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E-fairness legislation introducedin U.S. House

BY PRIYA GHOSH AHOLA

National League of Cities

Several weeks ago, Congressman Jason Chaffetz (R-Utah) introduced the Remote Transactions Parity Act (RTPA, HR 2775).

If enacted, the RTPA will give states and local governments the flexibility to require remote online retailers to collect the sales taxes that are already owed on remote purchases. Closing this online sales tax loophole would not only level the playing field between online sellers and Main Street brick-and -mortar ones who are required to collect the tax, it would also mean resources for local governments to fund much needed local services like infrastructure and public safety. It is estimated that this loophole costs states and local governments \$23 billion annually, which is why its passage is a top priority for NLC.

So far, a bipartisan group of 25 House members are co-sponsoring the bill. More are needed to move the legislation this year. Election year politics in 2016 will make it

only more difficult to pass the bill if Congress delays.

If you haven't already, please contact your House members and thank them for their support if they are already a co-sponsor, or urge them to cosponsor the bill if they have not. You can also view a current list of organizations who have endorsed the bill online.

The bill has been assigned to the House Judiciary Committee where it faces opposition from the Chair Rep. Bob Goodlatte (R-Va.). The chairman is supporting a competing proposal that relies on origin sourcing which NLC believes is flawed and unworkable.

Our current state tax structure is based on destination sourcing meaning that a consumer pays the sales tax rate at either the point of sale or, in the case of remote sales, at the place where they consume it, which would be the address of where the item is delivered. Origin sourcing has been explored as a possible solution to the remote sales tax problem - it would instead only require the seller to charge the sales tax at the See E-FAIRNESS on Page 5

Supreme Court closes term with landmark cases, city impacts

BY CAROLYN COLEMAN National League of Cities

The Supreme Court ended its term with several decisions that may impact cities. In addition to its advocacy before Congress, NLC also protects the interests of cities in cases before the U.S. Supreme Court, and filed amicus briefs in several of the cases decided by the Court in June. The Court issued opinions on these cases in addition to high-profile rulings in Obergefell v. Hodges, in which the Court ruled 5-4 that the 14th Amendment requires a state to license a marriage between two people of the same sex and to recognize a marriage between two people of the same sex when a marriage was lawfully licensed and performed out of state; and King v. Burwell, in which the Court ruled 6-3 that health insurance tax credits are available on the 34 federal exchanges.

Below is a brief summary of additional cases of interest in which NLC filed amicus briefs in support of the local government interest: Supreme Court rules against jails in excessive force case

In Kingslev v. Hendrickson, the Supreme Court held 5-4 that to prove an excessive force claim a pretrial detainee must show that the officer's force was objectively unreasonable. rejecting the subjectively unreasonable standard that is more deferential to law enforcement. Pretrial detainee Michael Kingsley and the officers in this case agree that Kingsley refused to remove a piece of paper covering a light fixture and was forcibly removed from his jail cell so that officers could remove it. Officers claim Kingsley resisted their efforts to remove his handcuffs and in the process the officers slammed his head against the concrete bunk, but Kingsley refutes this. Both parties agree that Kingsley was tasered. The Court held that the objective standard should apply to excessive force claims brought by pretrial detainees, relying partially on precedent.

Unconstitutional: hotel registry ordinances and statutes

In City of Los Angeles v. Patel the Supreme Court held 5-4 that a Los Angeles ordinance requiring hotel and motel operators to make their guest registries available to police without at least a subpoena violates the Fourth Amendment.

Supreme Court's Sign Case May Require Altering Sign Codes Nationwide

In Reed v. Town of Gilbert the Supreme Court held unanimously that Gilbert's Sign Code, which treats various categories of signs differently based on the information they convey, violates the First Amendment. On behalf of NLC, the State and Local Legal Center (SLLC) filed an amicus brief in this case arguing that the Town of Gilbert's sign code was constitutional and that an adverse ruling would render sign See COURT on Page 5

TMBF adds marketing representative to cover East Tennessee region

Charles "Bones" Seivers, president and CEO of the Tennessee Municipal Bond Fund (TMBF), announced that Chris Muscatello joined

the TMBF staff July 1, 2015. He will is assigned to the East Tennessee area, but is available to work anywhere in the state as his services are needed.

Muscatello most recently served as senior district manager for ADP HR BPO Solutions with more than eight years of sales experience. He has consistently risen to the top of his peer group at each of his corporate sales jobs, often winning sales awards along the way. His father, Joe Muscatello, worked for TMBF for more than 12 years covering East

In making the announcement, Seivers stated, "Chris joins our team with an impressive background in corporate sales. We are very fortunate to have a man with Chris' background, training, and enthusi-



Chris Muscatello

asm joining the TMBF staff. He is a great addition to our very strong team that is committed to saving our cities and counties in Tennessee money. We look forward to working with Chris and I am eager for our cities and counties in Tennessee to get the chance to meet him."

State officials brief TML members on key issues

Tourism, transporation and safety topics of conference panel

BY KATE COIL

TML Communications Specialist

Municipal officials received updates on the state's tourism industry, transportation needs and security issues as part of the many educational offerings during the Tennessee Municipal League's Annual Conference in Nashville.

Appointed to his position in May 2015, Tourism Commissioner Kevin Triplett discussed how his department hopes to work with localities to promote tourism. Tennessee is a "jewel" in terms of tourism because it has nine distinctive forms of music born within the



State Sen. Jim Tracy, TEMA Director David Purkey and TRBA Executive Vice President Ken Starwalt participate in a panel session at the TML annual conference in Nashville.



Sally Oglesby, Crossville city clerk, and John Hickman, Waynesboro city manager, listen as state officials update TML members on various issues facing the state.

"I have told more than one person I feel like a prospector who has just been dropped into the Klondike to mine the gold, and it is everywhere," he said. "We have it all over the state...there are so many other states across the country that are trying to promote themselves and create ways to bring people in. The fortunate thing we have in our state is that we don't have to do that. We already have it. That is the

state, he said.

gold we have to mine." Triplett said Tennessee's diversity makes the state easier and less costly to promote. "We are very diverse in Tennessee," he said. "You hear the term 'from Mountain City to Memphis' a lot. I do not think that is a hindrance. That is a plus. The diversity we have in this state is a valuable asset when we are trying to compete with other states around the country."

When promoting tourism within the state, Triplett said he

and his staff always ask the questions "does it get people to Tennessee" and "does it inspire them to enjoy their time here?" Triplett said, by creating events in line with those two questions, the state can encourage tourists to return to Tennessee. With the state reaching more than 100 million visitors last year, he said tourism has a \$16.7 billion impact on the state.

While the state's budget for marketing and tourism has increased over previous years, Triplett said it still remains far below many other states. And although some Tennessee counties have larger tourism budgets and bring in more tourism dollars, Triplett said the state has to work together to promote and grow tourism. In 2014, every county in the state produced at least \$1 million in tourism impact.

To help tourism continue to expand in the state, Triplett said local and state officials must work together.

"Our role as a department is as

State Tourism Director Kevin Triplett dis-

cusses tourism during the panel session.

a service department," he said. "No one knows the brands of the cities and the attractions that are in those cities better than the people who operate them day-to-day. Our goal is to help promote that on a broader basis and work with municipalities to promote those assets."

Homeland Security / Safety

David Purkey, director of the Tennessee Emergency Management Agency and the governor's Homeland Security Advisor, said his main duty is to ensure that both state and local officials have what they need to keep their communities safe. Many people in Tennessee do not realize the state experiences any security

"We find that threats around the nation regularly have a Tennessee nexus," he said. "I can tell you terrorists can find Tennessee. We have critical infrastructures in this state that ISIS and Al-Qaeda are very interested in. We know that planning See PANEL on Page 3

TCAPWA honors Chattanooga's Buck Saunders with Murphy Snoderly Award

An employee with 50 years of service to Chattanooga's Department of Public Works has been honored with the Murphy Snoderly Award by the Tennessee Chapter of the American Public Works Association (TCAPWA). Dennis "Buck" Saunders was presented the award by Ken Donaldson, TCAPWA president and Columbia Public Works director, during the Tennessee Municipal League conference in

From an early age, Saunders knew he wanted to go into public service. As a child, he often went to work with his father, Dennis Saunders, Sr., who was employed as a garbage man by the city of Chattanooga from 1934 to 1984. Saunders would ride in the horse-drawn buggy his father used to complete his work. As a small child, Saunders would often watch construction workers performing their duties and expressed a desire to do something similar as an adult.

After serving two years in Vietnam as a supply delivery truck driver, Saunders returned to Chattanooga in 1964 and began work in the city's public utility department.

Saunders currently serves as a supervisor in the Sewer Maintenance Section of the Waste Resources Division.

He exemplifies what it means to be a public servant, continually impacting his co-workers and managers with his work ethic and moti-



Dennis "Buck" Saunders, supervisor with the Chattanooga Water Resource Division, was presented with the Murphy Snoderly award by Ken Donaldson, TCAPWA president and Columbia Public Works Director.

vation to help others, said officials.

Chattanooga Mayor Andy Berke proclaimed Nov. 11, 2014, as Buck Saunders, Jr., Appreciation Day in honor of Saunders' 50 years of service to the city.

"Mr. Saunders is always willing to help others and has given away most of his accumulated personal leave time to fellow city employees who were in need," Mayor Berke

said. "Buck has been a loyal employee of the city, and goes above and beyond what is asked of him."

