

GCCMA 2023 FALL CONFERENCE

DUNWOODY,
GEORGIA
CROWNE PLAZA
at RAVINA



Georgia
City-County
Management Association

OCTOBER
24-27

WELCOME

On behalf of the GCCMA Board of Directors, welcome to the 2023 Fall Conference. I am deeply honored to stand before you as President as we embark on this journey of learning, collaboration, and inspiration. Over the next three days, we have a diverse array of sessions and discussions planned, led by some of the brightest minds in our respective fields. Whether you are here to gain fresh insights, network with colleagues, or simply soak in the atmosphere of camaraderie, this conference has something special in store for each one of you.

The City of Dunwoody, Discover Dunwoody and Perimeter CID have gone above and beyond to assist in hosting the Fall GCCMA Conference with sponsorships of events including a Thursday afternoon reception highlighting the Ashford Lane development. I encourage you to catch a shuttle, provided by GCCMA, over to this event before heading to dinner.

Thank you to the Program Planning Committee who has done an excellent job with the assistance of Executive Director, Peggy Merriss, Erica Grier with the Georgia Municipal Association and Hardin Watkins with the Carl Vinson Institute of Government. We could not put on such a great conference without these individuals. I'd also like to express our gratitude to our sponsors and vendors. Many of the activities and programs benefit from their direct support.

If this is your first conference, your tenth conference or you've been so many times you can't remember, I am confident that this year's Fall Conference will provide an excellent educational experience and the opportunity for formal and informal networking with your colleagues. Let this be a time of growth and empowerment, where we leave with not only new ideas but also new friendships and partnerships.

Again, welcome to the 2023 GCCMA Fall Conference. May these days be filled with inspiration, discovery, and a renewed sense of purpose. Let us make the most of this opportunity to learn, connect and thrive together.

Sincerely,



Chris Hobby
GCCMA President
City Manager, City of Bainbridge



7:30 a.m. – 8:30 a.m.

Breakfast for New Manager Boot Camp Workshop *La Grotta*

8:30 a.m. – 3:30 p.m.

New Manager Boot Camp Course *La Grotta*

(Separate registration required. This course is intended for managers with 2 years or less experience.)

The demands on the local government manager have become increasingly more challenging as local governments have evolved to provide more complex and higher levels of services. The role of the manager requires critical skills in the fundamentals of local government, but also demands a unique set of skills in leadership, communications, and an awareness of the delicate balance between politics and administration. This program will provide new managers with important information on the foundations of local government management, as well as an introduction into essential leadership and awareness skills.

Presenters:

- **Hardin Watkins**, Public Service Faculty, Carl Vinson Institute of Government, UGA
- **Suzette Arnold**, Public Service Faculty, Carl Vinson Institute of Government, UGA

**Joined by Seasoned GCCMA Managers Assigned to each Small Discussion Group*

ICMA Competency: (1) Personal & Professional Integrity, (2) Community Engagement, (5) Personal Resiliency & Development, (6) Strategic Leadership, (8) Policy Facilitation & Implementation, and others

SPONSORED BY: *JOHNSON CONTROLS and PATH*

Dinner on Your Own

7:30 p.m. – 9:00 p.m.

“No Host” Get Together *Lightwell Lobby Café*

Mix and mingle with colleagues in casual conversation as a prelude to the start of the Conference.

7:00 a.m. – 8:00 a.m.

Group Fun Run & Walk departing from Hotel Lobby Entrance

Low key opportunity to exercise with colleagues on the paths and trails near the hotel. Hosts from the City of Dunwoody will meet participants in the hotel lobby and provide guidance on the best nearby routes.

7:30 a.m. – 8:30 a.m.

Breakfast *Ravinia II*

Meet up with colleagues from your region. Look for table markers to find your spot.

7:30 a.m. – 8:30 a.m.

Orientation and Breakfast for First-time Attendees and New Members *Dunwoody C*

Meet with GCCMA leaders for a conference welcome and introduction to the association.

8:30 a.m. – 8:45 a.m.

Welcome and Opening Remarks *Ravinia I*

Presiding: Chris Hobby, City Manager, Bainbridge – GCCMA President

Local Greetings:

- Lynn Deutsch, Mayor, Dunwoody
- Eric Linton, City Manager, Dunwoody

8:45 a.m. – 10:15 a.m.

