



2019 ANNUAL CONFERENCE

FLORIDA CITY AND COUNTY MANAGEMENT ASSOCIATION 2019 ANNUAL CONFERENCE

May 29 - June 1, 2019 ■ Hilton Orlando Lake Buena Vista

Paid registration is required
to receive your housing
information, so sign up early!
See page 7.

TENTATIVE SCHEDULE

WEDNESDAY, MAY 29, 2019

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

Registration Desk Open

8:30 a.m. - 1:00 p.m.

Pre-Conference Workshop - So You Want to Be a City/County Manager: Taking the Next Step

The “So You Want to Be A City/County Manager” session is designed for those interested in pursuing the top job. But it’s more than just the pursuit. Getting the job is only part of the story. Transitioning into the role, working with your team, developing priorities and being successful in the position are also critical. Additionally, knowing when to leave and planning an exit strategy are all part of full-circle insight into the city/county manager role. This session will include professionals dealing with each stage of the job. Stay for lunch with these experienced professionals, where you can engage in one-on-one personal discussions at the table.

Preregistration is required.

1:00 p.m. - 5:00 p.m.

Pre-Conference Workshop - Creating and Maintaining a Culture of Ethics

This ethics session will depart from the traditional legal lecture. **Dr. Scott Paine** will lead a refreshing focus on ethical behavior, values and principles. The real-time interaction promises to be informative and thought-provoking. This session will be sufficient to meet the annual four-hour ethics requirement.

Preregistration and a separate registration fee of \$75 is required. Registration is limited to 120 people.

4:00 p.m. - 8:00 p.m.

Good Ideas Center Open

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

ICMA-RC Workshop - Invest for Today and Tomorrow: Dealing with Current Conditions

How do you make sense of current market and economic conditions in managing your investments? It’s about being prepared for different scenarios. This session will help you review your approach so you can stay on track toward meeting your goals.

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 and the association, with plenty of time for questions and answers.

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

President’s Welcome Reception in the Good Ideas Center

THURSDAY, MAY 30, 2019

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 - Shift Your Brilliance: Own the Moment

Sometimes happiness is where you are. Sometimes happiness is elsewhere. Wherever your calling may be, Brilliant Living dares you to pursue your dreams. Using lessons learned from working with 1,600 organizations over the past 15 years, and **Simon T. Bailey’s** personal moments of reinvention, Brilliant Living will encourage you to grab the steering wheel of your life and drive into your future.

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. Early reservations are recommended as there may be limited availability onsite.

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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 onsite 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 - Sound Investment Strategies

In the decade since the Great Recession, the economy has improved. Many local governments now have the ability to invest, but may not be maximizing interest earnings on public funds. This session will explore investment policies and best investment practices for local governments. Other topics will include: Are fund managers really needed in your organization? How do you build public trust through your investments? Are there any investments that local governments should avoid for political reasons? Join us for this interactive discussion to help your organization plan for a bright financial future.

Session 2 - Successful Joint City/County Services Provision Efforts

County and municipal governments have the opportunity to coordinate programs and resources to benefit the same population of residents. Oftentimes, city government and county government see themselves as operating within their own spheres of interests rather than looking for ways to work collaboratively. Opportunities are missed to pursue joint purchases, coordinate roadwork and other infrastructure projects, or explore shared services. What can we do to achieve greater economies of scale by working together? This session will provide specific examples of how counties and cities are working together to provide more cost-effective and higher quality solutions for their communities.

Session 3 - Creating Your Smart City Road Map: A “How-To” Session

We all know smart cities are our future, but how do you ask the right questions, identify your unique challenges, choose appropriate solutions and chart your path through this transformative change? The Smart Cities Council/ESI ThoughtLab’s *Smarter Cities 2025* will show you how to build a road map. This session will demo a Rockefeller Foundation tool that models economic impacts and climate change variables and conclude with one city’s journey toward sustainability.

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 - Rapid-Fire Process Improvement Success Stories

Via a rapid-fire presentation format, conference attendees will hear from local government practitioners on how they have maximized resources to drive efficiency and effectiveness using process improvement. Featured projects will focus on internal methods to conduct process improvement projects. Presentations will cover the process improvement approach, team dynamics, timelines for completion, project outcomes and cost-saving results.

Session 2 - Sustainability/Resiliency: How Communities Are Rising to the Challenge

This session will show participants how counties and cities are working, alone and together, to find sustainable solutions. The session will focus on tangible examples of what communities have done and continue to do to be relevant in the future.

Session 3 - Paying More than You Should? How to Lower Your Fleet’s Risk and Claim Costs

Learn how video telematics can provide you the insight to get in front of risky driving behavior before injury or damage occurs. Many Florida jurisdictions have

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implemented a video-based safety program that allows them to identify and coach risky driving habits. The program has resulted in safer drivers and a *decrease* in costs associated with collisions for cities and counties throughout the state.

