

REQUEST FOR COUNCIL ACTION

Date: April 23, 2012
Item No.: 13.a

Department Approval

City Manager Approval

WJ Malinen

Item Description: Discuss Council Attendance at League of Minnesota Cities Annual Conference

BACKGROUND

Each year the League of Minnesota Cities hosts a conference with educational and networking opportunities. Experts in a broad range of fields discuss issues of importance to cities. Participants share successes and learn from peers. This year the conference is June 20 – 22 at the Duluth Entertainment Convention Center. Some of the topics at this year's conference include: Approaches to Waste Management, Unions and Labor Relations, Approaches to Service Delivery, and Citizen Engagement.

POLICY OBJECTIVE

Provide an affordable training opportunity for councilmembers.

BUDGET IMPLICATIONS

The Council has budgeted \$1,070 for Council Training. Cost for attendance is

- \$99 for first time attendees who register by April 30
- \$295 for regular attendees who register by April 30
- \$350 for anyone who registers after April 30
- \$50 for pre-conference workshop who register by April 30
- \$60 for pre-conference workshop who register after April 30

STAFF RECOMMENDATION

Discuss City Councilmembers attendance at the League of Minnesota Cities Annual Conference.

REQUESTED COUNCIL ACTION

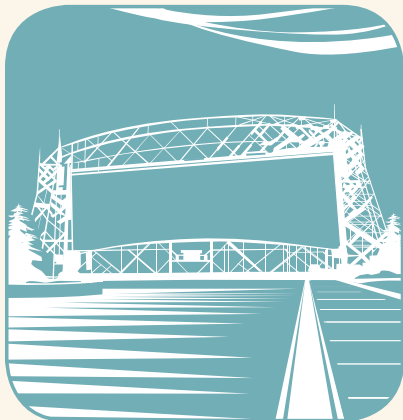
Discuss City Councilmember attendance at the League of Minnesota Cities Annual Conference.

Prepared by: William J. Malinen, City Manager
Attachments: A: LMC Annual Conference Flier

LEAGUE OF MINNESOTA CITIES
**2012 ANNUAL CONFERENCE
AND MARKETPLACE**

DULUTH ENTERTAINMENT CONVENTION CENTER

JUNE 20-22, 2012



CONNECTING



EXPLORING



GROWING



GUIDING

Join your colleagues at this year's Annual Conference and Marketplace to discover ways that Minnesota cities can connect, explore, grow, and guide their way to a brighter future!

Register today! www.lmc.org/AC12



CONNECTING



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GUIDING

2012 ANNUAL CONFERENCE AND MARKETPLACE

Connecting with each other. Exploring solutions to common challenges.
Growing into a stronger community. Guiding your city to achieve its goals.

This year's annual conference will open up a whole world of fresh, bold ideas for your city! You'll learn the latest about community development and planning for the future, new approaches to service delivery, communications and community engagement, and tools and best practices for managing your city.

Get ready for a whole new level of interactivity! This year's sessions will push you to think in unexpected ways and discover unconventional solutions—all in the name of moving your city toward a brighter future.

CONFERENCE OVERVIEW

WEDNESDAY, JUNE 20

7 a.m. – 7 p.m.

Registration Open

9 a.m. – 12 p.m.

Morning Pre-Conference
Workshop

12 – 1 p.m.

Lunch (on your own)

1:15 – 4:30 p.m.

Afternoon Pre-Conference
Workshops

1:30 – 4 p.m.

Mobile Session

Get off-site and into the city of Duluth during this guided activity! More details to come—stay tuned online at www.lmc.org/AC12.

THURSDAY, JUNE 21

7 a.m. – 8 p.m.

Registration Open

9 – 10:30 a.m.

Opening Session
with Keynote Speaker
Rebecca Ryan

10:45 – 11:45 a.m.

Concurrent Sessions #1

12 – 1:30 p.m.

Awards Luncheon and
LMC Annual Meeting

1:30 – 2 p.m.

Networking Break
(over dessert)

2 – 3 p.m.

Concurrent Sessions #2

3:15 – 4:30 p.m.

2012 Legislative Recap
and Policy Review

4 – 8 p.m.

Marketplace Event

8 – 10 p.m.

City Night

FRIDAY, JUNE 22

7 a.m. – 12 p.m.

Registration Open

7:30 – 8:30 a.m.

Delegate Breakfast
and Affiliate Breakfasts

9 – 10 a.m.

Concurrent Sessions #3

10 – 10:30 a.m.

