

2019 Summer Workshop



Michigan
Municipal
Executives

A State Affiliate of ICMA

July 23-26, 2019
DOWNTOWN ALPENA

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A State Affiliate of ICMA

Michigan Municipal Executives

2019 Board of Directors

PRESIDENT

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John Shay, Ottawa County

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Rebecca Fleury, Battle Creek

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Patrick Sullivan, Northville

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Dana Muscott, Bay City

Cameron Van Wyngarden,

Plainfield Charter Township

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SECRETARY/TREASURER

Summer Minnick, Michigan Municipal League

PROFESSIONAL DEVELOPMENT COMMITTEE MEMBERS

Julius Suchy, Village of Sparta (Chair)

Aaron Desentz, Eaton Rapids (Vice Chair)

Scott Adkins, Roseville

Kim Awrey, Gaylord

Robert Belleman, Saginaw County

Gordon Gallagher, Spring Lake Township

Nate Geinzer, Brighton

Michael Hart, Fenton

Caroline Kennedy, Elk Rapids

Melissa Marsh, Madison Heights

Susan Montenegro, Leslie

Mark Rambo, Kentwood

Neil Rankin, Montrose

Michael Silverman, Caro

Dan Swallow, Tecumseh

Ben Swayze, Cascade Charter Township

Thomas Wieczorek, Ionia (Retired)

Tim Wolf, Lake Isabella

Mark Wollenweber, Grosse Pointe Shores

Christian Wuerth, Milford

Eric Zuzga, Quincy

Katie Jones, Michigan Municipal League

Thank You Sponsors!

Welcome Reception and NextGen Dinner _____ Host City _____



Managers Activity _____



Silver _____



Bronze _____



Trolley Sponsor _____ Golf Outing Sponsor _____



Golf Outing Lunch Sponsor _____ Golf Outing Prize Sponsor _____

Rowe Professional Services Company Miller Canfield

Program Sponsor _____

Rowe Professional Services Company



Tuesday, July 23

1:00 – 4:00 pm

Registration

Location: The Center Building,
Lower Level Conference Room

1:30 – 4:00 pm

Pre-Conference Workshop— The Alpena Experience: Utilizing History and the Economic Tool Box to Transform Our City and Region

Location: Meet at the Center Building

Join us on a walking tour of Alpena's downtown and learn about its transformation and re-creation over the last 20 years. Building on the city and region's strong maritime history, the establishment of the NOAA National Marine Sanctuary and Maritime Heritage Center, and a variety of local and state economic development tools, the city has seen its downtown transformed into a true 24-7 people-oriented downtown. This transformation has extended beyond the downtown to the city as a whole and the region through the presence of NOAA and the treasure trove of historical maritime artifacts that have taken Alpena from a sleepy industrial town to a city and its environs known around the world.

Speakers

- Greg Sundin, City Manager, Alpena
- Adam Poll, Planning Director, Alpena
- Jeff Gray, NOAA Superintendent

ICMA Core Competencies

CC6: Initiative, Risk Taking, Vision, Creativity,
Innovation and Continuous Improvement

CC8: Democratic Advocacy and Public Engagement

CC13: Strategic Planning

4:00 – 6:00 pm

MME Board Meeting

Location: Holiday Inn Express, Conference Room

5:30 – 7:30 pm

Welcome Reception

Location: Great Lakes Maritime Heritage Center

Sponsored by RW Baird



Wednesday, July 24

7:30 am

Continental Breakfast

Location: The Center Building, Art in the Loft

8:00 am – 5:00 pm

Registration

Location: The Center Building,
Lower Level Conference Room

Executive Coaching

Location: Holiday Inn Express, Boardroom

8:00 – 8:15 am

Welcome & Opening Comments

Location: The Center Building, Art in the Loft

Speaker

- Matt Waligora, Mayor, Alpena

8:15 – 8:30 am

Updates from ICMA

Location: The Center Building, Art in the Loft

Speaker

- Cheryl Hilvert, Midwest Regional Director, ICMA

ICMA Conference Update

Speaker

- Victor Cardenas, Assistant City Manager, Novi

8:30 – 8:45 am

The 16/50 Project

Location: The Center Building, Art in the Loft

Speaker

- Emily Kieliszewski, Membership Engagement Specialist, Michigan Municipal League

