



**THE  
FUTURE  
STARTS  
TODAY**



FLORIDA CITY AND COUNTY MANAGEMENT ASSOCIATION

**2018 Annual Conference**

**ANNOUNCEMENT**

**May 30 - June 2, 2018 • Caribe Royale Orlando**

Paid registration is required to receive your housing information, so sign up early! See page 7.  
Register online and save — see page 8.

**#FCCMA**



# TENTATIVE SCHEDULE

## WEDNESDAY • MAY 30, 2018

8:00 a.m. - 7:00 p.m.

### Registration Desk Open

9:00 a.m. - 2:00 p.m.

### Pre-Conference Workshop – Practical Ethics: How to Deal with the Dilemmas and Challenges of Today

Pulling from real topics in our local government world, this session will be engaging and fast-paced. Take this opportunity to complete your professional requirement and gain insight from your peers on the shifting ethical landscape. Topics such as “You Can’t Make this Stuff Up” and “Keeping Your Council Out of the Ethical Weeds” will headline the session. Lunch is included in the registration fee.

*Preregistration and a separate registration fee of \$49 is required. Registration is limited to 120 people.*

3:00 p.m. - 5:00 p.m.

### County Session – Emergency Management: How Can We Do It Better Together?

When it comes to countywide emergencies like hurricanes, wildfires or various public safety situations, emergency management is technically the responsibility of the county. But cities have an important role to play as partners with the county in planning for and responding to emergencies. This session will look at a variety of ways that Florida counties have worked with their cities to improve their emergency response efforts. We will hear about how you can collaborate to create a highly functioning emergency operations center, the benefits of jointly procuring a variety of emergency management services, and the importance of emergency responders effectively using the National Incident Management System (NIMS). If time allows, lessons learned from 2017’s Hurricane Irma and other recent events will also be covered.

5:15 p.m. - 6:00 p.m.

### ICMA-RC Workshop – Your Saving and Investing Goals

Whether you’re just starting out or need to make sure you’re still on track, setting goals related to how much you save and how you invest is key to a better financial future. We’ll explore how to make these goals more real and realistic.

5:30 p.m. - 6:00 p.m.

### First-Time Attendees’ Orientation

All new attendees are encouraged to attend this session where the FCCMA officers and staff will be introduced. Tips will be given on how to get the most from the conference, with plenty of time for questions and answers.

6:00 p.m. - 8:00 p.m.

### Good Ideas Center Open/President’s Welcome Reception

## THURSDAY • MAY 31, 2018

7:30 a.m. - 5:00 p.m.

### Registration Desk Open

7:45 a.m. - 8:45 a.m.

### Continental Breakfast in the Good Ideas Center

7:45 a.m. - 3:45 p.m.

### Good Ideas Center Open

Door prizes will be awarded during lunch and the 3:15 p.m. refreshment break.

9:00 a.m. - 10:30 a.m.

### Opening General Session – Run Toward Chaos

**Natalie Stavas** was born on a farm in Nebraska. She was once told that people from Nebraska don’t do well in places like Boston. She proved them wrong, becoming the first person from Nebraska to be accepted into the Harvard Pediatric Training Program at Boston Children’s Hospital. One year after moving to Boston, she received the Boston Foundation’s *Change Maker* award, and in 2013 she received the *Bostonian of the Year Award*. This award is given to Bostonians who impact their community in a remarkable way. An avid runner, Natalie’s philosophy for success is: “You Run Toward.” This philosophy was never more apparent than on April 15, 2013. She had just run 26 miles and was about to finish the Boston Marathon when the bombs detonated at the finish line. Instead of turning around and running away with the crowd, she ran toward the chaos and saved four lives that day.

# TENTATIVE SCHEDULE

9:00 a.m. - 5:00 p.m.

## **Résumé Review Appointments**

Professional recruiters have been invited to meet one-on-one with attendees to discuss their individual résumés and the current job market. If you are interested in signing up for an appointment, contact Carol Russell at (850) 222-9684 or [crussell@flcities.com](mailto:crussell@flcities.com). Early reservations are recommended, as there may be limited availability on-site.

