

# Annual Summer Workshop

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A State Affiliate of ICMA

Michigan  
Municipal  
Executives

July 25-28, 2017

HOLIDAY INN • MUSKEGON HARBOR, MUSKEGON

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## Michigan Municipal Executives

# Dear Friends and Colleagues:

On behalf of the communities of Muskegon County and the 2017 MME Summer Workshop Planning Committee, I am excited to welcome you to beautiful Muskegon! Our organization has never hosted a summer workshop in downtown Muskegon, but once you've spent a few summer days here, I'm sure you'll be excited to make a quick return.

You are arriving in downtown Muskegon just days after the completion of our largest summer festival—Rebel Road... and it should be much quieter here after the departure of nearly 100,000 motorcycles. Our community hosts more than 1.5 million visitors annually, as people come to enjoy our festivals, sugar sand beaches, marinas, and numerous cultural amenities. If you keep your eyes on the water, you're likely to catch a view of one of the hundreds of sail boats that call Muskegon Lake home, or Lake Express Ferry on its way to/from Milwaukee, or even the Pearl Mist Cruise Ship on its way to Chicago or Mackinac Island with its 200+ passengers.

We expect to fill your days in Muskegon with high-quality educational opportunities and occupy your evenings with the best social and cultural activities that Muskegon has to offer. If your family has also traveled to Muskegon, we want to make sure they have a great time while you're in the workshop. Some great options for families include the Muskegon Heritage Museum, the Lakeshore Museum Center, the Hackley and Hume Homes, the USS LST 393 Museum, the Silversides Submarine Museum, the Muskegon Flea Market (Wednesday 8:00 am-2:00 pm), the Muskegon Farmers Market (Thursday 8:00 am-2:00 pm), the self-guided downtown public art tour (maps available), and of course, Pere Marquette Park Beach. Other regional entertainment opportunities include Michigan's Adventure, Michigan's Heritage Park, Muskegon State Park, and PJ Hoffmaster State Park.

We'll kick off the workshop with a Tuesday evening opening reception at the amazing Muskegon Museum of Art, where attendees will enjoy each other's company while observing the largest collection of Native American photography in the world by famed photographer Edward Curtis. On Thursday, golfers will be whisked away to the Muskegon Country Club designed by world-renowned golf course architect Donald Ross. Attendees looking for an adventure will be offered an optional guided trolley tour of a number of Muskegon and Muskegon Heights sites, including Muskegon's pop-up shops, Muskegon Heights' downtown, and a number of waterfront industrial redevelopment projects.

Thursday evening's activities will kick off with the annual vendor reception hosted at the Muskegon Farmers Market. Dinner will be prepared in the Market's Kitchen 242, and served on site. After-dinner festivities will include downtown beach volleyball, ping pong, live music, and of course, the annual RW Baird "Bond" Fire.

The 2017 MME Summer Workshop promises to offer tremendous value, a wonderful setting, and a great time.

On behalf of your workshop committee,

Frank Peterson  
City Manager, Muskegon

# SUMMER WORKSHOP PLANNING COMMITTEE MEMBERS

- Aaron Desentz, Leslie
- Jacob Eckholm, Muskegon Heights
- Scott Huebler, Whitehall
- Sam Janson, North Muskegon
- Susan Montenegro, Owosso
- Amanda Opalewski, Sterling Heights
- Frank Peterson, Muskegon
- Ellis Seide, East Lansing
- Julius Suchy, Sparta
- Christian Wuerth, Milford
- Kelly Warren, Michigan Municipal League

