

2012 GMA Mayors' Day Conference

January 20 – January 23

Atlanta Hilton

General Information

Meal Tickets

Tickets are required for the following events:

Municipal Training Luncheon

Sunday Luncheon

Monday Breakfast

Tickets for guests may be purchased at the registration desk.

Registration Desk Hours

The GMA Registration Desk is located on the second floor and will be open during the following hours:

Friday, January 20	1:00 p.m.-5:00 p.m.
Saturday, January 21	7:30 a.m. - 4:00 p.m.
Sunday, January 22	8:30 a.m. - 4:30 p.m.
Monday, January 23	7:00 a.m. – 1:30 p.m.

Schedule of Events

Friday, January 20

2:00 p.m. - 4:00 p.m.

Pre-Conference Workshops

L.O.S.T.: In This Moment with You!

Room 303-305

By December 31, 2012 a new certificate outlining the distribution of Local Option Sales Tax (LOST) revenues between cities and counties must be submitted to the Georgia Department of Revenue. During this session, participants will learn about important changes to the LOST law and will hear from experts with previous experience in negotiating LOST agreements. The session will include tips on how to negotiate and what to expect during negotiations, suggestions to quantify and document the criteria for distribution, and other practical advice.

Presenters:

Paul Radford, Deputy Director, GMA

Michael Brown, Former City Manager, Savannah

Phil Sutton, President, Sutton Consulting, LLC

Becky Taylor, Manager, Research & Federal Relations, GMA
Mark Baggett, Senior Governmental Relations Associate, GMA

Saving Money on Energy Costs – Alternative City Fleet Vehicles

Room 301/302

In a world of expensive energy and compounding economic stresses facing city operations, local leaders will be presented with money-saving options to convert their fleet vehicles and explore refueling stations for alternative fuels on a statewide basis. Also, participants will engage in a discussion on a wide range of energy cost-saving strategies for cities. This workshop has been developed in collaboration with Clean Cities, a government-industry partnership designed to reduce petroleum consumption in the transportation sector.

Presenters will discuss potential benefits from fleet conversions using various energy sources, from electric vehicles to compressed natural gas, to propane and biodiesel which is created by used fats, oils and grease.

Saturday, January 21

7:30 a.m. – 8:30 a.m.

Municipal Training Registration

(continental breakfast provided to training registrants)

2nd Floor Lobby

8:30 a.m. - 3:30 p.m.

Municipal Training Courses *(lunch included)*

Building Hometown Connections: Lobbying 101

Room 203

This course provides an overview of the state legislative process and helps city officials understand how they can be effective advocates of issues important to their community and cities throughout the state. Participants receive ideas for establishing productive year-round relationships with members of the General Assembly as well as practical lobbying tips they can use during the legislative session. The course also includes a hands-on exercise using real-life legislative scenarios.

Clerks' Certification Course: Customer Service (elective)

Room 201

Downtown Development Authorities

(8:30 a.m. – 4:30 p.m.)

Salon B, 2nd floor

This course is primarily directed at those who serve on Downtown Development Authorities but is open to all elected officials. Topics include management of downtown

as a valuable resource; the role of the authority and of board members and staff; DDA laws; and the day-to-day operations of an authority.

Excellence in Utilities

*On Required List

Room 304/305

This course provides a general overview of the operation of municipal utilities such as gas, electric, water and cable. Topics include managing an enterprise fund, regulatory requirements, hiring and retaining competent employees, setting and maintaining competitive rates, finance and accounting considerations and customer service.

Fire and Emergency Medical Services

Room 202

This course will expose municipal elected officials to some of the basic concepts involved in providing municipal fire suppression, fire prevention, and emergency medical services. In addition to reviewing applicable laws and codes, the course will cover emerging issues and new technologies.

Managing Meetings and Parliamentary Procedures

*On Required List

Room Room 302/303

This course teaches elected officials how to conduct more effective and orderly meetings. A major focus of the course is the proper use of parliamentary procedure. Participants are also taught how to sell ideas, manage conflict and promote consensus.

Municipal Finance I

*On Required List

Room 208/209

This course is intended to serve as a basic primer on municipal finance issues that all mayors and councilmembers should understand. Included in this general overview is a discussion of the budget process, the revenue sources available to cities, purchasing policies and financing capital improvements.

