



City of Long Beach
Working Together to Serve

C-4
Office of Gerrie Schipske
Councilwoman, Fifth District
Memorandum

Date: October 19, 2010

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Councilwoman Gerrie Schipske, Fifth District *GS*

Subject: AGENDA ITEM: Report on Attendance at the League of California Cities Annual Conference & Expo September 15-17,2010

DISCUSSION

On September 15-17,2010, I attended the League of California Cities Annual Conference in San Diego, CA: "Rebuilding California from the Ground Up."

The conference was very informative (and a copy of the agenda is attached) particularly regarding "Make Your City Famous With a Seven-Step Marketing Program;" and "Public Pensions 360°."

The cost of the seminar was: \$520.00. The cost of the hotel was: \$638.34.

RECOMMENDATION

Receive and file report on attendance at League of California Cities Annual Conference September 15-17,2010 in San Diego, CA

Conference Sessions

Here is just a sample of the exceptional training programming. Sessions below are in alphabetical order. For dates, times and speaker information, watch for updates online at www.cacities.org/lac. Program subject to change.


Cities Surviving the Economic Upheaval and Preparing for Future Catastrophes

How have some cities avoided the disruptions of the current financial crisis? Implement policies, practices and disciplines to avoid sliding from crisis to crisis. Hear how cities get into untenable financial situations and what happens when they do. Gain a positive perspective from cities that continue to thrive, have managed to address the current crisis, and are preparing to avoid the next one.


City Impact — Homelessness, Mental Health, Prisons

It seems we have yet to hit bottom with the worst economic impact on many sensitive populations in our communities. Is your city ready to manage and assist those who need services? How will you work beside county and public safety to maintain your community?


City Attorneys

Each September, legal updates are offered in four areas: Labor and Employment Law, General Municipal Law, Land Use and CEQA Litigation, and Municipal Tort and Civil Rights Litigation. Additional programming will be detailed following the Spring Conference. MCLE credits will be available. 


Comparing Health Plan Costs and Designs Among California's Government Employers

Local public employers frequently question how their employee health care plans compare to others. How do your benefit designs, employee contributions, and employer costs compare to other cities, both in California and around the country? Comparisons to other California governments, such as counties and the State, are also helpful in designing and managing a city's health benefits. 

Getting to No, Showing the Know

Many cities are seeking reductions to labor contracts and other employee concessions. Hear our distinguished panel as they provide practical, essential advice on how to respond when all the union says is "no", what options are available to cities, and how we can share the "know" with our own employees beyond the bargaining table. 

Labor Relations: Maintaining Relationships With Shrinking Revenues

Reveal the facets of labor relations that focus on maintaining positive relationships with your employee associations while revenues are shrinking. View perspectives including legal knowledge and practical experience from the field in an open discussion. 



City of Santa Clarita's Cross Valley Connector

Make Your City Famous With a Seven-Step Marketing Program

Learn a proven program to attract new businesses and retain existing ones. Discover tools to implement immediately. Learn why the process of branding your city will determine which businesses get the message. How does a city's future plans speed up a marketing program? Why are your logo and slogans not bringing in new business? Create websites that have the power to get your message out, including new social media outlets to build business.

New Electric Transmission Lines — the Local Government Perspective

Creating a new, green energy infrastructure will require building more and larger electric transmission lines throughout the state. Many of these lines will be in the backyards of local communities, but preemption limits the ability of local governments to control these projects. Discuss the impetus for green energy development and evaluate the regulatory programs that apply. Identify avenues for local agency participation.

November Ballot

A new governor may not be the only important decision facing voters this fall. How will local taxpayer efforts fare to keep vital city funding and services? Learn the latest and how you will play an important role in rebuilding California.

TRACK KEY



Employee Relations




Fire Chiefs



Legal

Conference Sessions, continued



OMG! R U Sure My Employer Can Fire Me for Tweeting?

The explosive growth of social networking sites create new challenges for public employers and employees. Unflattering posts may result in business losses or bad publicity for employers and unemployment for employees. Employers using these sites to research applicants or evaluate employees potentially face lawsuits ranging from discrimination to violation of First and Fourth Amendment rights. Discuss current legal issues; analyze risks and benefits of using social media as a tool for employment decisions; and, develop guidelines to minimize litigation risks. 


Plug-In Electric Vehicles are Coming — Is Your City Ready?

Electric vehicles are expected to hit California roads in 2011. Residential and public infrastructure to charge these vehicles must be established. Local governments can support electrification by streamlining the permitting and inspection processes for residential charging facilities to facilitate customer acceptance of the vehicles. Learn about the policy drivers influencing the resurgence of electric vehicles and the challenges and solutions that may impact its successful market launch. Assess funding opportunities for this infrastructure.

Public Pensions 360°

Get the latest from the Governor's Office, the labor industry, and those on the front lines. Hear multiple perspectives on this timely and often controversial topic. Gain detailed knowledge for informed conversations.  

