



2022 NCCCMA SUMMER SEMINAR JUNE 23–25 • BEAUFORT, NC

THURSDAY, JUNE 23

8:30–11:00 a.m. (Shackleford)

Executive Committee Meeting & Continental Breakfast

Off-site: Pre-Conference Golf Tournament

Location: Brandywine Bay Golf Club, 177 Brandywine Boulevard, Morehead City NC 28557

Check-in & registration at course 10–11:30 a.m.

Lunch at course 11–11:30 a.m.

Shotgun start 11:30 a.m.

Cost: \$85 per person in advance. \$100 per person on-site (includes golf and lunch). Optional “Trash packages” are \$25 per person. Captain’s Choice Format. Separate registration required. Proceeds go to the NCCCMA Civic Education Program to support teacher training and the NCCCMA Civic Education online book “Local Government in North Carolina.”

Coordinators: Justin Hembree, Executive Director, Mid-Carolina COG, and Eddie Smith, Deputy City Manager, City of Kannapolis

12:00–5:00 p.m. (Pre Function)

Registration Desk Hours

1:30–5:00 p.m. (Carrot Island/Town Marsh)
Pre-Conference Workshop: Strategic Planning for the American Rescue Plan (ARP)

Separate registration is required. This workshop is in-person and focuses on applying basic strategic planning concepts to the American Rescue Plan (ARP). We will cover topics including defining organizational purpose, setting organizational priorities, and identifying action to achieve those purposes. This workshop uses recent examples to help local governments make optimal strategic use of their ARP funds. Examples include infrastructure matching funds, pandemic recovery and resilience, traditional strategic planning, and community engagement.

Speakers: Geraldine Gardner, Executive Director, Centralina COG

Obed Pasha, Professor, UNC School of Government

Lee Worsley, Executive Director, Triangle J COG

5:00–6:00 p.m. (Veranda)
Reception

FRIDAY, JUNE 24

7:00 a.m. –5:00 p.m. (Pre Function)
Registration Desk Hours

7:00–8:00 a.m. (34 North)
Continental Breakfast

8:00-9:00 a.m. (Horse Island/Bird Shoal)

Opening General Session: Disruptive and Disturbing Trends

Speaker: Jim Johnson, William R. Kenan Jr. Distinguished Professor of Strategy and Entrepreneurship and Director, Urban Investment Strategies Center

9:00–9:15 a.m. Break

9:15–10:30 a.m. CONCURRENT SESSIONS

Session 1: Local Government Ethics in 2022

(Carrot Island/Town Marsh)

ICMA's Code of Ethics defines the values of our profession and as a set of commonly held principles essential to building and maintaining public trust. This session will focus on key aspects of the Code, trends in the ethics cases ICMA's Committee on Professional Conduct has reviewed, discussion of real-world ethics dilemmas, and time for Q&A with ICMA's ethics advisor.

Speakers: Jessica Cowles, Ethics Advisor, International City County Management Association

Michael Peoples, City Manager, City of Gastonia

Session 2: Regional Economic Development

(Horse Island/Bird Shoal)

Wayne, Lenoir and Greene Counties – along with the NC Global TransPark – have combined forces together to create the NC Global TransPark Economic Development Region. The purpose of the region is to jointly use the resources of our three county's for marketing/grants/personnel/and one of the largest economic drivers in Eastern North Carolina (NC Global TransPark) to become more visible and relevant for economic development in our region.

Moderator: Craig Honeycutt, County Manager, Wayne County

Panelist: Kyle Dehaven, County Manager, Greene County

Mark Pope, Senior Vice President, NC Global TransPark Economic Development Region

10:30–10:45 a.m. Break

10:45 a.m.–12:00 p.m. CONCURRENT SESSIONS

Session 1: A Local Government Roadmap to Affordable Living: A Case Study from Chapel Hill (Carrot Island/Town Marsh)

State and federal governments are slowly getting out of the business of affordable housing, even while the local need for affordable housing has reached historic highs. Communities are growing less affordable, broadening the housing conversation from being a concern facing only the economically disadvantaged to an issue affecting the entry level professional workforce. Teachers, first responders and essential workers lament that they can no longer afford to live in the communities they serve. A full-blown crisis has emerged as our local units of government face the real possibility of pricing away their own workers. This is the story of how Chapel Hill is addressing the affordable housing crisis using tools available to local governments throughout the state and adaptable to an array of housing concerns.

