



LEAGUE OF
**CALIFORNIA
CITIES**



Feb. 8-10, 2023 ◆ Carlsbad, CA

City Managers CONFERENCE

Find session materials online at www.calcities.org/CMC

Wifi Network: meetings

Passcode: Guest2023

WEDNESDAY, FEB. 8

10:00 a.m.-6:00 p.m.

Registration Open
Conference Center Foyer

11:00 a.m.-1:00 p.m.

Lunch on Your Own

1:30-3:15 p.m.

Opening General Session
Grand Pacific Ballroom

Opening Remarks

Justin Hess, President, City Managers Department and City Manager, Burbank

Cal Cities Remarks

Carolyn Coleman, Executive Director and CEO, League of California Cities

Ali Sajjad Taj, President, League of California Cities and Council Member, Artesia

City Managers Department Awards

Keynote Presentation

Alie Ward is a Daytime Emmy Award-winning science correspondent for CBS's *The Henry Ford's Innovation Nation with Mo Rocca*, and host of *Did I Mention Invention?* on the CW. She also appears on Netflix's science series *Brainchild* and Science Channel's *How to Build Everything*. Previously, she was the co-host of the GE's series *In the Wild* with co-host Adam Savage of *Mythbusters* and a contributor on Cooking Channel's ongoing show *Unique Sweets*.

Alie studied both science and film in college and was a staff writer/editor for the Los Angeles Times and on-air contributor to KTLA. She volunteers at the Natural History Museum of Los Angeles County and is a co-founder of the science communication collective *Nerd Brigade*. She is also a culinary host, appearing on Cooking Channel's *Food: Fact or Fiction*. Previously, she created, co-wrote and co-hosted the Cooking Channel series *Tripping Out with Alie and Georgia* and over 50 videos for Cooking Channel. She also hosts *Ologies*, a comedic science podcast.

Speaker: *Alie Ward, Science Communicator & TV Host*

3:15-3:45 p.m.

Networking Break

3:15 -3:45 p.m.

Women in Government Meet-Up
Solana

Looking to connect with other women in government? Find friends and great ideas during a focused coffee break.

3:45-5:00 p.m.
Concurrent Session

One Size Doesn't Fit All: Alternative Responses to Mental Health and Other Crises
Carlsbad Ballroom

Attendees will learn new approaches from around the state on the following topics: how to respond to crises related to mental illness, how these programs have been implemented, and challenges faced.

Moderator: *Karen Pinkos, President-Elect, City Managers Department and City Manager, El Cerrito*

Speakers: *Matthew Chidester, City Manager, Half Moon Bay*

Jorge Cisneros, Chief of Police, Anaheim

Marisa Creter, Executive Director, San Gabriel Valley Council of Governments



WEDNESDAY, FEB. 8

3:45-5:00 p.m.
Concurrent Session

How Do I Deal With This? Sunset A

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.

Moderator: Peter Pirnejad, City Manager, Los Altos Hills

Speakers: Daniel Jordan, City Manager, Duarte

Laurel Prevetti, Town Manager, Los Gatos

Scott Wolfe, City Manager, Buellton

3:45-5:00 p.m.
Concurrent Session

Lessons from the Trenches: Key Strategies for Leveraging Public Works Sunset B

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.

Moderator and Speaker: Jason Holley, City Manager, American Canyon

Speakers: Erica Ahmann Smithies, Public Works Director, American Canyon

Greg Humora, City Manager, La Mesa

Afshin Oskoui, City Manager, Belmont

Michael Rogers, City Manager, Tracy

5:00-6:30 p.m.

Networking Reception Grand View Atrium

Make new friends, and see old ones while enjoying delicious appetizers and tasty beverages during the evening networking reception.