Beyond Coping: How to Foster Resilience, Connection, and Happiness in the Workplace

Johnny Crowder – Resilience, Wellbeing, and Mental Health Expert, Certified Recovery Peer Specialist, Founder and CEO of Cope Notes

The multi-headed monster of compassion fatigue, longer working days, and employee isolation are damming up the rivers of productivity in our workplaces. Leveraging insights from his own lifelong mental health journey, Johnny shows why talking about mental health should be as straightforward as talking about physical health, even in the workplace. In plain English, he shares the hard-won strategies for emotional wellbeing that led to the creation of his science-backed breakthrough mental and emotional support program, Cope Notes.

ICMA Competency: (5) Personal Resiliency & Development

SPONSORED BY: RAYMOND JAMES and SCHNEIDER ELECTRIC

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 11:45 a.m. **Concurrent Sessions**

Carrollton – Carroll County Community Collaboration – Mental Health *Dunwoody C*

Hear from those involved in leading the community through a cooperative effort to implement a mental health mobile crisis unit and crisis response team (not police) to meet resident needs for those facing challenging circumstances in their lives.

Moderator: David Brooks, City Manager, Carrollton

Panelists:

- **Betty Cason**, Mayor, Carrollton
- **Meagen Thompson**, Director, Behavioral Health, Tanner Health System
- **Jodie Goodman**, Executive Director, Carroll County Mental Health Advocates
- **Greg Falls**, Lieutenant, Carrollton Police Department
- **Chiquita Thomasson**, Corporal, Lead Co–Responder, Carrollton Police Department
- **Judge Edith F. Haney**, Carroll County Probate Court

ICMA Competency: (2) Community Engagement, (3) Equity & Inclusion, (6) Strategic Leadership, (9) Community & Resident Service, (10) Service Delivery

City/County and Community Improvement District Partnerships *Ravinia I*

How to Supplement Limited Tax Dollars and Enhance High Profile Commercial Areas

An overview of examples of current public–private partnership initiatives among several Metro Atlanta Community Improvement Districts and their respective cities and counties for land use, transportation, and economic development planning; bike and pedestrian transit enhancements; and other value–added amenities that supplement public investments to ensure business success and investment and increased tax revenues.

Panelists:

- **Eric Linton**, City Manager, Dunwoody (Moderator)
- **Michael Starling**, Economic Development Director, Dunwoody
- **Anne Hanlon**, Executive Director, Perimeter CID

ICMA Competency: (2) Community Engagement, (6) Strategic Leadership, (7) Strategic Planning, (8) Policy Facilitation & Implementation, (10) Service Delivery, and (12) Financial Management & Budgeting

Creative Strategies for Addressing Facility, Infrastructure, and Sustainability Goals *Dunwoody AB*

Performance contracting is a useful delivery model that has provided communities a way to tackle bold and daunting infrastructure projects in a new way. The panel will share insights into the delivery model, compare it to traditional models, and share examples how it has helped three local governments address different needs.

Panelists:

- Alan Ours, County Manager, Lumpkin County (Moderator)
- Nathan Ingram, Assistant City Manager, Canton
- Adam Mestres, County Manager, Morgan County
- Jen Miller, Account Executive, Schneider Electric

ICMA Competency: (2) Community Engagement, (3) Equity & Inclusion, (6) Strategic Leadership, (7) Strategic Planning, (9) Community & Resident Service, (10) Service Delivery

11:45 a.m. – 1:00 p.m.

Assistant and Deputy Manager/Administrator Lunch *Dunwoody AB*

Enjoy this time with your colleagues with a focus on topics and matters specifically of interest to assistant and deputy managers and department leaders.

Moderator: Kimberly Greer, Assistant City Manager, Johns Creek

ICMA Competency: (1) Personal & Professional Integrity, (5) Personal Resiliency & Development, (6) Strategic Leadership

11:45 a.m. – 1:15 p.m.

Networking Lunch with Exhibitors *Ravinia II*

SPONSORED BY: CARTER AND SLOOPE, DAVENPORT, INTERDEV and RAYMOND JAMES

1:00 p.m. – 3:00 p.m.