Holiday Inn WIFI:  
Username: guest  
Password: welcome

# Thank You Sponsors! (As Of 7/17/17)

## Reception/Dinner



## Breakfast/Lunch



## Afternoon Break



## Vendor Booths



## Conference Program



## Golf Outing





## Tuesday, July 25

3:00-7:30 pm

### **Registration**

Location: Embassy Ballroom Foyer

5:00-7:00 pm

### **MME Board Meeting**

Location: Diplomat

7:00-10:00 pm

### **Early Bird Reception**

Location: Muskegon Museum of Art

Sponsored by ICMA-RC

## Wednesday, July 26

8:00 am-4:00 pm

### **Registration**

Location: Embassy Ballroom Foyer

8:00-10:00 am

### **Continental Breakfast**

Location: Embassy Ballroom Foyer

8:30-9:00 am

### **Welcome & Opening Comments**

Location: Embassy Ballroom Foyer

#### **Speakers**

- *Frank Peterson, City Manager, Muskegon*
- *Stephen Gawron, Mayor, Muskegon*
- *Keith Van Beek, MME President;  
Deputy County Administrator, Ottawa County*

9:00-10:15 am

### **What Improv Can Teach Us About Communicating**

Location: Embassy Ballroom

Improv comedy training is a unique and fun approach to enhancing communication skills for managers and executives. The No Outlet Improv Troupe from Grand Rapids will utilize improv comedy techniques to reinforce the importance of listening to understand, thinking on your feet, and working together to solve unique problems. This fun and engaging workshop style presentation is not to be missed!

**Moderator**

*Julius Suchy, Village Manager, Sparta*

**Speakers**

*No Outlet Improv Troupe*

**ICMA Core Competencies**

*1. Staff Effectiveness; 6. Initiative, Risk Taking, Vision, Creativity, and Innovation; 14. Advocacy and Interpersonal Communication*

10:30-11:45 am

**Engaged Communities Are Thriving Communities  
—Key Engagement Principles and Tools**

Location: Embassy Ballroom

Communities that engage their residents make better decisions, build greater trust, and create stronger communities. Effective engagement is more than presenting information, or distributing questionnaires (though both are important); it's a matter of learning from residents consistently and using those insights to shape how programs are administered, designed, and executed. This session will discuss how to go beyond the usual suspects to engage the full community and create a stronger impact.

**Moderator**

*Christian Wuerth, Village Manager, Milford*

**Speaker**

*Sarah Lipscomb, Program Director, All-American City Award and Community Assistance, National Civic League*

**ICMA Core Competencies**

*2. Policy Facilitation; Citizen Service; 8. Democratic Advocacy and Citizen Participation*

Noon-1:15 pm

**Lunch and Sessions**, Sponsored by Miller Canfield  
Location: Embassy Ballroom

Announcement of the John Barr Scholarship

**Speaker**

*Gisgje Dávila Gendreau, President,  
Michigan Municipal League Foundation*



### **How to Build a Healthy, Cohesive Municipal Team**

This interactive session introduces MME participants to the five transformative steps developed by Patrick Lencioni to bring professional staff and elected officials together as one cohesive team: building trust; engaging in healthy conflict around ideas; establishing shared commitments; developing peer accountability; and focusing on team results.

#### ***Moderator***

*Susan Montenegro, Assistant City  
Manager, Owosso*

#### ***Speaker***

*Ray Befus, Highpoint Training & Coaching*

#### ***ICMA Core Competencies***

*1. Staff Effectiveness; 2. Policy Facilitation;  
6. Initiative, Risk Taking, Vision, Creativity,  
and Innovation; 13. Strategic Planning*

1:30–2:30 pm

### **Breakout Sessions**

#### **Bridging Divides, Building Communities: Deeper Dive into All-America Conversations Meeting Toolkit**

Location: Embassy Ballroom

With the current context of hyperpolarization, it's even more important for local governments to engage the public in decision making to build and maintain trust. However, the challenges of communicating with the public can be every bit as big as the need. In this session, the National Civic League present the All-America Conversations Toolkit and discuss specific approaches to holding effective conversations including: 1) How to identify whom to engage and how to recruit participants; 2) What questions to ask; and 3) How to adapt the conversation guide to different types of meetings.



**Moderator**

*Eilis Seide, Assistant to the City Manager,  
East Lansing*

**Speaker**

*Sarah Lipscomb, Program Director,  
All-American City Award and Community  
Assistance, National Civic League*

**ICMA Core Competencies**

*2. Policy Facilitation; 8. Democratic Advocacy  
and Citizen Participation; 9. Diversity*

**How to Prepare for a Headache-Free Audit**

Location: Diplomat

Attend this session and pick up a few tips and tricks to help you prepare for a year-end audit that does not end with a migraine.