The Murphy Snoderly Award is named for the late Murphy Snoderly, a longtime engineering and public works consultant for the University of Tennessee's Municipal Technical Advisory Service. TCAPWA established the award in 1972 as a means See TCAPWA on Page 5

NEWS **ACROSS TENNESSEE**



ALCOA

Alcoa has ranked as the top spot for entrepreneurs in Tennessee, according to a ranking compiled by business blog NerdWallet.com. Alcoa topped the website's list of "Best Places to Start a Business in Tennessee" out of 85 communities with a population of 5,000 or more. The list was based on factors including business climate, business revenue. amount of businesses per 100 people, local economic health, median annual income, and unemployment rate. Alcoa earned top marks for initiatives like Pellissippi Place — a mixed-use community designed for technology businesses and research companies that features hotels, conference centers, residential space, retailers and more. Partnerships with Blount County and other local entities as well as resources like the Small Business Development Center at Pellissippi State Community College, the Knoxville Entrepreneur Center and the East Tennessee Economic Development Agency were also among the reason Alcoa attained top marks from the site.

ASHLAND CITY

Ashland City has begun construction on the new location of its farmers market at Riverbluff Park off the Tennessee Waltz Parkway. The farmers market is currently located at the corner of Main and Washington Streets, where it will continue to operate until the new open-air structure is finished this summer. The Cheatham County Chamber of Commerce helped the city secure two grants totaling \$116,523 to help fund the project.

CHATTANOOGA

Gestamp has announced it will expand its cold-stamping operations in Chattanooga with the addition of Class A stamping, hot-stamping and chassis component stamping to function primarily as a Tier 1 supplier to Volkswagen. The \$180 million expansion will not only expand the existing Gestamp facility in Chattanooga but also the construction of a new stamping facility within the city. The expansion will also create more than 500 new jobs in the Chattanooga area. Gestamp first located to Chattanooga in 2009.

FRANKLIN

UBS officials announced the company will be investing \$11.2 million to outfit a new facility in Franklin. The expansion will create more than 350 jobs at the new office at One Franklin Park. UBS said the expansion will accommodate the growth of the Nashville-based UBS Business Solution Center and serve as a satellite branch office for the Wealth Management Americas financial advisors. UBS is based in Switzerland with international headquarters in Basel and Zurich and American headquarters in New York City. The company provides investment banking, asset management and wealth management services for private, corporate and institutional clients worldwide and retail clients within Switzerland.

ETOWAH

The Etowah Depot Museum will be unveiling a new exhibit to celebrate

the 125th anniversary of the Louisville and Nashville Railroad's connection between Etowah and Copperhill. The exhibit, titled "Old Line Railroad: Mileposts Through Time," will bring together photographs, artifacts, maps and railway schematics to tell the story of the Loop, which still winds its way around the Hiwassee Gorge. The exhibition and the restoration of an L&N caboose located on the museum grounds have both been made possible through a \$25,000 Lyndhurst Foundation grant. The museum is located in the second story of a large depot building, which housed the divisional offices for L&N until 1931.

JACKSON

Jackson has been named Tennessee's newest "Gig City" during the Gig City Summit in Kansas City, Mo., after the Jackson Energy Authority was able to upgrade its fiber network to offer Internet speeds of up to 1 gigabit per second. The ultra-fast Internet speeds are 10 times faster than the previous Internet capabilities will help develop education as well as economic development, medical care and public safety. The upgrade is expected to cost \$10 million and will be completed over the next 36 months. Jackson will now join six other Gig Cities across Tennessee including Bristol, Chattanooga, Clarksville, Morristown, Pulaski and Tullahoma. Chattanooga was the first recognized Gig City in the nation.

JOHNSON CITY

Johnson City has achieved a 2/2x Insurance Service Office (ISO) Public Protection Classification (PPC), an increase of an ISO rating of 3 the city has held since 1982. Ratings are made on a scale of 1-10 with 1 being highest, and the new rating of 2 puts the Johnson City Fire Department among approximately 20 departments across the state and only 1,000 throughout the nation that have attained such a high rating. The rating is based on an evaluation of the capacity of a local fire department to respond to and fight structure fires and is used by insurance underwriters to determine rates for residential, business, and commercial occupancies. An improved rating could mean a reduction in insurance premiums for many homeowners. Johnson City Fire Chief Mark Scott said that since that 1999 rating, the fire department has worked to improve response capability, staffing levels, training, hydrant flowing test, training facilities, inspection activities, and public education events. Washington County 911 has also worked to improve call handling capabilities, staffing levels, improved technology, and increase data analysis.

KNOXVILLE

A state grant totaling \$240,000 will bring a geothermal heat pump to the new public works complex being built by the city of Knoxville on Lorraine Street. The closed-loop vertical geothermal heat pump will save energy and reduce emissions for the city. The public works complex will be constructed in three phases over five years on a brownfield site with the intention of modernizing and consolidating the existing City

Engineering Department and Public Service Department facilities, allowing the City to provide better services with greater efficiency. The new complex also will include a public meeting space, which will be available to community and civic groups.

MCMINNVILLE

McMinnville was recently honored with a 2015 Governor's Environmental Stewardship Award in the category of Energy and Renewable Resources. McMinnville converted its entire city street lights to LEDs reducing their energy use, saving tax payers money and providing citizens with safely lit streets. McMinnville is the first city in the Tennessee Valley to totally convert its street lights to LEDs. Approximately three years ago, Mayor Jimmy Haley decided he wanted to replace city street lights with LED (light emitting diodes) and he began working with McMinnville Electric System to find a cost-effective LED. The city chose an extended life, 15-year photocell to control when the street lights come on and off and saved more money as LEDs don't have to be maintained as much as the standard street lights. The city also plans to replace outdoor yard lights with LEDs controlled by managed photocells.

MT. JULIET

Mt. Juliet's population has grown to 28,159, an increase of 3,611 people. The city approved conducting a special census believing its actual population is now higher than the 2010 census numbers that recorded 24,548 residents.

OAK RIDGE

The government is moving forward with plans for a new Emergency Operations Center at the Y-12 nuclear weapons plant. The National Nuclear Security Administration released a draft environmental assessment for the project and will accept public comments through July 30. The proposed EOC would consolidate the Plant Shift Superintendent's Office, the Emergency Command Center, the Technical Support Center and the Fire Department Alarm Room at a 17,000-square-foot facility on the east end of Y-12. The NNSA's Production Office, which oversees the operations at Y-12, is proposing thew new facility to house key officials for /2 hours in emergency conditions at the Oak Ridge plant. The draft document says the building's design will meet top environmental standards. Budget documents for fiscal year 2015 indicate the facility will cost about \$22.5 million.

SMYRNA

The town of Smyrna will be constructing a \$3.6 million Smyrna Outdoor Adventure Center, which will incorporate the town's pool and add a rock climbing area. The town will be utilizing a \$900,000 grant from the Christy-Houston Foundation to renovate a public pool and turn parts of the Smyrna Town Centre into a nature and recreation area. The project is expected to be open next summer. The indoor part of the facility will replace the recreation center the town shut down last year. The educational exhibits will be developed by local businesses and schools.



PEOPLE

Chris Adams has been named the new Chattanooga Fire Chief Adams was selected to serve as interim chief after former Chief Chris Adams

Lamar Flint re-



tired in April. Before serving as interim chief, Adams served as executive chief deputy. Adams has been with the department since 1990.

Jeff Clawson has been hired to serve as the new city manager of Oak Hill. Clawson currently serves as the city manager of Princeton, Ill.



Jeff Clawson

He has previously served as city administrator for Fairfield, Iowa and Le Roy, Ill. Clawson earned a bachelor's degree in accounting from Monmouth College and an MPA in public administration from Governors State University, both located in Illinois.

Johann Coetzee will become the General Manager of Water Resources for Elizabethton as part of a reorganization of city departments. Water Resources is the department in charge of fresh water and waste water systems in the city. Coetzee will also oversee the engineering department as they work to develop maps and pressure models of the various distribution and collection systems as well as provide in-house engineering services to public

After more than 30 years of service, Kingston Springs City Attorney Larry Craig has retired from his position. A native of Hum-



Larry Craig

phreys County, Craig earned his bachelor's degree from Union University in 1972, and later graduated from the Nashville School of Law before working for the Tennessee Department of Transportation. He moved to Kingston Springs in 1976, and served as chairman of the city planning commission in 1981. He took office as the city attorney in 1982. Craig previously served as a city attorney for Peagram and Thompsons Station.

Elizabethton Planning Director **Jon** Hartman will now be in charge of economic development for the city as part of a reorganization in city departments. Hartman will work in conjunction with Carter County Tomorrow and other regional boards to facilitate recruitment and retention. He will continue his roles in the planning and building departments but will drop library and recreation departments from his direct duties.

Jim Henry has been selected as the new chief of staff for Gov. Bill Haslam. Henry, who currently serves as commissioner of the Department of Children's Services (DCS), will take over from Mark Cate, who announced his departure last month. Henry became commissioner of DCS in 2013, and has previously served under Haslam as the first commissioner

of the Department of Intellectual and Developmental Disabilities. A former mayor of Kingston, Henry spent 12 years as a state representative and six of



Jim Henry

Bonnie Hommrich has been appointed as the new commissioner for the Department of Children's Services (DCS) by Gov. Bill Haslam.

those years as minority leader.



Bonnie Hommrich

Hommrich has served as deputy commissioner for child programs at DCS since 2004. Before joining the DCS staff, she served for 22 years as a social worker and in a leadership role with the Kentucky Department of Social Services. She will take office on Aug. 1

East Ridge City Manager Andrew "Andy" Hyatt has resigned his position to become the city manager of Neptune Beach, Fla. Hyatt began



Andrew Hyatt

his work with the city of East Ridge in October 2013. He has previously served as a city manager in Fairview, Etowah and Deerfield Beach, Fla. He also served as a senior administrative assistant for the city of Jacksonville. Hyatt is a graduate of the University of Tennessee at Chattanooga with an MPA in Public Administration and a bachelor's degree in political science with a focus in public administration.