Individual Private Conversation Appointments (15 minutes each) with Johnny Crowder

**Appointments available – check at registration desk on Wednesday after the Opening Session*

1:15 p.m. – 2:30 p.m. Concurrent Sessions

Creating Your Own University – How to Establish Meaningful Organizational Development Inside Your Organization *Dunwoody AB*

Education and training are essential components for credibility and retention of our local government workforce. Employees seek workplaces that support and enhance their education and technical work skills. This session will reveal how the City of Douglasville combined all of its educational opportunities, including management & leadership training, soft skills enhancement and essential skills development in partnership with the Carl Vinson Institute of Government to provide a unique benefit via establishment of Douglasville University.

Panelists:

- **Marcia Hampton**, City Manager, Douglasville (Moderator)
- **Chelsea Jackson**, Assistant City Manager, Douglasville

ICMA Competency: (3) Equity and Inclusion (4) Staff Effectiveness (6) Strategic Leadership (13) Human Resources Management & Workforce Engagement

Locally Based Health Insurance Captive and Direct Contracting

Dunwoody C

As health insurance costs continue to rise, cost containment and quality measures are paramount. The Southwest Georgia region is seeing innovative approaches to radically reducing claims costs through contracting and concierge steerage support. Bainbridge and their insurance provider, Forsyth Insurance, will share strategies regarding synergies on what you can derive from local based captives that include local municipalities and hospitals, along with a market impact that you can leverage for pricing with regional hospitals.

Moderator: **Sammy Rich**, City Manager, Rome

Panelists:

- **Chris Hobby**, City Manager, Bainbridge
- **Scott Forsyth**, President, Forsyth Insurance & Direct Connect

ICMA Competency: (8) Policy Facilitation & Implementation, (10) Service Delivery, (12) Financial Management & Budgeting, (13) Human Resources Management & Workforce Engagement

ChatGPT Applications for City & County Management *Ravinia I*

Learn directly from one of our leading—edge national colleagues about the cool, practical, hands—on, very useful, and immediate ways to use ChatGPT in the local government arena. Micah Gaudet will lead us up the slope of enlightenment by sharing the things he's learned and unlock some potential uses for this much—hyped tool that has taken the world by storm during 2023.

Moderator: Dr. Randy Dowling, County Manager, Harris County

Speaker: Micah Gaudet, Deputy City Manager, Maricopa, Arizona

ICMA Competency: (6) Strategic Leadership, (9) Community & Resident Service, (11) Technological Literacy, (14) Communication & Information Sharing

2:30 p.m. – 3:00 p.m.

Break with Exhibitors *Ravinia II*

SPONSORED BY: CHARLES ABBOTT ASSOCIATES, RAYMOND JAMES and STIFEL

3:00 p.m. – 3:45 p.m.

Discussing Mental Health Needs *Ravinia I*

Kevin Tanner, Commissioner, Georgia Department of Behavioral Health & Developmental Disabilities (DBHDD)

DBHDD is working to meet the health needs of some of the state's most vulnerable people, including those undergoing mental health crises and battling substance abuse. We will hear from our former colleague on the challenges of his new role and the important work that he is leading for the residents of our state.

Moderator: Bill Twomey, Director of County Consulting Services, ACCG

ICMA Competency: (2) Community Engagement, (3) Equity & Inclusion, (8) Policy Facilitation & Implementation, (9) Community & Resident Service, (10) Service Delivery

3:45 p.m. – 4:30 p.m.

GCCMA Business Meeting *Ravinia I*

Presiding: Chris Hobby, City Manager, Bainbridge — GCCMA President

Special Guest: Valmarie Turner, Assistant County Administrator, Loudon County, VA, Vice President, Southeast Region, ICMA

4:30 p.m. – 5:00 p.m.

Awards Ceremony *Ravinia I*

5:00 p.m. – 6:30 p.m.

Opening Reception with Exhibitors *Ravinia II*

SPONSORED BY: GALLAGHER, GARMONG, GOODWYN|MILLS|CAWOOD, MULTI-BANK
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Dinner on your own



7:30 a.m. – 8:30 a.m.

Breakfast with Exhibitors *Ravinia II*

SPONSORED BY: RELATION INSURANCE SERVICES, REPUBLIC, THOMAS AND HUTTON, TURNIPSEED ENGINEERS, W&A ENGINEERS and VC3

8:30 a.m. – 8:45 a.m.