9:00 a.m. - 5:00 p.m.

## **Financial Planning Appointments**

ICMA-RC financial planning consultants will be providing individual financial planning sessions on Thursday. If you are interested in signing up for an appointment, visit the FCCMA registration desk on-site during the conference.

10:30 a.m. - 11:00 a.m.

## **Refreshment Break in the Good Ideas Center**

11:00 a.m. - 12:15 p.m.

## **CONCURRENT SESSIONS**

### **Session 1 – Developing Leadership Talent within the Organization**

City and county leadership has a tremendous ability to develop talent within staff, including advancing and executing vision, measuring and rewarding performance, communicating with the council and the community, and empowering directors. This session will focus on how to reach success while developing a winning leadership team, getting the most out of your directors and managers, and helping to encourage accountability at all levels of the organization.

### **Session 2 – Preparing for the Continued Assault on Public Gathering Places**

Many of our communities are defined by their events and festivals, as well as their public gatherings at schools, churches, malls, nightclubs and other non-governmental venues. As we experience a nationwide increase in mass casualties and attacks on these gatherings, this session will review steps that can help a community prevent and prepare for these incidents.

### **Session 3 – P4: Unique Collaborative Partnership Providing Innovative Water and Sewer Utility Solutions**

Most public administrators are familiar with the public-private partnership, or “P3,” concept, as well as outsourcing public services. This session will explore how an innovative public-public-private partnership, or “P4,” afforded a Central Florida county government and rural city government an innovative way to leverage the benefits of P3 while avoiding the pitfalls, such as risk and control, while maximizing the benefits of public utility ownership.

12:15 p.m. - 1:45 p.m.

## **Buffet Lunch in the Good Ideas Center**

Join fellow participants and exhibitors in the exhibit hall for networking opportunities and a great lunch, as well as the chance to win some door prizes. This lunch is included in your registration fee.

2:00 p.m. - 3:15 p.m.

## **CONCURRENT SESSIONS**

### **Session 1 – Being the Stabilizing Force for a Fractious Council**

Sometimes our commissioners are exposed to conflicting agendas, political infighting, a lack of consensus on developing policy or even criminal investigations. There may be turnover of the manager or key staff, new members on the commission or other factors that make for a “non-functional” commission. This session will focus on how the manager can advocate for policy, develop commission consensus, lead the organization and motivate staff in such an environment.

### **Session 2 – Economic Development: Impact on Community Building**

City leaders know the importance of economic development to community building and strategic planning. Economic development initiatives vary in scope and there is often not one “silver bullet.” Principles of economic development state that it is about quality of life, economic vibrancy and building sustainability. This session will discuss basic economic development programs available to local governments, research and resources from global organizations, and the value of partnerships to economic development and local government programs.

# TENTATIVE SCHEDULE

## Session 3 – Connectivity: The Key to Smart Cities!

Smart cities utilize digital technology to address stubborn challenges, such as reducing traffic congestion, fighting crime, promoting economic development, and making local governments more accessible and efficient. These innovative applications depend on access to high-speed connectivity. Investment in broadband wireline/wireless technologies must be the first step. This session will introduce you to the basics of developing broadband infrastructure and an overview of smart city applications.

3:15 p.m. - 3:45 p.m.

### Refreshment Break in the Good Ideas Center

Final door prizes will be drawn.

3:45 p.m. - 5:00 p.m.

### CONCURRENT SESSIONS

#### Session 1 – Practical Resiliency

Florida is considered to be one of the states most vulnerable to long-term disruptions from climate change. Already, rising sea levels are affecting coastal flooding; increases in summer and winter air temperatures are affecting energy consumption; and we're seeing changes in wildlife and agricultural biology. Combined, these things affect our wet season/dry season water problems, complicate the yearly menace of tropical storms, and add to the already complex dynamics of our expanding urban populations. Solutions to the challenges of climate change can take many forms and are generally consistent with best practices in city governance, management and planning. Communities should think strategically about how to leverage existing institutions and capabilities to integrate climate actions into the normal business of communities. Local governments must consider balancing local and regional needs together with consumer willingness to advance local sustainability. This session will review the challenging balance of making informed decisions to improve resiliency and enhance resource conservation, while navigating the business of development and day-to-day operations.

