



Mayors and Council Members Academy

January 24-26, 2024

Monterey Marriott

350 Calle Principal, Monterey, CA

Register* (<https://my.calcities.org/Events/Calendar-Of-Events/Meeting-Home-Page?meetingid=%7bD22DB878-6368-EE11-9AE7-000D3A19AAEA%7d>)

Whether you're a new mayor or city council member, or you've been serving your community for years, this academy is for you. The academy covers the legal, financial, and practical fundamentals to your job as an elected city official. Just as vital, you'll have opportunities to foster relationships with your peers. Sessions also include an update on key legislative issues and an overview of your Cal Cities services.

Save the date for the next academy on Jan. 24-26, 2024 at the Monterey Marriott.

For registration questions, please contact [Megan Dunn](mailto:mdunn@calcities.org) (<mailto:mdunn@calcities.org>) . For other questions, please contact [Kayla Boutros](mailto:kboutros@calcities.org) (<mailto:kboutros@calcities.org>?
[subject=2024%20Mayors%20and%20Council%20Members%20Academy](mailto:kboutros@calcities.org?subject=2024%20Mayors%20and%20Council%20Members%20Academy)) .

[Please see our event and meeting policies \(/education-and-events/event-and-meeting-policies-26201#0\)](#) .

**With an update in technology, registration will now happen directly through your MyCalCities account. If you have not used your MyCalCities account already, please review [details about the portal \(/about-MyCalCities\)](#) and contact us for questions. You will be asked to log in to register. Registration will require a credit card.*

2024 Academy Information

Registration →

Full Registration Includes:

- admission to all educational sessions
- admission to Wednesday lunch, Thursday breakfast and lunch, Thursday evening reception, and Friday breakfast
- access to all program materials

With an update in technology, registration will now happen directly through your MyCalCities account. Please take a moment to set up your account so you are ready to go! If you have not used your MyCalCities account already, please review [details about the portal \(/about-MyCalCities\)](#) and contact us for questions.

[Register online \(https://my.calcities.org/Events/Calendar-Of-Events/Meeting-Home-Page?meetingid=%7bD22DB878-6368-EE11-9AE7-000D3A19AAEA%7d\)](https://my.calcities.org/Events/Calendar-Of-Events/Meeting-Home-Page?meetingid=%7bD22DB878-6368-EE11-9AE7-000D3A19AAEA%7d)

through your MyCalCities account by **Monday, Jan. 15**.

If you are registering someone other than yourself, first sign in as yourself and then choose the option to register someone else.

Note: Registrations through MyCalCities are available for credit card payments only. If you need to be invoiced and pay with a check, create your account and then reach out to conference registrar, **Megan Dunn** (<mailto:mdunn@calcities.org?subject=AC%20Registration>) to request an invoice. Full payment is due at the time of registration.

To request an accommodation or for inquiries about accessibility, please contact conference registrar, **Megan Dunn** (<mailto:mdunn@calcities.org>) . Every effort will be made to honor requests submitted.

View Cal Cities' **event and meeting policies** (</education-and-events/event-and-meeting-policies-26201>) in advance of the seminar.

Conference Registration Fees

Member-City Officials and Staff	\$675
Non-Member City Officials and Staff	\$1,675
Guest Reception Pass	\$50

*The guest/spouse fee is restricted to persons who are not city or public officials, are not related to any Cal Cities Partner or sponsor, and would have no professional reason to attend the conference. It includes admission to the Legislative Reception only. There is no refund for the cancellation of a guest/spouse registration. It is not advisable to use city funds to register a guest/spouse.

Refund Policy

Advance registrants unable to attend will receive a refund of rate paid, minus a \$75 processing charge, only when a written request is submitted to **Megan Dunn** (<mailto:mdunn@calcities.org>) , and received on or before **Jan. 15**.

Refunds will not be available after this date. If you are unable to attend, you may substitute a colleague for your entire registration.

Hotel and Travel →

A limited number of hotel rooms are available at a reduced rate for conference attendees. The discounted hotel rate cut-off is **Wednesday, Jan. 3, 2024**.

STEP ONE: Register for the Academy

Registration can be completed through your [MyCalCities Portal](https://my.calcities.org/) (<https://my.calcities.org/>).

NOTE: Instructions on how to access your portal can be found at [this link](#). (</about-MyCalCities>)

STEP TWO: Book a hotel room

Hotels are subject to sell out prior to the deadline – reserve early!

