City Managers
Conference

February 13-15, 2019
Intercontinental San Diego

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Registration Open
10:00 a.m. – 6:00 p.m. | Pacific Foyer, Second Floor

OPENING GENERAL SESSION
1:30 – 3:00 pm | Pacific Ballroom CD, Second Floor

The Bucket List Life: Create More Experiences, Share More Stories, and Live More Fulfilled

This high-energy opening session will kick-off your learning experience for the week and in life. Kenyon Salo, the ‘James Bond of Speaking’ will be your pilot through three simple concepts of The Bucket List Life that can guide your life-long journey both in the city management profession and out. See the creation of phenomenal experiences, hear inspirational stories, and ultimately be refreshed in your passion and live life more fulfilled by helping others along the way.

2018 – 2019
Department Officers

President, Kurt Wilson,
City Manager, Stockton

President Elect, Reva Feldman,
City Manager, Malibu

Vice President, Steve Rogers,
Town Manager, Town of Yountville

Director, Tony Dahlerbruch,
City Manager, Palos Verdes Estates

Past President, Jim Lewis,
City Manager, Pismo Beach
Examining Homelessness: Collaborative Local Approaches and Strategies
Pacific Ballroom B, Second Floor

In 2017, California was home to a staggering 49 percent of the nation’s homeless population. Across the state, local officials and staff are grappling with solutions to address this complex, multifaceted problem. This session will highlight examples of how local governments have implemented best practices and approaches to address homelessness. Learn more about lessons learned as well as a tool, developed by the Joint Homelessness Task Force of the League of California Cities and CA State Association of Counties, to help local governments begin to tackle this intricate issue.

MODERATOR: Melissa Kuehne, Communications and Development Manager, Institute for Local Government
SPEAKERS: Matthew Chidester, Deputy City Manager, Half Moon Bay
          Keely Halsey, Chief of Homelessness Strategies & Housing Liaison, San Diego
          Chris Richardson, Chief Program Officer, Downtown Streets Team

Retooling Stodgy Organizational Cultures
Pacific Ballroom A, Second Floor

We stopped wearing leisure suits 40 years ago, so why do we still rely on a culture that was established in that same era? Today’s top performers demand workplaces that are nimble, empowering, creative, and technologically adept. Hear from leaders who have taken recommendations from the Cal-ICMA Talent Initiative and formed thriving workplaces that attract, retain, and grow the best and brightest employees. No, it’s not about constructing “ideation labs” and employee fun zones. It’s about creating a workplace that can affirmatively answer the question, “Are there big problems to be solved and will I be allowed to solve them?”

MODERATOR: Nat Rojanasathira, Administrative Services Director, Danville
SPEAKERS: Nancy Hetrick, Partner, Management Partners
          Rob Houston, City Manager, Fountain Valley
          Frances Robustelli, Assistant City Manager, Walnut Creek

Staying Strong in the Face of Disaster
Pacific Ballroom CD, Second Floor

These past couple years, California suffered a devastating chain of natural disasters: huge fires in Santa Rosa, Los Angeles/Ventura and Paradise (just to name a few), followed by floods and mudslides. In these situations where despair is high and hope is low, the city manager becomes a beacon for their staff and their community. Come listen to the personal stories of seasoned city managers who have led their agencies and communities through the Tubbs and Woolsey fires. They will share insightful lessons, from dealing with unfair criticism to ensuring you and your staff don’t burn out in the midst of disaster response.