#### Session 2 – Rapid-Fire Round of Hot Topics

This session will cover several hot topics on the minds of local government practitioners. Attendees will see several presentations in a lively format designed to maximize session take-aways.

## Session 3 – The State of PACE

All four of Florida's PACE providers have come together to discuss affordable financing for a wide range of energy and water efficiency, renewable generation and wind mitigation improvements to private property owners. This public-private partnership utilizes private capital to upgrade existing properties and is repaid over time through a special assessment on the property owner's tax bill. Learn how more than 28 counties and 100 cities in Florida are using PACE as a mechanism to achieve their policy goals.

5:15 p.m. - 6:15 p.m.

### Celebrating Professional Management – FCCMA's 2018 Awards Presentation

Be sure to join your colleagues for this special event to recognize FCCMA's 2018 award winners.

*Dinner on your own.*

9:00 p.m. - 11:00 p.m.

### Dessert Reception

Join your colleagues for a late-night reception featuring mouth-watering desserts and great conversation. This is an event you don't want to miss and is included with your registration fee.

## FRIDAY • JUNE 1, 2018

7:30 a.m. - 4:30 p.m.

### Registration Desk Open

7:45 a.m. - 8:45 a.m.

### Continental Breakfast

7:45 a.m. - 8:45 a.m.

### Inspirational Breakfast – Facing the Giant Rats

In our profession, we face many obstacles that we are trained to handle. But we also have personal crises that we must be able to face and handle well, or they may affect our ability to do our jobs. **Mark Durbin**, FCCMA Senior Advisor, will discuss how to deal with personal crises.

*Preregistration and a separate registration fee of \$35 is required.*

# TENTATIVE SCHEDULE

9:00 a.m. - 10:15 a.m.

## **General Session – Investing in the Community of the Future Today**

What national and statewide trends will most influence the future of Florida cities and counties? What strategies can communities employ today to ensure a sustainable, resilient future? During this session, national economic development strategist and CEO of Avalanche Consulting, **Amy Holloway**, will share her perspective on the dynamics shaping our economy and the smart things community leaders can do now to proactively prepare for change.

9:00 a.m. - 5:00 p.m.

## **Résumé Review Appointments**

See page 3 for details.

10:30 a.m. - 11:45 a.m.

## **CONCURRENT SESSIONS**

### **Session 1 – Medical Marijuana and Its Impact on Our Communities**

A recent constitutional amendment provided for the sale and use of medical marijuana, but many questions remain, including the role of municipalities in the licensing, regulation and zoning of dispensaries; the role of law enforcement; provisions for municipal staff with medical exemptions; and many other concerns. This session will provide insight on many of these issues.

### **Session 2 – Cyber Security in a New World**

Cyber security has emerged as one of the most important issues facing public and private organizations today. The worldwide reach of the internet and the dark web means that cyber threats can come from criminals both in the United States and foreign countries. In this session, a representative from the Center for Internet Security will speak about emerging cyber threats to the government sector, and the free resources that are available to local governments through the Multi-State Information Sharing and Analysis Center and the Department of Homeland Security.

### **Session 3 – Creating a Cost-Effective Program for Employee Healthcare Benefits**

The Florida Government Healthcare Solutions Consortium was created to stabilize rates, provide full transparency on costs, and offer a more cost-effective approach to healthcare for local governments. This session will feature Florida and Pennsylvania municipal case studies in self-funded healthcare consortiums, demonstrating value on costs, local control and a time-tested model that results in surplus returns back to the members.

12:00 p.m. - 1:30 p.m.

## **Luncheon and Annual Business Meeting**

1:45 p.m. - 3:00 p.m.

