

October 25, 2010

MEMORANDUM FOR: Mayor and Board of Commissioners

SUBJECT: International City/County Management Association (ICMA) Conference 2010---AFTER ACTION REPORT

1. PURPOSE: To provide a report to the Mayor and Board of Commissioners regarding the ICMA's 96th Annual Conference that the City Manager attended from October 16-20, 2010 in San Jose, California.
2. BACKGROUND:
 - a. ICMA is the pre-eminent city/county management organization in the world. Founded in 1914, ICMA (International City/County Management Association) is the premier local government leadership and management organization. Its mission is to create excellence in local governance by advocating and developing the professional management of local government worldwide. In addition to supporting its 8,200 members, ICMA provides publications, data, information, technical assistance, and training and professional development to thousands of city, town, and county experts and other individuals throughout the world.
 - b. ICMA is a 501(c) (3) nonprofit organization that offers a wide range of services to its members and the local government community. The organization is an internationally recognized publisher of information resources ranging from textbooks and survey data to topical newsletters and e-publications. ICMA provides technical assistance to local governments in emerging democracies, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both in the U.S. and internationally, which is supported by Federal Government Agencies, Foundations and Corporations.
 - c. The conference offered stimulating daily keynote sessions, more than 60 concurrent educational and Solutions Track sessions, roundtable discussions, ICMA University workshops and forums, field demonstrations, and numerous demonstrations of technology applications.
3. ACTIONS: The City Manager participated in the aforementioned conference and reports the following:
 - a. On Saturday, October 16, 2010, the City Manager (CM) traveled to San Jose arriving at 9:30 pm Western Time.
 - b. On Sunday, October 17, 2010, the City Manager registered for the conference and participated in the following activities:
 - i. ICMA University Forum: "Building the Community." Applying the community building principles of Peter Block and the theory of High Performance Organizations, this forum presented a case study of how one municipality was building the community's "social capital" by increased citizen engagement and shared

- responsibility for a community wide spirit of trust and cooperation. The City of Montgomery, Ohio was the subject of the study.
- ii. Opening Session (afternoon): "Gaming Can Make a Better World." The opening session of ICMA's 96^h Conference featured a keynote presentation Jane McGonigal, director of Game Research and Development at the Institute for the Future in Palo Alto, CA. A leading innovator in game design for future forecasting and problem solving, Ms. McGonigal discussed how games optimize human ability, harnessing the power of collective intelligence to build communities and solve real world problems.
 - iii. Welcoming Reception: The reception was a display of flavors from a wide range of cuisines that represented the cultural diversity of San Jose, CA.
- c. On Monday, Monday October 18, 2010, the City Manager participated in the following activities:
- i. Keynote Session: Diane Swonk, senior managing director and chief economist for Mesirow Financial was named by the Wall Street Journal as one of the top economic forecasters in the United States. She tapped her significant expertise to offer conference attendees the latest outlook for the economy and particularly for local governments.
 - ii. Education Session: "Using Technology to Facilitate Citizen Engagement and Community Building." What is new in the way that technology can be used to engage citizens? This session explored the use of technology to facilitate citizen engagement. Among other things, it presented an extensive review of social media availability.
 - iii. Education Session: "Transforming Government Through Strategic Operational Reviews: Saginaw, Michigan case study." In this economy, many local governments have concluded that conducting business as usual is not an option, and fundamental change is needed to survive and thrive. Communities such as Saginaw are taking a holistic look at their organizations and streamlining operations to create a leaner governmental structure.
 - iv. Education Session: "How to Engage Citizens and Build Community: A Menu for Practitioners." This session reported on the intensive research by the panelists and explored a wide range of tools that have been used across multiple communities. It answered the questions: "What are emerging practices, what is tried and true, and what has seen its better day?"
 - v. Georgia City/County Manager's Dinner: The CM attended this dinner that was organized by GMA. Managers from all over the state were present.
- d. On Tuesday, October 19, 2010, the City Manager participated in the following activities:

- i. Keynote Session: Silicon Valley Leadership Group, representing more than 300 of Silicon Valley's most respected companies, involves corporate leaders in a cooperative effort with local, regional, state, and federal government officials to address major public policy issues. The association's president and CEO, Carl Guardino, led a panel of Silicon Valley CEOs in a discussion of forthcoming technological innovations that could affect local government management and leadership in the coming years.
 - ii. Solution Track Session: "A Toolkit for Managers: Partnerships Help Communities Rebound." This session explained the partnership process, accompanied by concrete "how to" examples and case studies. It was presented by ICMA Strategic Partner Veolia Water North America.
 - iii. Education Session: "Building Resilient Communities." Since Hurricane Katrina, the federal government has placed additional emphasis on community resilience. The White House created a Directorate of Resiliency. "How to build a community that can bounce back?" This session examined the concept of resilience and its practical implications for emergency management and homeland security at a local level.
 - iv. Education Session: "Developing and Maintaining a Meaningful Performance Management System." This session offered real-world examples of how to use comprehensive performance management to maximize efficiency and effectiveness in daily operations while maintaining focus on strategic initiatives.
 - v. Education Session: "The ABCs of Marketing Your Community to Encourage Economic Development." This session gets back to the basics, outlining the strategies for marketing your community to benefit its economic development. To maximize our marketing efforts, we learned how to leverage existing resources and relationships, such as state and federal incentives and grant programs, regional planning commissions and economic development groups.
- e. Wednesday, October 20, 2010 was a travel day and the City Manager was back at work in Albany at 9:30 pm Eastern Time.
4. RECOMMENDATION: That the City Manager represent the City of Albany, GA. at future conferences.

Alfred D. Lott, ICMA-CM, CPM
City Manager