2022 – 2023 Department Officers

*President, Justin Hess
City Manager, Burbank*

*President Elect, Karen Pinkos
City Manager, El Cerrito*

*Department Director, Jim Lewis
City Manager, Pismo Beach*

*Immediate Past President, John Robert Gillison
City Manager, Rancho Cucamonga*

THURSDAY, FEB. 9

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| 8:00 a.m.-4:00 p.m. | Registration Open Conference Center Foyer |
| 8:00-9:00 a.m. | Networking Breakfast Conference Center Foyer |
| 8:30 a.m.- 5:00 p.m. | Visit with Sponsors <i>(Today only)</i> Conference Center Foyer |
| 9:00-10:15 a.m. <i>Concurrent Session</i> | Successful DEI Programs and Lessons Learned Carlsbad Ballroom 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. Moderator: PJ Gagajena, Assistant City Manager, Moorpark Speakers: Briana Evans, Equity & Inclusion Officer, Redwood City Jaqui Guzman, Deputy City Manager, Sunnyvale David Wilson, City Manager, West Hollywood |
| 9:00-10:15 a.m. <i>Concurrent Session</i> | First Amendment Follies: Balancing Constitutional Rights of Free Speech while Maintaining City Operations Sunset A 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 various 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. Moderator: Reva Feldman, Retired City Manager, Malibu, Strategic Advisor, Avenu Insights and Analytics Speakers: René Bobadilla, City Manager, Montebello Deborah Fox, Principal, Meyers Nave |
| 9:00-10:15 a.m. <i>Concurrent Session</i> | Sales Tax: Understand Hidden Nuances of California Sales Tax Distribution Sunset B 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). Moderator: John Robert Gillison, Immediate Past President, City Managers Department and City Manager, Rancho Cucamonga Speakers: Fran Mancina, Vice President National Government Relations, Avenu Insights and Analytics Leyne Milstein, Assistant City Manager, Sacramento Ken Nordhoff, Principal, HdL Companies Nicolas Romo, Legislative Representative, League of California Cities |
| 10:15-10:45 a.m. | Networking Break |

THURSDAY, FEB. 9

- 10:15-10:45 a.m. **New City Managers Meet-up**
Solana
Interested in meeting other new city managers from around the state? Meet up with colleagues new to the profession during a focused coffee break.
- 10:45 a.m.-noon
Concurrent Session **Telling Your Organization's Story**
Carlsbad Ballroom
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.
Moderator: Ryder Smith, President, Tripepi Smith
Speakers: Christine Brainerd, Communications Director, Folsom
Maurice Chaney, Public Information Officer, Roseville
Erin Morales, President, California Association of Public Information Officials
- 10:45 a.m.-noon
Concurrent Session **Successful Recruitment and Retention Post-COVID, the Great Resignation and Retirements**
Sunset A
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.
Moderator: Marcella Marlowe, Former City Manager, San Marino
Speakers: Ron Bow, City Manager, Monterey Park
Anton "Tony" Dahlerbruch, Executive Recruiter, Peckham & McKenney Executive Search
Wendy Levy, Director of Human Resources, Santa Barbara
- 10:45 a.m.-noon
Concurrent Session **Surplus Land Act: Know the Facts Before You Transact**
Sunset B
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.
Moderator: Scott Mitnick, Senior Vice President, Kosmont Companies
Speakers: Matthew Cody, Of Counsel, Best, Best & Krieger
Laura Nunn, Senior Manager, CA Department of Housing & Community Development
Jim Vanderpool, City Manager, Anaheim
- noon-1:15 p.m. **Networking Luncheon**
Conference Center Foyer

THURSDAY, FEB. 9

1:15-2:45 p.m.

General Session

Grand Pacific Ballroom sponsored by



Opening Remarks: Karen Pinkos, President-Elect, City Managers Department and City Manager, El Cerrito

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.

Moderator and Speaker: Michael Coleman, Fiscal Policy Advisor, CaliforniaCityFinance.com

Speakers: Ted Egan, Chief Economist, City and County of San Francisco

Ann Hollingshead, Principal Fiscal and Policy Analyst, Legislative Analyst's Office

Dr. Peter Rupert, Director at UCSB Economic Forecast Project, Professor of Economics, University of California Santa Barbara

2:45-3:15 p.m.

