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2019 Board of Directors

**PRESIDENT**
Lynn Markland, Fenton

**PRESIDENT-ELECT**
John Shay, Ottawa County

**VICE PRESIDENT**
Rebecca Fleury, Battle Creek

**IMMEDIATE PAST PRESIDENT**
Patrick Sullivan, Northville

**DIRECTORS**
Ray D. Anderson, Norway
Thad M. Beard, Rockford
Shea S. Charles
Scott Erbisch, Marquette County
Juan Ganum, Bridgman
Bridgette M. Gransden, Midland County
Michael Hughes, Sturgis
Timothy R. Klunder, Zeeland
Elaine Leven, Marine City
Dana Muscott, Bay City
Cameron Van Wyngarden,
    Plainfield Charter Township
Christian Wuerth, Milford

**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
Rowe Professional Services Company

Golf Outing Prize Sponsor
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.
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

10:00 – 11:00 am
Breakout Sessions

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.
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

MME Ethics Session
Breakout Sessions
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
WEDNESDAY & THURSDAY

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*

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**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).
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

9:00 am – 3:00 pm ICMA—RC Meetings
Location: City Hall, Small Conference Room, Main Level

10:30 – 11:45 am 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
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.
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
FRIDAY

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>1:00 – 4:00 pm</td>
<td>Registration</td>
<td>The Center Building</td>
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<tr>
<td>1:30 – 4:00 pm</td>
<td>Pre-Conference Workshop—The Alpena Experience</td>
<td>Meet in front of The Center Building</td>
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<tr>
<td>4:00 – 6:00 pm</td>
<td>MME Board Meeting</td>
<td>Holiday Inn Express</td>
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<tr>
<td>5:30 – 7:30 pm</td>
<td>Welcome Reception</td>
<td>Great Lakes Maritime Heritage Center</td>
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### Wednesday, July 24

<table>
<thead>
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<tbody>
<tr>
<td>7:30 am</td>
<td>Continental Breakfast</td>
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<td>Registration</td>
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<td>8:00 am – 5:00 pm</td>
<td>Executive Coaching</td>
<td>Holiday Inn Express</td>
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<tr>
<td>8:00 – 8:15 am</td>
<td>Welcome &amp; Opening Comments</td>
<td>The Center Building</td>
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<td>8:15 – 8:30 am</td>
<td>Updates from ICMA</td>
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<td>8:30 – 8:45 am</td>
<td>The 16/50 Project</td>
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<td>8:45 – 9:45 am</td>
<td>Opening General Session—How to Own the Narrative of Your Community</td>
<td>The Center Building</td>
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<td>10:00 – 11:00 am</td>
<td>Breakout Sessions</td>
<td>Communications on Demand...</td>
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<td>ICMA Diversity Discussion</td>
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<td>SaveMICity Today</td>
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<td>11:00 am – 1:00 pm</td>
<td>Lunch in Downtown Alpena</td>
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<td>See listing of restaurants and locations on page 23.</td>
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<tr>
<td>1:00 – 3:00 pm</td>
<td>General Session—Movie &amp; Conversation</td>
<td>The Center Building</td>
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<td>3:30 – 5:00 pm</td>
<td>Breakout Sessions</td>
<td>Communications on Demand...</td>
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<td>SaveMICity Today</td>
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<td>Managing Small Communities Roundtable Part II.</td>
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<td>Recent Case Law &amp; Expansion of the Charitable Prop. Tax Exemption.</td>
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<td>Optional Wednesday Night Activity—Laser Team Challenge</td>
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**Thursday, July 25**

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<td>General Session—Emergency Management for Local Public Officials</td>
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<td>9:00 am – 3:00 pm</td>
<td>City Hall</td>
<td>ICMA—RC Meetings</td>
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<td>Health Insurance Strategy and Risk Management</td>
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<td>Noon - 2:00 pm</td>
<td>Lunch and Golf Outing</td>
<td>Lunch in Downtown Alpena</td>
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<td>See Page 23 for List of Locations</td>
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<td>Retired Managers Lunch</td>
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<td>The Fresh Palate</td>
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<td>Annual MME Golf Outing (End Time Will Vary)</td>
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<td>Urban In-Fill Housing</td>
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<td>Great Lakes Maritime Heritage Center</td>
<td>Managers Activity: Alpena Shipwreck Cruise</td>
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**Friday, July 26**

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<td>11:30 am</td>
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<td>Closing Comments</td>
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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