

## Mayors & Council Members

# Executive Forum



SAN DIEGO

09



- **Opportunities from Adversity**
- **Tools and Solutions During Challenging Times**
- **Lessons to be Learned for Issues Facing California Cities**
- **Insights from Experts**

Wednesday, May 27 - Saturday, May 30

Paradise Point Hotel and Conference Center

[www.cacities.org/events](http://www.cacities.org/events)

Registration and Housing Deadline: **May 1**

# GENERAL INFORMATION

The 2009 Executive Forum and Advanced Leadership Workshops will feature a range of educational sessions designed to meet the priorities of local elected officials and staff. Networking and strategy sessions will maximize the value of this event.

## How to Register

Registration includes electronic program materials prior to the conference, reception on Wednesday, breakfast and lunch on Thursday and breakfast on Friday.

Registrations **completed online** at [www.cacities.org/events](http://www.cacities.org/events) before **Friday, May 1, 2009**, will also receive a CityBooks voucher to redeem for the closing keynote publication.

### ★ Registration/Events

#### Mayors and Council Members

**Executive Forum** (Wednesday - Friday)

City Officials / Public Agencies \$500.00

All Others \$600.00

#### Advance Leadership Workshops

(Friday - Saturday)

City Officials / Public Agencies

\$295.00

*Sorry, one day registration is not available*

### ★ Guest/Spouses

A guest badge is required to allow attendance at all sessions and meal functions. Because this is a professional, educational and networking event, we request that no one under the age of 18 attend.

Guest/Spouse full conference \$125.00

**Note:** It is inadvisable to use city funds to pay for spouse registration. See 75 Ops. Cal. Atty. Gen. 20 (1992). Consult with your city attorney for more information.

★ Refunds will be made for cancellations submitted in writing and received by Friday, May 8, 2009, subject to a \$50 processing charge. No refunds for cancellations received after this date will be processed. Substitutions can be made onsite.

## Hotel Information and Reservations

Visit your favorite mapping/directions website for directions to **Paradise Point Hotel and Conference Center**

1404 Vacation Road  
San Diego, CA 92109

### ★ Hotel Rate:

\$215.00 Single/Double Occupancy plus taxes

Overnight parking; \$10.00 per day; daily parking, complimentary

**HEALTH NOTE:** In the spirit of promoting healthy lifestyles, this conference is on a "campus like" property promoting walking and physical activity.

### ★ Register for the Conference

All attendees must register for the conference directly with the League of California Cities, online at [www.cacities.org/events](http://www.cacities.org/events) prior to reserving a hotel room. Once your registration is complete, you will be directed to the housing registration page. If paying by check or money order, please e-mail [klofte@cacities.org](mailto:klofte@cacities.org) to request a registration form.

### ★ Secure Your Hotel

**OPTION A** (credit card): The online conference registration link, will take you directly to the online housing reservation currently available on your selected dates. For immediate hotel reservations and confirmation, please book your required rooming needs online after registering for the conference.

**OPTION B** (check or money order): After the League of California Cities receives and processes your registration for the conference, an email with an online link (URL) for hotel reservations and/or a housing request form will be sent to you. If electing to mail the housing form with hotel deposit, please fill out the hotel reservations form completely and mail it with your check or money order.

★ Prior to May 1, hotel reservation changes, date modifications, early check-outs or cancellations must be done directly with the hotel. Cancellations and early check-outs after this date may incur a financial penalty or minimum one night room charge.

**Important:** The League requests that no hotel reservations be made unless it is certain that the room will be used.

Executive Forum



SAN DIEGO

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Wednesday, May 27

## Registration

11:00 a.m. - 5:30 p.m.

### Opening General Session

1:30 - 3:00 p.m.

## Political Climate - Perspectives from Both Sides of the Aisle



Join this lively discussion, led by two former state senators, to learn about what lies ahead for the current legislature and administration.

### Speakers:

**Dede Alpert**, Former State Senator, D-San Diego, Nielsen,

Merksamer, Parrinello, Mueller & Naylor, LLP, Sacramento

**Jim Brulte**, Former State Senator, R-Rancho Cucamonga, California Strategies



### Concurrent Sessions

3:30 - 5:00 p.m.

## Entering the Blogosphere: Using New Media to Talk To Your Community

As city residents turn to the internet for their news and information, bloggers are gaining more relevancy as news generators and typically offer something traditional news can't - a personal angle. Blogging is easy to implement and is changing governance, political campaigns, and city and staff involvement in the community. Get tech savvy.

