



Spring 2019 Conference
Preliminary Program

Subject to Change

Wednesday, April 3

MORNING

2020 Census...Is Your City Ready?

Phillip Lutz, Assistant Regional Census Manager and Faye Anderson, Partnership Coordinator, U.S. Census Bureau

Your city depends on an accurate census to receive funding and therein, political power, as census data serve as the basis for public policy decisions and resource allocations. This session will cover why the 2020 census is important, when and how it will be conducted in your city, and how your city can participate and play an active role to educate and motivate your community to participate. Learn about Complete Count Committees, Special Census program, the Population Estimate program, and annual data from the American Community Survey. Come learn how to mobilize your community with the goal of counting everyone once, only once and in the right place.

CMFO – Financial. 1.0 Hours

TVA Economic Development Services - Tennessee is in its Name

Heidi Smith, General Manager – Global Business, Tennessee Valley Authority

TVA Economic Development serves the seven states that make up the TVA service area, including almost all of Tennessee and parts of neighboring states. Through partnerships with municipalities and other economic development organizations, TVA helps foster capital investment and job growth in the region. Working in concert with regional, state and community organizations, TVA offers site selection services, incentives, and research/technical assistance to help new companies locate, and existing operations expand, in our communities. Come learn how TVA can help your community reach its economic development goals and enhance the economic climate of your city.

CMFO – Other. 1 Hour

Managing in a Hostile Environment/Working with a Divided Board

Pat Hardy, MTAS Management Consultant; Rusty Treadway, City Administrator, Sevierville; Jody Baltz, City Administrator, Tullahoma (Retired)

Nearly every city manager will encounter a time when they have to work with a divided or dysfunctional board. Or, they will experience a board who creates a hostile working environment

either for themselves or for their workforce. In either case the challenges of managing in such an environment are enormous. In this session we will look at research showing the organizational effect of such a dynamic. We will also hear from a panel of fellow managers who have worked in a dysfunctional environment and lived to tell about it. Their advice and survival strategies are lessons we all need to learn.

CMFO – Other. 1 Hour

AFTERNOON

Juggling Work, Family, & Life and Really Enjoying It!

Michael Lane Morris, Ph.D., Ergen Professor of Business and Associate Dean of Undergraduate Programs, Haslam College of Business, University of Tennessee

Having trouble remembering your kids or grandkids names? Are your days ALL work and NO life? If so, don't miss out on this session which will discuss (1) the myth of “balance” and (2) introduce a new way (with helpful tips) to juggle the demands and tensions of work and life - so that you'll have both.

CMFO – Other. 1.5 Hours

Thursday, April 4

MORNING

Do the Right Thing!

Martha Perego, Director of Member Services and Ethics, ICMA

Ethics is often positioned as the ultimate battle between good and evil. A world where winning is a simple challenge of choosing right from wrong. In reality, making ethical choices is far more complex and nuanced. Situations present right but competing values. You do the right thing but get drawn into the fray by the unethical conduct of others. Good intentions are overshadowed by the appearance of wrongdoing. Join ICMA's Director of Ethics, Martha Perego, for an interactive session on the ethical challenges facing local government professionals. You will have the opportunity to solve real world issues using the ICMA Code of Ethics. And learn tips and practical strategies for avoiding the pitfalls, headlines, and career flameouts of unethical choices

CMFO – Other. 1.25 Hours

UT Volunteers Athletics – NCAA Compliance: Maximizing Your Impact and Managing Expectations

Andrew Donovan, Associate Athletics Director for Compliance

Over the past 30 years, the University of Tennessee Volunteer athletic teams have won 23 NCAA championships and a whopping 196 SEC championship team titles. The 500 women and men student-athletes compete in 20 sports under the tutelage of nearly 60 head and assistant coaches. With over one hundred million dollars (\$100,000,000) in sports related revenue and an untold number of boosters, alumni, and fans, UT-Knoxville athletics is a big business. With such

a high-profile national program and the university's reputation at stake, the challenge of institutional compliance is of the highest priority. Come hear how the UT Athletics Compliance Office strives to become the benchmark of comprehensive excellence for athletics compliance within the NCAA, and the steps undertaken to develop a culture of compliance within the athletics department, campus, community, state and region. You'll learn how the staff prioritizes, anticipates and communicates in an effort to manage expectations and maximize its impact as an advocate for coaches and student-athletes while balancing the strict demands of NCAA regulations in an ultra-competitive environment.

