



# 85<sup>TH</sup> ANNUAL CONFERENCE & EXPO



August 2<sup>nd</sup> – 5<sup>th</sup>



Chattanooga Convention Center  
1 Carter St, Chattanooga, TN 37402

## Schedule At-A-Glance

### FRIDAY, AUGUST 1

9 am - 5:30 pm MTAS Elected Officials Academy

### SATURDAY, AUGUST 2

9 am – 5:30 pm MTAS Elected Officials Academy

12 – 4 pm Registration Open

1 – 4:30 pm CMFO & Utility Board Training  
Workshops (Set of 3)

2 – 4 p.m. TML Policy Committee

### SUNDAY, AUGUST 3

7:30 am Golf Tournament

7:30 - 9:30 am Organization of Black Elected  
Municipal Officials Breakfast

9 am – 5 pm Registration

9:30 am – 3 pm Exhibit Hall Open

10:30 – 11:30 am Concurrent Workshops (Set of 3)

11:30 am - 1:30 pm Lunch in Exhibit Hall

11:30 am - 1:30 pm Organization of Women in  
Government Lunch

11:30 am - 1:30 pm TMBF Board Workshop & Lunch

1:15 - 2:15 pm Roundtable Discussions

2:30 – 3:45 pm Opening General Session

4 - 4:30 pm District Meetings

6 - 8 pm Host City Reception

### MONDAY, AUGUST 4

7:15 – 8:15 am Breakfast in Exhibit Hall

7:30 - 8:30 am Past Presidents Breakfast

8 am – 3 pm Registration

8 am – 3 pm Exhibit Hall Open

8 am – 5 pm TN Municipal Attorneys Assoc.

8:30 – 9:30 am Concurrent Workshops (Set of 3)

9:45 – 11:15 am Second General Session

11:30 am – 12 noon Business Meeting

Installation: TML Board

12 – 1:30 pm Lunch in Exhibit Hall

12 - 1:30 pm MTAS Advisory Committee Lunch

1 - 2:30 pm J.R. Wauford

1:30 – 2:30 pm Door prizes

2:45 - 3:45 pm Concurrent Workshops (Set of 3)

4 - 5 pm Concurrent Workshops (Set of 2)

6:30 - 11 pm PEP Reception

### TUESDAY, AUGUST 5

8:00 – 10:30 am Awards Breakfast

## Opening General Session

Sunday, August 3, 2:30 - 3:45 p.m

### *Leadership Lessons from the Coach who inspired Ted Lasso*

Coach Donnie Campbell, a Kansas high school math teacher and basketball coach, once coached a young Jason Sudeikis at Shawnee Mission West. Years later, Sudeikis revealed on *The Late Show with Stephen Colbert* that Campbell partly inspired the lovable, wise character he plays on the Emmy-winning show *Ted Lasso*. Campbell, now in the spotlight himself, has appeared on *Good Morning America* and *The Today Show*, sharing insights on leadership and the importance of building strong values. A football alum, he's spent more than 36 years shaping not just athletes, but confident, character-driven young people. In his colorful keynote, Coach Campbell shares the specific techniques he's used to build confidence, define missions, and motivate players on and off the court.



Coach Donnie Campbell

## Second General Session

Monday, August 4, 9:45 - 11:15 a.m.

### *Tariffs, Inflation & Sluggish Revenues—Oh My! Understanding Today's Economic Outlook*

Dr. Marianne Wanamaker, dean of the University of Tennessee's Howard H. Baker Jr. School of Public Policy, will provide a timely and insightful update on the economic landscape. This session will explore current trends and forecasts at the state, national, and global levels, helping local leaders better understand the factors shaping their revenue outlooks and economic planning. **CMFO: 1 hour**



Marianne  
Wanamaker

### *How Quantum AI Is Solving Complex Problems Faster Than Ever*

As technology continues to evolve, a groundbreaking frontier is taking shape—Quantum AI, the powerful convergence of quantum computing and artificial intelligence. This emerging field is capturing attention across industries for its transformative potential. Evann Freeman, EPB's Vice President of Government and Community Relations, will discuss how the Electric Power Board is leading the way by integrating a quantum computer into its existing quantum infrastructure. Jairobe McPherson with Google Cloud and McKena McGrew with Deloitte will also share how it's making quantum computing more accessible by offering it as a service. This breakthrough is opening the door for organizations of all sizes to explore the possibilities of Quantum AI.