### Speakers:

**Rick Cole**, City Manager, Ventura

**Art Pedroza**, Editor and Chief, Orange Juice Blog, Santa Ana

## Maintaining Morals and Ethics

Given the economic times, everyone must be aware of the possible pitfalls that can happen within the walls of their own city government. Recognizing the behaviors and knowing the causes is the objective and they are brought to you by someone who has been there. Discover the issues before they discover your city.

### Speaker:

**John Morreale**, Former Finance Director, Gardena

### Concurrent Sessions, continued

## Cities Becoming Landlords

Even with the poor economy and low city revenue, public private partnerships can assist your city in enticing development, turning dilapidated neighborhoods and dirt lots into tax and sales revenue generators, and job creators.

### Speakers:

**Dave Hudson**, Vice Mayor, San Ramon

**Mark Grisham**, City Manager, Pittsburg

## Making Design-Build Work for Your City

Effective January 1, 2009, AB 642 allows cities to enter into design-build contracts for building projects in excess of \$1,000,000. Explore the benefits and drawbacks of this project delivery method. In contrast to the traditional "design-bid-build," the design and construction aspects are contracted with a single entity to minimize the project risk for an owner, reduce the delivery schedule and construction phases.

### Speakers:

**Steven Flower**, Richards, Watson & Gershon, Los Angeles

**Kathleen Garcia** FASLA, Planning Commissioner, San Diego

**Michael Rudinica** PE, Executive Vice President - Water Resources, RBF Consulting, Irvine



## Partner's Summit on

## Innovation

5:15 - 7:15 p.m.

*\* Session times, speakers, and topics are subject to change.*

Thursday, May 28

## Registration

7:30 a.m. - Noon

## Networking Breakfast

7:45 - 8:45 a.m.

### General Session

9:00 - 9:45 a.m.

## League Strategies and Priorities

### Speakers:

**Chris McKenzie**, Executive Director, League of California Cities, Sacramento

**Judy Mitchell**, President, League of California Cities, Mayor, Rolling Hills Estates

### Concurrent Sessions

10:00 - 11:30 a.m.

## Best Practices: Email Use

With the increase in email popularity, it has become a target of Public Records Act requests and litigation discovery demands. Become familiar with the “best practices” and what to stay away from when using email.

### Speakers:

**Steven Quintalilla**, Partner, Green, de Bortnowsky & Quintanilla, City Attorney, Rancho Mirage, Assistant City Attorney, Cathedral City, Calabasas

**Gena Stinnett**, Associate, Richards Watson & Gershon, Los Angeles

## Show Me the Money: a City Finance Update

Top experts will provide the very latest on the critical events and economic trends affecting city budgets. Get the scoop on the state budget and important court cases affecting city revenues and spending.

### Speakers:

**Michael Colantuono**, Colantuono & Levin, PC, Penn Valley

**Michael Coleman**, Fiscal Policy Advisor, League of California Cities, CaliforniaCityFinance.com, Davis

**Ken Nordhoff**, City Manager, San Rafael

### Concurrent Sessions, continued

10:00 - 11:30 a.m.

## Making Redevelopment Popular

Redevelopment adds value to California's local and state economies through the building of infrastructure, affordable housing, community facilities, and creation of jobs. Develop new ways of thinking about your role with respect to redevelopment. You can effectively counter the critics, emphasize to legislators, the public, the media, and take actions to make public officials more effectively support redevelopment in your communities.

### Speakers:

**James Kennedy**, Director, Contra Costa County Redevelopment Agency, Martinez

**John Shirey**, Executive Director, California Redevelopment Association, Sacramento

## Launching a Healthy Cities Initiative in Difficult Economic Times

Implementing a healthy cities initiative as a strategy to promote positive economic, physical, and social environments that advance community well being, adds great value to your city. Identify how to best establish partnerships between city and county governments by utilizing two different approaches to initiating, structuring, and sustaining a healthy cities initiative with limited resources.

### Speakers:

**Angelica Baltazar**, Healthy Communities Program Coordinator, San Bernardino County, San Bernardino

**Pamela Easter**, Assistant City Manager, Rancho Cucamonga

**Patricia Gilbreath**, Mayor Pro-Tem, Redlands

### General Luncheon

12:00 - 1:30 p.m.

## Caucus Recognition

Join colleagues for good food, networking and recognition of the League's four caucus organizations.

To Do:

Mark Your Calendars!

