

Mayor
Lois Wynne
Mayor Pro Tem
Jeff Chedester
Council Members
Ray Madrigal
Eddie Neal
William Siegel



**Office of City
Manager**

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Staff Report

ITEM NO. 4-4

To: Lemoore City Council
From: Ron Hoggard, Interim City Manager *EA*
Date: May 31, 2015 **Meeting Date:** April 7, 2015
Subject: League of California Cities Annual Conference

Discussion:

Council Member Neal would like to attend the “2015 Mayors and Council Members Executive Forum and Advanced Leadership Workshops” hosted by League of California Cities. The conference is June 24-26th in Monterey, California. The cost to attend for one person is approximately \$1,300.

An amount of \$2,500 was placed in the fiscal year 2014-15 budget for two Council Members to attend the Annual League Conference. Council Member Neal has attended this event the past two years.

Budget Impact:

None.

Recommendation:

That the Lemoore City Council discuss and determine who will attend the Annual League Conference in June 2015 to represent the City of Lemoore.

2015 Mayors and Council Members

EXECUTIVE FORUM AND
ADVANCED LEADERSHIP WORKSHOPS

Wednesday, June 24 — Friday, June 26

Portola Hotel, Monterey

Registration and Housing Deadline: Friday, May 22

The Mayors and Council Members Executive Forum is returning this year for the first time since 2009. Due to limited meeting space availability this year, registrations will have to be limited to the first 250 mayors and council members. Registrations of city managers and others will be possible only on a space available basis. We respectfully request your understanding this year as we plan for an even larger event next year.



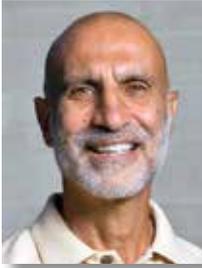
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Wednesday, June 24

10:00 AM – 5:30 PM | **REGISTRATION OPEN**



1:00 – 2:30 PM | **OPENING GENERAL SESSION**

Political Astuteness & Bridging the Gap between Political Acceptability and Administrative Sustainability

Nothing gets done effectively without connecting the political and administrative worlds. Bridging the gap between these arenas is facilitated by a politically astute mindset. First, politics is about value conflicts dealing with problems for which there are no correct answers. No value profile is right or wrong. Second, while we often speak of politics and administration in terms of behavioral differences, underneath those differences are constellations of logic — the logic of politics and the logic of administration. The politically astute are adept translators. This presentation will address the gap, values and identify the arenas of logic in this presentation.

Speaker: John Nalbandian, Professor of Public Administration, University of Kansas

2:45 – 4:00 PM | **CONCURRENT SESSIONS**

Forging an Effective City Council-City Attorney Relationship

As an elected official, a great working relationship with your city attorney is crucial. Learn how to work together in assessing risk, making informed business decisions for the city that balance risk with reward, as well as avoid Brown Act and conflict of interest violations. Discover how to enhance these relationships and leave with valuable and practical tips.

Meeting the Sustainability Challenge: California Cities Lead the Way *(Planned with the Institute for Local Government)*

With the passage of AB 32, California has set goals to reduce greenhouse gas (GHG) emissions 20 percent by 2020, and 80 percent by 2050. These policies, already underway, will affect virtually every community throughout the state. State and local leaders alike recognize that these ambitious goals will require a robust partnership to create more sustainable communities. Hear about three key aspects of the emerging state/local partnership: how local communities are pioneering effective climate action; how the utility industry is changing to meet GHG targets; and how state agencies are working with local communities to meet the sustainability challenge.

4:15 – 5:30 PM | CONCURRENT SESSIONS**Communicating with Residents** *(Planned with the Institute for Local Government)*

Is your city communicating effectively to reach residents? Do you wonder what you might do to gain more resident input on issues you know they care about? For a variety of understandable reasons, resident engagement efforts are often not coordinated, strategic or properly staffed and funded for effective implementation. In today's digital age residents expect well-crafted and delivered information. During this interactive session, hear about a variety of innovative efforts to communicate out, tips for convening dynamic resident engagement events, and lessons learned from your own colleagues through peer-to-peer sharing.