Networking Break

10:30 – 11:30 a.m.

Concurrent Sessions #4

11:45 a.m. – 1 p.m.

Luncheon and
Closing Session

PRE-CONFERENCE WORKSHOPS

There is an additional fee for these workshops.

Wednesday, June 20

9 a.m. – 4:30 p.m.

COMMUNICATIONS WORKSHOP

MORNING SESSION • 9 a.m. – 12 p.m.

Communications Planning: Staying Cool When You're in the Hot Seat—Avoiding Crises

The way your city tells its story can define your city for your residents, business owners, legislators, and other key stakeholders. How you communicate through a crisis can create a lasting reputation for your city—good or bad. The Communications Workshop morning session will introduce you to strategic communications planning, message development, the tools for delivering your message, and how you can prepare for and communicate in a crisis.

AFTERNOON SESSION • 1:15 – 4:30 p.m.

Networking and Communicating with New Media for Local Government Leaders

Blogs, Facebook, Twitter, and Google+ are here to stay—and grow! The Communications Workshop afternoon session will focus on how local leaders can use social media to connect with and engage the public in new ways.

INTERPERSONAL SKILLS WORKSHOP

AFTERNOON SESSION • 1:15 – 4:30 p.m.

Why Can't We Just Get Along? Improving Council-Staff Relations

Strong city council-city staff relationships are absolutely vital in building a strong community. Learn about why council and staff have different perspectives, understand the strain that can be placed on these relations by difficult budget choices, and explore ways to strengthen this partnership.

LEARNING FORMAT

- M** Mini Sessions
- T** Traditional Sessions
- CS** Case Study Sessions
- I** Innovation Labs
- CC** Café Conversations

SESSION TRACKS

Community Development
and Planning for the Future

Innovation and Redesign:
New Approaches to Service
Delivery

Managing Your City:
Tools and Best Practices

Communications and
Community Engagement

Business Leadership
Council

DON'T MISS A THING—REGISTER TODAY!
www.lmc.org/AC12

CONCURRENT SESSIONS #1

THURSDAY, JUNE 21

ONE-HOUR SESSIONS • 10:45 – 11:45 a.m.

T DEVELOPMENT & PLANNING

Open Dialogue with Keynote Speaker Rebecca Ryan

Take this opportunity to ask questions of our opening keynote speaker, Rebecca Ryan. As founder of Next Generation Consulting (NGC), Ryan leads the team deemed “one of the most reliable sources for leaders who want to attract and retain the next generation of creative workers.” Now through their Next Cities initiative, Ryan and her team help communities design strategies to retain their young, future leaders.

CC INNOVATION & REDESIGN

Getting Traction for New Approaches to Service Delivery

Necessity breeds innovation—and nowhere can this idea be applied more in local government right now than in the delivery of city services. How can you rethink your city’s current approach but still deliver quality services to your constituents? In this session, you will discover collective knowledge that will help your city build community support for implementing new ways to deliver services.

T MANAGING YOUR CITY

What Elected Officials Need to Know About Unions and Labor Relations

Union missteps by your city can have disastrous long-term effects. What types of decisions do you have to negotiate? What rights does management have? What should you do if your employees are thinking of joining a union? Explore these questions, as well as strategies for maintaining effective relations with unions in tough budget times.

T COMMUNICATIONS & COMMUNITY

Branding Your City to Build Citizen Engagement

How is your city perceived by the public? Branding your city can help the people in your community feel more connected to their city and encourage community engagement. Learn how to develop a city brand on a budget, or how to take what you already have and refine it.

T BUSINESS LEADERSHIP COUNCIL

Infrastructure: Good Management, Good Partnerships

Your city’s “stuff” is getting old—but your resources for maintaining (let alone upgrading) the infrastructure of your city are limited. So what does a city do? Our public sector experts will give you the tips necessary to create solid plans for doable infrastructure projects. Learn how to get the most from your constrained budget through smart planning, financial creativity, and partnering with others.

HALF-HOUR SESSIONS • 10:45 – 11:15 a.m.

M DEVELOPMENT & PLANNING

The Aging Population: Impacts on Cities

Our overall population is aging more quickly than ever before—so how do you make sure your city is prepared for this demographic shift?

Rethinking Infrastructure and Land Use Planning

Times have changed—and so must your city’s approach to land use planning. Explore alternative ways of thinking about planning and development that will renew prosperity in your city.

HALF-HOUR SESSIONS • 11:15 – 11:45 a.m.