8:45 – 9:45 am

Opening General Session—How to Own the Narrative of Your Community

Location: The Center Building, Art in the Loft

If you don't tell your story, plenty of other people and organizations will line up to do so—from disgruntled residents to aggressive developers to journalists looking to create headlines. This session will focus on how municipalities can effectively control the narrative by sharing your stories on your terms.



**10:00 – 11:00 am
Breakout Sessions**

Speaker

- Mary Ann Sabo, President, Sabo PR

Moderator

- Julius Suchy, Village Manager, Sparta

ICMA Core Competencies

CC14: Advocacy and Interpersonal Communication

CC15: Presentation Skills

CC16: Media Relations

Communication on Demand

Location: Alpena County Library, Community Room

Communication on Demand: Sometimes, you just need some extra arms and legs to help tell your story and ensure you're using the most effective messaging possible. This session will focus on the effective use of contracted public relations services to enhance community engagement.

Speakers

- Mary Ann Sabo, President, Sabo PR
- Brian Greenleaf, Managing Director, Sabo PR, formerly embedded in East Grand Rapids
- Cameron Van Wyngarden, Superintendent, Plainfield Charter Township
- Ben Swayze, Township Manager, Cascade Charter Township

Moderator

- Mark Rambo, Deputy City Administrator, Kentwood

ICMA Core Competencies

CC8: Democratic Advocacy and Public Engagement

CC14: Advocacy and Interpersonal Communication

CC16: Media Relations



ICMA Diversity Discussion

Location: Holiday Inn Express, Conference Room

The ICMA Executive Board has a strategic plan initiative to expand and diversify ICMA membership. These efforts are all part of the organization's vision to be a world-class organization of local government leaders while giving a stronger representative voice to our membership. We want to make sure that all member voices are heard as we explore options for bringing more diversity to the local government management profession, our membership, and ultimately the ICMA Executive Board. Please join your ICMA representatives for an engaging conversation about the future of ICMA membership.

Speaker

- Cheryl Hilvert, Midwest Regional Director, ICMA

Moderator

- Susan Montenegro, City Manager, Leslie

ICMA Core Competencies

CC2: Policy Facilitation

CC9: Inclusion

CC17: Integrity



SaveMICity Today: The League's Ongoing Commitment to Changing Municipal Finance

Location: City Hall, Council Chambers

A couple years ago, the League kicked off an aggressive campaign to ultimately change the way municipal finance works in Michigan through the education of community and state decision makers. By engaging community and state policy leaders, the League has created buy-in that the problem exists and needs addressing. But what exactly does that mean going forward? In this session, you will learn why the League chose to charge this mountain, what milestones have been met thus far, and the strategy for the next steps in this campaign.

Speaker

- Dan Gilmartin, Executive Director & CEO, Michigan Municipal League

Moderator

- Scott Adkins, City Manager, Roseville

ICMA Core Competencies

CC2: Policy Facilitation

CC8: Democratic Advocacy and Public Engagement

CC14: Advocacy and Interpersonal Communication

11:00 am - 1:00 pm

Lunch in Downtown Alpena

Lunch vouchers will be provided for use at participating restaurants. See page 23 for a list of participating restaurants and their locations.



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1:00 – 3:00 pm**General Session—Movie & Conversation**

Location: The Center Building, Art in the Loft

After a screening of *All the Queen's Horses*, a city finance director and former municipal auditor will guide a discussion of the challenges of a municipal finance team and the key takeaways from one of the largest municipal frauds in history.

