



Feb. 8-10, 2023 ♦ Carlsbad, CA

City Managers CONFERENCE

Welcome!



WEDNESDAY, FEB. 8

- 10:00 a.m.-6:00 p.m. Registration Open
- 11:00 a.m.-1:00 p.m. Lunch on Your Own
- 1:30-3:15 p.m. Opening General Session
- 3:15-3:45 p.m. Break
Find coffee and tea while visiting with colleagues.
Looking to connect with other women in government? Find caffeine, friends, and great ideas during a focused coffee break in a separate space.
- 3:45-5:00 p.m. How Do I Deal With This?
Despite our best efforts, there are many aspects to the role of city manager that we cannot foresee or control. Many of these circumstances involve unexpected occurrences with our city council members, ranging from scandals to resignations. Join this panel discussion as it delves into how the “unthinkable” can happen with elected officials, and strategies to mitigate it. Learn about the practical, political, legal, and ethical issues that shape our response to these occurrences.
- 3:45-5:00 p.m. Lessons from the Trenches: Key Strategies for Leveraging Public Works
Effective communication and the celebration of “wins” is essential to building trust and goodwill within a community. A high-functioning public works department can be a strategic partner in this pursuit. But what if department leaders avoid or miss opportunities for communication and publicity? What other lessons can city managers learn from their public works counterparts? In this session, attendees will hear from former public works directors-turned-city managers as they share key lessons and techniques for leveraging this sector.
- 3:45-5:00 p.m. One Size Doesn’t Fit All: Alternative Responses to Mental Health and Other Crises
Attendees will learn about new approaches from around the state to responding to crises related to mental illness, how these programs have been implemented, and challenges faced.
- 5:00-6:30 p.m. Networking Reception

Sessions/Speakers are subject to change

THURSDAY, FEB. 9

8:00 a.m.-4:00 p.m.	Registration Open
8:00-9:00 a.m.	Networking Breakfast
8:30 a.m.-5:00 p.m.	Visit with Sponsors
9:00-10:15 a.m.	Successful DEI Programs and Lessons Learned Learn how to start a Diversity, Equity, and Inclusion (DEI) program that establishes a more equitable and inclusive community while simultaneously embracing diversity and a sense of belonging. In this session, cities will share their approach to starting and managing DEI programs, including challenges, successes, and lessons learned.
9:00-10:15 a.m.	Sales Tax: Understand Hidden Nuances of California Sales Tax Distribution Participants will hear from two of the foremost firms in California with unique expertise in sales tax: HdL and Avenu Insights. Learn how sales tax is distributed differently in many situations, including online versus brick and mortar, in-state versus out of state seller, and auto versus jet fuel sales. Then, understand how county pools work and why, and learn the differences between regular Bradley Burns and a transaction and use tax. Following the presentation, participants will receive an update and hear next steps from the Cal Cities' City Manager's Department Sales Tax Working Group (re-formed in 2021).
9:00-10:15 a.m.	First Amendment Follies: Balancing Constitutional Rights of Free Speech while Maintaining City Operations As public engagement around the dais evolves and social media becomes a public soapbox, understand the challenges that face cities in balancing First Amendments rights with employee safety and maintaining city operations. Hear about two distinct experiences and what steps cities can take today to mitigate legal quandaries related to the First Amendment and keep city hall from being paralyzed by these disruptions.
10:15-10:45 a.m.	Break Find coffee and tea during the break as you visit with colleagues. For those interested in strengthening your relationship with CalOES, attend the meet and greet during a focused coffee break in a separate space.
10:45 a.m.-noon	Telling Your Organization's Story Cities do important work for our communities, but if city managers don't tell their stories throughout the year, community members and stakeholders won't know how their tax money benefits the community. Proactive messaging will help your city foster relationships with stakeholders that will benefit them later. This session will cover how to incorporate strategic communications into your city's general plan, and feature case studies from public agencies that have successfully gained community trust and inspire impactful engagement.
10:45 a.m.-noon	Successful Recruitment and Retention Post-COVID, The Great Resignation and Retirements COVID-19, the Great Resignation, Baby Boomer retirements, and working towards diversity, equity and inclusion have significantly impacted a city's ability to hire, retain, and recruit executives. What are the best practices and effective strategies to change this? How does a city compete in this very competitive landscape? What should a city manager know and consider to position themselves to hire and retain employees effectively? Discover answers to these questions and learn about the latest trends and challenges in the municipal environment for, hiring, retaining, and recruiting personnel at the executive level.