Evann Freeman

## 2025 Conference Agenda

### FRIDAY, AUGUST 1

9 am – 5:30 pm MTAS EOA Foundation MR 3

### SATURDAY, AUGUST 2

9 am – 5:30 pm MTAS EOA Operations MR 3

12 – 4 pm Conference Registration MR 19

2 – 4 pm TML Policy Committees MR 11

### 1 – 2 pm Concurrent Workshops

**Workshop 1.** MR 15

*Who's Watching the City's Wallet? (Hopefully, Not the Guy Who Just Stole It)*

Speaker: Tonya Travis, MTAS Finance Consultant

Nobody wants their city to be the next headline for all the wrong reasons. In this session, we'll dig into the real ways fraud, waste, and mismanagement happen—and more importantly, how to stop them. From red flags to reporting requirements, you'll leave with the knowledge and tools to protect your city's reputation and budget. *CMFO: 1 hour*

**Workshop 2.** MR 14

*Effective Governance of Water Utility Systems*

Speaker: James Lewellen, MTAS Management Consultant

With newly updated content, this session focuses on the key roles and responsibilities, best practices and practical insights utility board members should know to make informed decisions and contribute effectively to the success and sustainability of their community's water system.

*Utility: 1 hour (must attend all 3 sessions)*

2:15 – 3:15 pm

**Workshop 3.**

*The Budget Process* MR 15

Speaker: Brad Harris, MTAS Finance Consultant

The process of preparing and passing an annual budget involves purpose, communication, timeliness and planning. This session will explore how the budget is developed, the various players involved, the budget calendar and subsequent passage by the governing body. Almost everyone has some role to play and governments must be vigilant and focused in order to meet the State's required deadline. Participants will gain an understanding of what it takes to work as a team to pass a budget. *CMFO: 1 hour*

**Workshop 4:** MR 14

*Effective Governance of Water Utility Systems*

Speaker: James Lewellen, MTAS Management Consultant

*Utility: 1 hour (must attend all 3 sessions)*

3:30 – 4:30 pm

**Workshop 5.**

*Critical Operating Policies* MR 15

Speaker: Kay Stegall, MTAS Finance Consultants

Policies provide structure and consistency in municipal government operations. This session will cover required policies and best practices for municipalities. *CMFO: 1 hour*

**Workshop 6:** MR 14

*Effective Governance of Water Utility Systems*

Speaker: James Lewellen, MTAS Management Consultant

*Utility: 1 hour (must attend all 3 sessions)*

### SUNDAY, AUGUST 3

7:30 am Golf Tournament *Brainerd Golf Course*  
Shotgun Start

7:30 - 9:30 am Black Elected Municipal Officials Breakfast MR 4 -5

9 am – 5 pm Registration MR 19

9:30 am – 3 pm Exhibit Hall Open Hall C-D

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

**Workshop 7.** MR 15

*Slum Clearance, Property Maintenance and the Administrative Hearing Officer*

Speakers: Abb Oglesby, MTAS Legal Manager, and John Eskew, MTAS Municipal Court Specialist

Property maintenance issues arise in every city, large or small. The question always comes up regarding how to handle the situation. We have multiple tools available, and those options can be confusing. In this session, we will discuss the different avenues presented by the Slum Clearance Act, Administrative Hearing Officer Program, Municipal Court, and the International Property Maintenance Code.

**Workshop 8.** MR 14

*Unmasking Human Trafficking: Indicators, Laws, and Strategies for Intervention*

Speaker: Dr. Richard Schoeberl, Director of Graduate Studies at the University of Tennessee Southern

Human trafficking is the second largest criminal enterprise in the world, surpassed only by drug trafficking. Its hidden and covert nature makes detection and intervention a complex challenge for both law enforcement and the private sector. This in-depth workshop explores the realities of human trafficking in the United States, offering participants a clear understanding of the current landscape through facts, case studies, and real-world examples. Attendees will learn to identify key indicators of trafficking across high-risk industries and gain insight into relevant federal and state statutes that govern anti-trafficking efforts. Designed for professionals across all sectors, this session equips participants with practical tools and strategies to recognize, report, and combat human trafficking in their communities and workplaces.

**Workshop 9.** MR 13

*Building the Future Together: TML Visioning Report*

Speakers: Julain McTizic, Bolivar Mayor and Visioning Committee Chair; and Tom Griscom, Communications Consultant

Join us for an engaging session focused on the findings and recommendations of TML's Visioning Committee. This workshop will explore the newly released TML Visioning Report, a forward-looking framework designed to guide the League's priorities and strategies through the year 2040. With over 60% of Tennesseans residing in cities and towns—and municipalities generating nearly 90% of the state's sales tax revenue—our communities are the lifeblood of Tennessee's economy and culture. From rural crossroads to urban centers, our cities serve as the "Town Squares" of the state: spaces for civic en-

# 2025 Conference Agenda

agement, public service, economic development, and community identity. The Visioning Report identifies key challenges and emerging trends, while outlining bold strategies to position TML as the leading voice on municipal issues in Tennessee. Participants will gain insight into the committee's strategic direction and learn how this vision will shape TML's future work, advocacy, and support for member cities.

