

Agenda Highlights

The concurrent sessions this year are divided into six tracks, based on topics. The following list of sessions is complete as of the printing of this magazine. Please visit www.tml.conference.org for the most current information.



Grab Bag: We've Got That Too

Wednesday, October 9

2:00 – 3:15 p.m.

A Planners' Perspective on the 83rd Texas Legislative Session and Preparing for the 84th Session

An overview of the 83rd Legislative Session's impact on cities and what you can do to prepare for the 84th Legislative Session.

Shanna Igo, Deputy Executive Director, Texas Municipal League; **Craig Farmer**, FAICP, Director of Planning and Development, City of Weatherford; and **John Lettelleir**, AICP, Director of Development Services, City of Frisco

3:30 – 4:45 p.m.

Cracker Barrel Roundtable

Join in the fun at this moderated interactive discussion on issues you want to address with your peers from around the state. You will leave this session with ideas to implement and new friends who share your interests.

Thursday, October 10

9:00 – 10:15 a.m.

Updates in the Municipal Bond Market (presented courtesy of GFOAT—Government Finance Officers Association of Texas)

Stabilizing economic conditions and favorable interest rates have many issuers developing new long-term capital plans, preparing for bond proposition elections, and evaluating refunding options. This session will address issues ranging from the changing regulatory landscape to current market updates, weaving in implications of defaults, as well as disclosure concerns prevalent in current media releases.

Stronger Development Regulations: Enhancing Your Community's Sustainability, Beauty, and Safety

Come learn how to overcome the political hurdles of developing stronger building standards and learn about the many benefits of masonry standards from people who have been there and done that.

Rudy Garza, Executive Vice President, Texas Masonry Council

10:30 – 11:45 a.m.

Public Finance: A Primer for Non-Financial Officials and Managers (presented courtesy of GFOAT—Government Finance Officers Association of Texas)

Join this session to learn the basics of fund structure and budgeting, an introduction to key fiscal policies and why they are important, and what the role of a city officer is regarding financial accountability.

Karen Rhodes-Whitley, Budget Director, City of Plano; and **Becky L Brooks**, Executive Director, Government Finance Officers Association of Texas

What Should We Learn from Disasters? (presented courtesy of BOAT—Building Officials Association of Texas) Recently, BOAT performed building damage assessment following the fertilizer plant explosion in the City of West and the

tornadoes in North Texas. Learn from their experiences, reflect on their findings, and discuss what could or should be considered to mitigate damage by future disasters.

Jim Olk, CBO, Director of Community Services, City of Farmers Branch

2:00 – 3:15 p.m.

Small Cities' Innovation Lab

Collaboration can spark innovation. You are invited to participate in a discussion of issues, challenges, and opportunities facing small cities in the state. Come prepared to share and learn.

What Purchasing Law Updates? (presented courtesy of TxPPA—Texas Public Purchasing Association)

This session taught by veteran purchasing agents will give you simple and easy to understand answers to the State purchasing laws with an emphasis on legislative updates. You will learn what cities are up against and what to reference when you have any questions.

Carol Cooper, C.P.M., CPPO, CPSM, Retired Purchasing Director, City of Garland; and **Cindy Hallett**, C.P.M., Purchasing Manager, City of Cedar Park

3:30 – 4:45 p.m.

Recycling Beyond the Curb: Making an Impact by Reducing Yours—How to Make a Greener City

This session will explain how to easily gain support and implement municipal solid waste programs for multi-family complexes, school programs, sports and entertainment venues, hotels, and more. This course will discuss implementing recycling, composting, service options, training and program visibility, as well as what to ask for from your service providers.

Jason Sanders, M.Ag.Ed., Recycling/Compost Sales Associate, Texas Disposal Systems

The Power of Data: "Big Data Analytics" in Municipal Government

Elected officials and municipal managers today find themselves awash in data. Multiple specialized data systems supporting financial and operational needs produce huge amounts of information that can be confusing and impossible to use for effective and timely decision making. "Big Data Analytics" is the emerging science of examining large amounts of various types of data using visualization tools to reveal hidden patterns, correlations, and other useful information. This session will explore practical applications of this process to improve financial management, strengthen internal controls, and optimize the efficiency and effectiveness of city government service delivery.

David Eisenlohr, President and Managing Partner, The Azimuth Group, Inc.; and **Calvin E. Webb III**, Risk Advisory Director, Webb Watch Corporation

Agenda Highlights



Grab Bag: We've Got That Too

Friday, October 11

9:00 – 10:15 a.m.
Veterans' Housing
NLC representative

10:30 – 11:45 a.m.