Academy Location:

Monterey Marriott
350 Calle Principal
Monterey, CA 93940

Group Hotel Rate (per night): \$239 – Single/Double Occupancy (plus tax and fees)

Hotel Changes or Cancellations

Hotel reservation changes, date modifications, early check-out, or cancellations must be made directly through the hotel. Please note that after **Wednesday, Jan. 3, 2024** has passed, you may incur a financial penalty and minimum one-night room charge or attrition fees.

PLEASE NOTE: *The information you provide to Cal Cities when registering for a Cal Cities conference or meeting may be shared with the conference or meeting hotel(s). The hotel(s) will also share with Cal Cities the information you provide to the hotel(s) when you make your hotel reservation for the*

conference or meeting. The information shared between Cal Cities and the hotel(s) will be limited to your first name, last name, email, and dates/length of stay in the hotel.

CAUTION! You must be registered for the conference prior to booking a hotel room. Do not make a hotel reservation unless you are sure it is needed. Your city/company will be financially responsible for all cancellation/attrition fees. If you are making hotel reservations for others, please confirm with each individual in advance, that they actually need hotel accommodations and intend to use them on the dates you are reserving.

Parking and Transportation

The Monterey Marriott is located in the heart of Monterey's historic downtown district, a few miles from Monterey Regional Airport and 75 miles from San Jose International Airport. Valet parking is available at a current cost of \$40 per day for overnight guests. Self-parking is available at public garages nearby.

*Please note parking rate and taxes are subject to change without notice.

Schedule at a Glance

*Schedule subject to change

[View the 2024 Mayors and Council Members schedule here \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/2024-mcma-schedule-for-website--sessions-only.pdf?sfvrsn=b9286afe_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/2024-mcma-schedule-for-website--sessions-only.pdf?sfvrsn=b9286afe_3) .

Wednesday, Jan. 24

Registration Open

8:00 a.m.-5:00 p.m.

AB 1661 Training

9:00-11:00 a.m.

Opening General Session

11:30 a.m.-12:30 p.m.

Networking Luncheon with your Division

12:30-1:45 p.m.

Educational Session

2:00-3:30 p.m.

Educational Session

3:45-5:15 p.m.

Thursday, Jan. 25

Registration Open

7:30 a.m.-5:00 p.m.

Networking Breakfast

7:30-9:00 a.m.

Educational Session

9:00-10:15 a.m.

Educational Session

10:30 a.m.-12:00 p.m.

Networking Lunch

12:00-1:15 p.m.

Educational Session

1:30-3:00 p.m.

Educational Session

3:15-4:45 p.m.

Networking Reception

5:00-6:00 p.m.

Friday, Jan. 26

Registration Open

7:15-11:00 a.m.

Breakfast

7:15-8:15 a.m.

Educational Session

8:15-9:45 a.m.

AB 1234 Session

10:15 a.m.-12:15 p.m.

Adjourn

12:15 p.m.

Explore Previous Academies →

2023 Academy Session Descriptions

[View the 2023 New Mayors and Council Members Northern California program \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/2023-nmcma-north-online-program.pdf?sfvrsn=13186972_14\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/2023-nmcma-north-online-program.pdf?sfvrsn=13186972_14) .

Northern California

Wednesday, January 18 →

Harassment Prevention Training for Supervisors and Officials (AB 1661)

9:00-11:00 a.m.

This informational and interactive workplace harassment prevention training will focus on current and emerging issues resulting from the #MeToo movement, and teach officials and supervisors how to identify, prevent, and properly respond to workplace harassment, discrimination, retaliation, and abusive conduct in order to avoid personal and agency liability in compliance with AB 1825/2053/1661 and SB 396.

The Institute for Local Government is a State Bar of California minimum continuing legal education (MCLE) approved provider and certifies this activity meets the standards for MCLE credit by the State Bar of California in the total amount of 2 hours (general credits). Provider #13881

Your Cal Cities and How To Use It

11:30 a.m.-12:30 p.m.

As a city official, you are the League of California Cities. Meet the Cal Cities leadership team and learn about the organization's mission and structure, the advocacy and educational tools Cal Cities provides, and how you can get the most out of your membership.

Networking Luncheon with your Divisions

12:30-1:30 p.m.

Take this opportunity to sit with members of your regional division and meet your Cal Cities Regional Public Affairs Manager.

Developing an Effective City Council and City Manager Team: The Key to Good Governance and City Success

1:45-3:15 p.m.