**Moderator**

*Aaron Desentz, City Manager, Leslie*

**Speakers**

- *Molly Fish, CPA, Yeo & Yeo*
- *Jamie Rivette, CPA, Yeo & Yeo*

**ICMA Core Competencies**

*5. Performance Measurement/Management  
and Quality Assurance; 10. Budgeting;  
11. Financial Analysis*

2:30–2:45 pm

**Networking Break**

Sponsored by Bendzinski & Company

2:45–3:45 pm

**Breakout Sessions**

Big Brownfields—Environment, Economy,  
& Placemaking

Location: Embassy Ballroom

Decommissioned power plants, closed mining facilities, and shuttered industrial complexes can pose big challenges—especially when the site is too large for a single new user.

The Menomonee Valley in Milwaukee, WI, offers a case study in repositioning large brownfield areas to meet multiple community goals. The City of Milwaukee and nonprofit partner Menomonee Valley Partners, Inc. have coordinated the redevelopment of over 300 acres of brownfield into a thriving urban district, including thousands of permanent jobs in new businesses, new parks and trail networks, and an improved wildlife habitat. The Valley's experience can support our communities in shaking the rust off our own big brownfields.

**Moderator**

*Sam Janson, City Manager, North Muskegon*

**Speaker**

*Corey Zetts, Executive Director,  
Menomonee Valley Partners, Inc.*

**ICMA Core Competencies**

*3. Functional and Operational Expertise and Planning; 6. Initiative, Risk Taking, Vision, Creativity, and Innovation; 14. Advocacy and Interpersonal Communication*

**Ethics Panel Discussion**

Location: Diplomat

A panel discussion will be held on the ICMA Code of Ethics, case studies of ethical dilemmas, and specific tenets of the ICMA Code of Ethics. Panelists will share relevant experiences and information for attendees.

**Moderator**

*Christine Burns, Village Manager, Spring Lake*

**Speakers**

- *Lynne Ladner, City Manager, South Lyon*
- *Larry Nielsen, Village Manager, Paw Paw*
- *Mark Wollenweber, City Manager  
Village of Grosse Pointe Shores*



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**ICMA Core Competencies**

*5. Performance Measurement/Management and Quality Assurance; 12. Human Resource Management; 17. Integrity; 18. Personal Development*

6:00–7:30 pm

**NextGen Dinner**

Location: Unruly Brewing Co./Rebel Pies Pizza  
Advance registration required. Limited seating.

**Sponsored by R.W. Baird & Co, Inc.**

8:00–9:30 pm

**Downtown Muskegon Pub Tour & Food Truck Rally**

Locations to be determined.

## Thursday, July 27

7:00 am–1:30 pm

**Registration**

Location: Embassy Ballroom Foyer

7:30–8:45 am

**Breakfast in Muskegon**

Breakfast is on your own, however, a group of managers are planning an outing to Carmen's Cafe. Meet in the Hotel Lobby @ 7:30 am if you'd like to join in.

9:00–10:30 am

**Michigan Municipal League State Web Portal Initiative**

Location: Embassy Ballroom

The League has initiated a partnership with the State to develop a local government-focused web portal to assist with communication between state departments and local units of government. Still under development, this web tool is being designed to provide local units with a central access point for reporting documents and related departmental staff contacts, as well as important news and updates impacting local government. Attendees will have an opportunity to hear about the status of this project and to offer hands-on feedback to staff from the Department of Technology, Management, and Budget as they continue to develop this site.

### **Speakers**

- *John Estill, Site Analyst, State of Michigan, Department of Technology, Management, and Budget*
- *Jennifer Rigterink, Legislative Associate, Michigan Municipal League*

### **Getting Redevelopment Sites Moving**

Location: Embassy Ballroom

How do you get from “Redevelopment Ready” to developers putting shovels in the ground? Two communities will present case studies of packaging their priority sites and getting them in front of developers, and staff from the Michigan Economic Development Corporation and Michigan Municipal League will discuss the support available from those organizations.