Networking Break

2:45-3:15 p.m.

CalOES Meet and Greet

Solana

Join Cal OES Deputy Director Ryan Buras and find out how Cal OES can support your city before and after a disaster. Learn about upcoming grant resources.

3:15-4:30 p.m.

Concurrent Session

Small City Succession Planning: Creating a Culture of Growth

Carlsbad Ballroom

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.

Moderator: Jonathan Shull, Chief Executive Officer, California Joint Powers Insurance Authority

Speakers: Chris Constantin, City Manager, San Dimas

Andy Hall, City Manager, Imperial Beach

Jim Lewis, Department Director, City Managers Department and City Manager, Pismo Beach

3:15-4:30 p.m.

Concurrent Session

Ethics Matter: Be Inspired By Your Professional Values

Sunset A

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.

Moderator and Speaker: Brett Channing, Deputy City Manager, Lake Forest

Speakers: Kevin Duggan, Senior Advisor, ICMA

Pat Martel, West Coast Regional Director ICMA

THURSDAY, FEB. 9

3:15-4:30 p.m.
Concurrent Session

Delivering Economic Development Successes in Partnership with Your Council and Community Sunset B

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.

Moderator: Gurbax Sahota, President and CEO, California Association for Local Economic Development

Speakers: PJ Gagajena, Assistant City Manager, Moorpark
Aaron Laurel, City Manager, West Sacramento

Please take a moment to share your thoughts on the conference by scanning this QR code.



Save The Dates:

2023 ANNUAL CONFERENCE AND EXPO
SEPT. 20-22 | SAFE CREDIT UNION CONVENTION CENTER, SACRAMENTO

2024 CITY MANAGERS CONFERENCE
FEB. 7-9 | LOEWS HOLLYWOOD HOTEL

FRIDAY, FEB. 10

8:00-10:00 a.m.

Registration Open
Conference Center Foyer

8:00-9:15 a.m.

Networking Breakfast
Conference Center Foyer



9:15-10:30 a.m.

“ICMA Preparing the Next Generation” Turns 20: Progress and Challenges
Grand Pacific Ballroom

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.

Moderator and Speaker: Frank Oviedo, Assistant City Manager, Santa Clarita

Speakers: Frank Benest, Liaison, Next Generation Initiatives, ICMA

Karen Pinkos, President-Elect, City Managers Department and City Manager, El Cerrito

Aly Zimmermann, City Manager, Rocklin

10:45 a.m. - noon

Closing General Session

Grand Pacific Ballroom sponsored by ICMA



Strategies to Beat Burnout

“Resilience goes beyond bouncing back. It’s the ability to thrive – mentally, emotionally, physically and spiritually – regardless of what may be happening in your environment.” – Adam Markel

A leading international keynote speaker, Adam’s message of resilience as the competitive edge in the face of today’s complex markets has resonated worldwide. An attorney-turned transformational trainer, Adam is a sought-after workplace culture catalyst who inspires, empowers, and guides organizations and individuals to create sustainable, high-performance strategies.

Adam has been a keynote speaker and trainer for Fortune 500 companies and conferences including Harvard University, Canon, and the Northeast Business Group on Health. He’s shared the stage with the likes of Tony Robbins, Michael J. Fox, and Stedman Graham.

Adam credits much of his success to the principles he learned during his eight years as a Jones Beach lifeguard in New York. Since his days on Jones Beach, Adam has spent his life protecting others and bringing them back from the brink of professional drowning – including his own. After building a multi-million-dollar law firm specializing in finance, commercial and employment litigation, Adam turned a mid-life crisis into a mid-life calling, pivoting his own career path. Enjoy your time with Adam as he shares tangible and effective takeaways to sustain you as a city leader over time.

