MAYORS’ DAY 2019

registration & schedule

January 25 - 28 • Hilton Atlanta
GMA Mayors’ Day Conference vs. Super Bowl LIII

In 2016, NFL owners voted to bring the 2019 Super Bowl to Atlanta to be played in the brand new, state-of-the-art Mercedes-Benz Stadium. This is the first time since 2000 that Atlanta has been selected to host the game. Super Bowl LIII (53) will be played on February 3, 2019 and is expected to bring in more than 100,000 visitors (those from more than 50 miles away) and bring in several hundred million dollars in economic activity to the City of Atlanta. That is great news, but what does it mean for the GMA Mayors’ Day Conference, which is scheduled for January 25-28, one week before the game?

Part of the bid package that Atlanta submitted to entice NFL owners to come to Atlanta was full use of hotel space beginning on Monday, January 28. The city has put a block on all group hotel accommodations, including meeting space and sleeping rooms, at all major hotels in downtown Atlanta, beginning on Monday, January 28. As past attendees know, the GMA Capitol Connections Breakfast is typically held on Monday morning and following the breakfast, training classes are conducted. With no hotel meeting space to use on Monday, solutions had to be found to accommodate an exciting breakfast that would attract members, as well as members of the Georgia Legislature.

New Venues: The 2019 GMA Mayors’ Day Conference will return to the Atlanta Hilton and Towers. Over the past two years, the Atlanta Hilton has undergone a complete multi-million-dollar renovation. The transformation includes the lobby, meeting space, restaurants and bars, as well as contemporary upgrades to all guest rooms. The new space is gorgeous and functional.

The Capitol Connections Breakfast has been relocated to the Georgia Railroad Freight Depot, directly across the street from the Capitol. The new Governor, Lieutenant Governor and Speaker of the House will be invited to address attendees and, as usual, all members of the Georgia General Assembly will be invited to attend, providing a great opportunity for networking with state leaders. After breakfast, GMA members are encouraged to visit the Capitol to celebrate GMA Day at the Capitol. Shuttle service from the Atlanta Hilton to the Georgia Freight Depot will be available from 7:00 am through the lunch hour.

To accommodate membership needs for training classes, class offerings have been expanded on Friday, January 25.
new schedule

Friday, January 25
8:30 a.m. – 11:30 a.m.  3 Municipal Training Institute Classes  (Three hour credit provided to attendees)
8:30 a.m. – 3:30 p.m.  2 Municipal Training Institute Classes  (Six hour credit provided to attendees)
1:00 p.m. – 4:00 p.m.  3 Municipal Training Institute Classes  (Three hour credit provided to attendees)
4:30 p.m. – 5:30 p.m.  Municipal Training Board Meeting

Saturday, January 26
8:30 a.m. – 3:30 p.m.  13 Municipal Training Institute Classes  (Six hour credit provided to attendees)
3:45 p.m. – 5:15 p.m.  GMA Board of Directors’ Meeting

Sunday, January 27
7:00 a.m. – 7:30 a.m.  Worship Service
8:00 a.m. – 9:00 a.m.  Federal Policy Council Meeting  (Light Breakfast Included)
8:00 a.m. – 9:00 a.m.  Orientation for Newly Elected Officials and First Time Attendees  (Light Breakfast Included)
9:15 a.m. – 10:30 a.m.  Policy Committee Meetings  (2 Committees)
10:45 a.m. – 12:00 p.m.  Policy Committee Meetings  (2 Committees)
12:15 p.m. – 2:00 p.m.  Awards Luncheon
2:30 p.m. – 3:45 p.m.  Policy Committee Meetings  (2 Committees)
4:00 p.m. – 5:00 p.m.  Legislative Policy Council Meeting

Monday, January 28
7:00 a.m. – 8:00 a.m.  Shuttle Buses to the Georgia Freight Depot
7:30 a.m. – 8:30 a.m.  Legislative Networking Breakfast at the Georgia Freight Depot
8:30 a.m. – 9:30 a.m.  Capitol Connection Program at the Georgia Freight Depot
9:30 a.m. - 12:00 p.m.  GMA Day at the Capitol

Capitol Visits and Take Your Legislator to Lunch
Courses

Friday, January 25, 2019

8:30 a.m.-3:30 p.m.