Municipal Law

*On Required List

Room 204/205

This course reviews the sources and limitations of authority granted to municipal governments by the federal and state constitutions, as well as statutes enacted by the U.S. Congress and Georgia General Assembly. The role and function of the municipal charter is also discussed. Other key topics covered during this course include municipal contracts, annexation, legal aspects of boards and authorities, and the personal liability of public officials.

Planning and Zoning

*On Required List

Crystal Ballroom, Lobby Level

This course examines the difficult choices elected officials encounter in stimulating economic well-being, protecting public infrastructure investment, and maintaining environmental integrity. It examines legal considerations for planning and zoning, the role of the mayor and council, and practical steps for maintaining a comprehensive plan and effective zoning procedures. In addition, the course highlights issues, barriers and policy solutions associated with efforts to achieve desirable patterns of development.

Recreation and Parks: Innovations and Best Practices

Room 212/213

This course will expose municipal officials to some of the innovations and creative solutions that some of Georgia's cities have initiated in the development of outdoor and indoor recreation facilities and parks, both active and passive. Participants will also learn how cities are taking advantage of creative ways of generating revenues to fund new and existing facilities and outdoor areas. Attendees will gain a better understanding of the recreation and parks opportunities for their cities and ways to build community support.

Risk Management and Insurance

Room 301

This course provides a general introduction to the concepts of risk management and insurance. It reviews the current state of the insurance market both nationally and in Georgia and identifies alternative ways to cover municipal risks. In addition, the course focuses on the importance of loss control and safety training as a means of reducing insurance claims.

Taxation 101 - The Basics

*On Required List

Room 210/211

This course will give municipal elected officials a broad understanding of the fundamentals of local government taxation, including the property tax, occupation tax, hotel-motel tax, sales and use and alcohol beverage excise tax. Participants will gain an understanding of tax language, appropriate usage of revenues and will be better prepared to communicate tax issues to constituents and make prudent decisions related to revenue expenditures.

Technology Solutions for Cities: Innovations and Best Practices

Room 206/207

Municipalities must look to new and emerging technologies as one of the primary ways of becoming more efficient and effective, especially in this challenging economic environment. The course will highlight some of the interesting and creative uses of technology that have enabled a number of Georgia's cities to improve service delivery and responsiveness, as well as make their operations more transparent to the public. The costs and challenges of implementing these technological solutions will be examined. Participants will also learn about new technologies to anticipate in the future and how they may be applicable to municipal operations.

12:00 p.m.

Training Luncheon

(Assigned times will be announced in each class.)

Salon West, 2nd Floor

3:45 p.m. - 5:15 p.m.

GMA Board of Directors' Meeting

Salon West, 2nd Floor

Presiding:

Billy Trapnell, Mayor, Metter - GMA President

Sunday, January 22

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

Orientation for First-Time Attendees (*Continental Breakfast Served*)

Grand Ballroom

All newly elected officials and first time attendees are invited to attend this session to learn more about what you should get out of the Mayors' Day Conference, what programs and services GMA offers and how to become more involved in GMA.

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

Concurrent Sessions

Emergency Management

Room 301-303

Natural and man-made disasters have the potential to strike anywhere and at any time. This session will provide participants insight from a panel of officials who have had experience managing disasters in their own communities. The session will include lessons learned from those officials and show city leaders steps they can take in their own municipalities to help prepare for potential emergencies.

Moderator:

Gary Kelley, Deputy Director, Operations and Homeland Security, Georgia Emergency Management Agency

Presenters:

Joe Barger, Mayor, Ringgold

Patricia Vaughn, Mayor, Powder Springs

Clarence Billups, Mayor, Waycross

Governmental Retirement Plans... Now and In The Future

Room 304/305

Recently, states and municipalities have taken steps to address unfunded pension liabilities in light of the current economic environment. These steps include funding and

plan changes. Funding options include increased contributions, amortization extensions and enhanced asset smoothing. Plan changes include reductions in multipliers, retirement benefits for future employees and cost-of-living increases, as well as increased retirement eligibility and hybrid plans. This session will look at the events and trends that have occurred nationwide impacting defined benefit retirement plans and give some insight as to the current status of defined benefit plans and what the future holds for retirement plans.

This session will also include a discussion about the recent plans of the Governmental Accounting Standards Board (GASB) to develop changes in the governmental accounting standards for the treatment of certain aspects of pension accounting and financial reporting of pension liabilities. These changes will have an impact on financial reporting by municipalities and municipal officials need to be aware of how the standards will affect the financial statements of their cities.