Alexia Poe, director of communications for Gov. Bill Haslam, will be leaving the administration for the private sector effective Aug. 21. Poe has served as



Alexia Poe

the top communication official for the Haslam administration, overseen crisis communication, messaging for the administration and served as senior advisor and strategist to the governor, cabinet, senior staff and the state departments. Before working for Haslam's administration, she served under both First Lady Laura Bush and as communications director for U.S. Sen. Lamar Alexander as well as under the administration of Gov. Don Sundquist.

Lt. Ben Wardlow with the Collierville Police Department graduated from the Federal Bureau of Investigation National Academy (FBINA) on



Ben Wardlow

June 12. Wardlow was one of 220 law enforcement professionals from around the world who participated in the 260th session of the 10-week program in Quanito, Va. An 18-year veteran of the force, Wardlow took classes in behavioral science, media relations and government response to criminal organizations.

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Tourism, homeland security and transportation topics of panel

PANEL, from Page 1

has taken place for critical infrastructure within this state, and that plans have been located in other parts of the world that had a nexus to Tennessee."

Purkey said some of the emerging issues the state is facing include cyber security breaches, foreign threats, and domestic issues like active shooters and sovereign citizens. He said municipalities can get free training from homeland security agents for employees on how to deal with both active shooters and sovereign citizens.

He also encouraged municipal officials to contact his office for whatever their needs are, whether it is a terrorist threat or a natural disaster. "I would encourage you, if you get in a bind, to ask for assistance," he said. "We have emergency services coordinators in every state department who are well versed in our emergency operations and are able to get you the assistance you need. We will never come into your community until you request it. An emergency is your emergency until you request our help."

Transportation

Both State Sen. Jim Tracy, R-Shelbyville, who serves as chair of the Senate Transportation and Safety Committee, and Kent Starwalt, executive vice president of the Tennessee Road Builders Association, discussed the state's transportation needs

Tracy said the current state gas tax is 24.1 cents per gallon and the diesel tax is 18.4 cents. Cities receive 2.74 cents out of the gas tax and 1.62 cents on the diesel tax, 4.36 cents total. These funds are then used to manage municipal roads. Counties and the Tennessee Department of Transportation also receive funds from the gas tax to maintain their roads, he said. Tracy said the state has no debts on its roads and adopts a pay-as-you-go approach to funding road projects yet still manages to have one of the topped ranked road systems in the country.

While 91 percent of the state's gas tax goes directly back into maintaining roads and bridges, Tracy said federal money can be used for other projects. However, the federal level hasn't increased transportation funding since 1993, and Congress has not passed a new long-term highway bill since 2005. The bill has been extended through what Tracy called "Band-Aid approaches," and require the states to maintain their road without federal aid.

In August, the Federal Highway Trust Fund is expected to become insolvent, and the last time the state of Tennessee approved a change for transportation was in 1989, Tracy said. Roadbuilding costs have increased, but less funds are available, he said.

"We are just barely able to match federal funding coming to us now," Tracy said. "We are reaching our limits of what we can do at the state level. The State Industrial Access Program in is jeopardy if we don't do something. Something is going to have to happen or we aren't going to be able to maintain the roads we have now."

Starwalt is part of the Tennessee Transportation Coalition, which he was said was formed when various officials realized there needed to be reform in how transportation issues were met and how projects were funded. He said there is currently "an inability to fund what meets our needs."

"We have a transportation funding crisis," Starwalt said. "The TDOT Commissioner has said on several occasions there are nearly \$8 million in unfunded projects. TDOT has basically gone into maintenance only mode. The Haslam's administration project listing they presented to the General Assembly had no new projects in it."

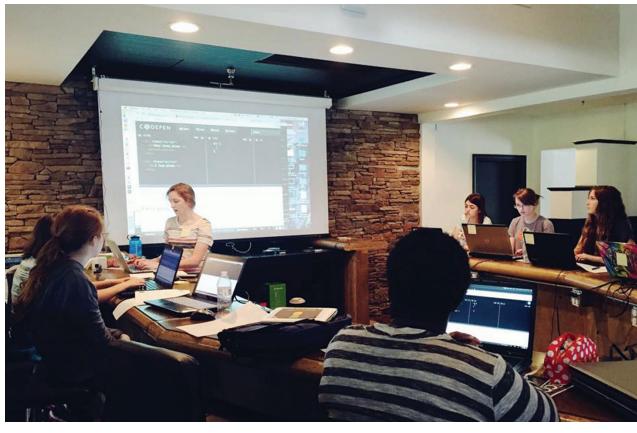
With the amount of growth and increased traffic on the roadways, Starwalt said transportation funding is needed now more than ever.

"Those projects are committed, but simply don't have the funding," he said. "Those are projects in your communities that you want. What we've been able to do is take those projects and map them across the state. We go around and talk to folks and are hoping to go to all 95 counties to talk about the need and those crisis. We are going to be able to show people where these unfunded projects are in their area."

To that end, Starwalt said the state needs to identify long-term, sustainable funding for transportation to help complete unfunded projects. He said increases to the gas tax, vehicle registration fees, renewal fees and fees for energy efficient vehicles are some of the things the state has looked at to increase funding. He said changing HOV lanes to high-occupancy toll (HOT) lanes also been discussed.

Tracy asked municipal officials to attend transportation hearings in the fall, educate citizens on the current transportation situation, and to discuss local transportation spending with their state lawmakers.

"To me, transportation is so important when you're dealing with economic development, recruiting industry to your area and widening your tax base," Tracy said. "Citizens are very interested in what is going on with transportation. We have done a lot of good things, but there is still so much growth right now that we have to be doing some widening of roads."



The 100 Girls of Code meet at TheCO. Students from public and private schools in the area are given access to industry-relevant training through TheCO, one of the five or more rural accelerators, located in Jackson.

TML conference workshop focuses on economic development accelerators

BY KATE COIL

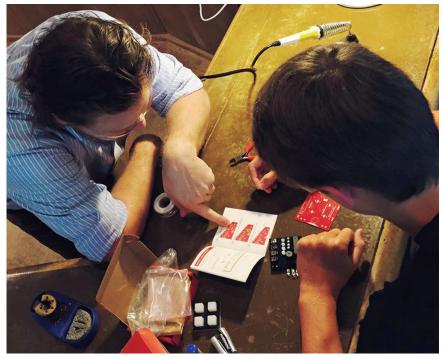
 $TML\ Communications\ Specialist$

As competition for emerging industry and technology becomes more globalized, business accelerators across Tennessee are focusing on creating unique niches for their communities.

Alice Rolli, assistant commissioner of strategy for the Tennessee Department of Economic and Community Development, said the state benefits from nine regional businesses accelerators created through Launch Tennessee. The program serves a public-private partnership focused on promoting business in the state through the promotion of entrepreneurship, corporate engagement, acquiring capital for businesses, outreach and technological assistance.

In 2011, the state took an inventory of what economic development tools were working and what were not. While Launch Tennessee had a good mission, Rolli said concern over funding and a lack of direction caused the program to suffer.

"We had outsized amount of federal funding coming into Tennessee, but we really had a small number of companies being formed," she said. "We saw that Launch TN had a great framework to help the state. We saw bright spots in Nashville, Chattanooga and Memphis where they had created great accelerator programs to help people start a company, but we also saw a lot of areas in the state where we weren't doing



One of TheCO's maker classes teaches about soldering computers. The accelerator offers spaces for meetings and tinkering.

that well."

As a result, Gov. Bill Haslam launched a \$50 million initiative to spur business innovation and entrepreneurship. Of that \$50 million, \$10 million went to Launch Tennessee to help spur business accelerators in Chattanooga, Cookeville, Jackson, Johnson City, Knoxville, Martin, Memphis, Nashville and Tullahoma. Rolli said it took about three years to get each community to find an accelerator that met their unique needs.

"If your first business plan doesn't work, it doesn't mean that there is something wrong with the market or your product necessarily," Rolli said. "You might have to pivot on the management team or reshape something. The group that has come out of the Jackson market has really led the state in what we consider our five ex-urban accelerators."

Accelerators with a more specific focus have also proven more successful.

"The accelerator is not everything to everyone," Rolli said. "Our most successful accelerators include our northwest Tennessee one in Martin. They have been very deliberate and very specific in saying: 'We want to be about (agriculture) tech.' You can't ask a business to be everything to everyone, and I think we have found the same thing in our accelerators that are the most successful."

Jackson's accelerator, TheCO, is one of the five more rural accelerators, which has found its niche through offering services including workspace, a makerspace lab, entrepreneur assessment, as well as training, coaching and mentoring.

Ben Ferguson, CEO and cofounder of TheCO, said the accelerator's 10,000-square-foot facility – which was formerly a Mexican restaurant—targets industries involving 3-D printing, coding, computer software and technology. In addition to adult entrepreneurs, TheCO offers coding education for local students through its CO:de Catalyst program.

"Traditionally, what an accelerator would be defined as is kind of a cohort program," Ferguson said. "You get a group of people who are trying to start companies and bring them together for 13 weeks. You give them a curriculum. You really work on their business to where they have vetted out whether this business has legs or doesn't and be in a position where they can go out and seek capital."

