

NCCCMA



NORTH CAROLINA CITY & COUNTY MANAGEMENT ASSOCIATION SUMMER SEMINAR 2021

June 24–26, 2021
Wilmington Convention Center

THURSDAY, JUNE 24

8:30–11:00 a.m. (Jr. Ballroom)

Executive Committee Meeting & Continental Breakfast

Off-site: Pre-Conference Golf Tournament

Location: Wilmington Municipal Golf Course,
311 Donald Ross Drive, Wilmington, NC 28409

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.

Captain's Choice Format. Separate registration required. Proceeds go to the NCCCMA Civic Education Program to train schoolteachers to use the NCCCMA Civic Education online book "Local Government in North Carolina."

Coordinators: Steve Wyatt, Henderson County Manager; Megan Powell, Henderson County Budget Manager

12:00–5:00 p.m. (Info Desk, River Concourse)

Registration Desk Hours

1:30–5:00 p.m. (Ballroom DEF)

**Pre-Conference Workshop: Making Change:
How Personal Preferences Show Up at Work**

The past year has provided a plethora of learning experiences in navigating rapidly changing environments. What did you learn about yourself and others and the process of change? What skills or perspectives do you need to develop to help you understand the new realities, acknowledge stressors, leverage differences to maximize resources, and support and enroll colleagues during these unprecedented times?

The intent of this session is to identify your natural change tendencies, consider how it serves you during "normal" times, share successful strategies, and then assess what your needs may be to remain successful in the future.

You will leave this session with a Change Style Indicator report detailing your own approaches to managing change as well as strategies to

encourage resilience in your workplace and personal life.

During this class you will:

- Identify current challenges with the types, volume, and pace of change.
- Explore personal change style preferences, what it means for you and others, and how it influences individual tendencies for navigating change.
- Learn how to productively engage with others who have different change style preferences.
- Develop strategies that enable resilience during change processes.

Required: An online Change Style Indicator test will need to be completed before attending the preconference workshop.

Speakers: Lydian Altman, Senior Manager of Leadership Curriculum Development, UNC School of Government

Dale Smith, Adjunct Faculty, UNC School of Government and CEO, Smith Management Training and Consulting Services

FRIDAY, JUNE 25

7:00 a.m. –5:00 p.m. (Info Desk, River Concourse)
Registration Desk Hours

7:00–8:00 a.m. (Exhibit Hall)
Boxed Grab & Go Breakfast

8:15-9:00 a.m. (Exhibit Hall)
General Session: The Challenge for Local Government Leadership

The session will focus on the powerful disruptive forces impacting local government such as COVID19, the demand for social justice, the imperative for racial reconciliation, and the impact social media technologies. Based on a recent survey of local government managers, several leadership attributes have been identified that are required to build and sustain

quality communities in this disruptive environment.

Speaker: Bob O'Neill, Instructor and Riley Fellow, College of Charleston and Retired ICMA Executive Director

9:00–9:15 a.m. Break

9:15–10:30 a.m. CONCURRENT SESSIONS

Session 1: Post COVID Economic Development Housing Trends (Ballroom ABC)

COVID has impacted every aspect of our lives as managers. Being prepared means knowing what is coming and expert speakers are at the cutting edge of trends in Economic Development and Housing. Participate in a Q&A discussion.

Moderator: Tyler Mulligan, UNC School of Government and Director, Development Finance Initiative (DFI)

Speakers: Christopher Chung, CEO, Economic Development Partnership of North Carolina

Cameron Moore, Executive Officer, Wilmington-Cape Fear Home Builders Association

Session 2: NCCCMA Sponsor Sessions (Ballroom DEF)

Asset Management for Effective Use of Stimulus Funding

Local Governments are facing increasing demands for new and improved services as well as continued economic growth. These demands, coupled with aging infrastructure and shrinking budgets, are stretching our ability to maintain levels of service. A new approach is required to help resolve these challenges and balance competing objectives. Through proactive Asset Management Program development communities can focus on improving performance, reducing cost of ownership during the entire asset lifecycle, and leveraging all available funding to rehabilitate and replace the most aged and critical assets. Additionally, they can extend asset lifecycles, improve performance and reliability, as well as optimize maintenance work.

Now, with potential federal funding earmarked for aging infrastructure, it is imperative that we

maximize every dollar available and prioritize our most at-risk infrastructure. This is best achieved by implementing a comprehensive asset management program.

Speakers: Eddie Staley, PLS, Chief Client Experience & Innovation Officer, WithersRavenel

Seth Robertson, PE, Vice President, WithersRavenel

Retaining & Engaging Talent

Attracting and retaining talent is the top priority for most City/County leaders. A key aspect to attracting and retaining employees is employee engagement. Engagement is one of the most monitored and discussed human capital metrics today. This session is designed to offer an overview of measuring and managing employee engagement. With the workforce dynamics ever changing, understanding the significance in terms of types of workforce behaviors, what motivates employee engagement, the impact of COVID-19 on the workforce, Burnout/Resiliency, and the tools and practices they need to interact will also be shared in this presentation.

