



#### Schedule

Wednesday, February 2

#### Registration Open

10:30 a.m.-5:30 p.m.

#### Lunch On Your Own

11:30 a.m.-1:15 p.m.

#### Opening General Session

1:30-3:15 p.m.

#### Opening Remarks

John Gillison, City Manager, Rancho Cucamonga, President, City Managers Department

#### Department Awards

#### Keynote: The Social Psychology of Negotiations

From working with the city council and other department heads at your city to life outside of your career, there are a broad array of negotiation skills needed to get solutions accepted and implemented. Through using a simulated negotiation exercise, you will be introduced to a “toolbox” of negotiation skills based on social psychological principles that will help you more effectively navigate relationships, problem solve, and achieve mutually beneficial solutions.

Takeaways from the session will include how to get people to open up to share information, the difference between good and bad questions, and how to build trust and influence through language and non-verbal cues. You will also understand how to plan and prepare for negotiation including making an opening offer/proposal, how to negotiate using packages, making effective concessions, and how to successfully conclude a negotiation. Finally, discover how to create value in a negotiation to make sure both sides walk away satisfied.

**Speaker:** Holly Schroth, Ph.D., Senior Lecturer, Management of Organizations, Distinguished Teaching Fellow, Haas School of Business, University of California, Berkeley

#### Break

3:15 -3:30 p.m.

#### Straight, No Chaser

3:30-5:00 p.m.

Listen in on city managers share their experiences during the recent past, the widespread challenges that surfaced, and what they did about it. Then, participate in collective learning with your colleagues by sharing your own experiences.

#### Speakers:

Reva Feldman, Senior Advisor, Avenu Insights & Analytics/ Hagerty Consulting  
Thaddeus McCormack, City Manager, Lakewood

Rene Mendez, City Manager, Gonzales  
Kimberley Summers, City Manager, Murrieta  
Kurt Wilson, Executive Director, Western Riverside Council of Governments

### League Partner Hosted Welcome Networking Reception



After the first day's activities, enjoy celebrating retirees, networking with your colleagues, and some light hors d'oeuvres.

\*\*\*\*\*

**Thursday, February 3**  
**Breakfast Buffet Open**  
**7:45-9:00 a.m.**

### Concurrent Sessions 9:00-10:15 a.m.

#### Creating a Culture of Equity

There is high interest from both city staff and the community to advance equity in city government. As city managers and department heads responsible for leading this work, how do we harness this energy to create a culture of equity for our organizations? What are the challenges we're facing and the successes we've experienced? Learn city strategies to approach equity and get the opportunity to share your own city's experiences.

#### Make Your City Attorney Your Best Friend

When issues get tense in your city, having a solid relationship with your city attorney can make a significant difference. You may not always see eye-to-eye, but understanding the key elements of building that relationship, and maintaining when undertaking a difficult issue, will help smooth the process and light the way to win-win solutions.

#### Speakers:

Dave Fleishman, City Attorney, Pismo Beach  
Jim Lewis, City Manager, Pismo Beach

#### Show Me the Recovery! Updates on Fees, Assessments, and Financing Districts

Discover the importance of utilizing a variety of revenue tools, in both recovery mode as well as for long-term fiscal sustainability in a changing economy. The panel will address revenue options and the importance of public engagement as a fundamental effort. Updates via recent case law and legislative changes affecting cities across California will be provided. Select case studies statewide will be reviewed, including tales of challenges and successes in the city of Rancho Cucamonga. The topic of fiscal sustainability is a constant challenge for cities across the state, and perhaps more than ever as we emerge from the COVID pandemic. Attendees will leave the session with actionable information that can be applied to their city.

