



Michigan Municipal Executives

A State Affiliate of **ICMA**

**2018 MME Summer Workshop
Downtown Charlevoix
July 17-20, 2018**

**THEME:
Building Better Communities**

Tuesday, July 17

3:00 – 5:30 pm

Registration

Location: City Hall, 2nd Floor Conference Room

3:30 – 5:15 pm

Pre-Conference Workshop on Women in the Profession

Moderator: Rebecca Fleury

Location: City Hall, Council Chambers

Bridging the Confidence Gap as You Navigate Your Career

What do Facebook COO Sheryl Sandberg and Former Starbucks CEO Howard Schulz have in common with many of the rest of us? They have suffered from the Imposter Syndrome, where they feel at times that their accomplishments were due more to luck than talent. This session will talk about moving ahead with your career with confidence and how to navigate those pesky internal voices that sometimes hold us back.

Speaker: Heidi Voorhees, President, GovHR USA

The 16/50 Project

Speaker: Emily Kieliszewski, Membership Engagement Specialist, MML

Sponsored by DTE Energy

4:00 – 6:00 pm

MME Board Meeting

Location: City Hall, Fire Training Room

5:30 – 7:30 pm

Welcome Reception

Location: Harbor Master's Patio,
Clinton Street, Downtown Marina

Sponsored by RW Baird and Munetrix

7/13/2018 10:20 AM

Wednesday, July 18

8:00 – 5:00 pm

Registration

Location: City Hall, 2nd Floor Council Room

8:00 – 8:30 am

Student/First-Time Attendee Meet & Greet

Location: Charlevoix Cinema III

8:30 – 8:45 am

Welcome & Opening Comments

Location: Charlevoix Cinema III

Speakers: Pat Sullivan, President, MME
Mark Heydlauff, City Manager, Charlevoix
Luther Kurtz, Mayor, Charlevoix

8:45 – 9:00 am

Updates from ICMA

Location: Charlevoix Cinema III

Speaker: Cheryl Hilvert, ICMA Midwest Regional Director

ICMA Conference Update

Location: Charlevoix Cinema III

Speaker: Russ Taylor, Township Manager, Thomas Township
ICMA Conference Planning Committee Member

9:00 – 10:00 am

How Redevelopment Ready Communities Impacts You

Location: Charlevoix Cinema III

To be vibrant and competitive, communities must be ready for development.

This involves planning for new investment and reinvestment, identifying assets and opportunities, and focusing limited resources. The traditional model of economic development has undergone a rapid transition and innovative planning is essential to sustained economic growth. Learn how your community can shatter silos and working together to build vibrant, sustainable communities. The Michigan Economic Development Corporation's Redevelopment Ready Communities program provides the framework for communities across Michigan to attract new investors, businesses and residents, build capacity and build upon a strategic community-driven approach to development. Redevelopment Ready Communities attract and retain businesses, offer superior customer service and have a streamlined development approval process. Hear from communities how to make the shift toward a place-based approach to economic development and build upon your community's existing assets to support community reinvestment.

Speakers: Michelle Parkkonen, Director, MEDC
Joel Dye, City Manager, Allegan
Marcus Peccia, City Manager, Cadillac
Natalie Dean, Planner, Wightman & Associates

Moderator: Vester Davis, Assistant to the City Manager, Grand Haven

10:00 – 11:00 am

Gainsboro Park: Building Trust and Community Support through Engagement and Collaborative Design

Location: Charlevoix Cinema III

Learn how Pleasant Ridge collaborated with residents to conceive, fund, and execute a transformational project that elevated Gainsboro Park from leftover space into an award-winning, sustainable, vibrant, and engaging public park.

Introduction: Tom Colis, Partner, Miller Canfield

Speakers: James Breuckman, City Manager, Pleasant Ridge
Courtney Piotrowski, Principal, livingLAB

Moderator: Eilis Seide, Assistant to the City Manager, East Lansing
Sponsored by Miller Canfield

11:00 am – 1:00 pm

Lunch in Downtown Charlevoix

Lunch vouchers will be provided for use at participating restaurants.