Speaker

- Gretchen Gomolka, Finance Director, Brighton

Moderator

- Nate Geinzer, City Manager, Brighton

ICMA Core Competencies

CC1: Staff Effectiveness

CC5: Performance Measurement/Management and Quality Assurance

CC11: Financial Analysis

**3:30 – 5:00 pm
Breakout Sessions****MME Ethics Session**

Location: Alpena County Library, Community Room

MME members recently discussed the pros and cons of elected officials as members through various scenarios. ICMA presented their established policies for this in Battle Creek. The MME Board asked the Ethics Committee to review MME governing documents and offer recommendations. Come hear the results of that project.

Speaker

- James Wickman, Township Manager, Hartland Township

Moderator

- Dan Swallow, City Manager, Tecumseh

ICMA Core Competencies

CC9: Inclusion

CC14: Advocacy and Interpersonal Communication

CC17: Integrity



Managing Small Communities Roundtable Part II

Location: Holiday Inn Express, Conference Room

Join us for this roundtable discussion on the opportunities, challenges, and unique experiences of managing in a small town.

Moderators

- Jae Guetschow, Village Manager, Brooklyn
- Christian Wuerth, Village Manager, Milford

ICMA Core Competencies

CC1: Staff Effectiveness

CC3: Functional and Operational Expertise and Planning

CC6: Initiative, Risk Taking, Vision, Creativity, Innovation and Continuous Improvement

Recent Case Law and the Expansion of the Charitable Property Tax Exemption

Location: City Hall, Council Chambers

This session will provide an overview of recent case law and relevant statutes that guide the analysis of property tax exemptions, with an emphasis on the charitable exemption. It will involve a discussion of trends in the law and provide you with the proper analysis and procedure for analyzing exemption requests and their consequences.

Speaker

- Jessica Wood, Attorney, Dickinson Wright, PLLC

Moderator

- Mark Rambo, Deputy City Administrator, Kentwood

ICMA Core Competencies

CC3: Functional and Operational Expertise and Planning

CC5: Performance Measurement/Management and Quality Assurance

CC11: Financial Analysis

5:00 – 6:00 pm

New Member Happy Hour

Location: The Center Building Main Floor, The Fresh Palate



6:00 – 8:00 pm

NextGen Dinner

Location: John A. Lau Saloon
Advanced registration required. Limited seating.

Sponsored by RW Baird

7:30 – 10:00 pm

**Optional Wednesday Night Activity—
Laser Team Challenge**

Location: Laser Team Challenge

Spend up to three hours in the 95-year old former National Guard Armory playing laser tag on “steroids.” Forty-five thousand square feet of floor space on three levels provides both a challenge and a variety of game scenarios. A unique experience for everyone!

Sponsored by City of Alpena

Thursday, July 25

8:00 am

Continental Breakfast

Location: The Center Building, Art in the Loft

8:00 am – 5:00 pm

Registration

Location: The Center Building, Lower Level Conference Room

Executive Coaching

Location: Holiday Inn Express, Boardroom

8:30 – 10:00 am

**General Session—Emergency Management
for Local Public Officials**

Location: The Center Building, Art in the Loft

This session will focus on what local public officials need to know in the case of an emergency in their community. It will include a case study of Portland, Michigan, and how they dealt with the 2015 tornado and 2019 flooding emergencies; an emergency management fundamentals overview for public officials; emergency management at the local, state and federal levels; and the roles and responsibilities of PA 390 and the Incident Command System (ICS).



9:00 am – 3:00 pm

10:30 – 11:45 am
Breakout Sessions

Speakers

- Tutt Gorman, City Manager, Portland
- Lt. Mike DeCastro, Emergency Management & Homeland Security Division, Michigan State Police

Moderator

- Tim Wolff, Village Manager, Lake Isabella

ICMA Core Competencies

CC2: Policy Facilitation

CC3: Functional and Operational Expertise and Planning

CC13: Strategic Planning

ICMA—RC Meetings

Location: City Hall, Small Conference Room, Main Level

Small Town Thinks Big: Planning Leads to Action

Location: Alpena County Library, Community Room

The City of Brighton's Comprehensive Plan includes four key chapters—master land use plan, complete streets plan, downtown plan, and a recreation plan. Learn how each chapter was prepared in coordination with the other three plans to provide a truly comprehensive planning document and how the city is putting the plan to work by developing form-based zoning standards and designing a new streetscape. See how the newly adopted R-5 housing district north of downtown allows a variety of missing middle housing types, and is spurring development.