Successful communities require highly effective governance and management, key to which is a positive city council/city manager working relationship guided by good, open communication. This session will help you to better appreciate the roles that the city council governing body, individual council members, and the city manager fulfill in a successful working relationship based on effective communication and sound governance practices.

Your Legal Powers and Obligations; Open Government and Conflicts of Interest

3:30-5:00 p.m.

You were elected to make things happen in your city. Learn the breadth and limitations of your powers as a city official. Then, acquire a basic understanding of the legal authorities and restrictions under which cities and city officials operate, with a focus on open government laws, such as the Brown Act and the Public Records Act, and laws pertaining to conflicts of interest.

Legislative Reception

5:30-6:30 p.m.

Planned with League Partners

Take this opportunity to network with your peers from throughout the state after a full day of educational sessions. Assembly Members and Senators from throughout the state are invited to attend. Maps to the MIX Downtown are available at registration.

Thursday, January 19 →

Understanding Public Service Ethics Laws and Principles (AB 1234)

7:45-9:45 a.m.

State law requires elected and appointed officials to receive two hours of training in specified ethics laws and principles every two years. Newly elected and appointed officials must receive this training within one year of becoming a public servant. Join a panel of experts as they help navigate the ethics laws and principles.

The Institute for Local Government is a State Bar of California minimum continuing legal education (MCLE) approved provider and certifies this activity meets the standards for MCLE credit by the State Bar of California in the total amount of 2 hours (general credits). Provider #13881

Policy Role in Land Use Planning

10:00-11:00 a.m.

Land use planning is one of the most important parts of a city official's responsibilities due to the long-term impacts it can have on a community's environment, economic vitality, and the physical health of its residents. Learn about tools and processes in land use planning, such as the general plan, zoning, and the California Environmental Quality Act, as well as the role of regional agencies and the state. This knowledge will help you foster a solid working relationship with your city's planning commission and planning staff.

Effective Advocacy and Key City Issues

11:15 a.m.-12:30 p.m.

Meet the League of California Cities' legislative team and learn about the 2023 Cal Cities Action Agenda, legislative calendar, and trending issues in the Legislature. The Cal Cities team will also share ideas for establishing practical skills to develop persuasive arguments and testimony that will serve your city's interests.

An Irregular Meeting of the City Council of Dysfunction Junction: The Do's and Don'ts of Conducting a Public Meeting

1:45-3:15 p.m.

Enjoy a popular depiction of a city council meeting gone awry and learn from its mistakes.

Social Media/Digital Communications and Civic Engagement

3:30-5:00 p.m.

With constant advancements in social media over the last several years, it can be hard to keep up with the "do's and don'ts" of every platform. Moreover, as misinformation increases, elected officials need to be quick on their feet and have the necessary skills to proactively manage public perceptions about local governmental affairs. Discover what cities should be doing to communicate with their constituents in the 21st century, and the rules that elected officials must follow.

Friday, January 20 →

Financial Responsibilities, City Revenues Workshop (Part 1)

8:30-10:00 a.m.

Learn about your responsibilities as an elected official when exercising fiduciary accountability and transparency in open government. In this enlightening conversation, discuss the local government financial cycle, elected official financial oversight duties, and state and local funding relationships, and the four stages of fiscal meltdown. Plus, learn how to

be a better leader by discovering how to avoid micromanagement and manage complacency. The importance of structurally balanced budget tips for setting city council goals and the need for financial policies will be stressed during this session.

Financial Responsibilities, City Revenues Workshop (Part 2)

10:15-11:45 a.m.

Learn about your responsibilities as an elected official when exercising fiduciary accountability and transparency in open government. In this enlightening conversation, discuss the local government financial cycle, elected official financial oversight duties, and state and local funding relationships, and the four stages of fiscal meltdown. Plus, learn how to be a better leader by discovering how to avoid micromanagement and manage complacency. The importance of structurally balanced budget tips for setting city council goals and the need for financial policies will be stressed during this session.

[View the 2023 New Mayors and Council Members Academy Southern California Program \(/docs/default-source/advocacy/2023-new-mayors-and-council-members-academy-south-program.pdf?sfvrsn=6b5eaf6e_3\)](/docs/default-source/advocacy/2023-new-mayors-and-council-members-academy-south-program.pdf?sfvrsn=6b5eaf6e_3) .

Southern California

Wednesday, February 1 →

Registration Open

8:00 a.m.-4:00 p.m.

Harassment Prevention Training for Supervisors and Officials (AB 1661)

Sign-in will begin 30 minutes prior to the session and you must be present for the full two hours to receive the certification of attendance. Entry will be prohibited once the session begins.