M DEVELOPMENT & PLANNING

Generational Changes in the City Workforce

With more generations working together now than ever before in history, how does your city respond to create a positive and productive culture for employees of all ages?

Minnesota Design Team:

A Resource for Your Community

Community planning will help ensure the future success of your city, but it may seem daunting—the Minnesota Design Team (MDT) will share how they can be a cost-effective resource for your city.

CONCURRENT SESSIONS #2

THURSDAY, JUNE 21

ONE-HOUR SESSIONS • 2 – 3 p.m.

I DEVELOPMENT & PLANNING

Tapping Your Assets to Ignite Economic Development

Build your community development toolbox by evaluating other cities’ approaches to economic development. You will identify key issues, consider challenges and how to overcome them, and offer ideas for how various approaches could be replicated by different cities.

CS MANAGING YOUR CITY

City Approaches to Waste Management

What options does your city have for waste management—and which approach is the best for your community? Hear directly from other cities about methods they are using—including the risks and benefits of each option, the results achieved, how to get started, and what to watch out for.

T COMMUNICATIONS & COMMUNITY

Assessing Your City’s Approach to Democratic Governance

How well is your city engaging the public? Learn about the key building blocks—including official meetings, social media, diversity outreach, neighborhood engagement, and others—and evaluate how well your city is doing in each of these areas. Then determine the best place for your city to either start or expand its current efforts.

T BUSINESS LEADERSHIP COUNCIL

ROI: Preserving and Getting the Most from Your Existing Infrastructure

As city budgets remain tight, getting the most from your existing streets, sewers, water systems, buildings, and other infrastructure becomes more and more crucial. Learn how asset management tools—including GIS (geographic information systems), goal-setting, and wise financial planning—will help you reach your ROI objectives and make sure the community is getting its money’s worth.

HALF-HOUR SESSIONS • 2 – 2:30 p.m.

M INNOVATION & REDESIGN

City Success Stories:

Innovation and Redesign

How have cities successfully implemented new approaches to service delivery? During this mini session series, we’ll highlight six city redesign approaches. Learn practical ideas that can be replicated by your city, and find out about the resources to help your city do so.

HALF-HOUR SESSIONS • 2:30 – 3 p.m.

M INNOVATION & REDESIGN

If you are interested in sharing a success story as part of this mini session series, visit www.lmc.org/innovationrfp for more information about how to submit a proposal. Proposals are due by Friday, March 30, 2012.

Questions? Please contact Lena Gould at lgould@lmc.org or (651) 281-1245.

ONE-HOUR SESSIONS • 9 – 10 a.m.

ONE-HOUR SESSIONS • 10:30 – 11:30 a.m.

T

DEVELOPMENT & PLANNING

Funding City Services in the Future

The way city services have been paid for in the past will no longer sustain communities into the future. So how can you rethink your approach to funding city services? In this session, you will explore one city’s new approach, learn about multi-year investments for long-term financial stability, and hear what the League has learned about what the public thinks.

T

INNOVATION & REDESIGN

Public-Private Partnerships

Has your city ever considered using private contracts to deliver public services? Hear case studies of Minnesota cities that have turned delivery of a public service over to the private sector, learn about the key elements of a successful contract for service delivery, and get tips for managing contracts so you get what you pay for and avoid liability.

I

COMMUNICATIONS & COMMUNITY

Government 2.0: New Strategies for Engaging the Public

How are cities leveraging the web to engage the public in local government decisions? Explore how cities are strengthening democracy and promoting more effective local government by using 2.0 technologies. Groups will identify key issues, consider challenges and how to overcome them, and offer ideas for how the approaches could be replicated by different types of cities.

T

BUSINESS LEADERSHIP COUNCIL

The Current Economic Development Toolbox

If there is one word on the mind of every public leader, it is jobs. Yet the traditional tools of economic development seem more and more limited. Learn which strategies—including TIF (Tax Increment Financing), public finance, private use, and infrastructure improvements—might still work to help promote economic development in your city.

HALF-HOUR SESSIONS • 9 – 9:30 a.m.

M

MANAGING YOUR CITY

Running Better Public Meetings

Would you like to learn proven techniques for running more orderly meetings that achieve their purpose? Explore the top five best practices, and hear what works for other cities.

Avoiding Employment Lawsuits

Discover simple methods for making sure your city can either avoid a lawsuit, or react quickly and appropriately if one is filed.

Supporting Soldiers and Military Families in Your Community

Find out how different Minnesota cities are supporting soldiers and their families, including specific programs and actions to build awareness and create community support networks.