Speaker

- Jill Bahm, Partner, Giffels Webster

Moderator

- Nate Geinzer, City Manager, Brighton

ICMA Core Competencies

CC3: Functional and Operational Expertise and Planning

CC6: Initiative, Risk Taking, Vision, Creativity, Innovation and Continuous Improvement

CC9: Inclusion

2020 Census: Forming a Complete Count Committee

Location: Holiday Inn Express, Conference Room

The 2020 Census will be conducted on April 1, 2020. Census counts are used to distribute more than \$675 billion in federal funds annually. An accurate count is important for communities of all sizes. You can help reach all of your residents, including those that are difficult to enumerate, by forming a Complete Count Committee (CCC). In this session, you'll learn the purpose of the committee, which stakeholders you should engage, and how you can engage them to become champions for the census.

Speaker

- Elizabeth Vogel, Deputy Supervisor, Clinton Township

Moderator

- Susan Montenegro, City Manager, Leslie

ICMA Core Competencies

CC2: Policy Facilitation

CC8: Democratic Advocacy and Public Engagement

CC9: Inclusion



Health Insurance Strategy and Risk Management

Location: City Hall, Council Chambers

One of the greatest threats to a municipality's ability to provide service to its residents is the cost of healthcare. Find out how you can control costs while maintaining a generous benefits package that will help retain your strongest team members.

Speakers

- Brian Camiller, Partner, Plante Moran
- Jonathon Trionfi, Employee Benefits Consultant, Plante Moran

Moderator

- Aaron Desentz, City Manager, Eaton Rapids

ICMA Core Competencies

CC10: Budgeting

CC11: Financial Analysis

CC13: Strategic Planning

Noon – 2:00 pm

Lunch in Downtown Alpena

Lunch vouchers will be provided for use at participating restaurants. See page 23 for a list of participating restaurants and their locations.

Retired Managers Lunch

Location: The Center Building Main Floor,
The Fresh Palate

Noon

Annual MME Golf Outing

Location: Alpena Golf Club

Advanced registration required.

Lunch is included at the club.

*Sponsored by by Cummings, McClorey,
Davis & Acho P.L.C.*

2:00 – 4:00 pm
Breakout Sessions

Urban In-Fill Housing: Muskegon's Missing Neighborhood

Location: Alpena County Library, Community Room

After decades of removing vacant/blighted houses from our neighborhoods, the City of Muskegon is using a combination of State and local programming to begin the process of infilling more than 300 vacant city residential lots with appropriate housing.



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Speakers

- Mike Franzak, Planning Director, Muskegon
- Jamie Pesch, Planner, Muskegon

Moderator

- Aaron Desentz, City Manager, Eaton Rapids

ICMA Core Competencies

CC 3: Functional and Operational Expertise and Planning

CC 4: Citizen Service

CC13: Strategic Planning

IT That Goes Bump In the Night

Location: Holiday Inn Express, Conference Room

Cyber criminals make a living preying on the weaknesses in our technology. Many of the technology-embedded products we use every day lack security design to keep us safe from attack. This session dives into what attacks look like, who might be behind them, the devices targeted, and methodologies used by thieves.