TheCO has meetings that draw in manufacturers and engineering talent from locally-based businesses, allow entrepreneurs to meet monthly to collaborate and discuss business, a white hat hacker group, and brings creative people together to work on everything from animation to poetry

to music.

Ferguson attributes the success of TheCO to the fact it isn't trying to emulate other accelerators and takes advantages of assets already in place in Jackson. The area has also focused on providing support for existing business, building capacity for future expansion and differentiating the local area from other communities.

In order to grow local businesses and create a workforce attractive to emerging companies. The CO has also focused on the area's youth through STEM education.

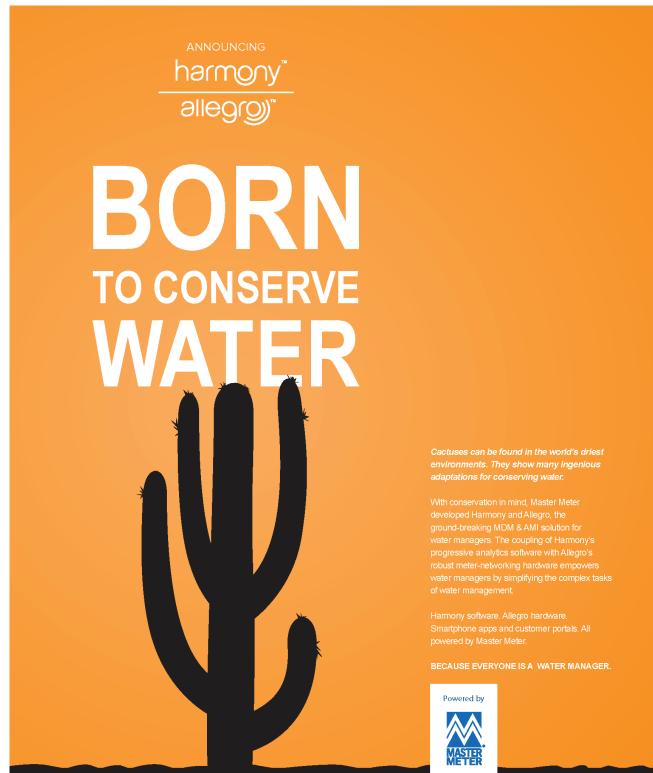
"Our focus, as far as economic development, is planting the seeds," he said. "We have got to have people who can program, have engineers and people who do robotics. That starts in the high schools."

Students from public and private high schools in the area are given access to industry-relevant training through the CO:de Catalyst program. The program started as a class in two local high schools and a club in two others, but has grown into a full course of study for high school students including classes in game development, web site construction, developing mobile applications and other Internet-based education. When students leave the program, they have earned an associates degree in computer science.

"We give the tools to the schools and plug all the connections together," Ferguson said. "If we can build a workforce of top-level computer science professionals, the industry recruitment game will get a lot easier. If you have that workforce, the jobs will come to you and they pay very, very well."

The program only costs \$36 per student, but Ferguson said it can help the students attain careers that make between \$100,000 and \$200,000 annually. A more immediate reward for the students includes a trip to San Francisco to visit tech giants like Google, LinkedIn, Digital Labs and Apple for the top students in the program. Ferguson said the companies are willing to open their doors for students because they see them as the future of industry.

Having a strong workforce with training in computer science not only has the potential to bring big business into the Jackson area but allows students from the area to develop their own startups and companies that could be the next tech giant.



STATE BRIEFS

A 3 percent tuition increase and \$24.6 million for faculty and staff raises have been approved by the University of Tennessee Board of Trustees for the 2015-16 school term. The tuition increase is the smallest annual tuition hike in more than 30 years and was unanimously approved. President Joe DiPietro said the low increase was made possible by a \$24.4 million boost in state funding coupled with campus efforts to cut costs and create new revenues. Under this increase, students at UT Chattanooga will see tuition increase by \$194 to \$6,624 while UT Martin students will see a tuition increase of \$202 to \$6,918. UT Knoxville students admitted before fall 2013 will see tuition increase by \$262 to \$9,028 and students admitted between fall 2013 and summer 2014 will see tuition increase \$302 to \$10,376. UT Knoxville students admitted in the fall of 2014 or later will have their tuition increased \$312 to \$10,678. The Tennessee Board of Regents also approved a historically low tuition increase of 3.3 percent – an additional \$333– for universities including Austin Peay University, Middle Tennessee State University, and Tennessee State University. TBR leadership said increased funding and cost-saving measures also made their lower-than-average rate increase possible. Tuition continues to become a larger source of funding for universities across the state. In 2006, tuition and student fees counted for one third of UT's total revenue, but tuition now accounts for half of the university systems funding, according to UT data. Cost saving measures UT has employed includes boosting out-ofstate enrollment, sunsetting unprofitable programs and offer retirement buyouts for employees. In addition to tuition and budget measures, the UT Board of Trustees also approved a request from the UT Institute of Agriculture to offer a retirement incentive plan for employees, the second such plan approved for the university system in six months.

The Tennessee Department of Tourist Development has won an international accolade for its "One

Minute Vacation" digital advertising campaign during the 62nd Annual Cannes Lions International Festival of Creativity in Cannes, France. The department received a Bronze Lion in the newly created category of Creative Data, Strategic Data Integration and was selected among 700 entries in its category. The "One Minute Vacation" video was included among 55 "short-listed" entries, 29 entries that received Cannes Lions and one of six that received the coveted Gold Lion award. "The "One Minute Vacation" cooperative marketing campaign, created by the Tennessee Department of Tourist Development in partnership with its marketing agency, VML, and 24 tourism industry partners, launched in the spring of 2014. The campaign included a series of webbased banner advertisements that enticed viewers to watch one-minute videos featuring animated maps of nearby Tennessee destinations and attractions, accompanied by the song "American Nomad" written and performed by Nashville-based, indie roots band The Apache Relay. Each video was geo-targeted to promote East, Middle and West Tennessee destinations and attractions based on the viewer's location. Viewers were then urged to click through to a special page on tnvacation.com, where they could learn more about Tennessee travel and request or download a copy of the Tennessee Vacation Guide. More than 970,000 people watched the video content over the five-week campaign, totaling in more than 17,000 hours of video views and resulting in 26,000 Vacation Guide downloads. It is the second campaign promoting a Tennessee destination marketing organization to win honors at the Cannes Lions International Festival of Creativity. A 48-minute film, "For the Love of Music," produced by VML for the Nashville Convention & Visitors Corporation, earned two Cannes Lions for Branded Content and Entertainment during the 2014 festival, including a Silver Lion in the category of Non-Fiction Film and a Bronze Lion in the category of Use or Integration of Digital or Social Media.

\$3.1 M awarded in Clean Tennessee Energy Grants

More than \$3.1 million in grant funds for energy efficiency projects have been distributed statewide by the Tennessee Department of Environment and Conservation, including more than \$1.2 for towns and cities.

The Clean Tennessee Energy grant program provides financial assistance for entities to purchase, install and construction environmental mitigation projects, and TDEC Commissioner Bob Martineau said the \$3.1 million in awards marks the largest amount of funding the grant program has ever awarded.

Grants were awarded for recipients who had designed projects to reduce air emissions, improve energy efficiency and reduce cost savings. Many of these projects involved a switch to cleaner alternative energy such as biomass, geothermal, solar or wind; energy conservation through improvements to lighting, HVAC systems, fuel efficiency, insulation or idling minimization; and air quality improvements that might reduce greenhouse gases, sulfur dioxide, volatile organic compounds, oxides of nitrogen or other hazardous air pollutants.

Some of the largest grants were awarded to Lebanon, Knoxville, Millington and Tracy City. Lebanon received \$250,000 to implement a waste-to-energy biomass gasification project at their wastewater treatment plant, which will use existing

wood waste, sludge and discarded tires as fuel to produce renewable energy at a cost savings of \$341,180 annually for 25 years.

Knoxville and Millington were each awarded \$240,000 for projects. Knoxville will use its funds to install a closed-loop vertical geothermal heat pump to improve the energy efficiency of its new public works complex while Millington will be upgrading lighting and HVAC systems at the police and court buildings. Tracy City was awarded \$125,000 for a major retrofit at the South Cumberland Learning and Development Center, will include new HVAC units, ceiling insulation and caulking exterior walls.

Several municipalities received funds for projects based around energy efficient lighting. Farragut received \$30,446.20 to install high-efficiency LED lighting and automated lighting controls at its town hall and Franklin will be using its \$18,000 grant for a lighting project in a municipal parking garage.

Gatlinburg will also be conducting lighting retrofits at their community post office and community center through a \$6,419.72 grant. Jamestown was granted \$6,337.50 and Jefferson City was given \$14,445 to replace lights at their respective community centers as well

Several HVAC and insulation projects were also awarded funds.

Unicoi was granted \$8,000 to upgrade their tourist information center's HVAC and windows for better energy efficiency while Cumberland Gap was given \$6,711 to install a new HVAC unit in town offices and the lobby area of the fire hall. Etowah will be using its \$4,000 grant to replace outdated insulation at the historic GEM Theatre.

Many of the recipients will be using the grants to replace outdated or inefficient equipment. Oneida was given \$88,856 to bring its municipal center up to the current energy conservation code while Memphis Division of Parks and Recreation was granted \$80,000 for a solar light installation at the Litcherman Nature Center, the first on city property.

Tazewell was granted \$50,000 to conduct energy efficient retrofits at town hall while Algood received \$12,925 to upgrade performance efficiency of their community center and city garage while Ashland City received \$8,339 to conduct retrofits to the fire department emergency bay and police department. Centerville was awarded \$87,500 for retrofits at their water treatment plant. Ducktown received a \$15,000 grant to purchase a Ford Fusion Hybrid to replace an existing, less fuel efficient city vehicle.