## **CONCURRENT SESSIONS**

### **Session 1 – Managing Your Organization through Limited Resources**

During periods of economic prosperity, there is usually demand for expanded services and funding for projects and capital needs. However, the situation changes during a recession, or other periods of limited resources. Sustaining the organization during lean times requires careful and thoughtful planning. This session will review steps that local governments can take to assess organizational needs, secure appropriate revenues, motivate and reward staff, take advantage of economic opportunities and lead the organization during periods of economic decline.

### **Session 2 – Resilience Roadmap: What it Takes to Be a Resilient Community**

Resilience is more than having a plan for known risks. It is being ready for the known and unknown, not just from the infrastructure and emergency management perspective, but financially, economically and operationally in all areas. This session will discuss the Rockefeller 100 Resilient Cities programs and resources, as well as innovative and feasible approaches.

### **Session 3 – Cloud Services for Local Government**

Cities are asking, “How can the cloud benefit us?” With advancements in cloud-based technologies, cities are experiencing greater productivity, flexibility, continuity and reduced capital expenses. Join us in this session as we take a deep dive into the City of Decatur, Ga. We’ll look at how moving to cloud-based technologies saved them money and increased employee efficiency.

# TENTATIVE SCHEDULE

3:15 p.m. - 4:30 p.m.

## **General Session – Journeys: What Does it Take to Be Happy? A Conversation about Mindfulness, Intention and Enjoying the Ride**

The job is one thing, but the journey is something else. Managers know how to run the business of city government, but do we know how to be happy? What makes you happy? And how do you keep a happy perspective when things are difficult all around you? This year's Journeys Session will offer a wide-ranging conversation about what happiness looks like, how to get it and how to integrate happiness into our busy lives, from the perspective of professionals at all stages of their careers.

5:00 p.m. - 6:00 p.m.

## **Spouses' Gathering**

Join other spouses and partners for an informal get-together to share advice, war stories and common interests.

*There is no fee for this event, but preregistration is requested.*

6:30 p.m. - 9:30 p.m.

## **Friday Night Social – A Night at the Midway**

Enjoy the atmosphere of an old-fashioned carnival at this year's Friday Night Social. Test your skill against games of chance such as the milk can toss and bottle ring toss. There will be a face painter and balloon artist, as well as a DJ to spin your favorite tunes. A fun buffet including hamburgers, hot dogs and chicken will complete the evening. This is an event for the entire family, **but please register your children in advance so we'll know to expect them.**

## SATURDAY • JUNE 2, 2018

8:00 a.m. - 9:45 a.m.

## **Closing Breakfast – Today's News: Who's Up, Who's Down and What's Really Going On**

**Eugene Robinson** is on the front lines of news coverage every day. He is a Pulitzer Prize-winning, twice weekly columnist for *The Washington Post*, is syndicated in 145 newspapers across the nation, and is a prominent commentator on MSNBC. With an innate ability to cut

through the clutter and provide clarity on today's events, Robinson's insights are free of the usual inside-the-beltway jargon. While media outlets may be tempted to churn out news served on a platter by candidates and companies, Robinson takes a step back, not only to look at the big picture, but to focus on deeds – not just words. Whether he's assessing politicians, cliff-hanging events on Wall Street or handicapping elections, he reminds us that politics may not be for the faint of heart but sure can be fun to watch.

*This is a tentative schedule and subject to change. Please check our website at [www.fccma.org](http://www.fccma.org) for updated conference information as it becomes available.*

## ICMA PRACTICES

This conference will address most ICMA Practice Groups. The final conference program will indicate group practice hours where applicable so members may plan their best use of conference time for credentialing purposes. For more information contact: Carol Russell, FCCMA, P.O. Box 1757, Tallahassee, FL 32302-1757, (850) 222-9684, [crussell@flcities.com](mailto:crussell@flcities.com).

# CONFERENCE HOUSING INFORMATION

The **Caribe Royale Orlando** will serve as the conference hotel. It is located at 8101 World Center Drive in Orlando. The hotel phone is (407) 238-8000. FCCMA has secured the special rate of **\$159** per night, single or double, for conference participants. Self-parking is complimentary. **NOTE: The Caribe Royale will not accept any reservations at this time. See below for more details.** For complete information on the hotel, visit their website at [www.cariberoyale.com](http://www.cariberoyale.com).