Speaker

- Ryan Carter, Senior Information Technology Consultant, Maner Costerisan

Moderator

- Mike Hart, Assistant City Manager, Fenton

ICMA Core Competencies

CC3: Functional and Operational Expertise and Planning

CC7: Technological Literacy

CC13: Strategic Planning

5:00 – 7:00 pm

Vendor Reception

Location: The Center Building, Art in the Loft

7:30 – 9:00 pm

Managers Activity: Alpena Shipwreck Cruise

Location: Great Lakes Maritime Heritage Center

Sponsored by RW Baird & Munetrix



Friday, July 26th

8:00 am

Full/Hot Breakfast

Location: The Center Building, Art in the Loft

9:00 – 10:00 am

Legislative Update

Location: The Center Building, Art in the Loft

Speakers

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

Moderator

- Julius Suchy, Village Manager, Sparta

ICMA Core Competencies

CC8: Democratic Advocacy and Public Engagement

CC14: Advocacy and Interpersonal Communication

CC16: Media Relations

10:15 – 11:30 am

Closing General Session—Protecting Public Spaces from Targeted Violence

Location: The Center Building, Art in the Loft

This session will provide an examination of the process for developing a comprehensive emergency preparedness program for your public space. This includes site assessment, best practices for emergency planning, and Critical Incident Training. We'll also cover warning signs on the path to violence, how to spot behavior of concern, and how to manage potential threats, followed by Q & A.

Speaker

- Jason Russell, CEO, Secure Education Consultants

Moderator

- Dan Swallow, City Manager, Tecumseh



ICMA Core Competencies

CC4: Citizen Service

CC8: Democratic Advocacy and Public Engagement

CC13: Strategic Planning

11:30 am

Closing Comments

MARK YOUR CALENDAR!

Michigan Municipal League Annual Convention

September 25-27, 2019, Detroit

ICMA Annual Conference

October 20-23, 2019, Nashville, Tennessee

2020 MME Winter Institute

January 28-30, 2020, Treetops, Gaylord

Michigan Municipal League Capital Conference

March 24-25, 2020, Lansing

2020 MME Summer Workshop

July 28-31, 2020, Bavarian Inn, Frankenmuth

AGENDA AT A GLANCE

Tuesday, July 23

1:00 - 4:00 pm	The Center Building
Registration	
1:30 - 4:00 pm	Meet in front of The Center Building
Pre-Conference Workshop—The Alpena Experience	
4:00 - 6:00 pm	Holiday Inn Express
MME Board Meeting	
5:30 - 7:30 pm	Great Lakes Maritime Heritage Center
Welcome Reception	

Wednesday, July 24

7:30 am	The Center Building
Continental Breakfast	
8:00 am - 5:00 pm	The Center Building
Registration	
8:00 am - 5:00 pm	Holiday Inn Express
Executive Coaching	
8:00 - 8:15 am	The Center Building
Welcome & Opening Comments	
8:15 - 8:30 am	The Center Building
Updates from ICMA	
8:30 - 8:45 am	The Center Building
The 16/50 Project	
8:45 - 9:45 am	The Center Building
Opening General Session—How to Own the Narrative of Your Community	
10:00 - 11:00 am	Breakout Sessions
Communication on Demand.....Alpena County Library	
ICMA Diversity Discussion.....Holiday Inn Express	
SaveMICity Today.....City Hall	
11:00 am - 1:00 pm	Lunch in Downtown Alpena
See listing of restaurants and locations on page 23.	
1:00 - 3:00 pm	The Center Building
General Session—Movie & Conversation	
3:30 - 5:00 pm	Breakout Sessions
MME Ethics Session.....Alpena County Library	
Managing Small Communities Roundtable Part II.....Holiday Inn Express	
Recent Case Law & Expansion of the Charitable Prop. Tax Exemption.....City Hall	

5:00 – 6:00 pm **The Fresh Palate**
New Member Happy Hour

6:00 – 8:00 pm **John A. Lau Saloon**
NextGen Dinner

7:30 – 10:00 pm **Laser Team Challenge**
Optional Wednesday Night Activity—Laser Team Challenge

Thursday, July 25

8:00 am **The Center Building**
Continental Breakfast

8:00 am – 5:00 pm **The Center Building**
Registration

8:00 am – 5:00 pm **Holiday Inn Express**
Executive Coaching

8:30 – 10:00 am **The Center Building**
General Session—Emergency Management for Local Public Officials