Each municipality could receive up to \$250,000 per project and is required to match the grant. Recipients were chosen based on select criteria and projects with the greatest need.

\$2.2 M in water, wastewater construction loans awarded for infrastructure improvements

Two communities have been approved to receive more than \$2.2 million in low-interest loans for water and wastewater infrastructure improvements.

The State Revolving Fund (SRF) Loan Program provides low-interest loans that help communities, utility districts, and water and wastewater authorities finance projects that protect Tennessee's ground and surface waters and public health. Loans are used to finance the planning, design and construction of water and wastewater facilities.

The Department of Environment and Conservation administers the SRF Loan Program for the state of Tennessee in conjunction with the Tennessee Local Development Authority. The U.S. Environmental Protection Agency provides grants

to fund the program, and the state provides a 20 percent match. Loan repayments are returned to the program and are used to fund future SRF loans.

The funding order of projects is determined by the SRF Loan Program's Priority Ranking Lists that rank potential projects according to the severity of their pollution and/or compliance problems or for the protection of public health.

- The city of McKenzie will receive \$1,833,160 for a Wastewater Treatment Plant Improvements and I/I Correction (citywide) project. The project will be funded with a 20-year, \$1,649,844 loan, with an interest rate of 0.43 percent, and \$183,316 in principal forgiveness that will not have to be repaid.
- McKenzie will also receive

\$36,840 for Wastewater Treatment Plant Improvements and I/I Correction (citywide) project. This loan will be funded for a 20-year term with an interest rate of 0.43 percent.

• The city of Crossville will receive a loan increase of \$341,010 for Water Distribution System Improvements. These additional funds will increase the total loan to \$2,231,010. The project will be funded with a 20-year, \$1,561,707 loan with an interest rate of 1.87 percent and \$669,303 in principal forgiveness that will not have to be repaid.

Any local government interested in the SRF Loans, should contact the State Revolving Fund Loan Program, Tennessee Tower, 12th Floor, 312 Rosa L. Parks Avenue, Nashville, TN 37243, or call (615) 532-0445.





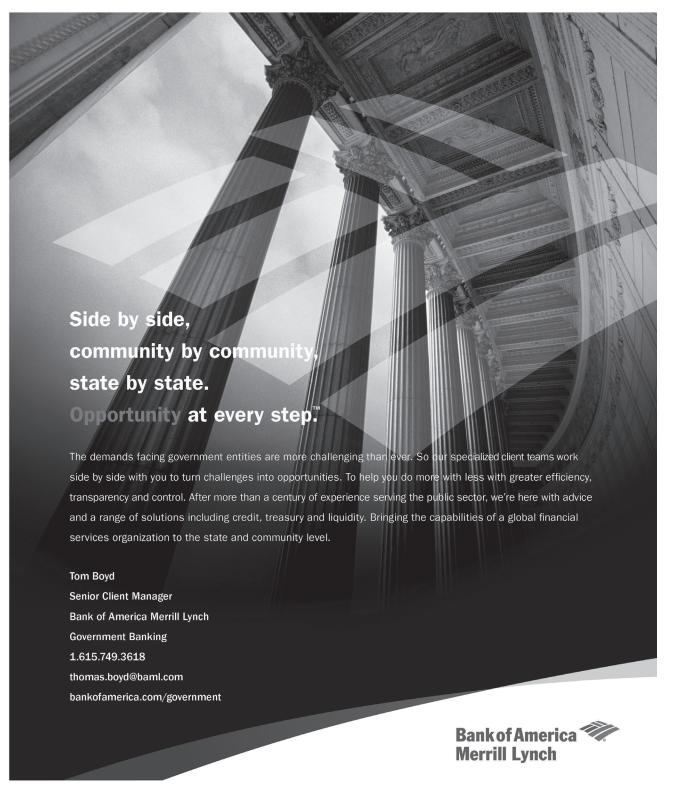
The national economy added 223,000 jobs in June with unemployment levels falling to 5.3 percent, according to data released by the U.S. Department of Labor. While unemployment is at its lowest mark in seven years, the lower rate reflects a number of Americans retiring or abandoning their job hunts. The U.S. labor force shrank by more than 400,000 workers in June with the number of people holding down jobs or seeking them falling to 62.6 percent, the lowest since 1977. This decrease is mainly attributed to the retirement of baby boomers while prime-age male workers between the ages of 25 and 54 are sitting on the sidelines. The prime age participation rate for men down to 88.2 percent, down from 90 percent six years ago and 92 percent in 2000. With the year half over, the department said the nation is on pace to add 2.5 million jobs this year, lower than the 3.1 million added in 2014. During the first quarter, the U.S. economy shrank 0.2 percent, but the second quarter looks brighter with growth in retail sales and home construction. If steady growth in the economy continues, the Federal Reserve may raise interest rates for the first time in more than six years. June's wage growth was totally flat with the average worker making \$24.95 per hour, the same as in May. Wages have increased only 2 percent for the year, in line with the average wage increase since recovery from

Americans ramped up their spending on autos, building materials and clothing in May, a sign that strong job growth is starting to boost retail sales. The Commerce Department says retail sales climbed a seasonally adjusted 1.2 percent in May, following a 0.2 percent gain in April. Sales have risen 2.7 percent over the past 12 months. The upswing in shopping reflects greater confidence in the economy. Consumers upped their spending by more than 2 percent last month at auto dealers and building materials stores. Employers have added more than 3 million jobs over the past year, but until May many workers appeared to be saving as much of their paychecks

the Great Recession began.

as they could. Excluding the volatile categories of autos, gas, building materials and restaurants, sales rose a solid 0.7 percent

The decline of homeownership in America has persisted for about a decade, showing no signs of slowing down in recent years. Instead, more Americans are renting, often at prices they struggle to afford. A report published Wednesday by the Joint Center for Housing Studies of Harvard University highlights several key trends related to the housing market, many of which draw attention to the growing problem of housing affordability. The national homeownership rate fell to 63.7 percent in the first quarter of this year, the lowest level in two decades. Homeownership peaked around 2004 and has declined ever since, in part due to would-be homeowners facing mounting financial hurdles. Stagnant incomes and restricted access to financing also played a role in preventing people from owning houses, according to the report. The decline in homeownership has increased demand for rental housing. The study found that, between 2004 and 2014, the rental market experienced the strongest growth since the late 1980s. The move away from homeownership has not been confined to select regions of the country or a few demographic groups. Some attribute the shift to Millennials' preference for renting. But homeownership rates have followed a steady downward trend across all age groups, with the exception of those over age 65. Householders between the ages of 45 and 64 accounted for roughly double the share of renter growth over the past decade than those under age 35, according to the report. The steady drop in homeownership hasn't been limited to select regions of the country, either. Between 2006 and 2013, homeownership rates dipped in all but one of the nation's 100 largest metro areas. Many areas with the largest shifts away from homeownership were hard hit in the bursting of the housing bubble, such as the Las Vegas-Henderson-Paradise, Nevada, and Phoenix-Mesa-Scottsdale, Ariz., metro areas.



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CLASSIFIED ADS

Advertising: \$9.25 per column inch. No charge to TML members. Send advertising to: TT&C Classified Ads, Mona Lawrence, 226 Capitol Blvd. Suite 710, Nashville TN 37219; e-mail: mlawrence@TML1.org; or fax: 615-255 4752

BUILDING CODES INSPECTOR

MORRISTOWN. The City of Morristown is now accepting applications for the position of Building Codes Inspector. Deadline to submit an application is July 22, 2015. Performs intermediate technical work in the inspection of all phases of building plans and construction; does related work as required. Work is performed in coordination with the engineering and planning departments and under the general supervision of the Director of Community Development. Job requirements and qualifications can be obtained from the city's website. Starting pay is \$19.58/hr. Applications may be obtained from the Human Resources Department on the second floor of City Center, or on the City's website at www.mymorristown. com. Send completed applications to: City of Morristown, Attn: Human Resources - Chief Building Official, P.O. Box 1499, Morristown, TN 37816-

CITY ATTORNEY

MURFREESBORO. The city of Murfreesboro is currently accepting applications for a city attorney to perform its functions lawfully and with minimal risk, including handling all litigation and administrative proceedings in which the city, its officials or employees are parties, providing legal counsel to the mayor/city council, the city's boards and commissions, the city manager and department heads and employees regarding a variety of legal issues, drafting contracts, ordinances and other official acts of the city, issuing opinions on bonds, loans and grant assurances and overseeing the city's safety and self-insurance functions. This position is also responsible for providing general legal counsel services to the city's K-6 school system and its utility systems. This position works under administrative supervision, developing and implementing programs within organizational policies and reports major activities to executive level administrators through conferences and reports. Requires a law degree and ten years of professional legal experience including some litigation experience and supervisory experience. Must be licensed to practice law in the state of Tennessee.Salary is: \$114,733 - \$167,969 annually To apply for this position and see the full job description.