Morning Welcome & Remarks *Ravinia I*

Presiding: Chris Hobby, City Manager, Bainbridge – GCCMA President

8:45 a.m. – 10:15 a.m.

How to Self-Promote without Selling Out *Ravinia I*

Leigh Woisard, Communications Consultant and Former Senior Vice President of Corporate Communications, Cox Communications

Many of us are uncomfortable with self-promotion. Some find it so distasteful that the result can be that we undersell ourselves when it comes to getting promoted, securing a new job, or getting that high-profile assignment. Let's learn to self-promote without selling out! Woisard will show you a way to build your brand, get noticed for that next career opportunity all while still being a good human – not a shameless self-promoter.

Moderator: Niki Jones, Deputy Manager, Athens – Clarke County

ICMA Competency: (1) Personal & Professional Integrity, (5) Personal Resiliency & Development, (14) Communication & Information Sharing

10:15 a.m. – 10:45 a.m.

Break with Exhibitors *Ravinia II*

SPONSORED BY: CHARLES ABBOTT ASSOCIATES, RAYMOND JAMES and STIFEL

10:45 a.m. – 12:00 noon

ETHICS MATTER! Observations from the Balcony *Ravinia I*

Martha Perego, Former Director, Member Services and Ethics Director, ICMA

Political activity is increasingly tiptoeing into the manager's office across the U.S., side hustles and the gig economy are creating workplace dilemmas, and other contemporary challenges persist. Accordingly, the ICMA Code of Ethics has been updated. Learn about what you need to know to stay on top of the foundations of our profession and the value proposition of effective local government staff leadership.

ICMA Competency: (1) Personal & Professional Integrity, (5) Personal Resiliency & Development, (6) Strategic Leadership, (8) Policy Facilitation & Implementation

12:00 noon – 1:15 p.m.

Lunch with Exhibitors *Ravinia II*

SPONSORED BY: CARTER AND SLOOPE, DAVENPORT, INTERDEV and RAYMOND JAMES

12:00 noon – 1:15 p.m.

Women in Local Government Workshop – Recruitment and Retention Challenges: The Good, the Bad and the Ugly *Dunwoody C*

Pamela Wideman, Senior Manager, Raftelis

Attendees will hear from a national local government recruitment executive about how local governments are (and aren't) addressing staff recruitment and retention, including success stories as well as efforts that haven't worked and what is holding local government organizations back in the attracting and retaining workers.

Moderator: Marcia Hampton, City Manager, Douglasville

ICMA Competency: (4) Staff Effectiveness, (6) Strategic Leadership, (10) Service Delivery, (13) Human Resources Management & Workforce Engagement, (14) Communication & Information Sharing

SPONSORED BY: CREWS AND ASSOCIATES

1:30 p.m. – 3:00 p.m.

Roundtable Discussion with Leigh Woisard *Dunwoody C*

For those interested in continuing the dialogue from the morning session with Leigh Woisard, this roundtable will offer an opportunity for additional conversation and discussion about how to stand out and get noticed without crossing over into overabundant self-promotion.

Moderator: Hasco Craver, Assistant City Manager, Newnan

ICMA Competency: (1) Personal & Professional Integrity, (5) Personal Resiliency & Development, (14) Communication & Information Sharing

1:30 p.m. – 3:00 p.m.

Hot Topics Review & Discussion *Ravinia I*

Fast-paced review and roundtable discussion of the latest topics important to communities across the state.

Facilitators:

- **Langston Leake**, Local Government Management Fellow, Covington
- **Meredith Ulmer**, Assistant City Manager, Rome

ICMA Competency: (8) Policy Facilitation & Implementation, (9) Community & Resident Service, (10) Service Delivery

1:30 p.m. – 3:30 p.m.

Afternoon Tours

Tour 1: 50 years of Perimeter.

Learn how the City of Dunwoody worked with multiple stakeholders to develop a future vision to guide growth and development in Dunwoody's Perimeter Center mall area. This event includes a walking tour down Hammond Drive to include office building 12/24, State Farm (MARTA connection), Campus 244, the new mural on MARTA station, and a tour of the High Street Development. (Rain plan – bus will be on standby. Wear comfortable shoes.)

