MORNING

9:00 to 10:00 AM
Session 1.  From Input to Action: Community Engagement
Cory Poris Plasch, Vice President of Customer Success, Polco; Deanna Lambert, Community Relations Director, Brentwood; and Michael Walters Young, Budget and Analytics Manager, Franklin

Are you asking the right questions?  Getting constructive input from your community sounds easy but can be difficult. How do you find out the views of an entire community and not just a vocal few?  In this session you’ll learn about smart ways cities can open up a dialogue with residents and gather data you can actually use to build community support for new projects, policies, and community plans.

CMFO – Other.  1.0 Hours

10:15 to 11:15 AM
Session 2.  Parks and Recreation—Great Programs without Great Cost
Thomas Laird, Assistant Parks and Recreation Director, Murfreesboro; Deputy Recreation Director Dan Carpenter and Athletic Superintendent Tina Boysha, Clarksville; and Parks Director Lisa Clayton, Assistant Parks Director Paige Cruise, and Programming Specialist Janey Mason, Franklin

Parks and recreation programming are an important component of local government services. And while being so important to the quality of community life, such services do not have to have a large budget to make a significant impact. Come learn from a panel of parks professionals with over 80 years of combined experience about low-cost park and recreation programs that were successfully employed in Clarksville, Franklin, and Murfreesboro and how those programs connected with the community and built partnerships to successful, repeatable programs elsewhere.

CMFO – Other.  1.0 Hours

AFTERNOON

2:15 to 3:15 PM
Session 3.  Attacking that Stubborn but Key Development Challenge
Pete Peterson, City Manager, Johnson City; President/CEO Jason Brooks and Engineering Intern Rubin Robertson, LDA Engineering

Nearly every city has at least one: a deteriorated stretch of key commercial roadway which time has left behind.
Old infrastructure, minimal reinvestment, too many vacancies, and second tier commercial properties. City Manager Pete Peterson, along with consultants Jason Brooks and Reuben Robertson, will take you through some of the new strategies used to accomplish one of these challenging redevelopments in the city. You will also get a glimpse at the cutting-edge technologies being used to make the engineering side of these projects come to life, and how that can support an interface with both the city council and affected stakeholders.

**CMFO - Financial. 1.0 Hours**

**3:30 to 4:30 PM**

Session 4. **Assessment Centers: The Best Hiring Process You’ll Ever Use**  
Management Consultant Gary Jaeckel and Human Resources Consultant John Grubbs, MTAS

Assessment centers are a key hiring process used by more and more cities for a wide variety of positions, including city manager. But what exactly is the process, how is it tailored to each position, and what are its outcomes? As a scientifically validated hiring process, one which uses multiple assessors and multiple real-life criteria, it accurately measures candidates against a specialized set of competencies. MTAS consultants Gary Jaeckel and John Grubbs, who have designed and facilitated numerous assessment centers, will give you a behind the scenes look at the process, helping you in the process to understand when and how to use this growing practice.

**CMFO - Other. 1.0 Hours**

**Wednesday, November 4**

**MORNING**

**8:30 to 9:30 AM**

Session 5. **Declaring Emergencies—What you Need to Know**  
William C. Koch, President and Dean, Nashville School of Law; Judy Housley, Loss Control Consultant, PEP; and Stephanie O’Hara, MTAS Municipal Legal Consultant

Declaring emergencies was commonly used in the past for natural disasters like a tornado or wildfires, but what about a pandemic like COVID-19? What authorities does a municipality have, and what can you legally do—and not do? Join us for a panel discussion on this important topic. Panelists include a distinguished professor of constitutional law and retired Tennessee Supreme Court Justice, a loss control consultant, and a municipal legal consultant.

**CMFO – Other. 1.0 Hours**

**9:30 to 10:30 AM**

Session 6. **Increasing Law Enforcement Efficiency by Reducing False Alarms**  
Glen Mowery, National Law Enforcement Liaison, Security Industry Alarm Coalition

Rising costs and tightening budgets are leading many local governments in search of ways to reduce costs and find innovative revenue sources. Nationally, local governments and their law enforcement agencies are discovering new ways of managing monitored alarm systems in their communities that increases police department efficiency and generates new revenue. The presentation will provide an overview of best practices and successful programs...
cities can consider when developing /revising their false alarm reduction programs.

**11:00 to 12:00 Noon**

Session 7.  **Show me the Money: Building Better Budgets Through Performance Measurement**
Michael Walters Young, Budget & Strategic Innovation Manager, Franklin

We all know the drill: Not enough resources, too many demands for services, and limited ways to meet the needs of elected official, citizens, and staff. Increasing budgets to the level needed is often a multi-year process and requires trust. Come listen to how you can build trust, demonstrate your operational effectiveness and provide services for your citizens by incorporating performance measurement within the annual budget. You will leave this session with demonstrable ways to improve your budget process with stories of success from fellow communities using performance measurement to validate, maintain and increase annual budgets and implement positive change in your city.