POLICE CHIEF

go to www.murfreesborotn.gov

CLEVELAND. The City of Cleveland is accepting applications for the position of Chief of Police. The Cleveland Police Department with 91 authorized sworn personnel and 12 civilian positions is the 18th largest police department in the state. The Cleveland Police Department is one of 17 municipal police departments in TN that is internationally accredited through CALEA. Qualified candidates must possess the following minimal credentials: legal resident of the State of Tennessee with a valid TN driver's license; current TN POST certification as a law enforcement officer; minimum 15 years full-time law enforcement experience with military service contributing, where applicabl; current minimum command staff rank of captain, or its equivalent in a municipal, county, or state law enforcement agency in TN.; minimum bachelor's degree, with a master's degree preferred, from a regionally accredited college or university; graduate of the FBI National Academy, Southern Police Institute or similar police executive management school preferred. The Chief of Police will be responsible for the following essential duties and responsibilities: developing, planning and implementing police department goals, objectives, rules, regulations, policies and procedures, and work methods that comply with federal, state and local laws and in response to assessment of community needs; directing the selection, supervision, training, development and discipline of department personnel; meeting with community organizations to promote department activities and develop positive community relations; other duties as assigned by the city manager. Interested applicants should submit a resume with letter of interest to the City of Cleveland Human Resources Department, P.O. Box 1519, Cleveland, TN 37364, or by email to jdavis@clevelandtn.gov. Pay range \$76,664-\$124,096. Deadline to apply is end of business day July 31, 2015. The City of Cleveland is an equal opportunity employer.

CITY RECORDER

ADAMS. The city of Adams is currently accepting applications for the position of City Recorder. This full-time position performs duties pertaining to the day-today business and finances of the city; a background in accounting is preferred. Individual will be the primary city contact with the public providing customer service. Responds to public requests for information and distributes information

as requested. Processes public inquiries and complaints; researches and assembles information for response as required. Responsible for communicating effectively with the public regarding City programs, policies, and procedures. The successful candidate must have, or be willing to obtain a Tennessee Certified Municipal Finance Officer designation within 2 years of being hired. The responsibilities of this position include but are not limited to the following: prepare, maintain, and manage the city operational budget for the city's general fund, museum fund, parks fund, and state street aid fund; keep minutes of all meetings of the board of mayor and commissioners; prepare commission meeting packets for the mayor and commission; perform accounting transactions such as journal entries, deposits, accounts payable, payroll, and accounts receivable; prepare and transmit the following reports -payroll taxes, federal quarterly taxes, and quarterly unemployment report; and organize and submit all applicable financial documents to be audited on an annual basis. Salary will DOQ.Resumes may be mailed to Mayor Mary Mantooth, City of Adams, 7617 Hwy. 41 N, Suite 101, Adams, TN 37010 or e-mailed to mmantooth37010@gmail.com. The City of Adams is an Equal Opportunity Employer. Deadline: Open until filled.

MUNICIPAL COURT SPECIALIST UT-MTAS. The University of Ten-

nessee Municipal Technical Advisory

Service (MTAS) has an opening for a

Training Specialist II position. This position is based in Knoxville. The municipal court specialist provides training, continuing education, and technical assistance to municipal court clerks and other appointed and elected officials, developing lesson plans and delivering training in a classroom setting. The position concentrates on one-on-one and regional field-based training; it provides onsite instruction and training in the operational processes of municipal courts and also includes researching and drafting informational documents on municipal issues. The position works with the training team by producing and facilitating classes as requested in addition to providing technical assistance to MTAS consultants to support their work with cities. Applicants should have a practical knowledge and understanding of the problems faced by city officials, particularly municipal court staff. The position performs other special work or duties as assigned by the training program manager, assistant director, or the executive director. This position requires a master's degree in public administration, criminal justice, or a closely related field. A law degree is preferred. It also requires at least five years employment in court administration, local law enforcement or a law department preferably with at least three years as a court administrator, state or city attorney, city prosecutor, or senior administrative police officer. Prefer training experience. The position requires a broad base of knowledge of municipal court operations and state and federal regulations impacting municipal courts. It requires someone with the ability to communicate effectively with both experienced and knowledgeable city officials and with city officials who may be new to municipal operations. This position requires extensive travel to municipalities across the state to deliver on-site consultation and training. Applicants are encouraged to review all job requirements prior to applying at http://www.ips.tennessee. edu/?id=4. Salary is based on a combination of professional experience and qualifications. Applicants should apply electronically to https://ut.taleo.net/ $\underline{careersection/ut_knoxville/jobdetail.ft-}$ 1?job=15000000OB and submit a cover letter and resume. Position is open until filled. The University of Tennessee is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA institution in the provision of its education and employment programs and services.

COLLIERVILLE. The town of Collierville has an opening for a city planner. This entry-level position involves performing responsible, complex professional work in a variety of current and long-range planning studies. Requires a bachelor's degree in Urban Planning, Landscape Architecture or a closely related field from an accredited college or university with major course work in urban planning and two years' experience in a municipal planning office; or a master's degree in Urban Planning and one year of experience in municipal planning; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills and abilities for this job. Experience with Microsoft Office, Photoshop, and AICP Certification preferred. Requires a valid motor vehicle operator's license. Salary Range is \$35,578.00 - \$44,220.00 (DOQ) annually, with full benefits package. Applications may be obtained at the Human Resources Department, 500

Poplar View Parkway, Collierville, Tennessee, 38017, Monday through Friday, 8-5. Applicants must fill out the official Town of Collierville application to be considered for this position. Applications and resumes are subject to disclosure. This position will remain open until filled. EOE

STAFF ENGINEER

CLEVELAND. The city of Cleveland is accepting applications from qualified individuals for the position of staff engineer in the Development and Engineering Services Department. Qualified applicants will possess a bachelor's degree in Engineering with two years related experience, or an equivalent combination of education and experience. Experience in project design, CAD drafting and general construction surveying is required. Experience in Microsoft Word, Excel and Outlook is required, with a working knowledge of Bentley Microstation V8i, Geopak V8i and StormCAD software desired. EIT or PE certification is preferred but not required. Major activities include: provide design and construction staking surveys for storm sewer and street improvement projects; collect data and

prepare studies for sizing stormwater drainage pipe; design and prepare plans, specifications and cost estimates for city projects; perform inspections to ensure conformance to construction plans and specifications; collect soil and concrete samples for testing by laboratories; participate in plans review process for various public works related facilities; research deed information, prepare technical descriptions of easement and right of way boundaries for legal documents, assist with obtaining easements and properties for public use; investigate field problems affecting property owners, contractor and public works maintenance operations; coordinate Engineering division activities with other city departments and outside agencies; prepare engineering studies and reports; prepare soil erosion and sediment control plans; other duties as assigned by the city engineer. Interested applicants should submit a resume by mail to the City of Cleveland Human Resources Department, P.O. Box 1519, Cleveland, TN 37364, in person to the Municipal Building Annex, 160 2nd Street NE, or by email to jdavis@clevelandtn. gov. The city of Cleveland is an equal opportunity employer (EOE).

TCAPWA honors Chattanooga's Saunders with Murphy Snoderly

TCAPWA from Page 1

of sharing his appreciation for the dedicated efforts given by the many long time public works employees. The recipient is selected from a slate of statewide candidates and is considered the state's most outstanding non-administrative public works employee.

Currently, there are more than 200 public works and related departments across the state that employ an estimated 5000+ workers. TCAPWA has more than 400 members from cities and counties across the state. A major goal of TCAPWA is to pro-

mote the public works profession and aide in helping every public works department across the state by providing a network through which its members can contact other members to discuss and strategize how to manage various public works issues, concerns and projects.

Since its establishment in 1954, the state chapter has provided various educational opportunities as a means of allowing public works leaders and employees to stay aware of methods and technologies that can be used to ensure effectiveness and efficiency in public works operations.

High Court rules on cases with city impacts

COURT, from Page 1

codes unconstitutional nationwide. Many, if not most communities, like Gilbert, regulate some categories of signs in a way the Supreme Court has defined as content-based in this opinion, which means they will need

to revise their ordinances. To help local officials better understand the new landscape, NLC and the State and Local Legal Center will host a webinar in August focusing on the implications of this case on local sign ordinances.

TENNESSEE

FESTIVALS

July 25 - 26 Monteagle Arts and Crafts Fair Hannah Pickett Park

This event will feature more than 100 artisans and crafters displaying their handmade creations which will include: fine art, stain glass, pottery, both fine and primitive furniture, bird houses, paintings in a variety of media, quilts, woodcrafts, folk art, toys, jewelry, chain saw art, hand forged items, cigar box art, metal art, soaps, lotions, local honey, embroidered baby items and doll clothing, knitted and hand sewn items and much more. Hours: 9am-5:30pm

July 30 -August 8 **Putnam County Fair**

Putnam County Fairgrounds, Cookeville. Back Porch Stage, Horses and Mules Shows, Animal and Poultry Shows, Lawn Mower Races, Extreme Motorcycles, Gospel Singing Concert, Senior Citizen Day, Pageants, Cornhole Tournament, Midway, 4-H Shows and Exhibits, Entertainment, Vendors, Food, Kids Activities, and more. Hours: Mon to Thursday 4pm to 10pm, Friday 4pm to 12pm, Saturday 10am to 10pm, Sunday 12am to 9pm

August 1 **Nashville Soul Food Festival**

Riverfront Park, Nashville An inviting event that highlights the aroma of traditional soul food cooking in the air while bringing together families and friends in an outdoor social setting for a day of reunion, information and live national award winning entertainment.

August 7 - 8 Tomato Arts Festival

Hours: 9 am-6 pm

Historic East Nashville's Five Points Music, Food Trucks, Art, Games, Concert, Parade, Vendors and more.

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November 4-7, 2015 Experience Nashville and its thriving creative economy while you learn new ideas, solutions and trends at the largest national

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For more information, visit http://cis.tennessee.edu/TCED or call 1-888-763-7439

E-fairness introduced in House

E-FAIRNESS, from Page 1

point where the business is located. While the origin sourcing approach would make collection simple for some sellers, it would actually raise the tax owed by the consumer if the seller was located in a higher taxing jurisdiction than that consumer. This is a primary reason that RTPA employs destination sourcing, which NLC supports.