## 2009 Annual Conference and Exposition



Strong Cities

September 16 - 19



Strong State



Strong Nation

San Jose Convention

## Concurrent Sessions

2:00 - 3:15 p.m.

### AB32/SB375 Legislation Update

Gain latest information update in regards to AB32 and AB375 from recent legislative sessions. Discover how these will affect your city.

**Speakers:**

**Bill Higgins**, Legislative Representative, League of California Cities, Sacramento

**Betsy Strauss**, Program Director, Institute for Local Government, Sacramento

### From Neighborhood Watch to Neighborhood Councils

*(Organized by the Institute for Local Government)*

Cities are experimenting with different ways to successfully embed broader civic participation in their communities. Take back to your city, a variety of practical and strategic approaches to developing and maintaining resident and community engagement in areas ranging from public safety to neighborhood revitalization.

**Speakers:**

**Jamie Carlton**, Neighborhood Services Supervisor, Roseville

**Laura Lam**, Strong Neighborhoods Manager, San Jose

**Patrick Williams**, Police Chief, Desert Hot Springs

### City Manager Evaluations

Discuss preliminary considerations, different types of evaluation processes, and how to complete an evaluation with the best outcome for everyone. Identify the rights and possible risks associated with the evaluation process. This is not just theory. Take advantage of lessons learned from actual cases.

**Speakers:**

**Michele Carr**, Personnel Director, Huntington Beach

**Jan Perkins**, Senior Advisor, ICMA, San Jose

### Best Practices in Tribal and Local Government Relations

Findings from a recent study, "Best Practices in Tribal and Local Government Relations" include a brief background on tribal sovereignty in California and case studies of successful working relationships between tribal and local governments.

**Speakers:**

**Hazel Longmire**, Vice Chair, Colusa Indian Community, Colusa

**Robin Lowe**, Council Member, Hemet

**Ralph Rossum**, Rose Institute of State and Local Government, Claremont McKenna College, Claremont

## Concurrent Sessions

3:45 - 5:00 p.m.

### Winning a Tough Sales Tax Measure in Tough Economic Times

Cities have WON their sales tax measures during the toughest economy in 100 years, even when opposed by media outlets and political naysayers. This case can supply you tools to be successful.

**Speakers:**

**John Fairbank**, Partner, Fairbank, Maslin, Maullin & Associates, Santa Monica

**Catherine Lew**, The Lew Edwards Group, Oakland

### Combating Homelessness

Record foreclosures are only part of the increases in homelessness. Some cities are gaining success in combating this issue by running effective programs in partnership with faith-based organizations and area associations of governments.

**Speaker:**

**Georgina Lehn**, Executive Director, Lake County Community Action Agency, Clear Lake

### Reading People from the Outside In – Body Language

Learn to use body language to build rapport within 90 seconds. Use gazing zones to make better connections with people. Recognize if someone is not speaking the truth.

**Speaker:**

**Harry Perdew**, Ph.D., The Perdew Group, Chino Hills

### Dinner on Your Own

*To Do:*

**Mark Your Calendars!**



**2010 New Mayors and Council Members Academy**

January 20 - 22 Hyatt Regency, Sacramento

Friday, May 29

## Department Meeting Breakfast

8:00 - 9:00 a.m.

### *Closing General Session*

9:00 - 10:15 a.m.

## Greater Than Yourself



After decades of time and millions of dollars spent on leadership development and mentoring, why is there still a leadership crisis?

The true measure of your greatness as a leader is to develop leaders who are greater than you.

Steve was Vice President and the

official mouthpiece of The Tom Peters Company, is a frequent guest on news-talk shows around the country, and is a senior-level leadership coach. His new best seller, *Greater Than Yourself*, shows you the ultimate way to boost talent, ramp productivity and create truly significant current and future leaders.

### Speaker:

**Steve Farber**, President, Extreme Leadership, Poway

### *Concurrent Sessions*

10:30 - 11:45 a.m.

## Constructive and Positive Culture Cities

We know that high performance cities and a constructive city culture are well correlated. Study the steps by which to change direction, become stable, develop a high performance culture, have a continuously learning staff, and business-like council meetings.

### Speakers:

**Gina Garbolino**, Mayor, Roseville

**Jack Lam**, City Manager, Rancho Cucamonga

**Dr. Bill Mathis**, Management Psychologist, The Mathis Group, Napa

## Striving for Sustainable Communities

Define the key challenges facing water and energy suppliers; the nexus and interrelationship between water and electricity producers. Realize how water and energy efficiency planning and conserving water would provide sustainability of a dwindling resource, as well as, lowering greenhouse gas emissions. Examine how technologies employed by utilities have reduced water waste.

