall B*

### **TML Affiliate Roundtables**

Do you have burning questions you need answered about fire, stormwater, parks and recreation, planning or public works? Come to the exhibit hall where TML Affiliate Organizations will be set up to respond.

Here are some of the topics that will be discussed.:

1. Tennessee Building Officials Assn (TBOA)
2. TN Fire Chiefs Assn. (TFCA) - *Active Shooter and Body Armor Standards for Fire Service*
3. Tennessee Stormwater Association (TNSA)  
- *Clearly Understanding Stormwater Management.*
4. Tennessee Recreation and Parks Assn (TRPA)
5. TN Renewable Energy & Economic Development Council (TREEDC)  
- *How to start Municipal Energy Efficient Projects*
6. TN Assn. of Public Purchasing (TAPP/ETPA)  
- *Public Procurement*
7. TN Chapter, American Public Works (TCAPWA)  
- *Transportation*
8. International Personnel Management Association (IPMA) - *FLSA Update*

**6 - 8 pm**

### **Host City Reception Knoxville Amphitheater**

Join the city of Knoxville for a fun-filled evening of food, music and great friends at the Knoxville Amphitheater at the World's Fair Park.



**MONDAY, JUNE 11**

**7:30 - 8:45 am**

**Continental Breakfast**

*Park Concourse  
2nd Floor, KCC*

**8:30 am - 3 pm**

Registration / Exhibit Hall Open

*Hall B*

**8 am - 5 pm**

TMAA Meeting

*Room 200 AB*

**9 – 10 am**

**Concurrent Workshops**

**Workshop 6**

*Room 301 B*

*Are Tax Incentives Necessary to Lure Jobs to Tennessee?*

Panelists:

- Dr. Matt Murray, U.T. Business & Economic Research
- John Lawrence, Shelby County EDGE
- J. Thomas Trent, Attorney, Brandley Arant Boulton Cummings, LLP

Tax Increment Financing (TIF) is a tool used by state and local governments to encourage economic development. Proponents argue that tax incentives are necessary to attract businesses and that the costs of those incentives are offset by the additional tax revenue derived from the increased economic activity. Opponents maintain that tax incentives are an inefficient allocation of scarce resources. Come hear what the experts are saying about TIFs and PILOT programs.



Dr. Matt Murray

**Workshop 7**

*Room 300 B*

*Ingenious Ways Local Governments are using Social Media*

Speaker: Clayton Scrivner, PR and Marketing Manager, Salt Lake County Parks & Recreation

Community members of all ages and backgrounds are increasing their use of social media tools as a way to connect to each other and the issues they care about. Not surprisingly, local governments are also increasing their use of these communications channels to reach residents. This workshop will look at creative ways local governments are using social media.

**Workshop 8**

*Room 300 C*

*Can Small Towns be Cool?*

Speaker: Dave Ivan, ECD Michigan State University

Based on successful approaches of high-performing small to mid-sized towns across America, this session provides real strategies from real communities on enhancing entrepreneurship, strengthening human talent, addressing youth migration, and building successful partnerships.

**Workshop 9**

*Room 300 D*

*Employment Laws Affected by Natural Disasters*

Speaker: Richard Stokes, MTAS HR Consultant

This session will explore many employment-related laws facing employers in the wake of natural disasters. The session will address military leave, FMLA, unemployment compensation, OSHA, workers compensation and others.



**10 – 10:15 am**

**Break**

**10:15 – 11 am**

**Second General Session** *Ballroom C*

Speaker: Elaine Weiss, author, *The Woman's Hour*

Elaine Weiss tells the story of a nail-biting climax of one of the greatest political battles in American history — the fight to ratify the 19th constitutional amendment that gave women the right to vote. After a seven-decade crusade, it all came down to Tennessee.