(Lunch will be provided during 6-hour classes)

Governing the Commons: Collective Decision Making in Complex Systems* (6-hour class)

Making decisions within a single jurisdiction is complicated enough, but relatively simple compared to the complexity of decisions multiple jurisdictions must often make among themselves. In this class, participants explore first-hand some of the critical leadership challenges involved in collective decision making, such as: How should such decisions be made? What form should they take? How should they be governed, monitored and enforced? How should costs and benefits be allocated? This class is limited to 35 participants.

Managing Growth: Economic and Natural Resource Issues (6-hour class)

This class shows city leaders how they can exert meaningful control over how their community grows. Topics include economic and ecological considerations, protecting water quality, regulatory initiatives and regionalization. Promoting infill development and redevelopment, preserving land and capturing private investment are also covered.

8:30 a.m.-11:30 a.m.

(Lunch is not included for the 3-hour classes)

Municipal Water and Wastewater Systems* (3-hour class)

Water and wastewater services are fundamental to the operation of a city. This class provides an overview of the management of these services and introduces participants to the significant role of water in community health, quality of life and economic development. This class also describes various service delivery methods and discusses the challenges and opportunities that municipal officials face in providing water and wastewater services to their customers.

Open Records* (3-hour class)

This class familiarizes municipal officials with Georgia’s open records law and the potential consequences for failing to adhere to it. Hypothetical scenarios are used to give participants a better understanding of their responsibilities and obligations for complying with these statutes. Records management and the requirements of the Georgia Records Act are reviewed as well as legal obligations for preserving records for litigation.

Public Policy Development and Implementation* (3-hour class)

Developing policy to advance the vision of the city is one of the most important duties that a mayor and council perform. This class is designed to give municipal officials an understanding of the importance of that function and the role of the elected officials and professional staff in developing, implementing and evaluating those policies. Participants learn how to effectively use policy-making models in the development of practical public policy that will benefit their communities and constituents.

1:00 p.m.-4:00 p.m.

(Lunch is not included for the 3-hour classes)

Living Beyond Expectations: The Opportunities and Challenges of the Growing Senior Population (3-hour class)

Never in the history of humankind have we experienced a more radical population shift. Advances in technology and health care are increasing longevity for many Americans. Increased numbers of older residents is not a temporary situation that will end with any generation but rather a permanent state for communities throughout the nation. By 2029, it is estimated that persons over 65 years of age will make up 20 percent of the U.S. population. This class examines the implications of an aging population on cities and how municipal leaders can maintain and attract the older residents, a vital plank of economic vitality and development. Public administrators can play a unique role in preparing communities for residents of all ages and abilities to live healthy and independent lives. Critical components are the adoption of age-friendly practices that address fundamental aspects of housing, transportation and services through decisions about land use, zoning and investments. This session will discuss ways for communities to enact change through integrated public policy, community design and service delivery.

Municipal Courts Post-Ferguson II: Promoting Justice, Protecting City Assets (Prerequisite is Municipal Courts Post-Ferguson I: Promoting Justice, Protecting City Assets) (3-hour class)

This class provides a deeper dive and interactive experience into the actual operations of municipal courts in Georgia. Through a combination of classroom instructions and interactive mock court exercises, classroom participants take a deep dive into the constitutional protections afforded to defendants and the operations of municipal courts. Specifically, this class looks at how contracts with probation service providers and judges as well as specific state and federal laws governing municipal courts work in the real world. Additionally, this
class analyzes the responsibilities of the court, contracted parties, and elected officials under Georgia law, with a focus on criminal justice reform changes enacted by the Georgia legislature.

Municipal Taxation 101 - The Basics* (3-hour class)
The class gives municipal officials an overview of the fundamentals of local government taxation with an in-depth look at the two primary funding sources for local government in Georgia: property tax and sales tax. This class is designed to give participants an understanding of tax language and appropriate usage of revenues, preparing them to communicate tax issues to constituents and make prudent decisions related to expenditures.