MODERATOR AND SPEAKER: Justin Hess, Assistant City Manager, Burbank
SPEAKERS: Reva Feldman, City Manager, Malibu
          Sean McGlynn, City Manager, Santa Rosa
          Kenneth Striplin, City Manager, Santa Clarita

Networking Reception
5:00 – 6:00 pm   |  Lane Field AB (Outside)
(Planned with League Partners)

After an afternoon of education, network with your colleagues, meet and connect with conference sponsors before heading out on an evening on your own.
Thursday

Registration Open
8:00 a.m. – 4:00 p.m. | Pacific Foyer, Second Floor

Breakfast Buffet
7:45 - 8:45 a.m. | Pacific Ballroom CD, Second Floor

GENERAL SESSION
8:45 – 10:15 a.m. | Pacific Ballroom CD, Second Floor

The Ethical Issues that Most Frequently Entrap City Managers
Co-sponsored by
City managers regularly face a variety of challenges, including ethical challenges. While most managers intend to act ethically and do the right thing, an unfortunate number find themselves making ethical missteps that often have a significant impact on their reputations and careers. This session will explore the most common situations that trip up managers, even well-intended professionals, and will suggest strategies to help avoid falling into these ethical traps. Additionally, ICMA’s new ethics e-book will be discussed, including how it can be used to help remind professionals of their ethical obligations.

MODERATOR: Martha Perego, Director Member Services & Ethics, ICMA
SPEAKERS: Rod Gould, Senior Partner, Management Partners
Camille Hamilton Pating, Principal, Meyers Nave

Visit with Sponsors
10:15 – 10:45 a.m.

CONCURRENT SESSIONS
10:45 a.m. – 12:00 p.m.

A California Pension Update
Bayview A, Second Floor
Hear from experts regarding the state’s certain (and uncertain) developments around the current pension climate.

MODERATOR: Leyne Milstein, Assistant City Manager, Sacramento
SPEAKERS: Marcie Frost, CEO, CalPERS
Dane Hutchings, Legislative Representative, League of California Cities
Sara Lamnin, Council Member, Hayward
Leading California Cities Into the Future
Pacific Ballroom B, Second Floor
What will our cities be like 10, 20, or 50 years from now? Considering the technological sea change we’ve experienced over the last decade, how will city leaders best manage the future? How will cities harness the power of innovation to improve quality of life? In this session, three cities will share perspectives on planning for the future, capturing and analyzing data, and building the appropriate technology infrastructure to achieve their goals. Learn from this exchange of ideas about positioning your city to maximize the benefits of this new wave of technology.

Moderator: Jim Madaffer, CEO, Madaffer Enterprises Inc.
Speakers: Gary Halbert, City Manager, Chula Vista
John Keisler, Director of Economic Development, Long Beach
Jim Lewis, City Manager, Pismo Beach

The New Age of Civic Engagement
Pacific Ballroom A, Second Floor
In today’s ever changing digital age, it is critical that cities evolve in the way that they engage with their residents. Cities are now reaching residents on platforms they constantly use, such as Facebook Live, Amazon Alexa, Podcasts, and more. Residents can even make public comments at Council Meetings from their own living room! Come hear about these tools cities are using to better communicate with their residents and to enable participation in City Council meetings off-site. You’ll get some lessons learned and see how you can implement them into your organization.

Moderator: Elisa Cox, Deputy City Manager, Rancho Cucamonga
Speakers: Brett Channing, Director of Management Services, Lake Forest
John Gillison, City Manager, Rancho Cucamonga
Debra Rose, City Manager, Lake Forest

General Luncheon
12:00 – 2:00 p.m. | Pacific Ballroom CD, Second Floor
Join your colleagues and celebrate your retirees, award winners and conference sponsors.

Concurrent Sessions
2:15 – 3:30 p.m.
Leadership Post #MeToo: What to Know, Now that #Times Up
Bayview A, Second Floor
The new #MeToo environment and the aftermath of #TimesUp calls for new practices, policies and training to be put in place beyond existing policies and current laws. Hear from two city managers and a legal expert about how to respond when allegations of sexual harassment are made by a City employee, including those involving elected officials, and the investigation becomes a topic of public discourse. Discover how these intense situations can spiral from protected personnel matters to public conversations, what to do to when that happens, and how to avoid public perceptions that nothing is being done. Leadership strategies in the types of responses will also be covered.