HALF-HOUR SESSIONS • 9:30 – 10 a.m.

M

MANAGING YOUR CITY

Managing Your City’s Electronic Information

Find out what state law requires when it comes to storing and sharing your city’s electronic information, as well as what resources are available to help your city manage electronic records and data.

Using Volunteers

As more cities rely on volunteers to help provide city services, learn about the ins and outs of setting up a volunteer program (including liability and workers’ comp issues).

Military Leave Law and Employing Veterans: What Your City Needs to Know

More and more returning veterans are working in Minnesota cities—find out what your city needs to know about the trends, benefits, and issues around employing veterans.

CC

DEVELOPMENT & PLANNING

Becoming a Next City

Who will make up the next generation of leadership in your city? Consider questions that will help you understand how to attract and engage young, talented citizens to take advantage of the economic horsepower they bring to the community—as well as ways to harness their energy to ensure the future vitality of your city.

I

INNOVATION & REDESIGN

Applying the Redesign Framework and Tools

How does a city take an idea for innovation and make it reality? Using real city examples, collectively explore ways to move redesign and innovation beyond the idea stage. Brainstorm with other city officials about how to transfer innovations from different types of cities. Has your city undertaken innovation and redesign efforts? Please plan to attend this session and share your experiences!

T

MANAGING YOUR CITY

Create a Dynamic *Workforce Out of Your Workplace*

Is your city looking for a way to attract the next generation of workers—and at the same time engage and motivate your current employees? Explore a contemporary solution that centers on a results-focused work environment, and how your city can create a culture where both morale and productivity increase.

CS

COMMUNICATIONS & COMMUNITY

Community Conversations: The International Falls Experience

Structured as small meetings involving city residents, Community Conversations focus on the services cities provide—how they are delivered and paid for, as well as the values and considerations that drive service preferences. Learn about this model and how it was applied in International Falls, as well as how it might be adapted for use in your own city.

T

BUSINESS LEADERSHIP COUNCIL

The Four E’s of Great Governing

Why is making decisions in government often so difficult? Usually because it requires balancing the competing goals of equity, efficiency, economy, and effectiveness (and sometimes ethics). Learn more about these Four E’s, and how to both tolerate and explore the tradeoffs between them.

HALF-HOUR SESSIONS • 10:30 – 11 a.m.

M

COMMUNICATIONS & COMMUNITY

Democratic Spaces for Young People

Young people are part of the civic fabric of our communities—learn about structures that can bring them to the table.

Ongoing Deliberative Processes on Key Issues and Decisions

Move beyond thinking of citizen engagement as just for “hot” issues, to a routine way of governing that crosses a wide range of topics.

HALF-HOUR SESSIONS • 11 – 11:30 a.m.

M

COMMUNICATIONS & COMMUNITY

Engagement Leadership

Consider strategies that ensure a wide range of your residents serve in leadership roles and get the training they need to be effective leaders.

Encouraging Innovation and Problem-Solving by Citizens

Don’t just inform citizens about problems—understand the possibilities for connecting them to city employees for collaboration on key community issues.

GENERAL SESSIONS

Thursday, June 21
9 – 10:30 a.m.

OPENING SESSION WITH KEYNOTE SPEAKER REBECCA RYAN

Cities 3.0: Reflecting, Responding and Redesigning for an Uncertain Future

As we enter a new era in which cities are dealing with an aging population, increasing service demands, and diminishing resources, local leaders must make smart investments that future generations will value and enjoy. In this year's opening session, you'll hear from Rebecca Ryan, founder of Next Generation Consulting, about NGC's extensive research on "Next Cities"—places that have the qualities to attract and keep the next generation of workers and community leaders—and what today's city leaders need to be doing to plan for the citizens of the future. Ryan will challenge us to let go of our old ideas, think about the purpose of cities, and embrace new approaches to business and community development that will help our cities remain relevant in the 21st Century.

Thursday, June 21
3:15 – 4:30 p.m.

2012 LEGISLATIVE RECAP AND POLICY PREVIEW

Join the League's Intergovernmental Relations (IGR) staff for a fun and informative look at the outcomes of the 2012 Legislative Session—and learn what lies ahead for cities in 2013.

Friday, June 22
11:45 a.m. – 1 p.m.

LUNCHEON AND CLOSING SESSION

Check our website at www.lmc.org/AC12 for more information soon!