Moderator:

John Bennett, City Manager, Rome; Chair, Georgia Municipal Employee Benefits System Board of Trustees

Presenter:

Cathie Eitelberg, Senior Vice President, Director, Public Sector Market, The Segal Company

10:45 a.m. -12:15 p.m.

Policy Committee Meetings

The purpose of these committee meetings is to discuss legislative issues of interest to cities being debated during the 2012 legislative session. The membership will use the meetings to review policy items adopted by city officials during the GMA Annual Convention and to make any changes deemed necessary. In addition, the committee members will hear from local and state elected and appointed officials regarding their thoughts on the 2012 legislative session.

Community Development

Salon A, 2nd Floor

Chair:

Linda Blechinger, Mayor, Auburn

Quality education is critical to the success of the State of Georgia, and ensuring high-performing schools in your city is important to city officials. There have been attempts to discourage schools from locating within city limits, but school siting affects a city's economic development and quality of life for the community. You will learn about the importance of a school's location to the success of your city. Community housing is a challenge facing many cities in Georgia. The Georgia Initiative for Community Housing program has been successful in attracting a potential senior citizen development to the

City of Auburn. City officials will present information on how the tax credit program facilitated this opportunity. Committee members will also be briefed on the Community Development policies for the upcoming 2012 legislative session and any pending bills before the legislature that affect the Community Development policies.

Presenters:

Bill Floyd, Mayor, Decatur; GMA Immediate Past President

Larry Lucas, City Planner, Auburn

Katherine Moore, Sustainable Growth Program Manager, Georgia Conservancy

Staff Contact:

Paul Radford, Deputy Director

Environment and Natural Resources

Salon B, 2nd Floor

Chair:

Ralph Moore, Mayor, Union City

Caring for Georgia's environment and rich natural resources is a shared responsibility. At this meeting, attendees will hear from Gwendolyn Keyes Fleming, the U.S.

Environmental Protection Agency's Region IV Administrator, on the role of the agency in promoting and protecting the environment in Georgia.

Newly appointed Georgia Environmental Protection Division (EPD) Director Jud Turner will also introduce himself to those in attendance and lay out his vision for how EPD will interact with city governments in both supportive and regulatory roles. This meeting provides an opportunity to ask questions on some tough issues like interbasin transfers, striving to comply with unfunded federal mandates in a bad economy, funding for EPD, private reservoirs and water supply for a growing state. With the General Assembly getting underway, this meeting is also a good opportunity to review legislative developments tangential to GMA's policy positions and review any pending environmental legislation.

Presenters:

Gwendolyn Keyes Fleming, Regional Administrator, U.S. Environmental Protection Agency

Jud Turner, Director, Georgia Environmental Protection Division

Staff Contact:

Tom Gehl, Director, Governmental Relations

Municipal Government

Salon C, 2nd Floor

Chair:

Kenneth Usry, Mayor, Thomson

Facilitating public involvement and transparency of city business is important to all city officials and employees. Changes to the Open Meetings and Open Records laws could affect how cities communicate with their citizens. The Attorney General will present a proposed comprehensive re-write of the law and how it will impact your city. Chairman Wendell Willard and Representative Jay Powell will present their thoughts on legislation affecting cities that will be addressed in the 2012 session. Committee members will also be briefed on the Municipal Government policies for the 2012 legislative session and any pending bills before the legislature that affect the Municipal Government policies.

Presenters:

Sam Olens, Attorney General

Representative Wendell Willard, Chair, House Judiciary Committee

Representative Jay Powell, Vice Chair, House Appropriations Committee

Staff Contact:

Marcia Rubensohn, Deputy Director, Governmental Relations

12:30 p.m. - 2:00 p.m.