Legal Q&A

You've got questions, and we've got answers! Come meet the TML legal staff and ask the questions you've always wanted answered but were afraid to ask. This will be a fun and entertaining session, and you'll walk away with helpful responses to your important questions.

TML Staff



Human Resources: Managing Your City's Best Asset

Wednesday, October 9

2:00 – 3:15 p.m.

Best Practices in Recruiting and Hiring New Employees

This session will give you the tools and tips needed to ensure that the recruiting and hiring of city employees is done legally and without discrimination. This session will discuss the best ways to handle job interviews, applications, and postings.

Darrell Noga, Partner, Fee, Smith, Sharp & Vitullo LLP

3:30 – 4:45 p.m.

Texas Association of Public Employee Retirement Systems (TEXPERS) Training and Recent State Mandates for Pension Trustees

This session is designed primarily for cities with their own pension fund and will cover three areas. First, it will provide a brief overview of the TEXPERS. Secondly, it will cover the training opportunities offered by TEXPERS for pension fund Trustees. And finally, it will address why training is critical and the fiscal impact your pension fund has on your budgets.

Max Patterson, Executive Director, Texas Association of Public Employee Retirement Systems

Thursday, October 10

9:00 – 10:15 a.m.

An Update on the Texas Municipal Retirement System

Learn about the latest developments at the Texas Municipal Retirement System.

10:30 – 11:45 a.m.

What City Officials Need to Know About Wage and Hour Laws

The Fair Labor Standards Act provides many regulations and rules related to city pay that each city official should be familiar with. Become familiar with minimum wage law, compensatory time off, ways of identifying what an "hour worked" is, and who has to be paid overtime and who does not.

Elizabeth Provencio, Attorney; and **Clarissa Rodriguez**, Attorney, Denton, Navarro, Rocha & Bernal, P.C.

2:00 – 3:15 p.m.

Regulating Employee Conduct Away from the Workplace

When city employees are not at work, they are protected by their first amendment rights to free speech and rights to privacy; however, there are certain times when government employees can and should be regulated outside the workplace. This session will review the circumstances when employee conduct can and should be regulated outside the workplace.

Vanessa Gonzalez, Attorney, Bickerstaff Heath Delgado Acosta LLP

3:30 – 4:45 p.m.

Employee Health Care and Technology

Friday, October 11

9:00 – 10:15 a.m.

Health Care Reform: What the Future Holds (presented courtesy of TMHRA—Texas Municipal Human Resources Association)

As the Patient Protection and Affordable Healthcare Act (PPACA) speeds toward its January 2014 full implementation, what does this mean for you, your employees, and your health care plans? This session will use what's actually written in the law to forecast its impact in the coming years.

Den Bishop, President, Holmes Murphy

10:30 – 11:45 a.m.

Breaking Up Is Hard to Do: What to Do when It's Time to Fire

While Texas may be an at-will state, there are still many hurdles that must be jumped over before a city may legally terminate an employee. This session will go over the do's and don'ts of terminations and how to best protect the city from litigation.

John J. Hightower, Partner, Olson & Olson LLP



Technology: Tools for Tomorrow's Cities

Wednesday, October 9

2:00 – 3:15 p.m.

The Do's and Don'ts of Social Media (presented courtesy of TAMIO—Texas Association of Municipal Information Officers)

With the amount of social media users growing more and more every day, social media outlets can be great for cities. However, they can also be harmful if not monitored carefully and used properly. This session will walk you through how to use social media appropriately, how cities can use these mediums, and how they should not use them. The session will outline settings and features cities can use, explain how open government rules apply, and provide guidance on establishing procedures for city use of social media.

Terri Waggoner, Public Information Officer, City of Pflugerville; and **Greg Sowell**, Communications Director, City of Richardson

3:30 – 4:45 p.m.

Technology and Communication with Your Citizens (presented courtesy of TAMIO—Texas Association of Municipal Information Officers)

Technology can be an excellent communication tool between cities and citizens. Come learn more about meeting postings, broadcasting and archiving meetings, sharing city notices, and promoting city event calendars through the use of technology.

Brooks Bennett, Chief Information Officer; and **Brian Ligon**, Multi-Media Specialist, City of Round Rock

Thursday, October 10

9:00 – 10:15 a.m.

