

Alexander Pedersen Report on Attendance at the 2023 League of California Cities Annual Conference and Expo

To: City of Capitola

Date: 10/5/23

In accordance with Government Code Section 53232.3, I am pleased to provide an overview of my participation at the 2023 League of California Cities Annual Conference and Expo. I commenced my attendance with the Keynote Address titled "From Conflict to Conversation" where Matt Lehrman, the Managing Director of Social Prosperity Partners, highlighted the paramountcy of effective communication. The talk underscored how community leaders can adeptly address complex and sensitive issues, ensuring everyone involved feels both heard and respected. On the evening of September 20, 2023, I attended the "Rollin' on the River" event aboard the Delta King, situated at 1000 Front St, Sacramento. It was a lively affair that combined casino-style gaming and dancing, presenting a dynamic networking environment. Notably, I had the opportunity to engage with multiple City Council members and government employees from our county, fostering valuable connections and discussions. One of the pivotal sessions I attended was "Navigating the New State Housing Laws" held in Concurrent Session Room A7-A8. This was an enlightening dive into the labyrinth of state housing laws enacted since 2016, offering insights into effective understanding and implementation. My exploration of the Expo Hall was particularly enriching. I had the opportunity to engage with businesses that presented solutions tailored for cities. Noteworthy booths included USDA and OpenGov. The Monterey Bay Division Lunch held at Mayahuel on 1200 K Street was a significant gathering. Over lunch, it presented an excellent opportunity for me to meet and converse with local mayors and City Council members from the greater Monterey Bay area, allowing for a deeper understanding and connection with these regional leaders. I also attended a session on "Adapting Main Street for a Changing Retail Landscape" in Concurrent Session Room A4. This discussed the evolving state of retail, especially in the aftermath of the pandemic. The importance of innovation and flexibility in promoting downtown vitality in this new age was emphasized. Further, the session "From Idea to Action: Budgeting for Strategic Impact" in the Speaker Theater of Hall ABC was insightful. Monica Cook, the Director of Solutions Engineering at OpenGov, delved into best-in-class examples of budget planning and performance frameworks. Equally engaging was the session on "AI in Governance: Opportunities and Ethical Considerations", which examined the transformative potential of machine learning in governance, the challenges and the ethical considerations therein. The session "Building Relationships Between Police Departments and the Community" in Room A1 stood out for its significance. Here, seasoned police chiefs shared their experiences and strategies to cultivate and maintain positive community relationships. Outside the structured sessions, I had enriching interactions with numerous exhibition representatives. Additionally, I forged valuable connections with fellow councilmembers and city managers ranging from Santa Cruz County to across the state. To culminate, we had a delightful dinner with Sam's team at Burke, Williams & Sorensen, which provided yet another avenue for productive discussions and networking. I trust this report provides a comprehensive overview of my engagement at the conference, reflecting both the knowledge gained and the relationships cultivated.