### Speakers:

**Dan Hentschke**, General Counsel, San Diego County Water Authority, San Diego

**Pamela Malone**, iTron, Shaker Heights, OH

**Darron Poulsen**, Customer Service Officer, Cucamonga Valley Water District, Rancho Cucamonga

### *Concurrent Sessions, continued*



## AB 1234 Ethics Training

10:30 - 12:30 p.m.

*Attendance is required for the entire 2 hours (Please schedule travel accordingly)*

State law requires elected and appointed officials to receive training in specified ethics laws and principles every two years. Take this opportunity to renew your ethics training.

### Speaker:

**JoAnne Speers**, Executive Director, Institute for Local Government, Sacramento

## Adjourn-Executive Forum

11:45 a.m.

To Do:

## Mark Your Calendars!



## Mayors and Council Members Executive Forum and Leadership Workshops

June 2 - 5 Monterey Conference Center

# Friday, May 29 - Saturday May 30

## Advanced Leadership Workshops

Friday, May 29 1:30-5:00 p.m. & Saturday, May 30, 8:00-11:30 a.m. (Separate Registration Fee Required - \$295.00 Please Select Only One)

### WORKSHOP I

## Redevelopment: Building Better Communities (Friday) and Economic Development for Cities (Saturday)

**Redevelopment:** Learn the fundamentals of redevelopment: what your agency can and cannot do, how redevelopment is financed and can be put to work to build better communities. This workshop is especially relevant and useful for council members who are relatively new to redevelopment and would like an understanding of their roles as redevelopment agency board members.

**Speaker:**

**John Shirey**, Executive Director, California Redevelopment Association, Sacramento

**Panelists:**

To Be Determined

### Economic Development for Cities:

Analyze what your agency can and cannot do; how property tax increment works; and the overall economic impact of local investment decisions. Many of the major gains in employment opportunities, standards of living, and community vitality that Californians have enjoyed in the past century can largely be attributed to economic development. Tax base expansion, job development, and business retention are just a few of the favorable outcomes that have ensued from local economic development advocacy and education. What you can do in your city to improve the quality of life through economic development?

**Speaker:**

**Wayne Schell**, President & CEO, CALED, Sacramento

**Panelists:**

To Be Determined

### WORKSHOP II

## A Toolbox of Meeting Management and Group Process Skills for Local Elected Officials

Grasp an array of knowledge, skills and strategies to effectively chair and participate in council meetings. Prepare to convene and facilitate public meetings, negotiate with others, and resolve group problems more collaboratively. Increasingly, these are skills required of local officials who are called on to wear many hats, address many issues, work with multiple groups and sectors, and represent their community in a variety of forums. This training is a unique opportunity to acquire, from experienced practitioners and trainers, a set of skills and strategies that will be useful across a spectrum of public, civic and internal city settings.

**Speakers:**

**Terry Amsler**, Director, Collaborative Governance Initiative, Institute for Local Government, Sacramento

**Lisa Blomgren Bingham**, Keller-Runden Professor of Public Service, School of Public and Environmental Affairs, Indiana University, Bloomington, IN

**Carolyn Penny**, Director, UC Davis Executive Program, Davis

**David Rosenberg**, Judge, Superior Court, Yolo County, Woodland

**Greg Wolf**, Director, Policy Consensus Initiative/National Policy Consensus Center, Portland State University, Portland, OR

**Lynne Ashbeck**, Council Member Clovis

### WORKSHOP III

## City Finances-What You Need to Know

As trustees of the city, elected officials and city managers have special and serious obligations to safeguard the fiscal assets of the public. The panel of experts will present an overarching financial picture of the role the California State budget plays on cities and communities. Gain insight into the latest legislation and court decisions that will affect the city's bottom line. Identify what's hot in city finance issues and develop the essential skills to keep your city budget strong in tough economic times. Determine best practices in financial reporting and identify important questions to ask when carrying forward the city budget. Dialogue about new auditing requirements facing cities. Get your questions answered from peers and panelists.

**Speakers:**

**Mary Bradley**, Finance Director, Sunnyvale

**Michael Coleman**, Fiscal Policy Advisor, League of California Cities, CaliforniaCityFinance.com, Davis

**Ken Nordhoff**, City Manager, San Rafael



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