9:00-11:00 a.m.

This informational and interactive workplace harassment prevention training will focus on current and emerging issues, and teach officials and supervisors how to identify, prevent, and properly respond to workplace harassment, discrimination, retaliation, and abusive conduct in order to avoid personal and agency liability in compliance with AB 1825, AB 2053, AB 1661 and SB 396.

The Institute for Local Government is a State Bar of California minimum continuing legal education (MCLE) approved provider and certifies this activity meets the standards for MCLE credit by the State Bar of California in the total amount of 2 hours (general credits). Provider #13881

Speaker

Anni Safarloo, Associate, Liebert Cassidy Whitmore

Your Cal Cities and How To Use It

11:30 a.m.-12:30 p.m.

As a city official, you are the League of California Cities. Meet the Cal Cities leadership team and learn about the organization's mission and structure, the advocacy and educational tools Cal Cities provides, and how you can get the most out of your membership.

Opening Remarks

Lori Ogorchock, Department Director, Mayors and Council Members Department and Council Member, Antioch

Speakers

Carolyn Coleman, Executive Director and CEO, League of California Cities

Ali Sajjad Taj, President, League of California Cities and Council Member, Artesia

Networking Luncheon

12:30-1:30 p.m.

Developing an Effective City Council and City Manager Team: The Key to Good Governance and City Success

1:45-3:15 p.m.

Successful communities require highly effective governance and management, key to which is a positive city council/city manager working relationship guided by good, open communication. This session will help you to better appreciate the roles that the city council governing body, individual council members, and the city manager fulfill in a successful working relationship based on effective communication and sound governance practices.

Moderator

Pat Martel, West Coast Regional Director, ICMA

Speakers

Denise Davis, Council Member, Redlands

Charles Duggan, City Manager, Redlands

Your Legal Powers and Obligations; Open Government and Conflicts of Interest

3:30-5:00 p.m.

You were elected to make things happen in your city. Learn the breadth and limitations of your powers as a city official. Then, acquire a basic understanding of the legal authorities and restrictions under which cities and city officials operate, with a focus on open government laws, such as the Brown Act and the Public Records Act, and laws pertaining to conflicts of interest.

Moderator and Speaker

Corrie Manning, General Counsel, League of California Cities

Speaker

Thomas Brown, Of Counsel, Burke, Williams & Sorensen, LLP

Thursday, February 2 →

Registration Open

7:00 a.m.-5:30 p.m.

Networking Breakfast

7:30-9:00 a.m.

Understanding Public Service Ethics Laws and Principles (AB 1234)

Sign-in will begin 30 minutes prior to the session and you must be present for the full two hours to receive the certification of attendance. Entry will be prohibited once the session begins.

7:45-9:45 a.m.

State law requires elected and appointed officials to receive two hours of training in specified ethics laws and principles every two years. Newly elected and appointed officials must receive this training within one year of becoming a public servant. Join a panel of experts as they help navigate the ethics laws and principles.

The Institute for Local Government is a State Bar of California minimum continuing legal education (MCLE) approved provider and certifies this activity meets the standards for MCLE credit by the State Bar of California in the total amount of 2 hours (general credits). Provider #13881

Speakers

Lauren Langer, Partner, Best Best & Krieger, LLP

Megan Garbaldi, Partner, Best Best & Krieger, LLP

Policy Role in Land Use Planning

10:00-11:00 a.m.

Land use planning is one of the most important parts of a city official's responsibilities due to the long-term impacts it can have on a community's environment, economic vitality, and the physical health of its residents. Learn about tools and processes in land use planning, such as the general plan, zoning, and the California Environmental Quality Act, as well as the role of regional agencies and the state. This knowledge will help you foster a solid working relationship with your city's planning commission and planning staff.

Moderator

John Minto, Immediate Past President, Mayors and Council Members Department and Mayor, Santee

Speakers

Eric Nelson, Planning Commissioner, Dana Point

Mark Teague, Managing Principal, PlaceWorks

Effective Advocacy and Key City Issues

11:15 a.m.-12:30 p.m.

Meet the League of California Cities' legislative team and learn about the 2023 Cal Cities Action Agenda, legislative calendar, and trending issues in the Legislature. The Cal Cities team will also share ideas for establishing practical skills to develop persuasive arguments and testimony that will serve your city's interests.