50 Apps for Municipal Governments (presented courtesy of TMLDA—Texas Municipal Library Directors Association)

This session will focus on the available apps that provide assistance to municipalities, specific departments, and their citizens. This session will cover the use of app technology to further serve our citizenry, the pros and cons of many applications, and the technology and funding requirements associated with various apps.

10:30 – 11:45 a.m.

Cybersecurity and Government Networks

The Internet is a wonderful tool that allows government to serve the people in ways only imagined. While service has been improved, the Internet brings a risk to data and other information. Protecting information is the responsibility of all city staff, and educating them on issues of safe online behaviors is critical. By understanding the threats and taking advantage of services available to better

protect your cyber infrastructure, you can protect the reputation that your city has worked so hard to foster.
Kristin Judge, Executive Director, Trusted Purchasing Alliance, Center for Internet Security

2:00 – 3:15 p.m.

Online Resources Every City Official Should Know

Ever have a question but not know where to look or how to find what you are looking for? This session will walk you through top resources that every city official should know. You will become familiar with sites such as the attorney general's website, Texas Legislature Online, Texas Legislative Reference Library, Google, and many more!

TML Staff

3:30 – 4:45 p.m.

Lost in the Clouds: What You Need to Know About Cloud Technology (presented courtesy of TAGITM—Texas Association of Governmental Information Technology Managers)

Cloud technology has become the norm, but many questions still remain unanswered. Determining if your organization should use cloud technology depends on a number of factors. This session will guide you through the benefits, potential pitfalls, and legal considerations as you consider implementing cloud technology.

Shannon H. Tufts, Ph.D., Director, Center for Public Technology, University of North Carolina

Friday, October 11

9:00 – 10:15 a.m.

Maximizing Your Technology Investments (presented courtesy of TAGITM—Texas Association of Governmental Information Technology Managers)

In the world of reduced budgets and competing needs, how do you ensure that you get the best value for your technology investments? This presentation will help you create a roadmap for successful selection and adoption of technology within your organization.

Curt Balogh, Director of Information Technology, City of Frisco

10:30 – 11:45 a.m.

Information Overload: What You Know CAN Hurt You! (presented courtesy of TAGITM—Texas Association of Governmental Information Technology Managers)

We are more connected and have access to more information than ever before, and many people suffer from information overload. This session will touch on the effects of information overload, how technology can help you better manage information, and how to maintain a proper work/life balance in a constantly connected world.

Shannon H. Tufts, Ph.D., Director, Center for Public Technology, University of North Carolina

Agenda Highlights



Quality of Life: Fall in Love with Your City

Wednesday, October 9

2:00 – 3:15 p.m.

Retail Recruitment and Retention: New Tools and Strategies for a Post-Recession Economy

Texas continues to outpace the national economy, creating a prime time for retail expansion. But recession-weary retailers are as selective as ever. Learn what you must do to identify and recruit retail that will succeed in your community and bring the benefits of an expanded sales tax base. Gain a better understanding of the site selection process and land use analysis; see new online interactive mapping applications that visually portray your community's sites, demographics, and more; and learn best practices for marketing your community at industry events. Leave with practical strategies and a free copy of The Retail Coach's *Top 40 Tips for Recruiting Retail* scout book.

C. Kelly Cofer, CEO; **Aaron Farmer**, Vice President; and **Kyle Robertson**, Regional Project Director, The Retail Coach

3:30 – 4:45 p.m.

Travel and Tourism Are Economic Development

This session will highlight the return on investment in tourism and travel marketing and the jobs that are related to tourism and travel.

Bill Geist, President, Zeitgeist Consulting

Thursday, October 10

9:00 – 10:15 a.m.

What Your City Should Know About Retail Today

Retail is an evolving industry—what does this mean for your city? Buxton provides site selection and real estate services to many of the nation's leading retailers, including Applebee's, Anthropologie, Garden Ridge, and Lowe's. The company's insights and knowledge of the trends in the retail sector are translated into developing a city's economic development strategy as it pertains to business retention, retail recruitment, and marketing the community. This session will highlight retail trends and what they mean for cities trying to understand the viability of their retail market, the creation of jobs, and increasing sales tax revenue.



Professional Development: Unleashing Your Skills

Wednesday, October 9

2:00 – 3:15 p.m.