Speaker: Adam Markel, Best Selling Author, Renowned Keynote Speaker, Resilience Researcher, and Founder & CEO, More Love Media

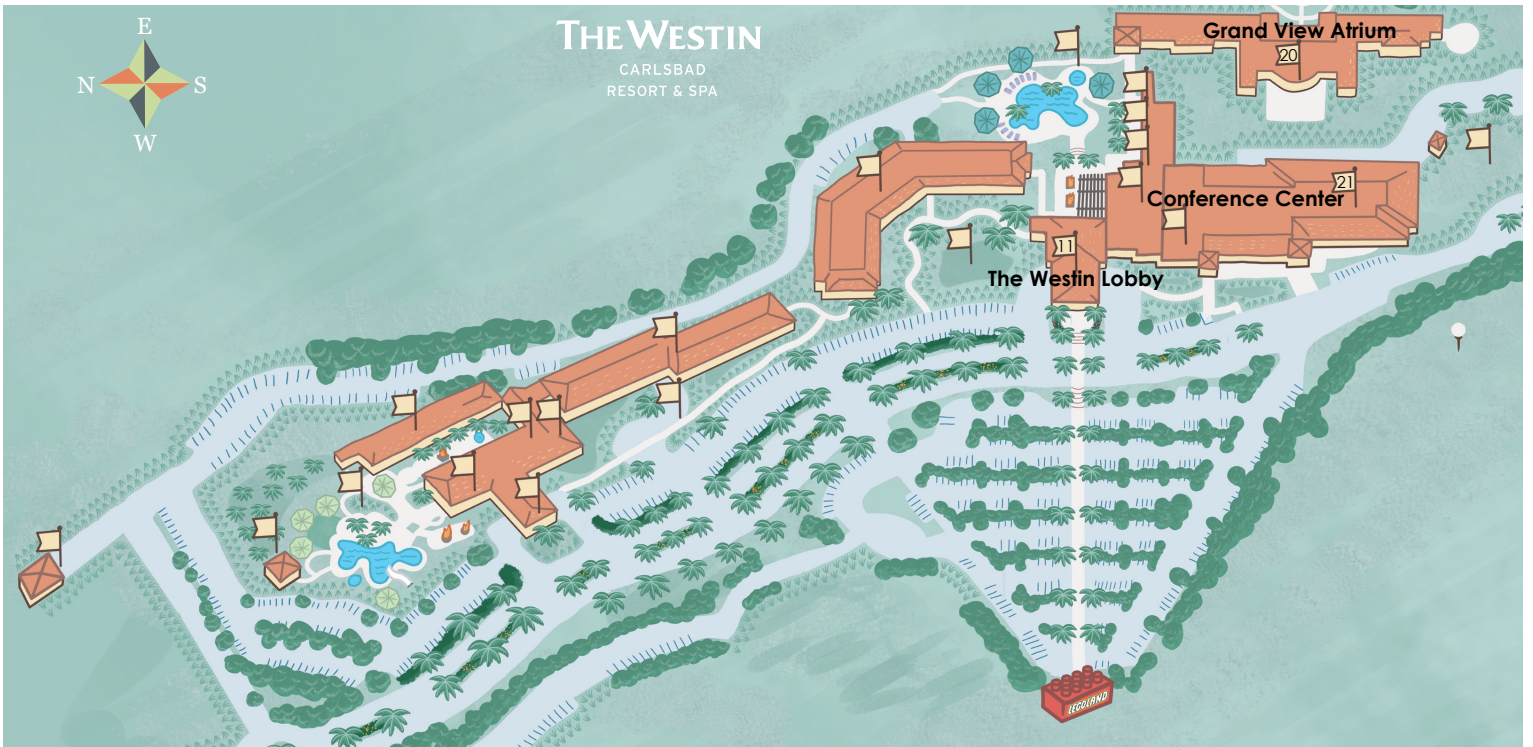