While NLC has for years called upon Congress to resolve this issue once and for all, House leadership has also recently signaled that they want this issue settled too. "I am telling [Chairman Goodlatte and Congressman Chaffetz] to work it out in committee. . . . Committees are where the expertise is. And they should have a bill come out of the committee," said House Majority Leader Kevin McCarthy (R-CA).

NLC could not agree more, and needs your help to ensure that it's RTPA that gets to the floor.

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How local government can navigate the ever changing media landscape

BY BRIDGET DOYLE

Governing Magazine One of the most important challenges for local governments is to find ways to effectively share and communicate news and information to citizens. This is particularly important when the news is good: Be it quick police response times, well maintained parks, heroic fire rescues or daily civic efficiencies, our public-sector organizations need avenues to inform the public and help create confidence in gov-

But -- to the dismay of many local-government leaders -- the reality is that we cannot rely on media to carry the weight of this need. Media does not exist to serve government, nor should it. At its core, the role of the media is to seek truth and report it; it should serve as an unbiased watchdog of government. The role of the journalists is crucial, helping to preserve our nation's foundation of democracy, and transparent governments should respect and uphold this important function.

That is not to say that the media is interested only in scandal and failure. Human-interest pieces are still a priority for news organizations and craved by the consumer. A good story is a good story. But in trying to get our stories out, we in government must understand that the media itself is undergoing wrenching changes. The shrinking and increasingly digital media landscape forces thinly spread reporters to prioritize breaking news first, not our city's positive public-relations pieces. Many reporters are covering entire regions or multiple beats for their publications, broadcast stations or online news sites.

There's also increasing pressure on reporters to find quirky, clickable items that could morph into a viral frenzy. A story about a loveable animal or a laughable criminal that produces thousands of cheap clicks is likely more monetarily valuable to a media outlet than a well reported exposé or feature.

There are ways, however, that media and local governments can work together in ways that benefit both. Here are a few tips for building strong relationships with the media and better utilizing its important resources:

· Understand the media's **needs**. In breaking-news situations, reporters are working on tight, almost-immediate deadlines. Make sure there is a designated media liaison for the city or even one in each department positioned to serve the media's needs quickly. Providing reporters with the information they need quickly will strengthen the relationship and open doors for future positive reporting.

• Utilize social media as a story-telling device. Not every story is worth a press release or a lengthy pitch to local media. Tell these good news bits in clear and concise news

blurbs on your social-media sites as soon as the information materializes. In conversations with reporters in your area, be sure to point them to your organization's social-media sites as a place to mine story ideas. Give them the freedom to pull photos and other information from your social-media sites as long as they provide appropriate attribution.

• Pitch good news -- and then write it yourself. If there is a goodnews story that could benefit from some deeper story-telling, start the story for the media. Do the initial legwork, such as finding sources and providing contact information (phone and email), and spell out the meat of the story. If the media doesn't jump at covering your idea, you've already got it in a good place to share via your website, social-media sites or city publications.

• Provide photos and video whenever you can. Visuals are king in our current media landscape. If a story doesn't have a photo or video element, statistics show that few will pay attention. As much as possible, tell your stories - and send them to the media -- with a visual or video element.

It's important to remember is that, while the needs of government and the media are different, at the core both have the same interest: serving the people. A mutual understanding and strong working relationship can go a long way toward helping both institutions accomplish that.

September 15-16 2015 TDOT/KTnB Biennial Conference, Franklin Marriott Cool Springs in Franklin, TN, featuring Phillip Fulmer as our keynote speaker during the Awards of Excellence Banquet Luncheon. The theme of the conference is "Live, Learn, & Lead" More information about the conference/Awards Of Excellence (including conference registration, deadlines, hotel stay, vendor information, etc.) can be found at http://www.keeptnbeautiful.org/ about-us/2015-tdotktnb-biennial-conference. For any concerns/ questions, contact us via e-mail at info@keeptnbeautiful.org or by

phone toll-free at 888.862.5326.

September 16-19 The 2015 NLC Annual Leader**ship Summit** will be held at Loews Portofino Bay Hotel at Universal Orlando, in Orlando, Florida. This year the theme of the program is "Leading through Tough Times." Leadership scholars and experts will explore how to handle challenging community situations, and prepare local leaders to address real-world problems For more information about the 2015 Annual Leadership Summit, please visit: http://www. nlc.org/build-skills-and-networks/ education-and-training/event-calendar/annual-leadership-summit. Or contact NLC University at Univer-

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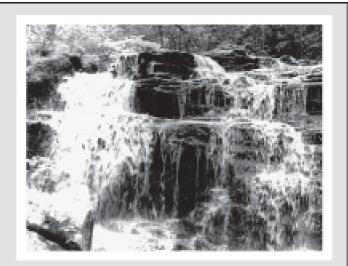
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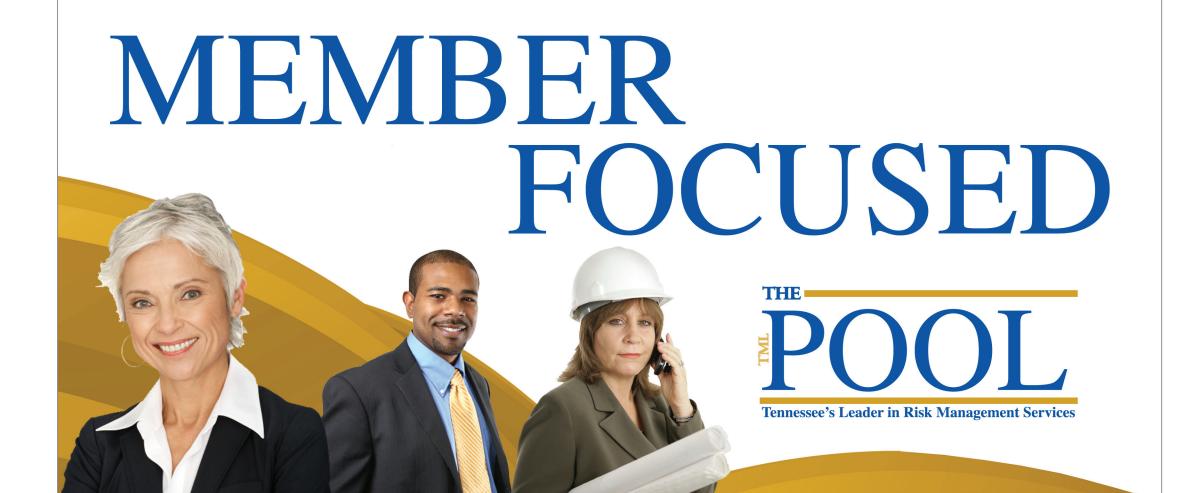


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Cartwright's no-nonsense leadership style has helped Shelbyville flourish

Mayor believes in trusing city employees and making government work for all people

BY LINDA BRYANT

Mayor Wallace Cartwright of Shelbyville, Tenn., isn't the sort of politician who puts a lot of "spin" on the issues. He describes himself as a straight shooter who prefers a no-nonsense approach to leadership and honest dialogue with his constit-

"I really do believe that honesty is the best policy, even if it makes you unpopular with some people," Cartwright said. "I don't try to paint a rosy picture, and I don't tell people I can do things for them when I really can't. I will always try my best, but I will also try to be realistic and fair." Mayor Cartwright, 80, took office in 2007. In late 2014, he won reelection, fighting off two opponents. In recent years, he's focused on helping the city recover and stabilize from unexpected expenses, including a major lawsuit, a crisis in the local walking horse industry, and the collapse of an underground flume system that drains local stormwater into the Duck River.

Even in the midst of these formidable challenges, the city is on the way up.

Shelbyville Municipal Airport, considered a regional gem among small airports, is in the midst of a major upgrade, a new city/county industrial park is on the horizon, and the historic downtown square area experiencing a significant resurgence.

Cartwright, who delegates much authority to his City Manager Jay Johnson and to his department heads, doesn't like to take much credit for the city's accomplishments. But the stamp of his leadership is on many things locally and regionally. His civic engagement is impressive.

He has served as a director-at large for the Tennessee Municipal League and was recently elected a TML vice president, one of three such positions. He serves on the South Central Tennessee Development District board; the South Central Human Resource Agency executive committee; the South Central Tennessee Tourism Association board; the South Central Area Transportation Service (SCATS) board; the Shelbyville Chamber of Commerce board; the Economic Development and Tourism Committee; Bedford Railroad Authority; and Bedford County Health Council. He is also an active member of Bedford County Farm Bureau, and a deacon of Fair Haven Baptist Church.

TT&C: Can you talk about your background and tell us a little about your family?

WC: I was born and raised in Shelbyville and Bedford County. I have been married to my wife, Martha Trolinger Cartwright, since 1955. We have three children, six grandchildren, six great grandchildren and several step-grandchildren. My father and I started Ewing Cartwright & Son General Contractors in 1956. We specialized in residential, commercial and industrial building. We stayed within about a 125-mile-radius of Shelbyville and built mostly nursing homes, schools and churches in this area. We went out of business in 1980. Then I worked for the National Gypsum Corp., Gold Bond Division, for three years covering 33 counties in Middle Tennessee. I worked with J.R. Warren Contractor for about 10 years as a general superintendent, and with Fogleman Properties as an

inspector and project manager. I found out I had colon cancer in 1997, and I retired from my previous work. Fortunately, everything turned out well. The Lord took care of me. I also decided to run for Shelbyville City Council in 1997. I can't say that it really felt like I actually retired. I just changed jobs. I served as a council member for 10 years, and then I ran for mayor in 2007.