New Tools for Tax Increment Financing in the Post-Redevelopment World

The elimination of redevelopment agencies did away with the only effective tax increment financing tool available to California cities to conduct economic development and to make investments in infrastructure. In 2014, Governor Brown signed SB 628 (Beall), which enacted a new type of tax increment authority called "Enhanced Infrastructure Financing Districts," or EIFDs. Although this new option is far from perfect when compared to the former redevelopment program, cities across the state are now considering how EIFDs could work to finance various types of projects, potentially under innovative partnerships with counties. Discover the basics of the EIFD law, its differences with redevelopment, a case study of how the City of West Sacramento is using EIFDs, and factors for cities to consider when evaluating this new financing tool.

5:30 – 7:00 PM | NETWORKING RECEPTION

After a day of education, relax and network with your colleagues, before heading out to an evening on your own.

For speaker information, go to www.cacities.org/ExecForumEd

Sessions are subject to change

Thursday, June 25

7:30 AM – 4:00 PM | **REGISTRATION OPEN**

8:45 – 10:15 AM | **GENERAL SESSION**



Servant Leadership: A New Call To Duty

Leadership is not about you. Leadership is about serving. This keynote addresses the philosophy of servant leadership and one's call to duty. Using her life as an example, from barely surviving in the barrio of Laredo, Texas to receiving an award from the President at the White House, Consuelo serves her audience by challenging them to look inwards and rise to the call of action. The audience will not leave without hearing the message that "leadership" is not just a framed, wall decoration, but it is an action

that one must take for the betterment of their community.

Speaker: Lt. Col. Consuelo Castillo Kickbusch

10:30 – 11:45 AM | **CONCURRENT SESSIONS**

Creating and Maintaining Strong Council/Manager Relationships

Discover tried and true methods of recruiting and hiring a quality city manager and how to engage the community in that process. Recognize ways to foster and maintain positive working relationships between council members and their city managers as well as what to do when it is time to change your city manager.

Sustainable Groundwater Management

Discover why the new Sustainable Groundwater Management Act was enacted and how local governments will need to work together to achieve sustainable groundwater management under this landmark new law.

12:00 – 1:30 PM | **GENERAL LUNCHEON**

Today's 24-7 News Cycle: Do's and Don'ts for Elected Officials

With the news media reporting on stories 24-7, and an increase of smart phones, tablets and social media, the manner in which city officials conduct themselves in the media during a crisis can reflect positively or negatively. Elected officials need to understand the 24-7 news cycle, how social media works and the potential consequences of a 140 character "tweet." Learn from experts who have effectively helped cities and other agencies address internal crises, natural disasters, and public personnel matters. Leave with practical strategies on how to effectively use different communication tools.

2:00 – 3:15 PM | CONCURRENT SESSIONS**Conducting Effective Council Meetings: Disruptions, Parliamentary Procedure and More**

Conducting effective city council meetings presents a number of challenges, both legal and practical. Discuss how to handle disruptions consistent with the mandates of the First Amendment and Brown Act, balancing the need to conduct effective meetings while protecting the rights of the council members, and related issues. The presentation will consider both the legal principles that govern this area, as well as practical approaches to ensure that the council can accomplish the public's business without undue delay.

Successful Capital Programming In a Post Redevelopment Agency World

The loss of redevelopment dollars has eliminated a major funding source for municipal capital projects. In this post-RDA world, what paradigm shifts must occur to fit large capital expectations into smaller capital budgets? How can projects be prioritized and monitored to maximize limited financial resources? Learn how the City of Santa Monica re-engineered the CIP process to provide for prioritization of projects competing for reduced funding levels, greater accountability for outcome, and responsibility for project implementation.

3:45 – 5:00 PM | CONCURRENT SESSIONS**Labor Relations**

There is a challenge today with balancing pension/OPEB liability costs and recruiting and retaining hard to fill positions (police for example). Hear from a wide range of experts on how to tackle and successfully deal with this reoccurring issue.

Streamlining Development Review Starts with Smart Policies

Government streamlining starts with the implementation of smart policies that anticipate the impacts on administration and economic development. Learn principles and methods to identify and implement the most efficient techniques to provide government services. Hear from two public administrators that focus on and continuously improve service delivery by cutting out "waste" and "inefficiency" in processes; resulting in better services, engaged civil servants, and more value for tax-supported programs and services.

5:00 PM | ADJOURN EXECUTIVE FORUM

For speaker information, go to www.cacities.org/ExecForumEd

Sessions are subject to change

Friday, June 26

ADVANCED LEADERSHIP WORKSHOPS

Separate registration fee required — \$195; please select only one workshop when registering.