Speaker: Chris Dustin, Managing Director, Gallagher

10:30–10:45 a.m. Break

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

Session 1: Non-Financial Keys for a Happy Retirement (Ballroom ABC)

Retirement may be the biggest life transition you will ever go through, yet most people don't spend enough time thinking about and planning for the non-financial aspects of their retirement. A happy retirement is more than having enough money to pay the bills. Be sure that you also consider the non-financial aspects. Our panel of retired local government professionals will share some of their tips on planning for a successful and happy retirement.

Speakers: Joel Mashburn, Retired County Manager

Jack Horton, Retired County Manager

Barbara Lipscomb, Retired City Manager

David Nicholson, Retired County Manager

Derwick Paige, Retired City & Deputy County Manager

Session 2: Navigating Local School Budgets (Ballroom DEF)

All county managers and some city managers in North Carolina have the difficult task of recommending the funding level to support the school systems. This session will have two experts talk about the interconnectivity between the local, State and federal funding streams that Boards of Education rely upon and how they impact the local dollars that counties and cities control. Participants will better understand how to scrutinize the requests for local funding and how their school systems are managing the other sources of revenue.

Moderator: Dudley Watts, County Manager, Forsyth County

Panelists: Kerry Crutchfield, Retired CFO, Winston-Salem/Forsyth County Schools & Financial Consultant/Trainer

Mike Felts, County Manager, Granville County

12:00–12:30 p.m. (Exhibit Hall)

Lunch: Boxed Lunch

12:30–1:30 p.m. (Exhibit Hall)

General Session: Unveiling of the *Local Government in North Carolina*, 5th edition, online book and update on NCCCMA's Civic Education Consortium Program

Since the early 1990s, the North Carolina City County Management Association's (NCCCMA) Civic Education Project has supported the creation and dissemination of *Local Government in North Carolina*. Thanks to funding from the Civic Education Project, the text was made available to classrooms across the state.

The fifth edition of *Local Government in North Carolina* is now available and is an interactive textbook. The e-book is enhanced with multimedia features, such as augmented reality, videos, podcast and interactive data charts. The book showcases the role, form, structure and functions of local government through multimedia storytelling and fosters civic engagement in a technology-rich learning environment:

Speakers: Rick Morse, Associate Professor of Public Administration & Government, UNC School of Government

Mary Furtado, Deputy County Manager, Catawba County & Chair of the NCCCMA Civic Education Committee.

1:30–1:45 p.m. Break

1:45–3:00 p.m. Legislative Updates

NCLM (Ballroom ABC)

Speaker: Rose Vaugh Williams, Associate Executive Director of Public & Government Affairs

NCACC (Ballroom DEF)

Speakers: Neil Emory, Outreach Associate
David Nicholson, Outreach Associate

3:00–3:15 p.m. Break

3:15–5:00 p.m. Optional

Walking Tour: Wilmington's Northern Riverfront Park: The Municipal Leadership Role in Downtown Redevelopment

Registration required. Along the Cape Fear River, North Waterfront Park, previously a lumber yard mill and cargo weigh station for the Port of Wilmington, has been transformed into 6.6 acres of newly accessible, versatile, waterfront open-space as well as a 7,000-capacity performance venue. As a new cultural destination for the City of Wilmington, the site goes above and beyond a singular purpose as a concert venue. The design enhances physical connections to nature and the water by

mimicking the natural shoreline and drawing coastal marshes into the site. The design also seeks to encourage stewardship activities and reflection upon the City's past with waterfront gardens that immerse visitors into the native riparian landscape, interpretive signage, and an interactive water fountain evoking a tidal spray.

While enhancing the neighborhood's quality of life and meeting the recreational needs of the community at large, it is expected that the park will also provide an economic benefit to Wilmington by serving as the central amenity to the developing northern downtown district and positively impacting property values. Since the park is easily accessible to a nearby parkway and highway, it is projected to host major community events that should spur spin-off economic activity to downtown businesses.

Coordinator: Rob Shepherd, UNC School of Government

SATURDAY, JUNE 26

7:00 a.m.–12:00 p.m. (Info Desk, River Concourse)
Registration Desk Hours

7:00–8:00 a.m. (Exhibit Hall)
Boxed Grab & Go Breakfast

8:00–9:30 a.m. (Exhibit Hall)
NCCCMA Business Meeting

9:30–9:45 a.m. Break

9:45 a.m.–12:00 p.m. (Exhibit Hall)
Closing General Session: The Future of the Local Government Workforce

Speaker: Kirsten Wyatt, Executive Director and Co-founder, Engaging Local Government Leaders (ELGL)