Moderator

Melanie Perron, Deputy Executive Director, Advocacy and Public Affairs, League of California Cities

Speakers

Bismarck Obando, Director of Public Affairs, League of California Cities
Jason Rhine, Assistant Director, Legislative Affairs, League of California Cities

Elisa Arcidiacono, Legislative Representative, League of California Cities

Caroline Cirrincione, Legislative Representative, League of California Cities

Damon Conklin, Legislative Representative, League of California Cities

Johnnie Piña, Legislative Representative, League of California Cities

Nicolas Romo, Legislative Representative, League of California Cities

Jessica Sankus, Senior Policy and Legislative Analyst, League of California Cities

Networking Lunch

12:30-1:30 p.m.

An Irregular Meeting of the City Council of Dysfunction Junction: The

Do's and Don'ts of Conducting a Public Meeting

1:45-3:15 p.m.

Enjoy a popular depiction of a city council meeting gone awry and learn from its mistakes.

Facilitators

Christi Hogin, Of Counsel, Best Best & Krieger, LLP

Michael Jenkins, Of Counsel, Best Best & Krieger, LLP

Social Media/Digital Communications and Civic Engagement

3:30-5:00 p.m.

With constant advancements in social media over the last several years, it can be hard to keep up with the “do’s and don’ts” of every platform. Moreover, as misinformation increases, elected officials need to be quick on their feet and have the necessary skills to proactively manage public perceptions about local governmental affairs. Discover what cities should be doing to communicate with their constituents in the 21st century, and the rules that elected officials must follow.

Moderator

John Minto, Immediate Past President, Mayors and Council Members Department and Mayor, Santee

Speakers

Brandon Castillo, Partner, Bicker, Castillo & FairbanksN. Richard Shreiba, Attorney, Burke, Williams & Sorensen, LLP

Legislative Reception

5:15-6:15 p.m.

Take this opportunity to network with your peers from throughout the state after a full day of educational sessions. Assembly Members and Senators from throughout the state are invited to attend.

Friday, February 3 →

Registration Open

7:30-11:00 a.m.

Networking Breakfast

7:30-8:30 a.m.

Financial Responsibilities, City Revenues Workshop

8:30-11:45 a.m.

Learn about your responsibilities as an elected official when exercising fiduciary accountability and transparency in open government. In this enlightening conversation, discuss the local government financial cycle, elected official financial oversight duties, and state and local funding relationships, and the four stages of fiscal meltdown. Plus, learn how to be a better leader by discovering how to avoid micromanagement and manage complacency. The importance of structurally balanced budget tips for setting city council goals and the need for financial policies will be stressed during this session.

Speakers

Michael Coleman, Fiscal Policy Advisor,

CaliforniaCityFinance.com
Christina Turner, City Manager, Morgan Hill

Closing Remarks

11:45 a.m.-noon

Speaker

Lori Ogorchock, Department Director, Mayors and Council Members Department and Council Member, Antioch

2023 Academy Session Materials

***Session materials are posted as they are received.**

- [Resource Guide \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/resource-guide45773fd6-efbf-4e85-8df8-f49dae3a3e94.pdf?sfvrsn=f47fd6ff_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/resource-guide45773fd6-efbf-4e85-8df8-f49dae3a3e94.pdf?sfvrsn=f47fd6ff_3)
- [Developing an Effective Council and City Manager Team The Key to Good Governance and City Success \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/developing-an-effective-council-and-city-manager-team-the-key-to-good-governance-and-city-success.pdf?sfvrsn=3a1ab793_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/developing-an-effective-council-and-city-manager-team-the-key-to-good-governance-and-city-success.pdf?sfvrsn=3a1ab793_3)
- [Effective Advocacy and Key City Issues \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/effective-advocacy-and-key-city-issues3556ee1c-cbf2-469d-a32b-a1a642d77232.pdf?sfvrsn=cc71371f_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/effective-advocacy-and-key-city-issues3556ee1c-cbf2-469d-a32b-a1a642d77232.pdf?sfvrsn=cc71371f_3)
- [Harassment Prevention Training for Supervisors and Officials \(AB 1661\) \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/harassment-prevention-training-for-supervisors-and-officials-\(ab-1661\)-\(1\).pdf?sfvrsn=4600e6fe_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/harassment-prevention-training-for-supervisors-and-officials-(ab-1661)-(1).pdf?sfvrsn=4600e6fe_3)
- [Policy Role in Land Use Planning \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/policy-role-in-land-use-planning1eb40bf1-b9e1-4f5e-81d8-77f22cbea013.pdf?sfvrsn=752073e1_6\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/policy-role-in-land-use-planning1eb40bf1-b9e1-4f5e-81d8-77f22cbea013.pdf?sfvrsn=752073e1_6)
- [Social Media Digital Communications and Civic Engagement \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/social-media-digital-communications-and-civic-engagementd37a783f-e625-4e0a-9102-9104c8d7059b.pdf?sfvrsn=48ff5c92_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/social-media-digital-communications-and-civic-engagementd37a783f-e625-4e0a-9102-9104c8d7059b.pdf?sfvrsn=48ff5c92_3)