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 - Using Social Media in Local Government

Residents are abandoning the traditional communication forums used by local governments and running to social media newsfeeds as the source of their information. As this trend continues, our local governments have to reorient our community outreach and successfully engage with residents using this low-cost but highly effective tool. This session will provide an overview of social media, practical city and county uses, how to encourage citizen engagement and best practices and organizational controls.

Session 2 - Strategic Planning is Not “One Size Fits All”

How robust does your strategic planning process need to be? Is your organization engaged in your process or weary of it? Is your elected body on board? Strategic planning often produces a document that sits on a shelf and does not get embedded into the organization. This session explores the best methods for setting a plan forward that can “live” inside your organization. Topics will include meeting the organization where it’s at, the balance of simplicity versus complexity, maintaining internal momentum and involving the elected body and the public.

Session 3 - Procurement: Bridging the Gap in Government Services

The 2018 Survey of Government Procurement Professionals reported that 42 percent of procurement staff are overworked. With increasing challenges there is little time to find or implement process improvements. How does a manager ensure performance improvements? The Town of Lake Clarke Shores used an alter-

native method to streamline the purchase of services, reducing costs, improving quality and eliminating multiple recurring procurements while consolidating billing and invoices from numerous vendors.

5:30 p.m. - 6:15 p.m.

Celebrating Professional Management - FCCMA’s 2019 Awards Presentation

Be sure to join your colleagues for this special event to recognize FCCMA’s 2019 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, MAY 31, 2019

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

For 32 years, **Dr. Joel Hunter** served as senior pastor of Northland Church in Longwood. In 2017 he transitioned from that role on a mission to “go from my best interpretation of what the Bible says, to my best imitation of how Jesus lived.” In 2018, *Orlando Magazine* listed him as their top most powerful voice for philanthropy and community engagement. Now Dr. Hunter serves as chairman of the **Community Resource Network**, a non-profit organization he founded that focuses on helping the marginalized, specifically homeless families. Dr. Hunter is the immediate past chair of the Central Florida Commission on Homelessness and also leads **simple.help**, a growing movement of everyday helpers doing simple things to make the world a better place.

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

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

General Session - Shaping the Future of Leadership

Dr. Joyce Bono is the director of the University of Florida Leadership Lab. Her research focuses on developing leaders that are trustworthy, authentic and representative of the people they serve. She looks at the effects of positive events, resources and relationships on employees and their productivity. Dr. Bono works with organizations to increase creativity and innovation and build a leadership ladder for organizational talent. Her keynote will focus on questions such as: How has leadership changed and how can we anticipate it changing in the future? How do we inspire others to be great leaders? How do we develop and encourage the development of a “Ladder of Success” within our organization? How do we successfully lead the organization through changes that prepares it for the future?

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

Résumé Review Appointments

See page 2 for details.

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

CONCURRENT SESSIONS

Session 1 - Cyber Security and Beyond: What You Need to Know as Manager

Technology is essential to giving organizations the computer security tools needed to protect themselves from cyberattacks. Three main entities must be protected: endpoint devices (PCs, servers, mobile devices), networks and cloud-based services. Organizations must have a framework for how they deal with both attempted and successful cyberattacks. A lot of information and data are at risk if you don't have the proper processes and technology, and it's a must in today's world. In this session you will be exposed to the latest technology in order to help your organization be protected.

Session 2 - Addressing Homelessness through Grassroots Problem-Solving

This session will highlight success stories from individuals leading the homelessness discussion throughout the state. Hear from the experts in the room, then develop an action plan of your own. This

interactive session will allow everyone in the room the chance to brainstorm and leave with professional goals for tackling this important issue.

Session 3 - Transportation and Transit: It's Not Just for Large Cities Anymore!

Concerned about traffic? Looking for new ways to connect your residents and businesses? Join us as we discuss new options for transportation in your community. This session will highlight the lessons learned through development of local transportation, including considerations for demand response transit and microtransit, bikeshare, rideshare, scooters and ADA compliance, as well as a case study in which ridership increased tenfold in two years.

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 -Toolkit for Tough Times: How to Deal with a Difficult Council

Having the tools and the experience to deal with difficult councils are essential for successful management. In this session you will hear from practiced and experienced managers who will share real-life positive and negative experiences, and provide tools and suggestions on how to manage in such situations.

Session 2 - Revenue Alternatives to Ad-Valorem Taxes

As our communities seek to grow and improve, there is usually demand for expanded services and funding for projects and capital needs. However, there are frequent objections to ad-valorem and other “traditional” funding. This session will discuss funding alternatives to ad-valorem taxes such as general obligation bonds; special assessments; public/private partnerships; internal financing programs; loans from enterprise funds; impact, stormwater, and fire assessment fees; use of reserves and other alternatives.

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Session 3 - The Truth Will Set You Free: Achieving Financial Sustainability through Employee Transparency

Achieving financial stability is especially challenging when financial decisions directly affect employee benefits. Learn how Coral Springs city management engaged employees as part of the solution in accepting tough financial decisions regarding lower than expected salary adjustments and health care benefits vital to the financial challenges facing the city. The city achieved this by approaching the process with transparency using interactive modeling in “town hall” meetings, while maintaining employee morale.