## ROOM RESERVATION PROCEDURE

To protect our room block for conference registrants, it is our policy that no one will receive housing information **until we have received your PAID registration**. Once your registration is paid, you will be sent housing information via email. **NOTE:** If you register online but choose to mail in your check, you **will not** receive your housing information until your registration is **paid**.

Please note that the reservation cut-off date at the hotel is **May 8, 2018**. It is important that you register for the conference early so you have plenty of time to make your reservations. **Availability is on a first-come, first-served basis**. Remember that we are unable to guarantee reservations for anyone, nor the exact date on which the hotel block will sell out, **so please register early**.

## IMPORTANT – POLICY REGARDING RESERVATION CANCELLATIONS AND ADJUSTMENTS

In recent years, FCCMA has experienced a disturbing trend with its room block at conference hotels. Individuals will book rooms for the entire length of the conference, making it appear as if the room block is sold out and forcing other registrants off-property, only to cancel or shorten the length of their stay at the last minute. This has greatly inconvenienced other guests and left FCCMA at risk of steep hotel penalties.

Due to these experiences, the FCCMA Board made the difficult decision to enforce penalties for abuse of the room block. **FCCMA will reserve the right to assess a \$50 penalty to any registrant making significant adjustments to his or her reservation within three weeks and up to the conference.**

We understand that some cancellations or adjustments are unavoidable. However, we simply ask that, when making your reservations, **you only book for dates that you are sure you will be able to attend**. If you have any doubts about the length of your stay, please do not make your reservations until you are sure. This will benefit all registrants trying to secure a reservation in the host hotel, and will protect the association from financial harm.

We thank you in advance for your cooperation and consideration.

# REGISTRATION INFORMATION

## ADVANCE REGISTRATION PROCEDURE

All participants are encouraged to register in advance to avoid any delays at the conference registration desk. Please register online at [www.fccma.org](http://www.fccma.org) or fill out and return the conference registration form with check payment to FCCMA Annual Conference, P.O. Box 1757, Tallahassee, Florida 32302. No registrations will be processed without payment in full.

## DEADLINE

Registration forms must be received no later than **May 11, 2018**. If you are unable to meet this registration deadline, please register on-site at the conference.

## REFUNDS

In the event prepaid registrants find it impossible to attend the conference, a letter mailed to FCCMA, emailed to [mhowe@flcities.com](mailto:mhowe@flcities.com) or faxed to (850) 222-3806 and received by **May 11, 2018**, will authorize a refund. All refunds will be processed after the conference. A \$25 administrative fee will be deducted from all canceled registrations. Prepaid registrations not canceled by this date will be included in the advance registration count required by the hotel and are not eligible for a refund.

## REGISTRATION FEE OPTIONS

Registration Type	Received by May 11, 2018		After May 11, 2018
	Online Payment	Check Payment	
FCCMA Member	\$390	\$415	\$440
Additional Registrant From Same Government*	\$360*	\$385*	\$440*
Non-Member Government	\$500	\$525	\$550
Retiree/Student	\$85	\$110	\$135
Thursday ONLY**	\$195**	\$195**	\$220**
Friday ONLY**	\$195**	\$195**	\$220**
Adult Guest†	\$85†	\$85†	\$100†
Child (under 18) †	\$10†	\$10†	\$50†

\*No multi-registrant discounts will be allowed after **May 12, 2017**.

\*\*Includes all regular events for Thursday or Friday only.

†**Guests are defined as family members**, i.e. spouse or partner, teens and children. Guest registrations are not for use by other government or company employees. *Children must also be registered in advance.*

**NOTE: There is no corporate registration fee. Corporate members must attend through sponsorship. Please contact Beth Rawlins at [beth@bethrawlins.com](mailto:beth@bethrawlins.com).**

## REGISTRATION FEES

Registration fees must accompany all advance registration forms. To qualify for the early registration rate, advance registrations must be received by the **May 11, 2018**, deadline; registrations received after that time will be considered “on-site” and subject to the higher rate. **Remember that you will not receive housing information to make reservations at the Caribe Royale until we receive your PAID registration.**

Registration fees cover admission to all events and refreshment breaks, except those events for which additional and/or preregistration is required. “Thursday or Friday ONLY” registrations include all regular events for that day only. See the schedule of events and registration form for details.