11:30 am – 1:30 pm	Lunch in Exhibit Hall	Hall B
11:30 am – 1:30 pm	Women In Municipal Government Lunch	MR 4-5
11:30 am – 1:30 pm	TMBF Lunch	MR 11

## 1:15 – 2:15 pm Roundtable Discussions

- TN Building Officials Association
- TN Chapter of American Public Works Association
- TN Recreation and Parks Association
- TN Personnel Management Association
- TN Renewable Energy & Economic Development Council

## 2:30 – 3:45 pm

### Opening General Session

Ballroom

Keynote Speaker: Coach Donnie Campbell EF

## 4 – 4:30 pm

### District Meetings

District 1	MR 7
• Darrell Duncan, Vice Mayor, Kingsport	
District 2	MR 8
• Gary Chesney, Mayor, Morristown	
District 3	MR 9
• Stefanie Dalton, Mayor, Red Bank	
District 4	MR 10
• Keith Morrison, City Administrator, Algood	
District 5	MR 16
• Tim Ellis, City Manager, Goodlettsville	
District 6	MR 17
• Jessica Salamida, Vice Mayor, Nolensville	
District 7	MR 18
• Blake Walley, City Manager, Savannah	
District 8	MR 20
• Bethany Huffman, Alderwoman, Millington	

## 6 – 8 pm

### Host City Reception presented by EPB & TVA Tennessee Aquarium

EPB and TVA are teaming up as presenting sponsors for the 2025 TML Host City Reception in Chattanooga. Their support makes this year's event possible at the Tennessee Aquarium. CARTA will provide electric shuttle transportation for free. Shuttles will run from 5:15 PM to 8:45 PM, with a new one arriving every 10 minutes. The shuttles will pick-up and drop-off at 3 convenient spots: the Chattanooga Marriott Downtown, the Westin Chattanooga, and the Tennessee Aquarium.

## MONDAY, JULY 22

7:15 – 8:15 am	Breakfast	Foyer, Hall C
7:30 – 8:30 am	Past Presidents Breakfast	MR 7-8
8 am – 3 pm	Registration	MR 19

## 8 am – 3 pm

Exhibit Hall Open

Hall C-D

## 8 am - 5 pm

### TN Municipal Attorneys Association

MR 11, 12

## 8:30 – 9:30 am

### Concurrent Workshops

#### Workshop 10.

MR 13

*Transforming Revenue Distribution in TN: Adopting Annual Population Estimates for State-Shared Revenue Allocation*

Speakers:

- Tim Kuhn, Director, Tennessee State Data Center, UT Boyd Center for Business and Economic Research
- Cassie Stinson, Research Director, TN Economic & Community Development

A new state law will require annual updates to municipal population figures, replacing the current reliance on the decennial census and optional special censuses. Beginning January 1, 2026, the University of Tennessee's Boyd Center will provide yearly population estimates to be certified and used to determine per capita tax allocations and eligibility for population-based state grants and programs. This workshop will explain how the new process works, what it means for growing and shrinking communities, and how local governments can prepare for the changes taking effect in the 2026-2027 fiscal year.

CMFO: 1 hour

#### Workshop 11.

MR 14

*Mapping Tomorrow: Leveraging GIS for Rural Growth & Development*

Speaker: Brad Peters, MTAS Public Works Consultant

Rural communities in Tennessee are experiencing rapid change—and with that progress comes complex planning, infrastructure, and land-use challenges. This session dives into Geographic Information Systems (GIS) as a strategic tool for supporting sustainable growth and smart development. You'll explore how GIS technology captures, stores, analyzes, and visualizes spatial data to inform decision-making around zoning, transportation, utilities, environmental risk, and economic opportunity. Whether you're a GIS newcomer or looking to deepen your mapping expertise, this session will equip you with practical skills to turn geographic data into actionable development strategies

Utility: 1 hour

#### Workshop 12.

MR 15

*Unlocking Community Potential: Understanding and Driving Economic Development*

Speaker: Charles Wood, President, Chattanooga Chamber

What exactly is economic development, and why does it matter for your community? This engaging and practical session will introduce the fundamentals of economic development, highlighting its importance in creating jobs, improving quality of life, and fostering sustainable growth. Participants will learn how to identify local assets and strengths as the starting point for any successful development project. Through interactive discussions, this workshop will guide you in assessing your community's resources and uncovering the best opportunities for growth and revitalization.