Tour Leaders:

- **Michael Starling**, Economic Development Director, Dunwoody
- **Richard McLeod**, Community Development Director, Dunwoody

ICMA Competency: (2) Community Engagement, (6) Strategic Leadership, (7) Strategic Planning, (8) Policy Facilitation & Implementation

Tour 2: Bus tour to Brook Run Park.

This former state hospital site was transformed into the city's premier, signature park (110 acres) featuring a large playground, 2-mile loop multi-use trail, skate park, dog park, community garden, amphitheater, baseball and soccer fields, and event pavilions. This bus tour also includes a drive by Georgetown Park and ends at nearby Two Bridges Park and will allow people to walk back to Ravinia (or ride the bus).

Tour Leaders:

- **Brent Walker**, Dunwoody Recreation & Parks Director
- **Michael Smith**, Dunwoody Public Works Director

ICMA Competency: (2) Community Engagement, (6) Strategic Leadership, (7) Strategic Planning, (9) Community & Resident Service, (10) Service Delivery

**If you are interested in joining a tour, you should register in advance.*

4:00 p.m. –5:30 p.m.

Reception Welcoming Attendees to the Dunwoody Community – Hosted by Discover Dunwoody CVB and Perimeter CID

Ashford Lane, The Lawn, 4500 Olde Perimeter Way, 30346

Join our local hosts for networking and fellowship with colleagues at a unique destination for shopping, dining, and fun in Dunwoody. Refreshments will be provided. GCCMA is grateful for the generosity of our Dunwoody hosts for providing this opportunity.

**Shuttle bus transportation provided by GCCMA between Ravinia and Ashford Lane from 3:45 p.m. until 6:00 p.m.*

Dinner on Your Own



7:30 a.m. – 8:45 a.m.

Breakfast with Exhibitors *Ravinia II***SPONSORED BY:** RELATION INSURANCE SERVICES, REPUBLIC, THOMAS AND HUTTON, TURNIPSEED ENGINEERS, W&A ENGINEERS and VC3

7:30 a.m. – 8:45 a.m.

Program Planning Committee Meeting and Breakfast *Dunwoody C*

9:00 a.m. – 9:15 a.m.

Welcome and Vendor Door Prizes *Ravinia I*

9:15 a.m. – 10:30 a.m.

Stuckey's Sweet Success Story *Ravinia I***Stephanie Stuckey**, CEO, Stuckey's Corporation

Stephanie Stuckey, CEO of Stuckey's, has been on a personal journey after purchasing her family's business in 2019. Since 1937, Stuckey's has been known as a roadside oasis, famous for its pecan log rolls. The company was founded by Stephanie Stuckey's grandfather, W.S. Stuckey Sr., in Eastman, Georgia. She is adding her own signature to the family brand, the logo of which is fashioned from her grandfather's handwriting. Stuckey's was once revered and recently sputtering, but now, thanks to Stephanie Stuckey's efforts, it is back and in the black.

Moderator: Jerry Coalson, Jefferson County Administrator**ICMA Competency:** (6) Strategic Leadership, (7) Strategic Planning, (14) Communication & Information Sharing

10:30 a.m. – 10:45 a.m.

In Room Stretch Break

10:45 a.m. – 11:45 a.m.

Preparing for Future HR Trends – What Should Local Government Expect? *Ravinia I*

- **Dr. Teaa Allston–Bing**, Director of Human Resources, Douglasville
- **Cindy Mallett**, HR Director, Bulloch County

Hear from a panel of human resources experts on: critical strategies to prepare for the future demands of our workforce, unique benefit offerings provided in organizations, and what new skills are needed by local government HR pros in order to adapt and be effective.

ICMA Competency: (4) Staff Effectiveness, (6) Strategic Leadership, (10) Service Delivery, (13) Human Resources Management & Workforce Engagement, (14) Communication & Information Sharing

Moderator: **Sammy Rich**, City Manager, Rome

11:45 a.m. – 12:00 noon

Closing Remarks & Adjournment

Chris Hobby, City Manager, Bainbridge – GCCMA



2024 GCCMA SPRING CONFERENCE

March 6 – 8, 2024

Athens, Georgia

2024 GCCMA FALL CONFERENCE

November 12 – 14, 2024

Jekyll Island, Georgia



NOTES

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