*Name badges or tickets are required for entrance into any activity or to enjoy the refreshment breaks.*

## REGISTER ONLINE AND SAVE!

Registration fees may be paid online via Visa, MasterCard or American Express, or through the mail by check. All full registrations paid for online will be subject to a \$25 discount, but you must register **and pay** online to receive this discount.

# FCCMA 2018 CONFERENCE REGISTRATION FORM

CARIBE ROYALE ORLANDO • MAY 30 - JUNE 2, 2018

Full Name: \_\_\_\_\_ First Name or Nickname: \_\_\_\_\_  
(as you wish it to appear on your badge)

Title: \_\_\_\_\_ Affiliation: \_\_\_\_\_  
(city, county or organization, etc.)

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

First-Time Attendee?  Yes  No

ICMA Student Chapter Member?  Yes  No

If you are registering a guest or child, please complete the following:

Adult Guest Full Name: \_\_\_\_\_ First Name or Nickname: \_\_\_\_\_

Adult Guest Full Name: \_\_\_\_\_ First Name or Nickname: \_\_\_\_\_

Child (under 18) Full Name: \_\_\_\_\_ First Name or Nickname: \_\_\_\_\_

Child (under 18) Full Name: \_\_\_\_\_ First Name or Nickname: \_\_\_\_\_

**Please complete the Registration Information on the following page.**

**Note:** Be sure to send in **BOTH** pages of the registration form. Registration **CANNOT** be processed without both pages.

#### Cancellation Policy

Because of the requirement for advance attendance guarantees, cancellation must be received and confirmed in writing by **May 11, 2018**, to entitle registrants to a refund of registration fees. A \$25 administrative fee will be deducted from all refunds. All refunds will be issued after the conference.

#### Special Needs

If you are physically challenged and require special services, or if you have special dietary needs, please attach a written description to your advance registration form.

**Please return to: FCCMA Annual Conference, P.O. Box 1757, Tallahassee, FL 32302.** Payment must accompany each registration. No purchase order or phone registrations accepted. **Remember that you will not receive housing information to make reservations at the Caribe Royale Orlando until we receive your PAID registration.**

**NOTE: If you are registering multiple individuals from a single government to take advantage of the special discount, these registrations must be sent in and paid at the same time.**

#### Payment Information:

Amount Enclosed (enter total from back of registration form): \$ \_\_\_\_\_

**NOTE:** This form is for use with check payments only. To receive the reduced registration fees, register and pay online with Visa, MasterCard or American Express, at [www.fccma.org](http://www.fccma.org).

# REGISTRATION INFORMATION

See page 8 for restrictions on these registration types.

Registration Fees	By 5/11/18	After 5/11/18	Total Fee
FCCMA Member	\$415	\$440	\$_____
Additional Registrant From Same Government	\$385	\$440	\$_____
Non-Member Government	\$525	\$550	\$_____
Retiree/Student	\$110	\$135	\$_____
Thursday ONLY	\$195	\$220	\$_____
Friday ONLY	\$195	\$220	\$_____
Adult Guest	\$85 x__	\$100 x__	\$_____
Child (under 18)	\$10 x__	\$50 x__	\$_____

### Special Events

Additional registration is required for these events. Please indicate your attendance and include additional fees where required:

Wednesday			
Ethics Session	_____ @ \$49	_____ @ \$49	\$_____
County Session	_____ @ \$0	_____ @ \$0	\$_____
Friday			
Inspirational Breakfast	_____ @ \$35	_____ @ \$35	\$_____
Spouses' Gathering	_____ @ \$0	_____ @ \$0	\$_____

**Grand Total Due (enter this amount on front of registration form): \$\_\_\_\_\_**