9:00 A.M. – 3:00 P.M. | (LUNCH 12:00 – 1:30 P.M.)

City Finances — What You Need to Know

As trustees of the city, elected officials have important obligations to safeguard the fiscal assets of the public. The panel of experts will start with an overarching financial picture of state and local government finance in California and delve into essential aspects of municipal finance that every city council member should know. Learn how cities have gotten into financial trouble and the right questions to ask to know if yours is healthy. Gain insight into major trends, challenges ahead, and possible reforms. Obtain essential skills to keep your city budget strong through tough economic times. Determine best practices in financial reporting and identify important questions to ask when carrying forward the city budget. Get your questions answered from peers and panelists.

When There is a Will, There is a Way: Local Governments Working Together to Address Today's Vexing Challenges

Local officials are increasingly called on to wear many hats while working with multiple organizations on difficult and contentious issues. This unique workshop will provide opportunities to acquire skills and strategies to help build cross jurisdictional relationships and collaborative partnerships. Emphasis will be placed on strategies used to facilitate collaboration at the local level, roles and responsibilities to serve effectively on regional and inter-agency boards and commissions, and techniques to employ when faced with inter-personal and/or inter-organizational conflict.

3:00 PM | **ADJOURN ADVANCED LEADERSHIP WORKSHOPS**

Sessions are subject to change

GENERAL INFORMATION

All attendees must register for the conference online prior to reserving a hotel room. Registration is not complete until full payment is received. The League is unable to accept purchase orders. Once registration is complete, you will be directed to the housing reservations page.

- For online registration, go to www.cacities.org/events and select “Mayors and Council Members Executive Forum and Advanced Leadership Workshops.”

Registration must be received by Friday, May 22.

Costs/Fees

Full registration (includes Wednesday lunch, Wednesday evening reception, Thursday breakfast & lunch)

Full Conference

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| Elected Officials and Staff | \$350 |
| Company/Consultant/League Partner/All Others | \$550 |
| Non-Member City Elected Officials and City Staff | \$1350 |
| Spouse Reception Only Registration (Wednesday)..... | \$35 |

**Seating for this conference is reserved for elected officials and staff*

NOTE: *The spouse fee is restricted to persons who are not city or public officials, are not related to any Partner or sponsor and would have no professional reason to attend the conference. It includes admission to the reception only. Conference session seats are reserved for full conference registrants. There is no refund for the cancellation of a spouse registration.*

Advanced Leadership Workshops (includes Friday lunch)

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|--|--------|
| Elected Officials and Staff | \$195 |
| Non-Member City Elected Officials and City Staff | \$1195 |

CANCELLATIONS

Refunds will be made for cancellations submitted in writing to mdunn@cacities.org and received by **Friday, May 22**, subject to a \$75.00 processing charge. There are no refunds for cancellations after this date. Substitutions can be made onsite.



If you require special accommodations related to facility access, transportation, communication and/or diet, please contact mdunn@cacities.org.

HOTEL INFORMATION & RESERVATIONS

Hotel reservation changes, date modifications, early check-out, or cancellations made prior to Friday, May 22 must be done through the online reservation link you received when registering for the conference. Use your confirmation/acknowledgement number to access your reservation to make changes. Once the May 22 deadline has passed, please contact the hotel directly with any changes or cancellations. Please note that hotel cancellations after the housing deadline has passed may incur a financial penalty or a minimum one-night room charge or attrition fees.

Portola Hotel Monterey Bay

Two Portola Plaza, Monterey, CA 93940

Event Rate (per night): \$184 (plus tax and fees)

Valet parking: \$20 per day (in & out privileges available), **Self-parking:** \$17 (in & out privileges) (subject to change without notice)

**Please DO NOT book outside of the League hotel block. This will cause an increase in event costs, liabilities and higher registration rates.*

PLEASE NOTE: *The information you provide to the League when registering for a League conference or meeting may be shared with the conference or meeting hotel(s). The hotel(s) will also share with the League the information you provide to the hotel(s) when you make your hotel reservation for the conference or meeting. The information shared between the League and the hotel(s) will be limited to your first name, last name and dates/length of stay in the hotel.*



1400 K Street, Suite 400
Sacramento, CA 95814

**Join us for the 2015 Mayors and Council Members
Executive Forum and Advanced Leadership Workshops**

www.cacities.org/ExecForumEd