- [Understanding Public Service Ethics Laws & Principles AB 1234 Training \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/understanding-public-service-ethics-laws-principles-ab-1234-training.pdf?sfvrsn=6e38619e_6\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/understanding-public-service-ethics-laws-principles-ab-1234-training.pdf?sfvrsn=6e38619e_6)
- [Your Cal Cities and How to Use it \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-cal-cities-and-how-to-use-it7c67d3a2-0aa9-4ea6-b745-6b674828b01f.pdf?sfvrsn=7121d8b6_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-cal-cities-and-how-to-use-it7c67d3a2-0aa9-4ea6-b745-6b674828b01f.pdf?sfvrsn=7121d8b6_3)
- [Your Legal Powers and Obligations \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-legal-powers-and-obligations-.pdf?sfvrsn=f3dcbfe4_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-legal-powers-and-obligations-.pdf?sfvrsn=f3dcbfe4_3)

Previous Academy Session Materials

2022 Session Materials →

- [New Mayors and Council Members Academy Resource Guide \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/new-mayors-and-council-members-resource-guide.pdf?sfvrsn=2e2b96de_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/new-mayors-and-council-members-resource-guide.pdf?sfvrsn=2e2b96de_3)
- [Cal Cities Annual Report 2021 \(/docs/default-source/annual-report/cal-cities-annual-report-2021-.pdf?sfvrsn=97b0a639_9\)](/docs/default-source/annual-report/cal-cities-annual-report-2021-.pdf?sfvrsn=97b0a639_9)
- [Developing an Effective City Council and City Manager Team: Key to Good Governance and City Success \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/developing-an-effective-city-council-and-city-manager-team-key-to-good-governance-and-city-success.pdf?sfvrsn=d80326cb_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/developing-an-effective-city-council-and-city-manager-team-key-to-good-governance-and-city-success.pdf?sfvrsn=d80326cb_3)
- [Effective Advocacy and Key City Issues \(/docs/default-source/city-managers-conference---session-materials/effective-advocacy-and-key-city-issues.pdf?sfvrsn=77d522a9_3\)](/docs/default-source/city-managers-conference---session-materials/effective-advocacy-and-key-city-issues.pdf?sfvrsn=77d522a9_3)

- [Policy Role in Land Use Planning \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/policy-role-in-land-use-planning-.pdf?sfvrsn=f573c841_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/policy-role-in-land-use-planning-.pdf?sfvrsn=f573c841_3)
- [Social Media, Digital Communications, and Civic Engagement \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/social-media-digital-communications-and-civic-engagement.pdf?sfvrsn=42fcc4c5_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/social-media-digital-communications-and-civic-engagement.pdf?sfvrsn=42fcc4c5_3)
- [Your Legal Powers and Obligations; Open Government and Conflicts of Interest \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-legal-powers-and-obligations-open-government-and-conflicts-of-interest.pdf?sfvrsn=a0133044_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-legal-powers-and-obligations-open-government-and-conflicts-of-interest.pdf?sfvrsn=a0133044_3)

2021 Session Materials →

Presentations

- [Communications and Civic Engagement \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/communications-and-civic-engagementf450a2de-fdf8-4ee0-b9ae-2ee98a1d376d.pdf?sfvrsn=8d0e98e9_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/communications-and-civic-engagementf450a2de-fdf8-4ee0-b9ae-2ee98a1d376d.pdf?sfvrsn=8d0e98e9_3)
- [Effective Advocacy and Key City Issues \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/effective-advocacy-and-key-city-issues72364456-af92-4f67-a930-79c59251b94f.pdf?sfvrsn=f809dcc8_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/effective-advocacy-and-key-city-issues72364456-af92-4f67-a930-79c59251b94f.pdf?sfvrsn=f809dcc8_3)
- [Financial Responsibilities, City-Revenues Workshop \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/financial-responsibilities-city-revenues-workshop.pdf?sfvrsn=1d4fedb6_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/financial-responsibilities-city-revenues-workshop.pdf?sfvrsn=1d4fedb6_3)
- [From Dangerous Discourse to Extraordinary Engagement Changing the Conversation on Inclusion \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/from-dangerous-discourse-to-extraordinary-engagement-changing-the-conversation-on-inclusion.pdf?sfvrsn=edebe570_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/from-dangerous-discourse-to-extraordinary-engagement-changing-the-conversation-on-inclusion.pdf?sfvrsn=edebe570_3)

