

## Master Clerks Academy January 20, 2017



**NC**LEAGUE  
OF MUNICIPALITIES

## What is the League Today



### **Advocacy**

NCLM members work together to develop advocacy goals and guiding principles, and members and staff work diligently to promote municipal interests.

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## What is the League Today



### **Advising**

Whether it's identifying governing best practices or offering technical assistance, NCLM staff is always there for its members.



## What is the League Today



### **Legal**

NCLM's legal team helps cities and towns understand their legal obligations, and weighs in on court cases and administrative rulings that have far-reaching effects on all municipalities.



## What is the League Today



### **Insurance**

NCLM's Risk Management Services goes beyond its insurance offerings to help cities and towns reduce risk and limit liability.



## What is the League Today



### **Training**

At conferences and at a variety of training sessions, NCLM helps local elected officials and municipal staff develop professional and leadership skills.



## What is the League Today



### Information

Through a variety of publications and research, NCLM helps its members stay informed on what's happening in the state capital and what's going on in their sister cities and towns.



## What is the League Today



### Leadership

Finding best practices and utilizing innovation to push municipal government and North Carolina forward, with board members taking the lead



# Politics for cities today



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SEARCH Q

MEMBER PORTAL

HOME ABOUT NEWS

here we grow

LOCAL STORIES TAKE ACTION

## BUILDING NORTH CAROLINA One Hometown at a Time

540 cities and towns. Countless opportunities.

North Carolina's cities and towns are where new ideas take root and where hard work helps them grow. For generations, from the mountains to the sea, these 540 hometowns have been the engines of our state's growing economy. And for decades, investments made by municipalities have helped fuel that

## About Here We Grow

- Crowdsourced Website
  - Soft launch September 2016
  - Members submit story and graphics through site
- Downloadable, customizable materials to share with in the community (handouts, PPT slides, etc.)
- Staff review and coordination to facilitate site population

## Here We Grow Campaign

- Outreach to Managers, PIOs, Clerks, etc.
- Town Talk at CityVision 2016
- Highlight several “case study” municipalities to show what a good story entails
- Email campaign to educate members how to tell their story (step-by-step guide/toolkit)
- In-person training visits to municipalities

## Here We Grow Campaign

### **The Liberty**

Elkin

The Liberty, formerly a tobacco warehouse constructed in 1917, now houses a restaurant, wine shop, book store and a 9,000 square-foot banquet hall.



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## Here We Grow Campaign

### **Empire Hotel Preps For Revival**

Salisbury

Initial plans for the Empire Hotel will feature retail storefronts along South Main Street, including the retail space in the former Montgomery Ward main floor, mezzanine and basement.



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## Here We Grow Campaign

### **Innovation Quarter**

Winston-Salem

With more than \$500 million in public and private dollars being invested in the project, today more than 50 companies employ over 3,000 people in the 85 acres of developed land. The project's partners say it is more than a business park.



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## Three Branches of Government



Judicial Branch



Executive Branch





# 2016 Elections

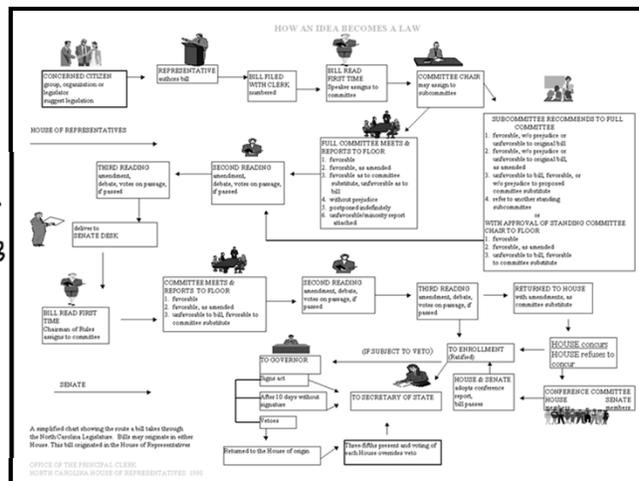
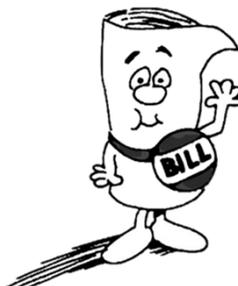
2017

## Election results

- 43% of all N.C. legislative races decided before Election Day
  - 15 Senate seats
  - 57 House seats
- N.C. Senate
  - Majority likely gained one seat for 35-15 margin
  - 6-7 freshmen, including one senator-elect who previously served in the N.C. House
- N.C. House
  - Majority likely lost one seat for 75-45 margin
  - 19-22 freshmen, **Recount process**
  - Counties certified vote totals Nov. 18
  - Candidates eligible for recounts made requests by Nov. 22 @noon
  - Counties conducted recount according to SBOE schedule
  - SBOE certified results Nov. 29 @11:00 am
  - Lawsuits to follow???