Moderator: Pat Martel, City Manager (Retired), Daly City
Speakers: Sonia Carvalho, City Attorney, Santa Ana
Jim Lewis, City Manager, Pismo Beach
Sabra Newby, City Manager, Reno
Major Incident Communications: Technical Solutions, Political Risks, and Community Information
*Pacific Ballroom B, Second Floor*

During a disaster or public safety event, an agency becomes all the more vital to the health and safety of its community. Maneuvering the ins and outs of emergency communications can be tricky, and you don’t want to wait until you’re facing a disaster to discover major weaknesses. This session will review the myriad communication issues that face a public agency during a crisis, including: notification platforms, check list, inter-agency communications, frequency of communications, leveraging social media, media response and pre-crisis preparation. Attendees will be provided an Execute Cheat Sheet to start their review of major incident communications preparedness.

**MODERATOR:** Reva Feldman, City Manager, Malibu  
**SPEAKERS:** Gina DePinto, Communications Manager, County of Santa Barbara  
Kelly Hubbard, Emergency Manager, Municipal Water District of Orange County  
Ryder Todd Smith, President, Tripepi Smith

CPUC: Overview of Proceedings Affecting Local Governments
*Pacific Ballroom A, Second Floor*

CPUC proceedings can have a profound effect on the viability and value of local government programs. This panel will discuss recent and upcoming decisions affecting local governments, including developments in energy efficiency, community choice aggregation, transportation electrification, integrated distributed energy resources, and emergency preparedness and Public Safety Power Shutoffs.

**MODERATOR:** Kate Meis, Executive Director, Local Government Commission  
**SPEAKERS:** Jason Caudle, City Manager, Lancaster  
Lee Palmer, Deputy Director Safety Enforcement Division, California Public Utilities Commission  
Edward Randolph, Director, Public Utilities Commission, State of California
CONCURRENT SESSIONS
3:45 – 5:00 p.m.

The Shifting Sands of Economic Development: Welcome to the “O”-Zone
Pacific Ballroom B, Second Floor

In April 2018, the Feds and State approved 879 new Opportunity Zone Areas in California. These zones allow investors/developers to exchange and shield their capital gains tax from prior investments (real estate) in designated census tracts. Opportunity Zones may enhance EIFDs/CRIAs, by generating early money thus improving cash flow issues for tax increment districts. Learn how cities can pursue economic development and comply, by blending new zoning and CEQA incentives with tax increment financing to yield taxes, jobs and housing. Learn how to use new “sustainability and housing districts” (EIFD, HSD, WHOZ, NIFTI, CRIA, AHAs) in tandem with “O” Zones.

MODERATOR: Larry Kosmont, President & CEO, Kosmont Companies

SPEAKERS: Dan Carol, Opportunity Zones, State of California
Elizabeth Hull, Partner, Best Best & Krieger, LLP

A Key Ingredient for City Manager Success: Effectively Communicating With Your City Council
Bayview A, Second Floor

Being able to establish and maintain effective communication with the city council is fundamental to a successful council/manager relationship. This session will explore a variety of issues and challenges associated with communicating with elected officials including strategies for dealing with varied personalities, communication styles and information expectations.

PRESIDER: Kevin Duggan, West Coast Regional Director, ICMA

SPEAKERS: Valerie Barone, City Manager, Concord
Nelson Fialho, City Manager, Pleasanton
Mona Miyasato, County Executive Officer, County of Santa Barbara

CityTalk Sessions
3:45 - 5:00 p.m. | Pacific Ballroom A, Second Floor

Three topics will be presented in a speed session format. Stop by to discover how to develop a fiscal health response plan, where legislation is at surrounding autonomous vehicles, and hear from an expert on the current status of cyber security and what city managers need to know.

MODERATOR: Jason Holley, City Manager, American Canyon

Developing a Fiscal Health Response Plan
SPEAKER: Derek Johnson, City Manager, San Luis Obispo

Update on the Autonomous Vehicle Revolution
SPEAKER: Ronald Berdugo, legislative Representative, League of California Cities

Whats New With Cyber Security
SPEAKER: Bryon Horn, CIO, Fresno

Evening On Your Own
5:00 p.m.