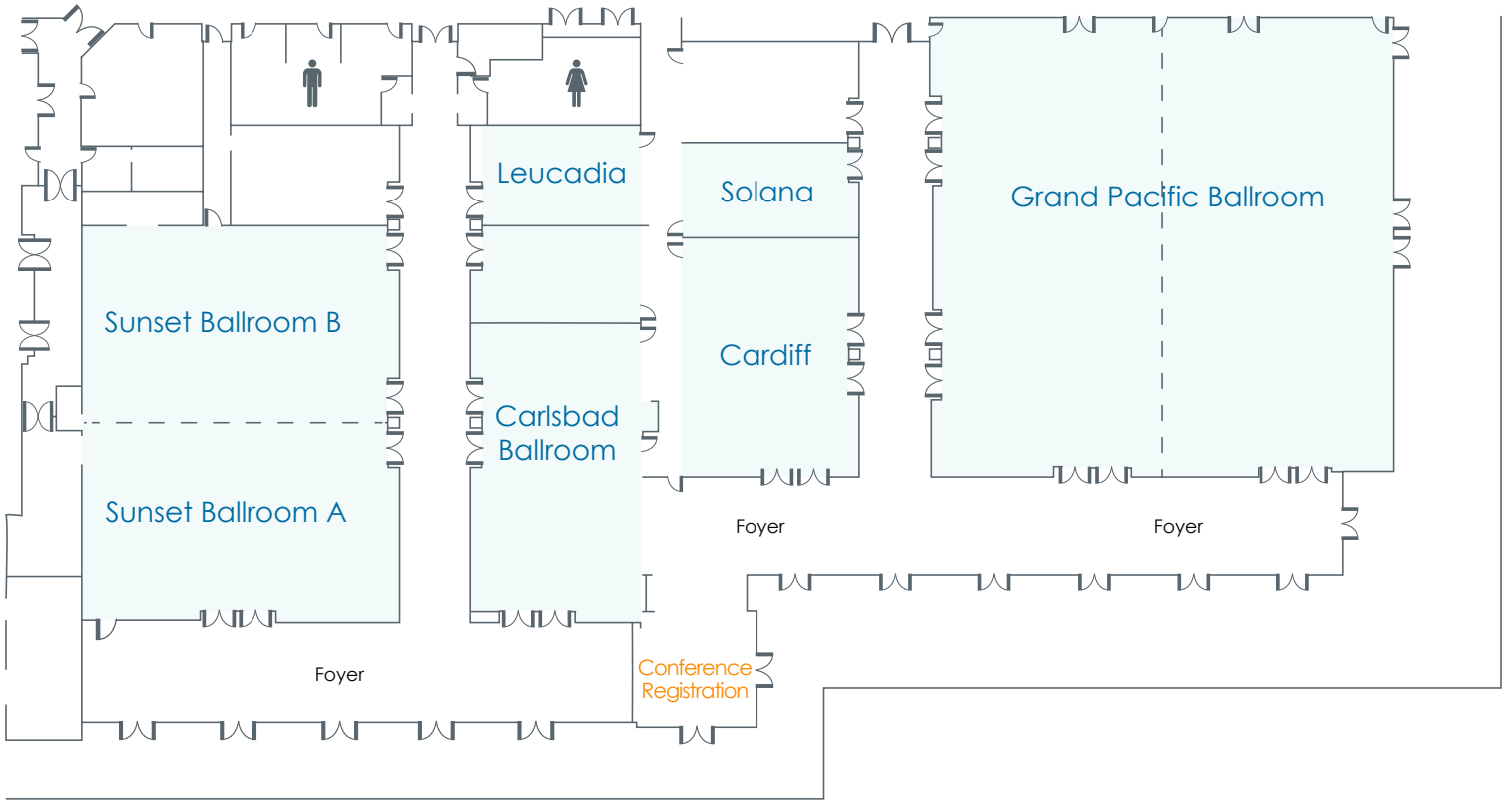


noon

Adjourn

FLOOR PLAN

Conference Center





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CITIES**

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