### **Moderator**

*Richard Murphy, Program Coordinator, Michigan Municipal League*

### **Speakers**

- *Joe Meyers, Community Development Manager, Ypsilanti*
- *Mike Franzak, Planning Manager, Muskegon*
- *Ryan Kilpatrick, Senior CATeam Rep, MEDC*

### **ICMA Core Competencies**

*3. Functional and Operational Expertise and Planning; 6. Initiative, Risk Taking, Vision, Creativity, and Innovation; 13. Strategic Planning*

10:30–11:30 am

### **Community Revitalization When the Private Sector Fails**

Location: Embassy Ballroom

Strong and sustainable communities need commitment and investment from both the public and private sectors. In some communities, the private sector invests more freely and robustly, while in other communities, private sector investment is more difficult to secure.

Learn how communities have stepped up to force sustainable community revitalization efforts where the private sector has failed to see the value of community investment.

**Moderator**

*Frank Peterson, City Manager, Muskegon*

**Speakers**

- *Chris Miller, Downtown & Economic Development Director, Adrian*
- *Jonathan Wilson, Economic Development Manager, Muskegon County*

**ICMA Core Competencies**

*1. Staff Effectiveness; 2. Policy Facilitation; 3. Functional and Operational Expertise and Planning; 6. Initiative, Risk Taking, Vision, Creativity, and Innovation*

11:45 am-1:15 pm

**Lunch Keynote**

**Recruiting, Assessing, and Developing Rock Stars**

Sponsored by PFM Financial Advisors LLC  
Location: Embassy Ballroom

The primary job of any leader has always been to recruit, assess, and develop the next generation of leaders. Because of the Baby Boomer Bust and the current talent shortage, there is now a new intensity of need for effective succession planning strategies to fill your leadership pipeline. The question is whether you will fill your leadership pipeline in a way that takes your organization to greater heights, or whether your strategies will ensure a future that institutionalizes mediocrity. This session will provide very practical strategies for you to leave a legacy of excellence after you are gone because you have done a great job of recruiting, assessing, and developing rock stars.

**Moderator**

*Ellis Seide, Assistant to the City Manager,  
East Lansing*

**Speaker**

*Ron Holifield, Strategic Government Resources*

**ICMA Core Competencies**

*1. Staff Effectiveness; 5. Performance  
Measurement/Management and Quality  
Assurance; 12. Human Resource Management;  
13. Strategic Planning*

Noon

1:30–3:00 pm

**Golf Outing at Muskegon Country Club**

**Overcoming Barriers to Green Infrastructure**

Location: Embassy Ballroom

Green infrastructure has a number of benefits, from fiscal to environmental to quality of life, but in many communities adoption of the approach has been difficult. Lawrence Technological University, Environmental Consulting & Technology, Inc. and the University of Michigan are collaborating on a project to investigate barriers to green infrastructure implementation. Hear from the organizations involved and give them feedback from your perspective as they focus on discovering the long-term, sustainable strategies that will enable Michigan's communities to begin the wide-spread implementation of green infrastructure.

**Moderator**

*Luke Forrest, Director of Civic Innovations,  
Michigan Municipal League*

**Speakers**

- *Donald Carpenter, Director of Assessment,  
Lawrence Technological University*
- *Mark Breederland, Extension Educator,  
Michigan Sea Grant*
- *Rob Pettit, Associate Scientist II, Environmental  
Consulting & Technology, Inc.*

**ICMA Core Competencies**

*6. Initiative, Risk Taking, Vision, Creativity, and Innovation; 11. Financial Analysis; 13. Strategic Planning*

1:30–3:00 pm

**Mobile Workshop: Muskegon Lake Watershed Clean-Up**

*Sign up at registration. The Trolley will leave from the lobby entrance of the hotel.*

Muskegon Lake spent the entire 20th century as the home to major industrial land uses, including paper mills, foundries, manufacturers, and petroleum tank farms. The hardening and altering of the shoreline that followed had a great impact on this amazing natural resource. Muskegon Lake has been listed as an Area of Concern for many years. Learn about the efforts of local advocates to improve water quality and access, and the economic benefits those improvements have had on the Muskegon community.