Remodeling Your Team in Economic Turmoil

The economic tsunami has created major chaos within the required rightsizing, downsizing, and furloughs affecting every city. Where does responsibility drive the necessary changes in government, elected or management, when all sides have vested interests in maintaining the status quo? Take advantage of current downsizing to recapture excitement for public service and live within our means. Remodel your team by considering outsourcing, deletion of support, volunteerism, and remaking a new innovation in your teams. 



Fort Bragg — Downtown Streetscape Project

Renovate Your City by Rebuilding Projects from Within

Public facilities are aging and the choice is clear: replace or renovate. Many think that in lieu of seismic retrofits, asbestos removal, etc. it's cheaper to tear down and start fresh. Learn the key factors "pushing back" on this argument and explore three case studies where dollar savings have quickly added up. These renovations offer clear-cut strategies on how to revitalize older buildings the same way new construction can— without exhausting energy or resources. Modernizations are often the most sustainable and economical remedy. Receive an easy checklist that guides your city to duplicate these results without brand new infrastructure.

Riding the Green Wave: Engaging Your Community in Sustainability Planning

In a typical municipality, 95% of greenhouse gases and other sustainability impacts are generated by residents and businesses. Build support in the community and mobilize the private sector to progress. Gain specific examples from local government and regional planning agencies that have initiated community programs. Organize community support for significant changes while controlling costs and saving money.

Sparking Economic Vitality — a Complete Streets Approach to Public Space Development

Share approaches to economic revitalization and how to incorporate complete streets, public space development. Gain in-depth implementation strategies. Hear real reports on challenges and successes, including the enhancement of social, economic and ecological function through the use of complete streets principles.

Stormwater, Stormwater Everywhere, Nor Any Money to Fund

A twist on "The Rime of the Ancient Mariner" attempts to characterize a conundrum faced by municipalities. Cities face ever-increasing requirements to initiate, manage, and fund efforts to improve the quality of stormwater that flows off their communities into local waters. Review challenges and potential solutions to addressing the burgeoning costs of complying with: state-issued NPDES stormwater discharge permits, achieving total maximum daily loads (TMDLs) for an increasing number of water pollutants, meeting discharge standards, and implementing low-impact development (LID).

Strategies for Sustainable Food Systems

Issues such as climate change, food safety, hunger, obesity, and pollution can be addressed through food system strategies, including increasing local food production and distribution, creating access to healthy food retail and farmers markets, and promoting closed-loop resource recovery systems. Explore planning tools that can support a more equitable food system. Hear about traditional and not-so-traditional ways to reduce GHG emissions, conserve natural resources, support local/regional economies, improve public health and build stronger communities through food.

Conference Sessions, continued



Yuba City – Downtown Plumas Street Shopping District

Sustainability Strategies that Save Money and Reduce Greenhouse Gas Emissions

Cities are embracing strategies that use energy and water more efficiently, save money, create vibrant and healthy neighborhoods, make their communities more bicycle- and pedestrian- friendly, and reduce greenhouse gas emissions. Find out what other communities are doing to promote sustainability and share your city's stories. Learn how your city can be recognized for leading by example.

Taking Governance of Your City to the Next Level

City Councils and City Managers can use the principles of policy governance to dramatically improve mutual accountability and organizational effectiveness. Discover why good city governance is often difficult due to unclear expectations and conflicts in roles. Learn how to develop and use written policies to establish: organizational goals; City Manager performance and executive limitations; City Council responsibilities and expectations; and, adapt and apply the governance policies for your own city.



The Dog Whisperer: Mastering Leadership

Planned with the Latino Caucus — Get up-close and personal with nationally recognized dog expert, the Dog Whisperer. He will share his thoughts on mastering leadership by understanding how to take charge and become a pack leader.

Top Ten Things You Should Know About City Finances

What do the tribulations of the California State Budget mean to cities? What are the latest legislation and court decisions affecting city finances? What's on the horizon? Learn the latest in hot city finance issues and the essentials you need to know to manage your city budget. Get answers to your most perplexing questions from top financial and legal experts.

Web 2.0: Online Tools for Community Building

The increasing popularity of new online social networking technologies presents new civic engagement opportunities for local government agencies, but also new challenges. Discover new online tools, social media sites and podcasts. Enhance communication among residents and local officials while building stronger communities. Examine limitations and legal issues to avoid problems.

What Can Your City Say and Do, Post-Vargas v. Salinas?

In 2009, the California Supreme Court issued its decision in *Vargas v. City of Salinas* regarding the permissibility of ballot measure communications. What can your city do when informing the public about city or ballot measure facts? Understand why the Supreme Court concluded the activities conducted by the city were proper.

What's Happening with Redevelopment

Redevelopment is one of local government's most powerful tools. Review the past year and how it relates to the continuing economic uncertainty and a state budget deficit. How will the upcoming November ballot and relevant current legislation impact local government and redevelopment? Discuss coalition building and why it is crucial to the future of redevelopment.

Working Effectively with Local Clergy and Congregations

Clergy and congregations are often untapped resources. They can help local officials provide important information to residents, promote broader public engagement, support public safety, and other city programs. Congregations typically reflect the diversity of a community. Monitor productive partnership examples and receive practical guidance on creating working relationships. Planned with the Institute for Local Government.



