


# CITY MANAGERS Conference

REGISTER EARLY!  
Space is limited.


FEBRUARY 13-15, 2019  
INTERCONTINENTAL SAN DIEGO



REGISTRATION AND HOUSING DEADLINE:  
Tuesday, January 15, 2019  
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## Registration Open

10:00 am – 6:00 pm

## OPENING GENERAL SESSION

1:30 – 3:00 pm

### League Update

Receive an update on League priorities and issues as well as Department news.



### Opening Keynote

**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.

# WEDNESDAY, FEBRUARY 13

## CONCURRENT SESSIONS

3:15 – 4:45 pm

### Examining Homelessness: Collaborative Local Approaches and Strategies

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.

### Late Breaking Session

Stay tuned for a special session that will be announced shortly before the conference.



For speaker information, go to  
[www.cacities.org/CityManagersEd](http://www.cacities.org/CityManagersEd)

\*\*Sessions are subject to change\*\*

### Retooling Stodgy Organizational Cultures

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?"

### Networking Reception

5:00 – 6:00 pm

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 am – 4:00 pm

### GENERAL SESSION

8:45 – 10:15 am

#### **Keynote Panel: The Ethical Issues that Most Frequently Entrap City Managers**

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.

Co-sponsored by: **Cal-ICMA**  
California Consortium  
A State Affiliate of ICMA

# THURSDAY, FEBRUARY 14

## Visit with Sponsors

10:15 – 10:45 am

## CONCURRENT SESSIONS

10:45 am – 12:00 pm

### A California Pension Update

Hear from experts regarding the state's certain (and uncertain) developments around the current pension climate.

### Leading California Cities Into the Future

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.



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\*\*Sessions are subject to change\*\*

### The New Age of Civic Engagement

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.

### General Luncheon

12:00 – 2:00 pm

Join your colleagues and celebrate your retirees, award winners and conference sponsors.

# THURSDAY, FEBRUARY 14

## CONCURRENT SESSIONS

2:15 – 3:30 pm

### **Leadership Post #MeToo: What to Know, Now that #Times Up**

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.

### **Major Incident Communications: Technical Solutions, Political Risks, and Community Information**

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.

### **CPUC: Overview of Proceedings Affecting Local Governments**

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.

# THURSDAY, FEBRUARY 14

## CONCURRENT SESSIONS

3:45 – 5:00 pm

### CityTalk Sessions

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 cyber security.

### The Shifting Sands of Economic Development: Welcome to the “O”-Zone

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.

### A Key Ingredient for City Manager Success: Effectively Communicating With Your City Council

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.

### Evening On Your Own

5:00 p.m.



For speaker information, go to  
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\*\*Sessions are subject to change\*\*



FRIDAY



# FRIDAY, FEBRUARY 15

## Networking Breakfast

7:45 – 8:45 am

## CONCURRENT SESSIONS

9:00 – 10:15 am

### Elevating Trust in Local Government

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.

### The CVRA and the Profound Impact on Local Governance

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.

### Evolving Trends in Cannabis Regulation

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.



*For speaker information, go to*

[www.cacities.org/CityManagersEd](http://www.cacities.org/CityManagersEd)

**\*\*Sessions are subject to change\*\***

FRIDAY, FEBRUARY 15

## CLOSING KEYNOTE SESSION

10:30 – 11:50 am



### Going Digital: Building Your Strategic Roadmap to Digital Transformation

**STEVE BROWN, The Bald Futurist, and CEO of Possibility & Purpose**

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.

Co-sponsored by:



## Adjourn

11:50 am



Save The Date:

**2019 ANNUAL  
CONFERENCE & EXPO**

October 16–18, 2019

Long Beach Convention Center

# GENERAL INFORMATION

All attendees must register for the conference 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](http://www.cacities.org/events) and select “City Managers Conference”.
- To request a mail-in registration form, contact [mdunn@cacities.org](mailto:mdunn@cacities.org)

**Registration must be received by Tuesday, January 15.** After this date, please register onsite if space is available.

## COSTS/FEES

**Full conference registration** includes admission to all sessions on Wednesday, Thursday, and Friday; admission to the Wednesday reception; admission to the Thursday breakfast and lunch; admission to the Friday breakfast; and access to all program materials. *(Registration fees subsidize the following: \$50 for Cal-ICMA and \$50 for CCMF).*

### Full Conference Registration

City/County Managers.....	\$650
MMANC/MMASC Members (active Asst. City Managers ONLY) .....	\$500
All Others – company, consultant, League Partners.....	\$775
Non-Member City .....	\$1,650

### One-day Registration

City/County Managers.....	\$325
MMANC/MMASC Members (active Asst. City Managers ONLY) .....	\$250
All Others .....	\$400
Non-Member City .....	\$1,325
Spouse Registration (Wed. Reception Only) .....	\$50

*The spouse registration 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 is for admission to the reception only. There is no refund for the cancellation of a spouse registration. It is not advisable to use city funds to register a spouse.*

## CANCELLATIONS

**Refunds of rate paid, minus \$75 processing charge,** will be made for cancellations submitted in writing to [mdunn@cacities.org](mailto:mdunn@cacities.org) and received by **Tuesday, January 15.** 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 dietary requests, please contact our Conference Registrar at [mdunn@cacities.org](mailto:mdunn@cacities.org) by Tuesday, January 15.

## HOTEL INFORMATION & RESERVATIONS

Hotel reservation changes, date modifications, early check-out, or cancellations made prior to **Tuesday, January 15,** must be done through the online reservation link you received when registering for the conference. Use your confirmation/acknowledgment number to access your reservation to make changes. Once the January 15 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.

### InterContinental San Diego

901 Bayfront Ct, San Diego, CA 92101

Hotel Rate (per night): \$229 – (plus taxes and fees)

Valet-Parking: \$50 overnight per day (subject to change without notice)

Daily Event Parking: \$35 per car (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 length of stay in the hotel.



1400 K Street, Ste. 400  
Sacramento, CA 95814  
[www.cacities.org](http://www.cacities.org)

## Join us for the 2019 City Managers Conference

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