**Moderator**

*Samuel Janson, City Manager,  
North Muskegon*

**Speaker**

*Kathy Evans, Program Manager,  
West Michigan Shoreline Regional  
Development Commission*

**ICMA Core Competencies**

*2. Policy Facilitation; 5. Performance Measurement/Management and Quality Assurance; 13. Strategic Planning*

1:30–3:30 pm

**Mobile Workshop: Greater Muskegon Area Tour**

*Sign up at registration. The Trolley will leave from the lobby entrance of the hotel.*

Learn about the Muskegon Western Market Pop-up Retail project, the Muskegon Heights DDA's successes, redevelopment of waterfront industrial sites, and more. Space is limited for this tour.



**Moderator**

*Jacob Eckholm, City Manager,  
Muskegon Heights*

**ICMA Core Competencies**

*2. Policy Facilitation; 3. Functional and  
Operational Expertise and Planning; 6. Initiative,  
Risk Taking, Vision, Creativity, and Innovation*

4:00–5:00 pm

**Happy Hour on the Lake**

Sponsored by Parmenter O'Toole  
Location: Law Offices of Parmenter O'Toole  
601 Terrace St., Suite 200

5:00–7:15 pm

**Vendor Reception and Dinner**

Dinner is sponsored by Munetrix  
Location: Muskegon Farmers Market  
242 W. Western Ave.

7:30–11:00 pm

**After Dinner Reception & “Bond” Fire**

Sponsored by R.W. Baird & Co. Inc.  
Location: Western Market Area

## Friday, July 28

8:00–9:00 am

**Breakfast**

Location: Embassy Ballroom

9:00–10:00 am

**Other Post-Employment Benefits  
(OPEB) in the Spotlight**

Location: Embassy Ballroom

GASB No. 75, Accounting and Financial Reporting for Postemployment Benefits other than Pensions, is effective for fiscal years beginning after June 15, 2017. Additional disclosure requirements for Michigan local government pension and OPEB became effective March 29, 2017. In particular, for pension/OPEB with funding ratios below 60 percent, plan sponsors must disclose the steps (if any) the system may be taking to decrease its unfunded actuarial



accrued liability. This session will review highlights of the new requirements for local plan sponsors and issues to consider as you evaluate the sustainability of your OPEB.

**Moderator**

*Scott Huebler, City Manager, Whitehall*

**Speaker**

*Ronald J. Smith, Director,  
Actuarial Services, ICMA-RC*

**ICMA Core Competencies**

*3. Functional and Operational Expertise and Planning; 10. Budgeting; 11. Financial Analysis; 12. Human Resource Management*

10:30-11:30 am

**Legislative Update**

Location: Embassy Ballroom

Back by popular demand, representatives from our state association legislative teams will have a roundtable to discuss items of shared interest, and debate those other areas where differences may exist.

**Moderator**

*Julius Suchy, Village Manager, Sparta*

**Speakers**

- *Judy Allen, Director, Legislative Affairs, Michigan Townships Association*
- *Deena Bosworth, Director of Governmental Affairs, Michigan Association of Counties*
- *Chris Hackbarth, Director, State & Federal Affairs, Michigan Municipal League*

**ICMA Core Competencies**

*14. Advocacy and Interpersonal Communication; 15. Presentation Skills; 16. Media Relations*

11:30 am

**Closing Comments**

*Keith Van Beek, MME President;  
Deputy County Administrator, Ottawa County*



## **MARK YOUR CALENDAR!**

### **Michigan Municipal League Annual Convention**

September 13-15, 2017, Holland

### **ICMA 103rd Annual Conference**

October 22-25, 2017, San Antonio/Bexar County, TX

### **2018 MME Winter Institute**

January 30-February 2, 2018, Ann Arbor

### **Michigan Municipal League Capital Conference**

March 20-21, 2018, Lansing

## 2017 Board of Directors

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