CMFO – Other. 1 Hour

The Value of a City Marketing Collaborative

Heather Cook, Director of Marketing and Public Relations, Kingsport

The City of Kingsport recently embarked on its first-ever strategic marketing plan and invited all full-service creative agencies and strategic partners to the table in its development. Learn how the city enhanced its visibility to residents, visitors, businesses, and developers to effectively market itself through story branding, cutting through the digital clutter to increase citizen engagement. Understanding the value of marketing and connecting with partners, tips on getting partners to work together, and tips on improving your marketing efforts will all be take-aways from this session.

CMFO – Other. 1 Hour

AFTERNOON

Dangerous Crossroads Ahead: The Intersection of the First and Fourth Amendments

Scott D. MacLatchie, Hall Booth Smith, P.C.

This session examines the liability minefield where First Amendment and Fourth Amendment interests intersect. Come hear about practical tips that can be used for dealing with people who may be legitimately exercising constitutional rights, and others who are actively trying to bait the police and public officials into overreaction. Topics to be explored include refusal to identify, refusal to answer questions, profanity towards officers, filming of police activity, filming of police facilities and other infrastructure, related officer safety concerns, and the seizure of cameras or cell phones that have recorded police activity.

CMFO – Financial. 1.5 Hours

The New Normal of Retail Development

Lacy Beasley, President, Retail Strategies

Retail is a catalyst for economic development. Municipalities must put the time, attention and resources into proactively developing and implementing a retail recruitment strategy in order to remain competitive. This session will cover the retail trends of today, e-commerce, public-private partnership, opportunity zones and success stories on TN communities who have done it right.

CMFO – Other. 1 Hour

Development Services: Why Third-Party Plan Review Makes Sense

Vernon Gerth, Assistant City Administrator, Franklin; Chuck Downham, Assistant City Administrator, Spring Hill; Mike Brown, Building Inspector, Paris

Thoroughness, consistency, and the timely review of site plans and buildings plans are important elements of the development review process to ensure a new project gets off to a good start and, surprises and delays are minimized during the construction process. Chuck Downham, Mike Brown, and Vernon Gerth share their respective experiences with third-party plan review including the added value this service has on city operations.

CMFO – Other. 1 Hour

EVENING

Return to the Bat Cave: Trouble is Brewing in Gotham City!

Following two-block buster hits – *Holy #@!&%# Batman! How do we handle that?* and *The Bat Cave is Open Again!*, come join your colleagues to this open forum. Facilitated by President Ted Rogers, the rules are unchanged from the past - come to listen, learn, share, and grow with the purpose of members helping members with sensitive and not so sensitive issues they face. Confidentiality is required as we strive to help each other sharpen skills to successfully manage our communities, while enhancing abilities to turn the Joker, Riddler, Mad Hatter, and Zelda the Great into allies rather than fiends. Come to the Bat Cave and share and learn – Gotham City depends on you!! *Bam! Pow! Zap! The Bat-Signal is lit!*

CMFO – Other. 1.5 Hours

Friday, April 5

MORNING

Keeping the Good from 'Breaking Bad'

Daniel Porter, Senior Investigator, Tennessee Comptroller of the Treasury

Breaking Bad is a widely heralded television drama of recent past that tells the story of Walter White, a struggling high school chemistry teacher diagnosed with lung cancer who turns to a life of crime by producing and selling crystal-meth to secure his family's future, thereby navigating the dangers of the criminal world. Daniel Porter, a senior investigator in the Office of the Comptroller of the Treasury, will analyze the character of Walter White and will present case studies where good people “broke bad,” sharing examples of municipal fraud and strategies to reduce the risk of fraud in your city.

CMFO – Financial. 1.5 Hours

Oak Ridge National Laboratory - Turning Research into Practical Use for Cities

Dr. Budhu Bhaduri, Director, ORNL Urban Dynamics Institute

Oak Ridge National Laboratory (ORNL), the largest science and energy national laboratory in the U.S. Department of Energy by size and annual budget, focuses its scientific programs in the areas of materials, neutron science, energy, high-performance computing, systems biology and national security. Among its many divisions and offices is the Urban Dynamics Institute (UDI), which was established to develop novel science and technology to observe, measure, analyze, and model urban dynamics—from the city to the global scale. UDI’s work gives researchers a data-driven understanding of complex urban systems, governed by the rigor of both physical and behavioral sciences. Dr. Bhaduri will provide several municipal government case studies showing the effective translation of research into practice in regional and international communities. The overview will provide interested cities an opportunity to engage with the lab and develop the relationships necessary to participate in future projects in the areas of population and land use, sustainable mobility, energy-water, and urban resiliency.

CMFO – Other. 1 Hour

Update on the 2019 Tennessee General Assembly

With the Tennessee General Assembly now in full swing, Chad Jenkins will provide an overview on the status of important legislation affecting cities and towns, and what members can do to influence positive outcomes on bills actively under consideration for Tennessee.

CMFO – Financial. 1.0 Hours