PRICING

REGISTER EARLY
BY APRIL 30, 2012
& SAVE!
www.lmc.org/AC12

2012 ANNUAL CONFERENCE AND MARKETPLACE

These conference registration fees include admission to all conference sessions, networking, and meal events.

Pre-conference workshops and lodging are not included in these fees.

\$295 Regular Attendee
Registration after April 30: \$350

\$99 First-Time Attendee
Registration after April 30: \$350

\$195 Cities with Population Under 1,000
Registration after April 30: \$350

PRE-CONFERENCE WORKSHOPS

**Communications Planning:
Staying Cool When You're in the
Hot Seat—Avoiding Crises**

\$50 MORNING WORKSHOP
Registration after April 30: \$60

**Networking and Communicating
with New Media for Local
Government Leaders**

\$50 AFTERNOON WORKSHOP
Registration after April 30: \$60

Council-Staff Relations

\$50 AFTERNOON WORKSHOP
Registration after April 30: \$60

LODGING INFORMATION

If you book at one of the following hotels by **May 19**, you will receive a special discounted conference rate. Please contact the hotel directly to make your room reservations. To receive the special rate, ask for the "League of Minnesota Cities" group block.

**Holiday Inn Hotel & Suites
(218) 722-1202**

Standard Room: \$99 (Single or Double)
Two-Room Suite: \$119 (Single or Double)

**Radisson Hotel Duluth Harborview
(218) 727-8981**

Standard Room: \$109 (Single or Double)

**Edgewater Resort & Waterpark
(218) 728-3601**

Variety of Suites: \$129 – \$199

**Comfort Suites Canal Park
(218) 727-1378**

City View: \$149 (Single or Double)
Lake View: \$169 (Single or Double)

WHAT'S NEW FOR 2012

What do cities really want and need—and what do the people who are running cities really want and need? Because our members value opportunities to network and share ideas with each other, we've added some new features to this year's annual conference that will give you the knowledge, connections, and resources to continue to move your city in a positive direction.

Redesigned Learning Formats

Come ready to be engaged and take networking to a whole new level! Join us for this year's new interactive sessions, where you and your colleagues will share your experiences and collaborate in developing new ways to address the challenges facing cities.

More Sessions on Timely Topics

We have nearly doubled the number of sessions we are offering this year! Whether you are looking for new ways to fund city services in the future, want to know how to run better public meetings, would like to explore public-private partnerships, or are looking for new ways to engage your constituents—we've got something for you. You'll leave the sessions empowered with new knowledge, and equipped with tools and resources to take action on what you learned.

Hybrid Event

Watch for news about a limited online virtual option for the 2012 Annual Conference that provides an opportunity for city officials who are unable to attend in-person to participate in select sessions via the Internet. Our goal is to share timely educational content with an even larger audience of city officials. Stay tuned for details!

Find out more at www.lmc.org/AC12.

NETWORKING OPPORTUNITIES

Thursday, June 21 | Friday, June 22
1:30 – 2 p.m. & 10 – 10:30 a.m.

NETWORKING BREAKS

Take advantage of these longer breaks to connect with city colleagues between sessions.

Thursday, June 21
4 – 8 p.m.

MARKETPLACE EVENT

Visit the Marketplace!

Our marketplace vendors want to help your city connect, explore, grow, and guide your way to a brighter future! Enjoy heavy hors d'oeuvres, music, and more in the 2012 Marketplace. No other networking event in the state allows you to connect with as many dedicated city vendors. Discover innovative products and services, engage with old friends, and learn how vendors can help your city become stronger and achieve its goals! See which vendors will be joining us this year by taking a peek at the Virtual Exhibit Hall, online at www.lmc.org/veh.

Thursday, June 21
8 p.m. – whenever!

AFTER HOURS

City Night at Grandma's Sports Garden

Join your colleagues for live music, dancing, pool, and networking at Grandma's Sports Garden in Canal Park. Dessert will also be provided!

SPONSORS

2012 LMC BUSINESS LEADERSHIP COUNCIL

- Bolton & Menk, Inc.
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- Kennedy & Graven, Chartered
- SEH, Inc.
- WSB & Associates, Inc.

CONFERENCE WITHIN A CONFERENCE

CLERKS' ORIENTATION CONFERENCE

June 20 – June 22

The League's popular three-day conference for new city clerks will be held during this year's Annual Conference. In addition to the usual orientation program, new clerks will have the opportunity to attend some Annual Conference sessions and networking events. Visit the League website at www.lmc.org/clerks2012 for a complete conference agenda.



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