# 2025 Conference Agenda

9:30 – 9:45 am

Break

9:45 – 11:15 am

## Second General Session

Ballroom EF

- Dr. Marianne Wanamaker, Dean, Howard Baker School
- Evann Freeman, VP Government Relations, EPB
- Jairobe McPherson, Customer Engineer, Google
- McKena McGrew, Quantum AI Scientist, Deloitte

CMFO: 1 hour

11:30 am – 12 noon

## Annual Business Meeting

MR 4-5

- Installation of TML Board of Directors

12– 1:30 pm

Lunch in Exhibit Hall

Hall B

12 - 1:30 pm

MTAS Advisory Lunch

MR 7-8

1 - 2:30 pm

J.R. Wauford

Hall B

1:30 – 2:30 pm

Door prizes

Hall B

2:45 – 3:45 pm

## Concurrent Workshops

### Workshop 13.

MR 13

#### Attainable Housing

- Nicole Heyman, Chief Housing Officer, Chattanooga
- Brian Straessle, President, Sycamore Institute
- Erin Hafkenschiel, President, Think Tennessee

This workshop brings together experts to explore the complex and pressing issue of attainable housing through a Tennessee-centric lens. Attendees will gain insight into the current state of the housing market across the state, including key trends shaping availability and affordability. Panelists will discuss the root causes behind Tennessee's housing challenges. Participants will leave with practical strategies and policy ideas that local leaders and stakeholders to consider implementing in their own communities. Whether you're new to local government or a veteran familiar with local planning and housing issues, this session offers valuable tools and inspiration for real-world impact.

### Workshop 14.

MR 14

#### TN's Hemp Law Overhaul: What Local Officials Need to Know

Speaker: Russell Thomas, Executive Director, TN Alcoholic Beverage Commission.

In response to consumer safety and legal concerns over cannabis-based products, the Tennessee General Assembly enacted sweeping reforms to its 2023 hemp statutes. Regulatory authority now resides with the Alcoholic Beverage Commission; new licensing and brand-registration requirements are in place; excise taxes must be collected; legal thresholds for intoxicating compounds have been codified; certain product categories are prohibited; and tighter controls govern sales and distribution. Meanwhile, additional bills proposing enhanced local oversight stalled at adjournment—but may resurface next session. Come learn how the law has shifted responsibilities from the Department of Agriculture to the ABC, what new paperwork and fee structures you can expect, how to spot non-compliant products or illicit sales, and when to coordinate with state regulators or prosecutors.

### Workshop 15.

MR 15

#### AI for Municipal Leaders: Practical Tools to Work Smarter and Serve Better

Speaker: Kathryn Good, Founder, Good Circle Marketing  
Artificial Intelligence isn't about replacing people—it's about helping your team work more efficiently, communicate more clearly, and stay focused on what matters most. This session offers a practical, jargon-free introduction to AI tools like ChatGPT and how they can support the day-to-day responsibilities of cities and towns of all sizes. You'll learn specific use cases for tasks like drafting communications, summarizing documents, and organizing information—plus simple ways to start using AI tools securely and responsibly in your role. No technical background required.

4 - 5 pm

## Concurrent Workshops

### Workshop 16.

MR 14

#### Citizen-Centric Reporting (CCR): Enhancing Transparency Through Effective Communication

Speaker: Jon Stehle, Director, Intergovernmental Partnerships, Association of Government Accountants(AGA)

Citizen-Centric Reporting (CCR) is a powerful tool for increasing transparency, accountability, and trust between governments and the communities they serve. This workshop will explore how CCR aligns with core functions such as data management, financial reporting, and budgeting to effectively tell the story of government performance and priorities. Participants will learn the value of CCR, explore guidelines for crafting impactful reports, and discover how to integrate CCR practices with broader data and financial strategies.

CMFO: 1 hour

### Workshop 17.

MR 15

#### Communicating with Confidence: Using AI to Support City Marketing and Messaging

Speaker: Kathryn Good, Founder, Good Circle Marketing

Your community deserves to hear the great work you're doing. In this session, we'll explore how municipal leaders and staff can use AI to strengthen public communication—without requiring extra personnel or budget increases. Learn how to repurpose a single message into a complete outreach campaign, create clear citizen updates faster, and use AI to draft content that stays aligned with your city's voice and values. You'll leave with tools and prompts designed to improve efficiency while maintaining professionalism and public trust.

6:30 – 10:30 pm

Public Entity Partners Social

Ballroom

HJ

## TUESDAY, AUGUST 5

8:00 – 10:30 am

### Awards Breakfast

Ballroom

EF

- TML Achievement Awards
- TCAPWA Murphy Snoderly
- TCMA City Manager
- Bob Kirk Local Government Award
- Mayor of the Year