Luncheon: “Recognizing Action, Realizing Achievement”

Grand Ballroom, 2nd Floor

Presiding:

Billy Trapnell, Mayor, Metter-GMA President

National Anthem

Solo by Tenor **Timothy Miller**

Invocation

Gerald Thompson, Former Mayor, Fitzgerald and Former GMA President

Lunch

Presentation of GMA Lifetime Achievement Award

Preview of 2012 Georgia Cities Week

Beth English, Councilmember, Vienna-GMA Second Vice President

Presentation of Trendsetter Awards

Neely Young, Editor in Chief and Publisher, *Georgia Trend*

Recognition of Certified Cities of Ethics

Keith Brady, Mayor, Newnan-GMA Third Vice President

Training Certificates Presentation

Dr. Jennifer Frum, Interim Vice President for Public Service and Outreach, University of Georgia

Laura Meadows, Interim Director, Carl Vinson Institute of Government, University of Georgia

Special thanks to G. Ben Turnipseed Engineers, Inc., Elarbee, Thompson, Sapp & Wilson and Georgia Power Company for their sponsorship of the Mayors' Day Conference

2:30 p.m. - 4:00 p.m.

Policy Committee Meetings

Public Safety

Salon B, 2nd floor

Chair:

Gene Tomberlin, Mayor, Abbeville

The Public Safety Committee will discuss an issue that has become an immense problem for Georgia's cities. Metal theft has caused cities to lose valuable city property such as wiring, manhole covers, and even light poles. Metal theft also causes law enforcement to expend more and more resources every year for this ever-burgeoning problem. The committee will also learn about the importance of the Peace Officers Standards and Training Council (POST) and how it relates to the operations of municipal police departments, and what city elected officials need to know about keeping their police departments properly certified and operating at peak performance. Finally, the committee will discuss an issue that may cause enormous impacts upon municipal courts, that being potential decriminalization of certain traffic offenses. The committee will discuss potential impacts of decriminalization of traffic offenses upon public safety and upon fine collection.

Presenters:

Senator Renee Unterman

Ken Vance, Executive Director, Peace Officers Standards and Training Council

C. David Strickland, Former President, Council of Municipal Court Judges

Staff Contact:

Rusi Patel, Associate General Counsel

Revenue and Finance

Salon, 2nd Floor

Chair:

Dr. John Stumbo, Mayor, Fort Valley

Tax reform and job creation are top priorities for the legislature in 2012. The Revenue and Finance Committee will hear the thoughts of two former city officials who now serve in the General Assembly on enhancing Georgia's competitiveness. The committee will also discuss Local Option Sales Tax (LOST) negotiations. The LOST landscape has changed dramatically since 2002. Attendees will hear from a former city manager that is currently working with several cities across the state in their negotiations.

Presenters:

Senator Charlie Bethel, Chair, Senate Reapportionment and Redistricting Committee

Representative Jay Powell, Vice Chair, House Appropriations Committee

Michael Brown, Former City Manager, Savannah

Staff Contact:

Mark Baggett, Senior Governmental Relations Associate

Transportation

Salon , 2nd Floor

Chair:

Dick Morrow, Mayor, Griffin

With the adoption of the regional Transportation Investment Act (TIA) project lists, local governments need to plan and coordinate the use of their 15% or 25% local TIA discretionary funding allocations. Whether choosing to invest in multi-use paths, local road improvements or other transportation projects, city and county leaders must begin to plan for – and educate the public on – the potential benefits and uses of nearly \$4 billion in discretionary TIA funds if the tax is approved in all regions. During this session, committee members will hear from the new Executive Director of the Georgia Transportation Alliance (an affiliate of the Georgia Chamber of Commerce) about the GTA's efforts to educate the public about the 2012 TIA referenda in the eleven districts outside of metro Atlanta. City officials will find out how to get assistance from the GTA to educate voters in their regions. Also on the program will be Kevin Ross representing the Metro Atlanta Voter Education Network (MAVEN) to talk about local transportation planning and public education ideas to promote the TIA in the Atlanta metro region. A representative from the National League of Cities will also be on hand to provide an update on federal transportation issues, including short and long-term funding for transportation programs and the future of the highway trust fund.

Presenters:

Doug Callaway, Executive Director, Georgia Transportation Alliance

Kevin Ross, MAVEN, Kevin Ross Group (invited)

Leslie Wollack, Program Director, National League of Cities

Staff Contact:

Becky Taylor, Research & Federal Relations Manager

4:30 p.m. - 5:30 p.m.
Legislative Policy Council Meeting
Room 301-304

The Legislative Policy Council is the focal point of GMA's legislative policy work, combining the recommendations of the Association's six policy committees with input received from city officials throughout the state. At this meeting, the LPC will receive reports from the six policy committee meetings held earlier in the day and consider any recommended changes to GMA's 2012 Legislative Policies.