- [Policy Role in Land Use Planning \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/policy-role-in-land-use-planninge6fb659d-e1ed-4c5d-a4b9-9c90f452e283.pdf?sfvrsn=9f92aecf_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/policy-role-in-land-use-planninge6fb659d-e1ed-4c5d-a4b9-9c90f452e283.pdf?sfvrsn=9f92aecf_3)
- [Relationship between City Council and City Management - Martel \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/relationship-between-city-council-and-city-management---martel.pdf?sfvrsn=22ccab78_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/relationship-between-city-council-and-city-management---martel.pdf?sfvrsn=22ccab78_3)
- [Your Cal Cities and How to Use It \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-cal-cities-and-how-to-use-it.pdf?sfvrsn=d6a98d33_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-cal-cities-and-how-to-use-it.pdf?sfvrsn=d6a98d33_3)
- [Your Legal Powers and Obligations \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-legal-powers-and-obligationsb3af7943-f06b-4108-aec6-b122e6ab3fa5.pdf?sfvrsn=9c2f6d4e_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/your-legal-powers-and-obligationsb3af7943-f06b-4108-aec6-b122e6ab3fa5.pdf?sfvrsn=9c2f6d4e_3)

2021 New Mayors & Council Members Resource Guide

- [2021 Resource Guide Full Print Version \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/2021-resource-guide-full-print-version.pdf?sfvrsn=1bc7b609_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/2021-resource-guide-full-print-version.pdf?sfvrsn=1bc7b609_3)
- [Your Cal Cities and How To Use It \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/01.-your-cal-cities-and-how-to-use-it.pdf?sfvrsn=495a4fa_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/01.-your-cal-cities-and-how-to-use-it.pdf?sfvrsn=495a4fa_3)
- [Relationship Between City Council and City Manager Staff \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/02.-relationship-between-city-council-and-city-manager-staff.pdf?sfvrsn=1e19f8d6_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/02.-relationship-between-city-council-and-city-manager-staff.pdf?sfvrsn=1e19f8d6_3)
- [Financial Responsibilities and City Revenues Workshop \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/03.-financial-responsibilities-and-city-revenues-workshop.pdf?sfvrsn=51b4d177_3\)](/docs/default-source/new-mayors-and-council-members-academy-session-materials/03.-financial-responsibilities-and-city-revenues-workshop.pdf?sfvrsn=51b4d177_3)
- [Effective Advocacy & Key City Issues \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/04.-effective-](/docs/default-source/new-mayors-and-council-members-academy-session-materials/04.-effective)

[advocacy-key-city-issues.pdf?sfvrsn=ab2311d2_3\)](#)

- [Policy Role in Land Use Planning \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/05.-policy-role-in-land-use-planning.pdf?sfvrsn=ecaa2aaf_3\)](#)
- [Your Legal Powers and obligations \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/06.-your-legal-powers-and-obligations.pdf?sfvrsn=469dcaf9_3\)](#)
- [Communications and Civic Engagement \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/07.-communications-and-civic-engagement3ffda944-1bb4-48d4-8e81-0d4ef67480ff.pdf?sfvrsn=66befc54_3\)](#)
- [AB 1661 Sexual Harassment Prevention Training \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/08.-ab-1661-sexual-harassment-prevention-training.pdf?sfvrsn=2a449b0f_3\)](#)
- [AB 1234 Training \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/09.-ab-1234-training.pdf?sfvrsn=89ed89f0_3\)](#)
- [Your Role as an Elected Official \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/10-your-role-as-an-elected-official.pdf?sfvrsn=fceb70b8_3\)](#)
- [Understanding City's Departments \(/https://www.calcities.org/docs/default-source/new-mayors-and-council-members-academy-session-materials/11.-understanding-city's-departments.pdf?sfvrsn=8e709311_3\)](#)
- [Torch Program \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/12.-torch-program.pdf?sfvrsn=3816f764_3\)](#)
- [Acronyms in Local Government \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/13-acronyms-in-local-government.pdf?sfvrsn=8377de3b_3\)](#)
- [Additional Resources \(/docs/default-source/new-mayors-and-council-members-academy-session-materials/14-additional-resources.pdf?sfvrsn=d8a3c8ed_3\)](#)

Speaker Center

In the Speaker Center, you can find resources for all speaker-related details including deadlines, presentation guidelines, layout, and structure, speaker agreements, and presentation submission directions.