9:00 am – 3:00 pm **City Hall**
ICMA—RC Meetings

10:30 – 11:45 am Breakout Sessions
Small Town Thinks Big.....Alpena County Library
2020 Census: Forming a Complete Count Committee.....Holiday Inn Express
Health Insurance Strategy and Risk Management.....City Hall

Noon - 2:00 pm Lunch and Golf Outing
Lunch in Downtown Alpena.....See Page 23 for List of Locations
Retired Managers Lunch.....The Fresh Palate
Annual MME Golf Outing (End Time Will Vary).....Alpena Golf Club

2:00 – 4:00 pm Breakout Sessions
Urban In-Fill Housing.....Alpena County Library
IT That Goes Bump In the Night.....Holiday Inn Express

5:00 – 7:00 pm **The Center Building**
Vendor Reception

7:00 – 10:00 pm **Great Lakes Maritime Heritage Center**
Managers Activity: Alpena Shipwreck Cruise

Friday, July 26

8:00 am **The Center Building**
Full/Hot Breakfast

9:00 – 10:00 am **The Center Building**
Legislative Update

10:15 – 11:30 am **The Center Building**
Closing General Session—Protecting Public Spaces from Targeted Violence

11:30 am Closing Comments



ALPENA SESSION & HOTEL LOCATIONS

The Center Building

109 N. Second Ave.

Art in the Loft—General Sessions & Vendor Reception (upstairs)

The Fresh Palate—Retired Managers Lunch & New Member Happy Hour (main floor)

Registration (downstairs)

Alpena County Library, Community Room—Breakout Sessions

211 N First Ave.

Alpena City Hall—Breakout Sessions

208 N First Ave.

Holiday Inn Express Suites—Breakout Sessions & Overnight accommodations

225 River St.

Best Western—Overnight accommodations

1285 M-32 West

Days Inn of Alpena—Overnight accommodations

1496 M-32 West

Alpena Golf Club

1135 Golf Course Rd.

John A. Lau Saloon—NextGen Dinner

414 N Second Ave.

Thunder Bay National Marine Sanctuary Great Lakes Maritime Heritage Center—Welcome Reception & Managers Activity

500 W Fletcher St.

Laser Team Challenge—Optional on your own activity Wednesday evening

205 Water St.



LIST OF VENDORS

Baker Tilly

**Burnham & Flower
Insurance Group**

C2AE

Fleis & VandenBrink

ICMA-RC

Michigan Planners, Inc.

**Michigan Rural Water
Association**

Munetrix, LLC

**Municipal Employees'
Retirement System**

PFM Financial Advisors LLC

Saginaw Valley State University—

Continuing Education

Spicer Group, Inc.

SUEZ Advanced Solutions

ALPENA RESTAURANTS

As You Wish Gourmet Eatery

104 N Second Ave.

The Black Sheep Pub

113 S Second Ave.

The Bulldog

123 N Second Ave.

Cabin Creek Coffee

201 N Second Ave.

Downtown Scoops

101 N Second Ave.

The Fresh Palate

109 N Second Ave.

JJ's Steak & Pizza

411 N Second Ave.

John A. Lau

414 N Second Ave.

Mango's Tequila Bar

121 W Chisholm St.

Take 5 Deli

130 W Chisholm St.

Thunder Bay Winery

109 N Second Ave.



TROLLEY SCHEDULE

Sponsored by SUEZ Advanced Solutions

The Trolley will run the circuit every 25-30 minutes

Tuesday: 1:00 – 7:30 pm

Days Inn > Best Western > The Center Building > Great Lakes Maritime Heritage Center

Wednesday: 7:00 am – 5:00 pm

Days Inn > Best Western > The Center Building

Thursday: 7:00 am – 7:00 pm

Days Inn > Best Western > The Center Building > Great Lakes Maritime Heritage Center

Thursday: 7:00 – 10:00 pm

The Center Building > Great Lakes Maritime Heritage Center > Days Inn > Best Western

Friday: 7:00 am – 12:00 pm

Days Inn > Best Western > The Center Building