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

General Session - Journeys: A Deep Dive into Meeting the Needs of the Local Government Workforce of the Future

Leading a local government organization is not for the faint of heart; it takes empathy and courage. Dealing with the everyday trials and tribulations our workforce encounters can be challenging. This year’s journeys session will take a deep dive into how our presenters are adjusting their leadership style to meet workforce needs for today and tomorrow. Participants will discuss the evolution of personnel, diversity in the workplace and adjusting to those dynamics. The panel will dive into policy considerations such as supporting families and caregivers, changing health and benefit practices, creating policy that helps to retain and recruit talent and creating a flexible workplace.

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 - Bowling at Splitsville

Join us for a night of fun at *Splitsville* Luxury Lanes in Disney Springs™. Try your hand at bowling or billiards, or just sit back and watch the entertainment. The event includes a buffet dinner and bar. This is an event for the entire family, **but everyone who attends MUST have a**

ticket, which will be included with your registration fee. Be sure to register your **children** if you will be bringing them with you.

SATURDAY • JUNE 1, 2019

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

Closing Breakfast - 127 Hours: Between a Rock and a Hard Place

“There is no force more powerful than the will to live,” explains **Aron Ralston**, who faced an unimaginable challenge and a life-or-death decision. An ordinary man who was pushed to the extreme, he demonstrates the human capacity for the extraordinary, proving anyone can survive the most grueling circumstances. A talented storyteller, Ralston recounts his ordeal, shedding new light on the meaning of sacrifice and on what is truly important.

This is a tentative schedule and subject to change. Please check our website at 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 or crussell@flicities.com.

CONFERENCE HOUSING INFORMATION

The **Hilton Orlando Lake Buena Vista in the Walt Disney World® Resort** will serve as the conference hotel. It is located at 1751 Hotel Plaza Boulevard. The hotel phone is (407) 827-4000. FCCMA has secured the special rate of **\$179** per night, single or double, for conference participants. Self-parking is \$22/night. **NOTE: The Hilton will not accept any reservations at this time. See below for more details.**

An official Walt Disney World® hotel, the Hilton is located just across the street from the reimagined Disney Springs™. Hotel amenities include two pools, 24-hour fitness center, multiple restaurants and complimentary shuttle service to all Disney parks. For complete information on the hotel, visit their website at www3.hilton.com/en/hotels/florida/hilton-orlando-lake-buena-vista-ORLDWHH/index.html.

Room Reservation Procedure

In order 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 6, 2019**. 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 or fill out and return the conference registration form with check payment to FCCMA Annual Conference, P.O. Box 1757, Tallahassee, FL 32302. No registrations will be processed without payment in full.

DEADLINE

Registration forms must be received no later than **May 10, 2019**. 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 or faxed to (850) 222-3806 and received by **May 10, 2019**, 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 FEES

Registration fees must accompany all advance registration forms. To qualify for the early registration rate, advance registrations must be received by the **May 10, 2019**, 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 Hilton 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.

REGISTRATION FEE OPTIONS

Registration Type	Received by May 10, 2019	After May 10, 2019
FCCMA Member	\$450	\$560
Additional Registrant from Same Government*	\$420*	\$560*
Non-Member Government	\$560	\$610
Retiree/Student	\$85	\$135
Thursday ONLY**	\$255**	\$315**
Friday ONLY**	\$255**	\$315**
Adult Guest [†]	\$100 [†]	\$150 [†]
Child (under 18) [†]	\$10 [†]	\$50 [†]

*No multi-registrant discounts will be allowed after **May 10, 2019**

**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.*

FCCMA 2019 CONFERENCE REGISTRATION FORM

HILTON ORLANDO LAKE BUENA VISTA • MAY 29-JUNE 1, 2019

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 Code: _____

Telephone: _____ Fax: _____

Email: _____

First-Time Attendee? 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 10, 2019**, 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 Hilton 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 pay with Visa, MasterCard or American Express, please register online.

REGISTRATION INFORMATION

See page 8 for restrictions on these registration types.

Registration Fees	By 5/10/19	After 5/10/19	Total Fee
FCCMA Member	\$450	\$560	\$_____
Additional Registrant from Same Government	\$420	\$560	\$_____
Non-Member Government	\$560	\$610	\$_____
Retiree/Student	\$85	\$135	\$_____
Thursday ONLY	\$255	\$315	\$_____
Friday ONLY	\$255	\$315	\$_____
Adult Guest	\$100 x _____	\$150 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			
“So You Want to Be” Session	_____ @ \$0.00	_____ @ \$0.00	\$_____
Ethics Session	_____ @ \$75.00	_____ @ \$75.00	\$_____
Friday			
Inspirational Breakfast	_____ @ \$35.00	_____ @ \$35.00	\$_____
Spouses’ Gathering	_____ @ \$0.00	_____ @ \$0.00	\$_____

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