The Keys to Leadership and Council Performance (Part One)

Effective leadership requires teamwork and performance. Some leaders fail to understand the dynamics of team formation, assessment, motivation, and growth. There is more to the concept of team than the clustering of talented individuals. Learn how to thrive in a culture that produces highly productive teams.

Eddie A. Holloway, Ph.D., President, Holloway and Associates

3:30 – 4:45 p.m.

The Keys to Leadership and Council Performance (Part Two)

Please see the session description above.

Eddie A. Holloway, Ph.D., President, Holloway and Associates

Thursday, October 10

9:00 – 10:15 a.m.

Your Leadership Playbook

As catalysts for continuous improvement, government leaders are facing significant challenges during these uncertain times and are searching for a simple, powerful, and productive approach to leadership in the 21st Century. Using football as the basis, *Your Leadership Playbook* provides a series of synchronized leadership practices that enable leaders to propel their organization and workforce forward in all directions.

Patrick Ibarra, Co-Founder and Partner, Mejorando Group, Glendale, Arizona

10:30 – 11:45 a.m.

Measuring Performance: It's All About Results!

Performance management in the public sector has become a common "dashboard" for leaders as a technique that is an ongoing, systematic approach to improving results through evidence-based decision-making, continuous organizational learning, and a focus

Lisa Hill, Vice President, Buxton; **Charley Ayres**, Vice President, Temple Economic Development Corporation; and **Scott Cain**, Mayor, City of Cleburne

10:30 – 11:45 a.m.

Scenic City Certification Program

Strong scenic standards can be a benefit to economic development efforts. Officials from cities with Scenic City Certification will describe their participation in the program and the benefits they've gained. The program evaluates Texas municipalities' standards for public roadways and spaces, certifies qualifying cities, and provides guidance for future planning. The session is sponsored by Scenic Texas.

Chance Sparks, Director of Planning, City of Buda; and **Ian Clowes**, City Planner, City of Pearland

2:00 – 3:15 p.m.

For the Love of Cities (Part One)

The mutual love affair between people and their place is one of the most powerful influences in our lives, yet we rarely think of it in terms of a relationship. Learn what will

happen if cities begin thinking of themselves as engaged in a relationship with their citizens, and if citizens begin to consider emotional connections with our places. Find out how you can fall in love with your city, all over again.

Peter Kageyama, Co-Founder and Producer, Creative Cities Summit

3:30 – 4:45 p.m.

For the Love of Cities (Part Two)

Please see the session description above.

Peter Kageyama, Co-Founder and Producer, Creative Cities Summit

Friday, October 11

10:30 – 11:45 a.m.

Municipal Water Supply: Vital Strategies and Relationships for Success

This session will examine legislative initiatives for municipal water supply development.

Gregorio Flores III, Vice President of Public Affairs, San Antonio Water System

on accountability for performance. This session effectively blends the concept and practical application of establishing and implementing performance measures.

Patrick Ibarra, Co-Founder and Partner, Mejorando Group, Glendale, Arizona

2:00 – 3:15 p.m.

Great Expectations: Customer Service Excellence in the Public Sector

Providing excellent customer service to the public comes with unique challenges, and citizens have different expectations than customers in the private sector. Find out what our research indicates that citizens expect from you and your municipal staff and learn how to not only meet but also exceed those expectations.

Brian Muir, President, The James Madison Group Inc.

3:30 – 4:45 p.m.

How to Hold a Hot Potato: Handling Angry Citizens and Difficult People with Care

Most citizens and residents are reasonable, and with a

little effort and tact, you can handle them with ease; but we all know that some can overwhelm even the most patient people. Learn how to make your extra efforts pay off with improved relationships and stronger public trust.

Brian Muir, President, The James Madison Group, Inc.

Friday, October 11

9:00 – 10:15 a.m.

Patience and Peacemaking in Politics

The divisiveness and frustration level within the political process is causing greater division and positions that sound good on the surface but result in poor public policy; all for the sake of expediency, sound-bites, and holding to the party-line. Policy makers and senior staff are finding it difficult to be vulnerable, be open to discussion, and demonstrate courage. Learn how to use disputes to strengthen the core of the city, develop future leaders, and increase the effectiveness of the vision.

Rob Franke, Mayor, City of Cedar Hill



City Showcase: How Did They Do That?

Wednesday, October 9

2:00 – 3:15 p.m.

Six Qualities Linked to Innovative Local Governments

The Alliance for Innovation is a community of local governments that are testing, discovering, and accelerating the adoption of new ideas through knowledge-sharing, organizational development, networking, and research. In this session, you will learn about the building blocks of an innovative culture and discuss ways your city is cultivating innovation.