Save The Dates:

LEGISLATIVE ACTION DAY
April 24, 2019
Sacramento

2019 ANNUAL CONFERENCE & EXPO
October 16 - 8, 2019
Long Beach Convention Center
FRIDAY

**Registration Open**
8:00 – 11:00 a.m. | Pacific Foyer, Second Floor

**Networking Breakfast**
8:00 – 9:00 a.m. | Pacific Ballroom CD, Second Floor

**CONCURRENT SESSIONS**
9:00 – 10:15 a.m.

**Elevating Trust in Local Government**
*Bayview A, Second Floor*

Be empowered with the tools necessary to tap into the hearts and minds of citizens, re-engaging them in community visioning. Specifically, learn about the differences between community-based strategic planning and other plans, the anatomy of a community-based plan, and effective techniques for engaging citizens in the planning process. Attendees will learn how to take what citizens are saying and synthesize it into clear directives for the city and ensure that their plan lasts and is implemented effectively.

**SPEAKERS:** Rick Davis, City Manager, Tanner LLC
Dan Griffiths, Partner, Strategy & Leadership, Tanner LLC

**The CVRA and the Profound Impact on Local Governance**
*Pacific Ballroom A, Second Floor*

Profound change is occurring in local governance. Prior to the CVRA’s passage, the vast majority of cities had at-large councils. Today over 20% of cities elect their council members in district-based elections. Changing to district elections potentially impacts the identity of the council and its group dynamic. The change also creates the opportunity for council members to become “provincial”, becoming more interested and involved with issues within their district versus the city as a whole. This session focuses on the governance challenges and shares tips on how city managers can help ensure local governance is meeting the needs of all.

**MODERATOR:** Ed Shikada, City Manager, Palo Alto
**SPEAKERS:** Valerie Barone, City Manager, Concord
Dane Hutchings, Legislative Representative, League of California Cities
Douglas Johnson, President, National Demographics Corporation
Jan Perkins, Senior Partner, Management Partners
Evolving Trends in Cannabis Regulation
Pacific Ballroom B, Second Floor
Attendees will get an update on both state regulations and local regulatory trends, including citizens initiatives and alternatives to them, an update on litigation challenging cities’ police power, a snapshot of what’s happening in the cultivation market, and the latest developments in tax policy including the latest state revenue figures based on recent collections, and the increasing use of development agreements by local governments in lieu of tax measures.

MODERATOR: Tim Cromartie, Senior Advisor, Cannabis Policy, HdL Companies
SPEAKERS: Jeffrey Dunn, Partner, Best Best & Krieger, LLP
Yvonne Garrett, City Manager, La Mesa
David McPherson, Cannabis Compliance Director, HdL Companies

CLOSING KEYNOTE SESSION
10:30 – 11:50 am | Pacific Ballroom CD, Second Floor
Going Digital: Building Your Strategic Roadmap to Digital Transformation
Co-sponsored by
The digital revolution has already transformed almost every industry. The next wave of digital transformation will be radical and even more exciting than the last. Cities are seeing more services delivered online and have adopted mobile and cloud computing strategies. A new wave of technologies will enable organizations to integrate the physical parts of their operations even more intimately with the digital world, using sensors, artificial intelligence, robotics, Blockchain technology, augmented reality, and 5G networking. In this talk, futurist Steve Brown presents a fast-paced, fun exploration of what it will mean to “go digital” in the next decade. The audience will explore examples from a wide range of industries and understand the business and technology strategies they will need to navigate the road ahead. They will also explore possibilities in creating new value for communities. Every city urgently needs to write the next chapter of their digital transformation strategy. This talk may be your first step on that important journey.

SPEAKER: Steve Brown, The Bald Futurist, and CEO of Possibility & Purpose
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