Moderator: Ashley Anderson, President, Eagle Rock Advisors

Speakers: Faith Brodie, Housing Director, Town of Chapel Hill

Brian Crawford, Attorney, Sanford Holshouser, LLP

Emily Holt, Affordable Housing Development Officer, Town of Chapel Hill

Session 2: Creating a Culture of Diversity, Equity, and Inclusion (DEI)

(Horse Island/Bird Shoal)

Is your organization ready to take the first steps or identify the next steps in developing and advancing equity and inclusion initiatives? Explore this topic with leaders who are at various stages of shaping organizational cultures that value and prioritize diversity, equity and inclusion. This session will define these concepts and their relevance to your work and outline key considerations and actions that you can take to advance opportunities for all in your workplace and community.

Moderator: Kimalee Dickerson, Assistant Professor of Public Leadership, UNC School of Government

Panelists: Wanda Allen-Abraham, Director of the Human Relations/Diversity, Equity and Inclusion Department, City of Winston-Salem

Haley Bizzell, Human Resources Manager, Town of Hillsborough

Linda Graham Jones, Diversity, Equity and Inclusion Director, Town of Apex

Danya Perry, Director of Diversity, Equity and Inclusion, Wake County

12:00–1:00 p.m. (Carrot Island/Town Marsh)
Networking Lunch

1:00–2:15 p.m. (Horse Island/Bird Shoal)
General Session: Building the Talent Pipeline

This session will provide practical insight and solutions for local governments in seeking new talent for our organizations as we deal with the challenges of the Great Resignation, which includes the retirement of eligible employees. The panelists and practitioners will provide information into how various trade programs, veterans, as well as graduate students can provide local governments of any size with talented employees to assist in providing our communities with competent and responsive customer service.

Speaker: Dr. Christopher Paul, Assistant Professor and MPA Program Director, North Carolina Central University

Panelists: Jim Albright, Emergency Services Director, Guilford County

Kimberly Williams, Founder & CEO NC4ME, North Carolina for Military Employment

2:15–2:30 p.m. Break

2:30–3:30 p.m. Legislative Updates

NCLM (Horse Island/Bird Shoal)

NCACC (Carrot Island/Town Marsh)

5:30–6:30 p.m. (Veranda)
Networking Reception

SATURDAY, JUNE 25

7:30 a.m.–12:00 p.m. (Pre Function)
Registration Desk Hours

7:30–8:30 a.m. (Pre Function)
Breakfast Buffet

8:00–9:30 a.m. (Ballroom)
NCCMA Business Meeting

9:30–9:45 a.m. Break

9:45 a.m.–10:45 p.m. (Ballroom)
General Session: Workforce 2040: Trends Shaping the Future of the Workforce
The workforce is changing, monumental demographic shifts, rapid technological advancements, and a highly dynamic operating environment have led to the emergence of new opportunities and critical challenges for local government leaders as they seek to recruit, retain, and develop talent. With stiff competition from other sectors of the economy and a looming retirement cliff, it is essential for local governments to act now and position themselves for success in the future. Join us as we analyze trends and explore the concept of work is evolving.

Speaker: TBD

10:30–11:00 a.m. Break

11:00 a.m.–12:00 p.m. (Ballroom)
Closing General Session
Preventing Burnout: Accepting Limitations and Embracing Strengths

We've all had the experience. Being awoken by an alarm on Monday morning, followed by feelings of dread, anxiety, frustration, or hopelessness. Feelings of lost motivation or trouble finding purpose in your work. What happens when this prolongs? What happens when that feeling on Monday occurs every day? Burnout is defined by psychological and physical

symptoms that occur when we have endured prolonged, or chronic, stress.

In this session, we will learn how to identify burnout and the symptoms that are associated. We will discover how to accept our limitations and embrace our innermost strengths that allow us to feel confident and courageous. Most importantly, we will venture together in establishing better habits, boundaries, and relationships that will help us prevent ever getting to a state of burnout.

Speaker: Nathan A. Blake, CFBPPC, LCAS,
Atrium Health Wake Forest Baptist & CareNet
Counseling