TT&C: Why did you want to go into public service when you could have just retired?

WC: My grandad and dad were both county magistrates. I had an uncle who served as a city councilman and another uncle who served as a city manager and a city mayor. They all worked for the people. Their service influenced me. I was raised around people who give back to the community, and I want to do the same thing.

TT&C: You decided to run for mayor after serving on the Shelbyville City Council for 10 years. **WC:** I wanted to bring some peace



Wallace Cartwright Shelbyville Mayor



Shelbyville was awarded a \$315,000 TDOT transportation grant for sidewalk, crosswalks and accessibility improvements in the downtown area. Pictured are Gov. Bill Haslam, state Sen. Jim Tracy, and Shelbyville Mayor Wallace Cartwright.

and harmony into the community. We had some good mayors, but we caught up in good old boy politics. It didn't matter to them who they hurt. My feelings were, and still are, this: If the city has ordinances and laws, then we need to work within them. Shelbyville belongs to everybody, not just a small group of people over to the side. Not just to a select group who gets to do everything they want. I really felt like all of the people in our community needed representation.

I had a lot of support the first time I ran. There were some people who felt like they could tell me what to do and how to operate once I got into office. I had several folks tell me, "You're the mayor. Now you have the power to do what you want." I always said, "No, we're governed by rules and regulations. We can't go outside guidelines." I haven't had quite as much backing since my first term, but that's fine with me. I like it because I don't feel obligated to any one group. I just want to serve the people.

Mine is a "weak" mayor position. I have to give much of the credit to our city manager, Jay Johnson. Jay is the one with the ability to get things done in our city, and the department heads work under his direction. I try to let him do his job. When I'm made aware of things, I take them to Jay. Shelbyville City Council appointed Jay about four years ago, and we are extremely fortunate to have him. He has done a fantastic job. We also have a great city treasurer, Jamey Owen. She watches the pennies and the dollars like they are coming out of her own pocket. Jay and Jamey really work well together.

TT&C: Have you gotten more done because of Jamey and Jay? **WC**: It's my opinion — and it may be different than some — yes, we have. We have had several lawsuits against the city over the years, some of them going back to the early 1990s. We've been going through the process of trying to get all these lawsuits settled. They have cost us dearly. We settled one with

Wright Paving for \$3 million, and it was tough on our budget. (This also had some leaders who were prolonged dispute was over a proposed rock quarry. The \$10 million suit went to the Tennessee State Supreme Court, and the Wrights eventually got permission for the quarry.)

Jay, Jamey and the department heads have really worked hard to get us in the position we're in now. We still have money to take care of our everyday operations, but we've set aside just about everything else in the budget. We had to come up with \$500,000 this year and \$1.5 million last year (toward the lawsuit). If we didn't have the leadership that Jay has given us, I just don't know where we'd be. Settling the Wright Paving lawsuit finally is a step forward. It's hard to take \$3 million out of the budget without it hurting us. We are working out the situation now, and it's getting better.

TT&C: You have worked toward getting an industrial park in Shelbyville for years. How is that effort going?

WC: We appointed a committee to look for a park we're calling Commerce Business Park. Everyone worked for a few years to find a site. It took time to select the best location. A recommendation was made for an 89-acre property across the road from a private industrial area. It's an area where there's quite a bit of industry — a Walmart distribution center, an automotive supplier, a hospital and doctors' clinics. We have water and sewer available at this location, and there's a TVA power substation there.

Bedford County is going in with the city on the project. We both have committed \$600,000, and we've also been approved for a \$350,000 TVA grant. This all means that we'll have enough money to purchase the property and take care of additional infrastructure needed. We're going to have to do the rest of it as we go, but we can get a good portion of it started. Allen Pitner, our local chamber of commerce president, has already started the procedure of getting Commerce Business Park classified as site-ready. We hope to

be able to start on it by next year. It means we'll be competitive with surrounding counties.

Typically, the people who own industrial property set the price, and sometimes they drive the industries off. They'll find out there's a lot of interest in a property, and they'll jack the price up. It kills the deal. With this new park we can have a better handle on the price of the property. Hopefully, the new park will put us in the same ballpark as adjacent communities and allow us to grow more industry here. This is the first time the city and county have been involved in a business park. It should make a very big difference to our economic devel-

TT&C: What is the growth like in Shelbyville?

WC: We are definitely growing. According to the 2010 census, our population is about 20,000, up from about 14,000-16,000 in the previous census. Bedford County is about 45,000, so that means close to half of our population is in the city. I'd like to see more growth in the city. The services we provide offset what it costs to live outside the city. We are blessed to have several industries here. Tyson Chicken is our largest employer with about 1,300 work-

ers. We also have Newell-Rubbermaid, Century Mold, National Pen, Josten and many others.

T T & C: You've been successful in securing quite a few grants for city improvements. Can you give details on some of the most notable ones? WC: We're very proud of a \$3.2 million grant that helped us upgrade the Shelbyville

Municipal Airport. We improved the taxiways and parking ramps on the south side. It has really improved the airport's appearance. We're working at another \$1.2 million grant for new LED lighting. We have another \$1.2 million grant coming up that will take care of the taxiways and ramps on the north side of the airport. We like the airport projects because of the 95/5 grant that we get with them. We can get a dollar for every nickel!

Right now we have three alternative program transportation grants the state has given us through the Tennessee Department of Transportation for sidewalk, crosswalks and accessibility improvements in the downtown area. The first one we have underway is a \$315,000 grant. There's another one that's going to be let this fall for \$361,000, and Gov. Bill Haslam just came to town a few weeks ago and gave us a \$597,000 grant for the same area. We are pouring new sidewalks and coloring them to look like bricks. Everything adjacent to the downtown public square is upgraded. It looks really good. Hopefully, we'll a get a fourth grant that will further improve everything within two blocks of the square.

We have several projects going on. Our Parks and Recreation Department bought additional 58 acres to Griffin Park. North Main Street is being widened. We are putting a turning lane in there, too. We are redoing the sidewalks, paving, curbs and gutters on Lane Parkway. We are looking at grants all the time, and we want to continue to do so. We just got a \$196,000 for new air packs for the firefighters. The Shelbyville Police Department got state accreditation last year. I think we are one of about 34 cities in the state with accreditation. That accreditation should help tremendously with getting grants in the future.

TT&C: With so many pressing civic needs and demands, have you been able to keep property taxes at a reasonable rate?

WC: We are about the lowest city for property taxes in our area. Fayetteville may be a little less than

what we are, but they also have a wheel tax. Property taxes have been one of my biggest frustrations over the years. I've always thought the best approach is to increase taxes modestly, just one or two cents. You want to avoid waiting until you get to a desperation point. Right now we are looking at adding a 16 cents tax, and it's come about because of the lawsuits we've had to face and other unexpected expenses. We had about 200 feet of an underground flume system collapse recently. We'd already borrowed \$500,000 to repair the first part of it and then we had another 156 feet collapse. We are now looking at borrowing at least \$1 million to fix that portion

We figure it's going to take 6 cents added to the property tax to pay loans for the flume system over a 10-year period. We are also looking at adding 10 cents to the property tax to get our emergency funds back up. If we have a tornado come through here — or another disaster of some sort — I don't know how in the world we'd fund the clean-up. We have pretty well exhausted our emergency funds. Right now our property tax rate is \$1.65, and the proposed increase would put it at \$1.81 per \$100 of assessed value.

TT&C: Shelbyville has long been known for the Tennessee walking horse industry. In recent years, there's been controversy around the practice of soring, the use of chemicals or pressure to cause pain to a horse's feet when they touch the ground. How has this impacted the local walking horse industry?

WC: I will be honest. The horse industry has really been hurting around here. It typically brought in about \$40 million a year into our community, but it's surely gone down from that number. There were so many problems with the soring controversy and with the USDA (United States Department of Agriculture). Our civic clubs and school groups had booths at the horse events. That's where they all made their money for their projects. It's really had an adverse affect on them.

I went to the spring show and they had great looking horses there. All the trainers I know who are still in the business don't participate in soring. They know they will be reprimanded and suspended from showing. The whole soring controversy became a little like mad cow disease. There were problems, but there was also an overreaction that hurt the industry. A few bad apples reflected terribly on everybody. We've got a lot of empty horse barns now. A lot of them are owned by people from out of state. We're hoping for an upward swing, but we've needed time to recover. On the bright side, we have a great event called the Great Celebration Mule and Donkey Show in July. It draws a crowd from 25 states or more. It is really a growing event, and we think it's going to pick up the slack that we are losing from the walking horse shows.

TT&C: Where do you see Shelbyville in five years?

WC: I believe we are on the verge of moving forward at a rapid rate. We are only about 15 minutes from Murfreesboro and there's a good four-lane highway for back and forth travel. More people are coming here to live, and there's spillover from all the surrounding areas. When we get our industrial/ commercial park up and running, we'll create more jobs and attract even more attention to the area. We have a lot of retirees moving here, and that's a plus. We also hope to eventually build a sports complex so we can attract sports events and ball tournaments to Shelbyville. People coming into town for sporting events will need to eat and have a place to sleep, so it would be great for our local economy.

TT&C: You were the first Shelbyville official to serve as a director-at-large for the Tennessee Municipal League. You were recently selected as one of three vice presidents of TML during the League's annual conference in June. Can you talk about your commitment to TML?

WC: TML is one of the best things that ever happened to the state of Tennessee. I'm really honored to be elected third vice president. I look forward to serving in a leadership position on the TML board.