Saturday, January 26, 2019
8:30 a.m. – 3:30 p.m.
(Breakfast and lunch will be provided for these 6-hour classes)

Building a Hometown Connection: GMA Lobbying 101
This class provides an overview of the state legislative process and helps city officials understand how they can be effective advocates of issues important to their community and cities throughout the state. Participants receive ideas for establishing productive year-round relationships with members of the General Assembly as well as practical lobbying tips they can use during the legislative session. The class also includes a hands-on exercise using real-life legislative scenarios.

Community and Media Relations*
This class examines the importance of building effective working relationships with the media and the role the media plays in informing the public and shaping their opinion of municipal governments. Advice for repairing poor relationships is provided, along with insights on when and how to speak with reporters, especially during times of crisis.

Downtown Development Authority Basic Training
(ends at 4:30 p.m.)
This class is primarily directed at those who serve on Downtown Development Authorities, but it is open to all city officials. Topics include: management of downtown as a valuable resource; the role of the authority, board members and staff; DDA laws; and the day-to-day operations of a Downtown Development Authority.

Economic Development*
This class provides a basic overview of the economic development process, with a focus on the strategies, resources and programs employed by the state of Georgia to assist communities in achieving success in today’s global economy. Topics such as community development building blocks, business development strategies, regional cooperation, and the role of local leadership in economic development are covered.

Environmental Sustainability
City officials are faced with myriad environmental challenges that affect quality of life, public health, and economic vitality. This class explores some of the most pressing environmental issues Georgia cities currently face – such as water quality, water quantity, energy conservation, and hazardous waste – and ways municipal officials are finding to solve them. The class will focus on projects such as green infrastructure, energy efficiency measures, and brownfields redevelopment that promote both environmental sustainability as well as community revitalization. Additional topics include principles of “sustainability leadership,” how to get citizens engaged and how to communicate and promote a sustainability message.

How Shall We Live? Practical Ethics for Public Life*
Ethics is often seen as something that is lacking in public officials, and therefore must be imposed on them through laws and training. Ethics training may promote awareness and compliance, but it does not promote ethical excellence. In this class, participants explore the advantages and limitations of codified ethics; how values, morality, virtue, character, and obligations play out in everyday decision making; why ethical dilemmas arise and how we resolve them; virtues and temptations of leadership; and how public service constitutes a moral and ethical enterprise for public leaders. This class is limited to 35 participants.

Human Resources*
This class provides an overview of state and federal personnel law that apply to municipal governments and the basics of human resource management. Key topics include day-to-day issues facing human resource staff, the role of the personnel manager, establishing and adhering to sound personnel policies and procedures, and dealing with the media.

Law Enforcement Services
This class familiarizes municipal officials with the basic concepts of law enforcement. In addition to reviewing ap-
courses

Classes with an * are on the “required” list for the Municipal Training Institute certificate program.

Applicable laws, funding mechanisms and staffing models, the class addresses emerging public safety issues, trends and innovations.

Money, Money, Money … Money! Funding City Projects and Programs Through Grants and Loans

With limited ability to generate increased revenues from taxes and user fees, city officials often seek grant and low-interest loan opportunities to help address a range of capital improvement and operational needs. This class details some of the state, federal and foundation funding sources available to municipalities in Georgia and offers advice on how to write strong grant applications. Additionally, the class introduces some reporting and administrative responsibilities the city may have once funding has been awarded.

Municipal Law*

This class provides an overview of the major sources of municipal authority and the limitations on that authority, including constitutional and statutory law. Municipal charters and ordinances are discussed and participants are encouraged to read their city’s charter before attending this class. How to enter into legal contracts is reviewed. This course also provides a basic foundation for understanding the liability and immunity of cities, elected officials and municipal employees. If time permits, this course may also address working with the city attorney.

Municipal Finance I*

This class is intended to serve as a basic primer on municipal finance issues that all mayors, councilmembers and managers should understand. A discussion of the budget process, the revenue sources available to cities, purchasing policies and financing capital improvements is included in this general overview.

Regional Approaches to Cooperation

Municipal governments face many challenges today in delivering services to their citizens with resources that continue to diminish. These challenges have provided new opportunities for cities to work across jurisdictional boundaries to effectively support community and economic development efforts, as well as many other local projects and programs. This cooperation can be accomplished through informal and formal agreements, and partnerships may extend to public, non-profit and private sector entities. This class examines the concept of regional cooperation, tools for implementation, opportunities to explore best practices around the state and strategies for establishing successful regional partnerships.

