



Michigan  
Municipal  
Executives

A State Affiliate of ICMA

**MME Summer Workshop  
Building Better Municipal Executives  
July 25-28, 2017  
Holiday Inn Muskegon-Harbor, Muskegon**

**Tuesday 7/25/17**

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|---------------|---|
| 3:00–7:30 pm  | Registration                                |
| 5:00–7:00 pm  | MME Board Meeting                           |
| 7:00–10:00 pm | Early Bird Reception—Muskegon Museum of Art |

**Wednesday 7/26/17**

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|-----------------|---|
| 8:00 am–4:00 pm | Registration  |
| 8:30–9:00 am    | Welcome & Opening Comments  |
| 9:00–10:15 am   | <i>What Improv Can Teach Us About Communicating</i>   |
| 10:30–11:45 am  | <i>Engaged Communities are Thriving Communities—Key Engagement Principles and Tools</i>   |
| Noon–1:15 pm    | Lunch and Session: <i>How to Build a Healthy, Cohesive Municipal Team</i>   |
| 1:30–2:30 pm    | Breakout Sessions<br><br><i>Bridging Divides, Building Communities: Deeper Dive into All-America Conversations Meeting Toolkit</i><br><br><i>How to Prepare for a Headache Free Audit</i> |
| 2:45–3:45 pm    | Breakout Sessions   |

*Big Brownfields – Environment, Economy, & Placemaking*

*Ethics Panel Discussion*

- 6:00–7:30 pm      NextGen Dinner  
Location: Unruly Brewing/Rebel Pies Pizza  
Advance Registration required. Limited Seating.  
*Sponsored by R.W. Baird & Co Inc.*
- 8:00–9:30 pm      Downtown Muskegon Pub Tour

**Thursday 7/27/17**

- 7:00 am–1:30 pm      Registration
- 7:30-8:45 am      Breakfast in Muskegon
- 9:00–10:15 am      *Getting Redevelopment Sites Moving*
- 10:30–11:30 am      *Community Revitalization When the Private Sector Fails*
- 11:45–1:15 pm      Lunch Keynote  
*Recruiting, Assessing and Developing Rock Stars*
- Noon      Golf Outing–Muskegon Country Club
- 1:30–3:00 pm      *Overcoming Barriers to Green Infrastructure*
- 1:30–3:00 pm      Mobile Workshop- *Muskegon Lake Watershed Clean-Up*
- 1:30-3:30 pm      Mobile Workshop- *Greater Muskegon Area Tour*
- 4:00-5:00 pm      Happy Hour on the Lake
- 5:00–7:15 pm      Vendor Reception and Dinner  
Location: Muskegon Farmers Market
- 7:30–11:00 pm      After Dinner Reception & “Bond” Fire

**Friday 7/28/17**

- 8:00–9:00 am      Breakfast

9:00–10:00 am *OPEB in the Spotlight*  
10:30–11:30 am *Legislative Update*  
11:30 am Closing Comments