1:30 – 5:00 pm

Perspectives on Road Funding

Location: Library, Room #1

Moderator: Julius Suchy, Village Manager, Sparta

Road Improvements – A Holistic Session on Funding and Repayment Options

More and more cities and villages are tackling the difficult discussion of how to pay for their roads. With little help from the state or grants, how can communities pay for these improvements? We will discuss the funding, repayment, and debt options available. Real life examples will also be discussed.

Speakers: Andy Campbell, Manager, Umbaugh
Tom Traciak, Principal, Umbaugh

Fix the Damn Roads!

Are you exhausted talking about Michigan's crappy roads? We are too. The task seems so daunting that nothing is being done to actively correct the problem. We think that if the elected officials cannot do the job, public administrators need to frame the discussion, take the lead, and fix the damn roads. We must call attention to the unbalanced appropriation of funding raised from taxes and fees for roads, and the underfunding of roads throughout the State of Michigan.

Speakers: Dennis Champine, City Manager, Center Line
Mark Vanderpool, City Manager, Sterling Heights
Elizabeth Vogel, Deputy Supervisor, Clinton Twp.

1:30 – 3:00 pm

Michigan's Mediation Centers: An Untapped Resource

Location: Library Room #2

Have you ever had two neighbors that were having difficulties and they wanted you to intervene and "fix" their problem? Have you ever said: "That is a civil matter" and sent a constituent home without resolution (in their mind)? We have a proven solution that is already available to you: Michigan's Mediation

Centers. In this session you will hear how mediation works successfully and how to access the system for the benefit of your residents and business.

Speaker: Gordon Gallagher, Township Manager, Spring Lake Township
Dr. Jane Millar, Executive Director, Northern Community Mediation

Moderator: Susan Montenegro, City Manager, Leslie

3:30 – 5:00 pm

Attracting Young Families with Public Services

Location: Library Room #2

According to the American Enterprise Institute, two-parent families with children generate more economic growth, making them very attractive to communities. Learn how to meet the public service expectations of young families even if you're working with a tight budget. Hint: It's all about engaging citizens and building trust.

Speakers: Carlos Galo, Account Executive, SeeClickFix
Vester Davis, Assistant to the City Manager, Grand Haven

Moderator: Rebecca Fleury, City Manager, Battle Creek

1:30 – 5:00 pm

Taking the Pulse of Downtown: Diagnosis and Treatment

Location: City Hall, Council Chambers

What's working? What needs work? A panel of speakers will present real-world conditions in downtown settings that illustrate how communities across the country are keeping their downtowns healthy by implementing a range of simple and high-tech solutions. Participants will use their own problem-solving skills in a small group setting. This is an opportunity to share ideas and solutions that participants can take home for application in their communities.

Speakers: Rod Arroyo, Director of Community Planning, Giffels Webster
Jill Bahm, Principal Planner, Giffels Webster
Robert Gibbs, President, Gibbs Planning Group

Moderator: Christian Wuerth, Village Manager, Milford

Mobile Workshop – Lessons Learned from the Charlevoix Fires

Location: Meet at City Hall, Downtown Charlevoix

Three downtown fires in 18 months caused plenty of issues in downtown Charlevoix. City Manager Mark Heydlauff and other local leaders will discuss the challenges of dealing with these events and offer ideas and advice for preparing your community to react in challenging circumstances. This workshop will be interactive and be based on a walking tour of downtown Charlevoix.

6:00 – 8:00 pm

NextGen Dinner

Location: The Cantina

Advanced registration required. Limited seating.

Sponsored by RW Baird

Thursday, July 19

8:00 – 5:00 pm

Registration

Location: City Hall, 2nd Floor Conference Room

8:30 – 9:45

Medical Marijuana - The Challenges of Opting In

Location: Charlevoix Cinema III

As medical marijuana is being considered by communities throughout Michigan, our community has spent the past two years researching, monitoring and ultimately opting in for medical marijuana facilities. Since our ordinance passed in December 2017, there have been five amendments as we have moved forward. This workshop will provide communities considering MMFL opt-in with detailed information on how to effectively and efficiently move forward in the process.