City of Novato — Renovated City Hall

Connect, Learn, Network

Caucus Networking Groups

The League is committed to promoting involvement for all, to reflect the diversity of California's cities. In addition, having groups within the League whose purpose is to connect city officials sharing similar characteristics with one another promotes the League's mission of facilitating the sharing of information and ideas among city officials and promoting responsive city government.

The League has recognized the following diversity groups: African-American Caucus, Asian-Pacific Islander Caucus, the Gay, Lesbian, Bisexual & Transgender Local Officials Caucus, and Latino Caucus. Be sure to sign up to join one or more of the League's Caucuses. Each will host a networking event at the Annual Conference and are open to all attendees.

Municipal Departments

Functioning as professional societies, departments have been an integral and important part of the League, serving as a catalyst for educational and networking within specific fields. They play an essential role in forming League policy, assisting with conference program development and are represented on the Board of Directors. Department Business Meetings will be held Thursday, September 16. Be sure to bring representatives from your city to attend the conference and their respective department events.

City Attorney Department Legal Track

The City Attorney's Department program will include presentations on various current and recurring legal issues that impact cities. The League is a State Bar of California MCLE approved provider. Detailed information on the hours of credit will be in the final program. City attorney papers are available on an advance-order basis for \$55.00 for a printed copy or \$25.00 for an electronic version on a flash drive. The estimated MCLE credits are 7 hours.

Fire Chiefs Department Track

In place of a December 2010 conference, the Fire Chiefs will offer a track of programming and networking opportunities in San Diego. Look for sessions with their icon.

Employee Relations/ Personnel Track

In place of a Spring 2010 conference, the Employee Relations Institute will offer a group of quality sessions and Department Business Meeting. Look for their building block icon.

Regional Divisions

Regional Divisions function as the League's grassroots advocacy teams. They are a great way for city officials to get involved in activities that support the quality of life in their community. They provide the Board of Directors with necessary input and counsel from a diverse range of perspectives among a membership dispersed throughout the state. Divisions are staffed by League regional representatives and help division officers develop informational programs and organize grassroots activities to support League legislative or policy goals. Most divisions will host networking breakfasts on Friday, September 17. Contact your regional representative for more information and prices.

GENERAL INFORMATION

Brown Act and League Conferences

The Brown Act permits the attendance of a majority of the members of a legislative body at a conference or similar gathering open to the public that addresses issues of general interest to the public or to public agencies of the type represented by the legislative body. However, a majority of the members cannot discuss among themselves, other than as part of the scheduled program, business of a specific nature that is within the local agency's subject matter jurisdiction.

CitiPAC – 5th Annual Leadership Gala Casino Night

In conjunction with the hospitality reception hosted by Willdan, CitiPAC will present its Leadership Gala Casino Night. Join the League Board of Directors for this exciting evening of entertainment.

First-Timers Activities

Special arrangements to welcome first-time attendees include an orientation briefing on Wednesday, September 15, at 12:30 p.m. Be sure to check the First-Time Attendee box during the online registration.

Helen Putnam Award for Excellence

This program, supported by the League Partners, recognizes outstanding cities that deliver the highest quality and level of service in the most effective manner possible. Visit the special displays by cities that won the 2010 prestigious awards program and learn what your city can adapt from their success.

Host City Reception

The City of San Diego welcomes the delegates of the League of California Cities Annual Conference at the Sails Pavilion and Terrace on Thursday, September 16 from 5:00 - 6:30 p.m.

Institute for Local Government

Local officials and their communities are confronting an information revolution in the way news and information is created, shared and received. The ILG's 6th Annual Luncheon Symposium will be held on September 16 and will feature Professor Peter M. Shane presenting *Informing Democracy: Local Leadership and the Changing Information Needs of Communities*. Professor Shane served recently as executive director to the Knight Commission on the Information Needs of Communities in a Democracy and was the lead drafter of its report, *Informing Communities: Sustaining Democracy in the Digital Age*. He teaches law at Ohio State University's Moritz College of Law. Advanced reservations are \$45.00 each. Space is limited and tickets are available through the advanced registration process. Please visit www.ca-ilg.org to learn more about the nonprofit research affiliate of the League and the California State Association of Counties.

Mayors and Council Members Academy

Mayors and Council Members Academy is a training certificate program and consists of specific educational programs and community activities that enhance knowledge and skills needed to be more effective in office. The levels of the Academy are Leadership, Advanced Leadership, and Leadership in Action. You may participate in all three levels at the same time and it functions on the honor system.

Student Program

College students studying local government and who are not city employees may apply to volunteer at the conference to receive a reduced (\$100) or no cost registration, if their primary academic advisor makes such a request, in writing, to the League of California Cities Annual Conference Registration. Limited volunteer opportunities are available. The 2010 Annual Conference will not offer a high school youth program.

New – Social Media Local

Are you ready to participate online? Do you or does your city have a social media presence and active conversation? Join us in this hands-on, no stupid questions, action area to develop your page or enhance your identity and online community building. Follow the League Annual Conference & Expo, speakers and events on Facebook and on Twitter at hashtag - #cacitiesannual

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