Elaine Weiss

**11 – 11:15 am**

**Break**

**11:15 am– 12 noon**

*Room 301 A*

**Annual Business Meeting**

Presiding: TML President Bo Perkinson, Athens Councilman

President's Annual Report: Bo Perkinson

Executive Director's Report: Margaret Mahery

Nominations Committee Report:

Tennessee Municipal Bond Fund Report:

Charles "Bones" Seivers, President & CEO

The Pool Report: Dawn Crawford, President

**11:15 am - 1:15 pm**

*Room 200 DE*

**Spouse program and lunch**

**1 - 5 pm**

*Room 200 DE*

**Shopping booths open**

*All attendees are welcome to come shop!*

**12 – 1:30 pm**

*Ballroom EFG*

**Lunch**

Presiding: TML First Vice President

Wallace Cartwright, Shelbyville Mayor

*Reclaiming Civility in the Public Square*

Speakers: Cassandra Dahnke and

Tomas Spath, co-founders,

Institute for Civility in Government



Cassandra  
Dahnke

Civility is about more than just politeness, although politeness is a necessary first step. It is about disagreeing without disrespect, seeking common ground as a starting point for dialogue about differences, listening past one's preconceptions, and teaching others to do the same. This session will review what civility makes possible, and what incivility prevents. Tips on how to maintain civility will also be shared.



Tomas Spath

**12 – 1:30 pm**  
**MTAS Advisory Lunch**

*Room 300A*

**1 – 2:30 pm**  
**J.R. Wauford & Co. Ice Cream**

*Hall B*

**1:30 - 2:15 pm**  
**Door Prizes**

*Hall B*

**2:30 - 3:30 pm**  
**Concurrent Workshops**  
**Workshop 10**

*Room 301B*

*TN H20: Protecting Tennessee's precious water supply*

Introductory Remarks: Jim Henry, Deputy Governor  
Panelists:

- Shari Meghreblian, TDEC Commissioner
- Dr. Ken Moore, Franklin Mayor
- Drexel Heidel, General Manager,  
West Knox Utility District
- Hanneke Counts, Vice President, Global HSES,  
Eastman Chemical Company

Moderator:

Tisha Calabrese-Benton, TDEC Deputy Commissioner

Protecting the availability of a clean and reliable water supply in Tennessee is vital to support this state's growing population and sustain economic growth. Concerns about the state's aging drinking water and wastewater infrastructure and interstate battles over water rights have stressed the need for a statewide plan for addressing water availability. Gov. Bill Haslam has appointed a steering committee of government officials, business leaders, and environmental advocates to formulate a plan to protect Tennessee's valuable water supply. Come hear how you can provide input and help protect this natural resource so that the state will continue to grow and prosper.



Jim Henry



Shari Meghreblian

**Workshop 11**

*Room 300 B*

*Minimizing Online Security Threats in Your Municipality*

Speaker:

Joe Howland, Chief Information Security Officer, VC3

Municipalities face an increasingly complex security landscape with new technology, emerging threats, and a responsibility to protect information. In this session we'll discuss some simple steps you can take to lessen your risk of an attack and keep your municipality and employees safe.

**Workshop 12***Room 300 D**Developing a Culture of Heroes (Part I)*

Speaker: Pat Hardy, UT-MTAS Management Consultant

This session will help participants understand the concept of “hero,” and how to fill their organizations with public service heroes. In doing so the session will focus on workplace culture and specific strategies for becoming a culture of heroes.

**3:30 - 3:45 pm****Break****3:45 - 4:45 pm****Concurrent Workshops****Workshop 13***Room 300 C**Downtown Success Strategies*

Speaker: Dave Ivan, ECD Michigan State University

Recognizing that the downtown often serves as the “face” of a community, leaders are increasingly seeking proven strategies to add vitality to their downtown district. Using an analysis of successful downtowns, common success factors are identified. Learn the approaches other towns have used that have resulted in sustainable downtown success.

**Workshop 14***Room 301 B**5G Cell Service Is Coming. Who Decides Where It Goes?*

Speaker: Chad Jenkins, TML Deputy Director

Major legislation passed the Tennessee General Assembly designed to accelerate the deployment process for small cell wireless technology. Over the past year, TML has worked with the telecommunication industry to communicate the potential impacts the deployment of this new technology can have on a city’s aesthetics and the management of its rights-of-way. This session will provide a detailed analysis of the legislation and a guide for cities to follow as they deal with deployment in their area.

**Workshop 15***Room 300 D***Developing a Culture of Heroes (Part II)**

Speaker: Pat Hardy, UT-MTAS Management Consultant

**6:30 – 11 pm***Ballroom EFG***The Pool Party****TUESDAY, JUNE 12****8 - 10:30 am***Ballroom ABC*

Annual Awards Breakfast



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