**CMFO – Other. 1.0 Hours**

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**AFTERNOON**

**1:30 to 2:30 PM**

Session 8.  **Marijuana vs. Hemp: Two Sides of the Same Coin?**
Jimmy Musice, Sr. Policy Advisor/Attorney and Thomas Farmer, Special Agent in Charge over the Dangerous Drugs Task Force, Tennessee Bureau of Investigation

Marijuana, Cannabis, Hemp, THC and CBD – uncertain of what these are, what is legal, and how to enforce those that aren’t? In this session, Jimmy Musice and Thomas Farmer from the TBI will educate you on the difference between these products and will bring you up to date on the current law regarding the same, as well as potential legislation to change the same. The role the TBI plays in assisting your police department in enforcement of illegal drugs will also be discussed.

**CMFO – Other. 1.0 Hours**

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**2:30 to 3:15 PM**

Session 9.  **City Managers, Mayors, and Councilmembers: Local Government Stability in Tennessee**
Mark Watson, City Manager, Oak Ridge

In the Progressive Era of the 1910’s, the advancement of professional municipal management in Tennessee began to take hold. Since that time, the roles and responsibilities of elected officials and their appointed administrative managers have been established by state law, city charter, and practical experience. With an ever-changing community environment shaping policy development and implementation over the course of time, the question is raised on whether the role of elected officials and the manager - just like the community - have changed too. Mark Watson will share the results and key findings of his study on stability and change in Tennessee.

**CMFO – Other. 0.75 Hours**

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**3:45 to 4:45 PM**

Session 10.  **Franklin—The Fuller Story**
Eric Stuckey, City Administrator, Franklin; Eric Jacobsen, CEO, Battle of Franklin Trust; and Rev. Dr. Kevin Riggs, Rev. Hewitt Sawyers, and Rev. Dr. Chris Williamson
In the wake of the Charlottesville tragedy of 2017, communities across the South faced questions about the meaning and impact of monuments built in the wake of the American Civil War. The City of Franklin provides a thought-provoking case study of a community facing these questions and seeking to address its history. See how dialog brought the community together resulting in ideas that went beyond the initial debate to find a “third way.” In Franklin, the result was an expansion in the telling of the city’s history especially as it relates to African Americans before, during, and after the Civil War. The session will include insights from city leaders, a local historian, and religious leaders about finding solutions in the face of controversy.

**CMFO—Other. 1.0 Hours**

**EVENING**

7:00 to 8:30 PM

**Session 11. Bat Cave IV: Return of the Caped Crusaders!**

*This session is for Members Only*

The fourth in this ongoing hit series, come to the Bat Cave and participate in this open forum to share and learn with your colleagues on all matters municipal, and otherwise. Facilitated by Ted Rogers and Eric Stuckey, the rules for this after-hours session remain the same – to share, listen, learn and grow in a confidential setting. Join the Caped Crusaders and other members in attendance as they spring into action with insight, advice, and support on matters affecting you, your city, or Gotham City, which too may be threatened by the Penguin, the Joker, Riddler and Catwoman. See you in the Bat Cave – 7:00 p.m. sharp – “Batusi” and “Catusi” optional! Bam!! Pow!! Zap!!

**CMFO – Other. 1.5 Hours**

Thursday, November 5

**MORNING**

8:30 to 9:30 AM

**Session 12. NFIP Overview and Local Community Responsibilities**

Amy J. Miller, State NFIP Coordinator, Tennessee Emergency Management Agency

This session focuses on the National Flood Insurance Program (NFIP) and the concepts of floodplain management, maps and studies, ordinance administration, flood insurance, elevation certificates, and the relationship between floodplain management and flood insurance. Come to hear and learn more about your responsibilities to satisfy NFIP obligations by your community.

**CMFO—Other. 1.0 Hours**

10:00 to 11:00 AM

**Session 13. An Idea that Actually Works: Internal Controls**

Jerry E. Durham, Assistant Director, Comptroller of the Treasury

How could one man divert cash deposits totaling $338,000 for his own benefit? How could another add 3,000 comp-time hours to his leave balance even though city policy prohibits that employee from accruing comp time in
the first place? Could these events been prevented - if at all? In this session you will learn how your internal controls, coupled with the tone from the top, can reduce the opportunity for fraudulent activity and further your statutory responsibilities to provide reasonable assurance that city funds, property, and assets are safeguarded from waste, loss, unauthorized use, or misappropriation.

CMFO—Financial. 1.0 Hours

11:00 to 12:00 Noon
Session 14. Update on the 2020-21 Tennessee General Assembly
Chad Jenkins, Deputy Director, TML

TML Deputy Director Chad Jenkins will share his perspective and insight on legislation currently under consideration affecting Tennessee cities and towns for the first session of the 112th General Assembly. Become more informed and knowledgeable about important matters that could affect your community in 2021 and beyond.

CMFO – Financial. 1.0 Hours