Should you have any questions, please contact the [education department](mailto:education@calcities.org).
(<mailto:education@calcities.org>)

Speaker Agreements and Important Deadlines →

Below are key presenter deadlines and directions on how to complete the Speaker Agreement Form. Providing your digital signature allows Cal Cities to move forward in planning and promoting your session, as well as publish your name and affiliation on our website and in marketing materials. Your contact information will remain strictly confidential.

Important deadlines

Monday, Nov. 6: Complete your Speaker Agreement Form through your [MyCalCities Portal \(https://my.calcities.org/\)](https://my.calcities.org/) and note any specific audiovisual requests. Instructions on how to access your portal can be found at [this link. \(/about-MyCalCities\)](#)

Monday, Jan. 15: Deadline for advance conference registration. Speakers receive complimentary one-day registration or 30% off full conference registration. Please contact [Megan Dunn \(mailto:mdunn@calcities.org\)](mailto:mdunn@calcities.org) by Jan.

15 for more information. Once that is complete, you will be prompted to book a hotel room. **NOTE:** Jan. 3 is the discounted hotel rate cut-off. However, hotels are subject to sell out prior to the deadline – reserve early!

Nov.-Jan.: To ensure each speaker is comfortable with their responsibilities during the presentation, please hold at least one conference call with all panelists in your session.

Friday, Jan. 12: Submit your final presentation to Cal Cities within the “My Speaking Sessions” section of your [MyCalCities Portal](https://my.calcities.org/) (<https://my.calcities.org/>).

Presentation Guidelines →

Our goal is to provide exceptional educational experiences, networking opportunities, and innovative tools that will make attendees and their cities more successful. Studies show that adults learn best when they are actively involved in the process rather than passively listening or watching. Most academy attendees are knowledgeable about the subject, and therefore are interested in hearing what others know and what their experiences have been. Accordingly, we urge you to plan your presentation with these suggestions in mind.

The most common complaints on session evaluations from prior academies are:

- "The presentation was a 'sales' pitch for a particular product or service."
- "I couldn't read the slides."
- "One speaker took so much time that the others were not able to give their full presentations."
- "I'd like more practical knowledge."

Please consider the following as you prepare for your presentation:

- Relevant content for experienced audiences that stretches thinking and provides new approaches.
- Content that is delivered in an engaging way and draws on the experience of the attendees.
- Examples and case studies of real success (and successful failures).
- Try to add stories, anecdotes, testimonials, or demonstrations that emphasize your point. We all remember a good story, and thus more easily the lesson with it.
- Provide tools and information that the audience can implement.
- If there are other speakers in your session, coordinate with them in advance to decide your speaking order and ensure that all presentations fit into the assigned time allotment. If you do not have the contact information for your co-presenters, please contact kboutros@calcities.org (mailto:kboutros@calcities.org) .
- Selling from the podium creates conflict of interest problems. Education sessions at the Mayors and Council Members Academy should never be an advertisement. Therefore, presentations may not include any commercialism for specific products or consulting services.

Session Layout and Structure →

The League of California Cities encourages our presenters to use the most engaging educational platform possible when speaking at the Mayors and Council Members Academy. We recognize that each session has a unique format and presentation style based on the preferences of the speaker(s) and content being presented, but the following three examples are provided as a general guideline in planning your session.

Panel Discussions: 75 minutes, with up to 3 speakers

Presider (5 minutes)

- Welcome

- Frame session
- Introduce speakers

Speaker(s) #1, #2 and #3 (20 minutes)

- Summary of relevant experience
- Learning objectives
- Core session content
- Summary of key points

Presider (10 minutes)

- Facilitate Q&A
- Final comments

Concurrent Session: 75 minutes, 1 speaker

Presider (5 minutes)

- Welcome
- Frame session
- Introduce speaker

Speaker #1 (60 minutes)

- Summary of relevant experience
- Learning objectives
- Core session content
- Summary of key points

Presider (10 minutes)

- Facilitate Q&A
- Final comments

As a reminder, sessions may not include any product/service demonstrations or commercial presentations for specific products or consulting services. Please contact the **[education department \(mailto:education@calcities.org\)](mailto:education@calcities.org)** with any questions, concerns or assistance needs you may have.

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