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THURSDAY, FEB. 9

10:45 a.m.-noon	<p>Surplus Land Act: Know the Facts Before You Transact California is facing a housing crisis. The state has revved up enforcement to accelerate the production of affordable housing including the use of public agency-owned land. Effective in 2020, the Surplus Land Act (SLA) requires public agencies to follow a process to sell or lease any public property by first offering it to a state-controlled list of affordable housing developers. Learn how the SLA process impacts local land use. Receive best practices on how to navigate the sale, lease, and licensing of public agency property to pursue public-private projects, producing economic development results while staying in compliance with state requirements.</p>
noon-1:15 p.m.	<p>Networking Luncheon</p>
1:15-2:45 p.m.	<p>General Session: Observations from Local, State and National Economists Learn from three experts as they discuss economic trends and forecasts from local, statewide, and national perspectives. Panelists will address their differing expectations in each respective area.</p>
2:45-3:15 p.m.	<p>Break Find coffee and tea during the break as you visit with colleagues. If you are a new city manager, come for a special coffee break with your colleagues from around the state.</p>
3:15-4:30 p.m.	<p>Delivering Economic Development Successes In Partnership With Your Council and Community City managers are under constant pressure to deliver economic development results. Local economic development can be misunderstood as marketing to prospective employers or communicating a business-friendly environment. Setting expectations and engaging with the city council and community are critical to achieving economic development success. As heads of their organizations, city managers can build an economic development-centered culture with staff, the community, and city council that will have far-reaching impacts on economic outcomes. This session features two economic developers-turned-city management professionals who will share their perspectives and discuss practical examples.</p>
3:15-4:30 p.m.	<p>Ethics Matter: Be Inspired By Your Professional Values Let's shift the focus on the ICMA Code of Ethics from enforcement to inspiration. How do the defining values of integrity, fairness, justice, and political neutrality inspire you to excellence? How do they produce better outcomes in your organization and community? Think about a time when you stood firm on a principle, and it wasn't easy! Rediscover values for the city management profession and how best to apply them to real world challenges.</p>
3:15-4:30 p.m.	<p>Small City Succession Planning: Creating a Culture of Growth The Great Resignation combined with the Silver Tsunami has made it difficult for public agencies across the state to retain employees. This struggle can magnify within smaller public agencies, including when a staff member leaves, which often means the loss of institutional knowledge that may span several "positions." This engaging panel discussion will examine strategies for small cities to implement when hiring and retaining talent, creating a culture of growth, and proactively building a succession plan. Learn best practices for creating a talent pipeline within your small city so that when an employee leaves, you can rest assured that critical services will remain uninterrupted.</p>

Sessions/Speakers are subject to change

FRIDAY, FEB. 10

8:00-10:00 a.m.	Registration Open
8:00-9:15 a.m.	Networking Breakfast
9:15-10:30 a.m.	“ICMA Preparing the Next Generation” Turns 20: Progress and Challenges It has been 20 years since the “ICMA Preparing the Next Generation” guidebook was published. Since then, Generation Z employees have entered the workforce and managers are facing new challenges and impacts to the profession as a result of ‘The Great Resignation’. During this session, the guidebook co-author and current city management professionals will discuss what has occurred over the past 20 years and the ongoing challenges of identifying, mentoring, and preparing the next generation of city managers.
10:30-10:45 a.m.	Break
10:45 a.m.-noon	Closing Session
noon	Adjourn

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