Service Delivery Strategy – Efficiency & Tax Equity for Local Governments

The Georgia Service Delivery Act requires each county and its municipalities to develop and periodically update a service delivery strategy (SDS) that describes how services are provided and funded. SDS agreements must outline how local governments will minimize duplication of services and insure tax equity in the provision and funding of services. Failure to maintain an updated SDS agreement results in sanctions including the loss of state grants, loans, and permits. This class reviews the components of an SDS agreement, examines tools for negotiation, provides opportunities to explore examples of existing SDS agreements, and provides strategies for establishing successful city/county partnerships. Participants work on a case study identifying services and calculating the financial impact of each service to determine tax equity.

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**REGISTRATION FORM**

**2019 GMA Mayors’ Day Conference and Municipal Training Institute**

Online registration available at www.gmanet.com

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<th>Full Name</th>
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<th>Title (including certifications)</th>
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email address

**Mayors’ Day Registration**
includes Sunday and Monday events
(training courses require a separate registration fee)

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<tr>
<th>City Officials/All City Employees</th>
<th>Spouses/Guests of Registered Guests</th>
<th>Business Alliance Program Members</th>
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<td>$335</td>
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☐ First-time attendee
☐ Monday Morning Capitol Connection Breakfast at GA Freight Depot
(ticket is included in full registration and spouse registration, but please confirm attendance)

**Municipal Training Institute • Friday, January 25**
You may register for training only.
(each course is from 8:30 am – 3:30 pm and provides 6 hours of training credit)

Governing the Commons:
- Collective Decision Making in Complex Systems *
- Managing Growth: Economic and Natural Resource Issues

**Municipal Training Institute • Friday, January 25**
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(each course is 8:30 am – 11:30 am and provides 3 hours of training credit — Lunch is NOT included)

- Municipal Water and Wastewater Systems*
- Open Records*
- Public Policy Development and Implementation*

**Municipal Training Institute • Friday, January 25**
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(each course is 1:00 pm – 4:00 pm and provides 3 hours of training credit — Lunch is NOT included)

- Living Beyond Expectations: The Opportunities and Challenges of the Growing Senior Population
- Municipal Courts Post-Ferguson II: Promoting Justice, Protecting City Assets (Pre-req: Muni Courts I)
- Municipal Taxation 101 – The Basics*

**Municipal Training Institute • Saturday, January 26**
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(each course is 8:30 am - 3:30 pm and provides 6 hours of training credit)

- Building a Hometown Connection: GMA Lobbying 101
- Community and Media Relations*
- Downtown Development Authority Basic Training (ends at 4:30pm)
- Economic Development *
- Environmental Sustainability
- How Shall We Live? Practical Ethics for Public Life*
- Human Resources*
- Law Enforcement Services
- Money, Money, Money ... Money! Funding City Projects and Programs Through Grants and Loans
- Municipal Finance I*
- Municipal Law*
- Regional Approaches to Cooperation
- Service Delivery Strategy-Efficiency & Tax Equity For Local Governments

Total: $________ $________ $________

☐ This course is on the “required” list for the Municipal Training Institute certificate program.

All changes and cancellations must be submitted in writing to dcarrington@gmanet.com. Cancellations after December 4 will be assessed a $100 administrative fee. Cancellations after January 4 will not be eligible for refund. If you pay by credit card, please fax your registration to our secure line at 404.577.6663. We are not allowed to accept credit card payments by email. If by check, please mail to GMA, Attn: Donna Carrington, P.O. Box 105377, Atlanta, Georgia 30348. ☐ Check if you need special assistance. We will contact you.

☐ Check Enclosed (to GMA) ☐ Visa ☐ MC ☐ AMEX

Card #: ___________ Exp. Date: ___________ Signature: __________________

GMA has reserved a block of rooms at the Hilton Downtown Atlanta at a room rate of $161 (other room types are available for additional costs). For reservations, please call 404-659-2000 and ask for the GMA rate of $161. To get the GMA rate, all reservations MUST be made by Thursday, December 27.

You may also register and make your hotel reservation online at www.gmanet.com.