# How a Bill Becomes a Law

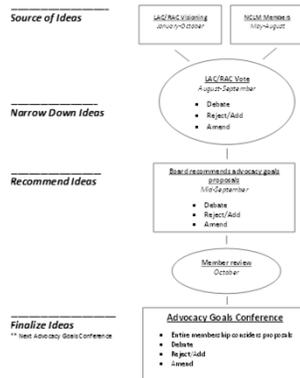




# How a Bill Becomes a Law



## Long-Term NCLM Policy Development *(even-numbered years)*



## Advocacy Goals Conference

### BY THE NUMBERS

- 228 Registered members
- Over 150 Towns and Cities registered
- 96 voting cards issued
- 28 Goals debated
- 4 Core Municipal Principles amended



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## Core Municipal Principles

- Preserve existing municipal authority
- Protect local revenue streams
- Minimize state and federal mandates
- Promote open government and ethical conduct
- Limit imposition of liability
- Support responsible economic development policies
- Support fair regulatory solutions

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## Fiscal Health

- Seek legislation to provide municipalities with additional locally-controlled revenue options.
- Seek legislation to alter the current statutes governing distribution of local sales taxes by requiring a one-year delay in implementation when a county or the legislature changes its method of distributing sales tax revenue.



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## Fiscal Health

- Support legislation to bolster the state's mental health and intellectual/developmental disabilities (I/DD) treatment resources, including resources and solutions to lessen the strain on sworn law enforcement officers when providing custody of individuals in crisis.
- Support legislation which defends the fiscal integrity of the Local Government Employees' Retirement System and its defined benefit structure, promotes reasonable pension reforms that are prospective in nature, and meets the needs of local employees, employers, and retirees.



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## Economic Growth

- Seek legislation to allow room occupancy tax revenues to be used to fund municipal service and infrastructure costs in order to support travel and tourism.
- Support legislation that will provide sufficient funding at the state level for incentive programs such as a competitive film incentive program, robust state historic preservation tax credits, and the Main Street Solutions fund necessary to grow jobs and the economy.
- Support legislation to revise the tier method of measuring levels of economic distress to focus on the causes of distress and taking sub-county data into account.



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## Municipal Authority

- Support municipal authority over municipal personnel issues.
- Support legislation that provides for municipal elections to be determined by local municipal authority.
- Oppose legislation that interferes with local management or ownership of local assets.

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## Public Infrastructure

- Seek legislation eliminating municipalities' repayment of water- and sewer- growth related fees that have been previously collected, and providing municipalities with the authority to assess the level of fees and charges necessary for continued growth and economic development in the future.
- Seek legislative and administrative changes to the STIP process that give local priorities increased weight in the allocation of transportation funds.



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## Public Infrastructure

- Support legislation that recognizes that management of a public utility is best determined by the local owning entity due to their consideration of financing, engineering, and regulatory responsibilities.
- Seek legislation to increase state-level funding for municipal infrastructure needs.



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## Federal

- Seek opportunities to support the passage of the federal e-fairness legislation.



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## Public & Government Affairs Team

### Things we do.....

- Lobby on behalf of cities and towns
- Staff legislative action committees
- Lead grassroots efforts
- Member engagement: seminars, mayoral group, speaking
- Policy and Research
- Staff affiliate groups of NCLM
- Town Hall Day
- Communications: legacy publications, social media, website, press, League conferences, marketing of RMS and NCLM, video



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## Public & Government Affairs Team



## Public & Government Affairs Team



Rose Vaughn Williams  
Associate Executive  
Director of Public &  
Government Affairs



Chris Nida  
Director of Research  
& Public Analysis



Erin Wynia  
Legislative Counsel



Sarah Collins  
Legislative & Regulatory  
Counsel



## Public & Government Affairs Team



Vickie Miller  
Grassroots Coordinator



Will Brooks  
Grassroots Initiative  
& Civic Engagement  
Associate



Karen Waddell  
Public &  
Government Affairs  
Coordinator



## Public & Government Affairs Team



Scott Mooneyham  
Director of Public Affairs



Ben Brown  
Advocacy  
Communication  
Associate

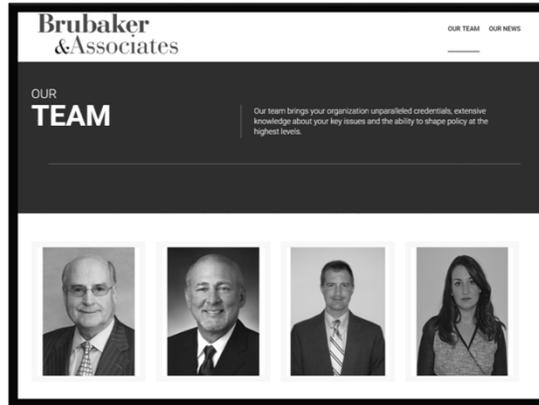


Kristin Milam  
Creative Services  
Associate



# Lobbying Updates

- Contract Lobbyists join NCLM
- Joint Municipal Caucus Formed



Thank you!