Greg Stopka, MPA, Central Regional Director, Alliance for Innovation

3:30 – 4:45 p.m.

Grants at a Glance

Would you like to cut down staff time spent searching for grant documents for auditors? Would you like to ensure that your accounting department has the same reporting information on your grants? Would you like to have a research tool that has 1,500 websites to pull from and populates grant information for you? Come and listen to the experience that Fort Worth has had in implementing a new grant management system.

Dorothy Wing, Dorothy Wing Consulting, LLC; and **Shirley Little**, Manager, Legislative and Government Affairs, City of Fort Worth

Thursday, October 10

9:00 – 10:15 a.m.

The Hurst Way—Respect, Teamwork, Professionalism, and Dedication—a Recipe for Successful Council Relations (presented courtesy of TCMA—Texas City Management Association)

This session will explore why the Hurst City Council is so effective when dealing with challenging issues, staff, and when interacting among themselves. This session will cover what drives the success and how have they become one of the most tenured city councils in Texas.

Richard Ward, Mayor; **Anna Holzer**, Mayor Pro Tem; **Henry Wilson**, Councilmember; **Larry Kitchens**, Councilmember; **Allan Weegar**, City Manager; and **Allan Heindel**, Deputy City Manager, City of Hurst

10:30 – 11:45 a.m.

Payday Lenders: Why They Should Matter to Your City

A handful of cities have adopted ordinances regulating “payday and title” lenders. If your city is considering doing so, learn more about ordinances that other cities have adopted and the pitfalls of regulating the industry.

2:00 – 3:15 p.m.

Circuit of The Americas, Formula One, Travis County, and the City of Austin: The Story Behind the Track and Hosting the F1 Race

In 2010, investors announced that a purpose built, 3.4-mile, multi-purpose racetrack facility would be constructed on 1,000 acres just southeast of Austin. Hear the inside story of

building the facility, preparing for the inaugural 2012 U.S. Formula One Grand Prix, and the region-wide efforts undertaken to host the event—all of which were done in less than one year.

Rodney Gonzales, Deputy Director, Economic Development Department, City of Austin; and **Michael Hemby**, Director of Research and Planning, Travis County Sheriff’s Office

3:30 – 4:45 p.m.

Securing of Municipal Assets to Prevent Theft (presented courtesy of TPWA—Texas Public Works Association)

Cities nationwide are reporting a rise in manhole cover, sewer gate, water meter, and traffic light battery theft. The cost of replacing items puts significant financial strain on the utilities. Furthermore, the danger of not having these items in place can be catastrophic; resulting in injury, loss of life, damage to property, and millions of dollars in potential lawsuit awards. It is imperative that assets are secured and protected in order to serve the public communities from a safety, fiduciary, public service, and quality of life point of view. The City of Houston has engaged with manufacturers to assist in securing these items and reduce the amount of assets that come up missing.

Blake Denbina, Deputy Assistant Director, Utility Customer Services, City of Houston

Friday, October 11

9:00 – 10:15 a.m.

Eating the Elephant: Biting Off the Performance Excellence Journey

Award-winning cities that have implemented continuous improvement programs throughout their entire organizations are certainly impressive, but their stories can make the overall process seem overwhelming. Join this discussion about smaller steps Texas communities, large and small, are taking toward implementing specific improvement initiatives that are producing tremendous results. You’ll hear about the challenges and opportunities they identified and resulting strategies and outcomes. Attendees will walk away with a better understanding of how to take tangible and meaningful steps toward improvement, as well as tactical recommendations for making impactful changes within their own organizations.

Cindy Milrany, Chief Financial Officer and Chief Administrative Officer, Freese and Nichols, Inc.; **Mark McDaniel**, City Manager, City of Tyler; **Ed Van Eenoo**, Deputy Chief Financial Officer, City of Austin; **Lynda Johnson**, Chief Performance Officer, City of Fort Worth; and **Clay Phillips**, City Manager, City of Coppell

10:30 – 11:45 a.m.

Understanding Your Construction Project: Your Real Responsibilities as an Owner

When your city expands upon or builds a new facility, you won’t be wearing a hard hat, but there are several things you need to know so that you can effectively manage the project. Attend this session to get a handle on your responsibilities and role.

Casey Sledge, P.E., President and CEO, Sledge Engineering, LLC