Chair:
John Reid, Mayor, Eatonton-GMA First Vice President

Staff Contact:
Kwame Som-Pimpong, Legislative Policy & Outreach Coordinator

Monday, January 23

7:00 a.m. - 2:00 p.m.
Registration
Second Floor

7:30 a.m. – 9:15 a.m.
Legislative Networking Breakfast - “Capitol Connection”
Grand Ballroom, 2nd Floor

Presiding:
Billy Trapnell, Mayor, Metter-GMA President

Invocation:
Henry Mathis, Councilmember, Sandersville

Breakfast

Welcome:
Kasim Reed, Mayor, Atlanta

Recognition of Special Guests and Introduction of Speakers:
Lamar Norton, Executive Director, GMA

Perspectives on the 2012 Legislative Session
Honorable Nathan Deal, Governor
Honorable Casey Cagle, Lieutenant Governor
Honorable David Ralston, Speaker of the House

GMA's Hometown Connection

John Reid, Mayor, Eatonton-GMA First Vice President

Special thanks to The Coca Cola Company, Jacobs Engineering and Premier Construction/Thomas & Hutton for their sponsorship of the Mayors' Day Conference

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

District Caucuses

Each region in the state will have the opportunity to vote on the Transportation Investment Act referendums in July, and should the tax pass, every city will receive an allocation for transportation projects over the 10-year period of the tax. Each caucus will discuss best practices for planning these city-level transportation projects and be provided with best practice examples from other local governments' transportation planning exercises. Also, attendees will be asked to share the latest news from their city with their colleagues.

District One

Room 301

Staff Contact:

Lou Comer, Director, Local Government Services

District Two

Room 211

Staff Contact:

Chris Higdon, Energy Program Manager

District Three

Room 304

Staff Contacts:

Paul Radford, Deputy Director

Al Outland, Director, Communications

Districts Four, Six and Eight

Room 305

Staff Contacts:

Brian Wallace, Online Communications Manager (District 4)

Perry Hiott, Director, Research & Redevelopment Services (District 6)

Erica Powell, Conferences and Training Associate (District 6)

Alan Dickerson, Community Development Manager (District 8)

District Five and Seven

Room 202

Staff Contact: Korey Dickens, Research Associate (District 7)

Staff Contact: Becky Taylor, Research & Federal Relations Manager (District 5)

Districts Nine, Ten and Eleven

Room 206/207

Staff Contacts:

Yalonde Tanner, Exhibit and Member Services Manager (District 9)

Amy Henderson, Public Information Manager (District 10)

Kelly Shields, Corporate Marketing and Member Services Manager (District 11)

District Twelve

Room 208/209

Staff Contact:

Janice Eidson, Director, Conferences and Training

11:30 a.m. – 1:30 p.m.

Lunch on your own

11:45 a.m. – 1:30 p.m.

DCA Main Street/Better Hometown Awards Luncheon (by invitation only)

Grand Ballroom D, 2nd Floor

11:45 a.m. – 1:15 p.m.

Defined Contribution/Deferred Compensation Board of Trustees Meeting

Room 206/207

Presiding:

Joe Morton, City Manager, Fayetteville

1:30 p.m. – 4:00 p.m.

Closing Session

Crystal Ballroom, 1st Floor

“Managing Local Government in Uncertain Times”

Changing demographics, issues in education and the economy, as well as evolving federal, state and local government relationships could dramatically influence leadership styles and the delivery of services at the city and county level. This session will feature insights into the numbers behind the 2010 Census, a critical look into key public education trends and highlights of global competition for jobs and investment. This session will provide an opportunity for city and county officials and key business leaders to react to the presentations and offer their insights into how to manage in this new and changing environment.

Presiding:

Susan Hoffman, Independent Reporter-Producer

Presenters:

Erroll B. Davis, Jr., Superintendent, Atlanta Public Schools

Matt Hauer, Public Service Assistant, Carl Vinson Institute of Government, University of Georgia

Craig Lesser, Managing Partner, The Pendleton Consulting Group

Staff Contact:

Paul Radford, Deputy Director

Al Outland, Director, Communications

Tuesday, January 24

Scheduled Visits to the State Capitol

With the General Assembly underway, city officials are encouraged to schedule visits with their legislators at the Gold Dome before returning home. For assistance with scheduling a meeting or legislative office information, please contact Tom Gehl, Director of Governmental Relations.