Speakers: Dennis Champine, City Manager, Centerline
Joseph Viviano, City Attorney, Centerline

Moderator: Julius Suchy, Village Manager, Sparta

9:45 – 11:00 am

Legislative Update

Location: Charlevoix Cinema III

Back by popular demand, this round table discussion featuring the legislative teams from MML, MAC, and MTA will provide updates on current and pending legislation affecting local governments.

Speakers: Judy Allen, Director, Legislative Affairs, MTA
Deena Bosworth, Director, Governmental Affairs, MAC
Chris Hackbarth, Director, State and Federal Affairs, MML

Moderator: Eilis Seide, Assistant to the City Manager, East Lansing

11:00 am – 1:00 pm

Lunch in Downtown Charlevoix

Lunch vouchers will be provided for use at participating restaurants.

12:00 pm

Annual MME Golf Outing

Advanced registration required.

Location: Charlevoix Country Club

1:30 – 5:00 pm

Mobile Workshop – Municipal Facility Construction

Location: Boyne City City Hall and Public Works Building

In the past five years, the City of Boyne City has completed full-scale construction of a new Public Works Building and a combined City Hall/Fire/Police and EMS Building. City Manager Michael Cain, architect Ray Kendra, and other stakeholders will show you around these buildings and

discuss efforts to make these buildings customer-friendly, functional, and efficient. Transportation to and from Boyne City will leave and drop off at the Charlevoix City Hall.

1:30 – 3:00 pm

Ethics Matter!

Location: Library, Room #1

Every year, we hear more harrowing tales of ethical dilemmas faced in neighboring communities. Unfortunately, the manager is not always the hero in the story. Come learn from some recent case studies in Michigan. Be a part of the discussion and part of the force for professional conduct.

Speakers: James Freed, City Manager, Port Huron
Ben Swayze, Township Manager, Cascade Township

Moderator: James Wickman, Township Manager, Hartland Township

3:30 – 5:00 pm

Is Your Organization Ready? Succession Planning for Local Government!

Location: Library, Room #1

Communities have 3-year budgets and 10-year Master Plans, but do you have an employee succession plan for the next several years? Employees are the most important resource in every municipality. This session will focus on the development of systematic succession plans. Attendees will leave with practical tools to start planning immediately!

Speaker: Jaymes Vettraino, Vice President, GovHR USA

Moderator: Vester Davis, Assistant to the City Manager, Grand Haven

5:30 – 6:30 pm

Vendor Reception

Location: Depot Beach Pavilion

6:30 – 9:30 pm

Beach BBQ Dinner

Location: Depot Beach Park

Sponsored by RW Baird

Friday, July 20th

8:30 – 10:15 am

When the National Spotlight Shines on Main Street

Location: Charlevoix Cinema III

The session will focus on crisis communication, a national apology, and how to enhance your community's efforts in investigating and prosecuting criminal sexual conduct cases.

Speakers: Brianne Randall, P.A. and Nassar Survivor
Angela Povilaitis, Michigan Attorney General's Office
Andrea Munford, Sergeant, Michigan State University Police
Ken Plaga, Assistant Chief of Police, Meridian Township

Moderator: Frank Walsh, Township Manager, Meridian Township

7/13/2018 10:20 AM

10:15 – 11:30 am

Media and Local Government

Where does news come from in your community? Are newspaper dead? Is social media taking over? Veteran journalist and editor Ken Winter will discuss these topics along with his extensive career at the intersection of local journalism and local government.

Location: Charlevoix Cinema III

Speaker: Ken Winter, Retired Executive Editor and Publisher, Petoskey News Review

Moderator: Mark Heydlauff, City Manager, Charlevoix