#### Moderator:

John Gillison, City Manager, Rancho Cucamonga

#### Speakers:

Michael Colantuono, Managing Shareholder, Colantuono, Highsmith & Whatley, PC  
Tim Seufert, Managing Director, NBS  
Danielle Wood, Director, NBS

## **Visit with Sponsors Coffee Break**

*10:15-10:45 a.m.*

## **Concurrent Sessions**

*10:45 a.m.-12:00 p.m.*

### **Creating a Strong Partnership with CalOES**

Emergencies move fast and have devastating physical and economic impacts on communities. One way to prepare your city is to have a strong relationship with the Governor's Office of Emergency Services (CalOES). This relationship can help cities understand the short and long-term funding and program opportunities available to your city from the state. Learn about the programs that CalOES administers and take-away tips on how to build stronger relationships and support each other. Understand how the wide variety of programs offered by the state can benefit your city and can mitigate the impacts of an emergency. Proactively learn how to partner with CalOES on these programs and ask questions about how to best operationalize disaster preparedness and cost recovery in your city.

#### **Speaker:**

Ryan Buras, Deputy Director, California Governor's Office of Emergency Services

### **Think Outside the Building: Innovating Your Future**

Knowing that innovation is critical isn't enough. "Getting it" is one thing. "Getting it done" is quite another. When your city thinks of itself as a community builder, quality of life advocate, and service provider, then it starts to behave differently. And that's where innovation surfaces because to innovate is to implement change that creates a new dimension of performance. In this session, practical strategies and proven techniques are presented to (re)set the tone of a dynamic, always-on, learning culture that's essential to unleash creativity and lead to faster, better innovation.

#### **Moderator:**

Armine Chaparyan, City Manager, South Pasadena

#### **Speaker:**

Patrick Ibarra, Co-Founder and Partner, The Mejorado Group

### **Prohousing Programs: Demonstrating Statewide Leadership While Meeting Local Goals**

Many cities throughout California are experiencing dramatically increased Regional Housing Needs Allocation (RHNA) numbers, economic inequities, and homelessness. Now, a state program seeks to support local governments by creating a framework to help local agencies document prohousing policies and gain additional preference for competitive grant programs. Join us to learn best practices and lessons learned from cities that are leading the charge and get your burning questions answered.

#### **Moderator:**

Karalee Browne, Assistant Executive Director, Institute for Local Government

#### **Speakers:**

Matthew Burris, Deputy City Manager, Rancho Cucamonga  
Danielle Foster, Housing Policy Manager, Sacramento

## **Networking Luncheon**

*12:00-1:15 p.m.*

## **Afternoon General Session**

*1:15-2:45 p.m.*

**Opening Remarks**

Eric Figueroa, City Manager, Martinez, First Vice President, City Managers Department

**ICMA/Cal-ICMA President Remarks and Award**

Troy Brown, City Manager (ICMA-CM), Moorpark  
Dominic Lazzaretto, City Manager, Arcadia

**Combatting Disinformation on Social Media: From Politically Motivated to Factually Inaccurate**

Social media tools empower governments to quickly inform and mobilize residents in support of community events and initiatives. They are also tools that enable rapid sharing of disinformation across residents that range from the politically motivated designed to manipulate, to the factually inaccurate that need only be coherently corrected. This presentation encompasses the design of policies and practices, and digs deeply into derailing disinformation viral messaging that originates from diverse sources, some legitimate and some disingenuous.

**Speakers:**

Thomas Bryer, Professor, University of Central Florida  
Sarah Stoeckel, Councilmember, City of Titusville, Florida

**Visit with Sponsors Coffee Break**

2:45-3:15 p.m.

**Concurrent Sessions**

3:15-4:45 p.m.

**Diverse Workforce Development: Tips for Success and Pitfalls to Avoid**

Explore tips for increasing diversity on your team. How do you move from just saying you want to increase diversity and inclusion, to actually seeing your staff at all levels of your organization and leadership reflect the diversity of the region you serve? This session will provide stories, tips, and tricks (and pitfalls to avoid) from colleagues who have been successful in doing so.

**Speaker:**

Lydia Romero, City Manager, Lemon Grove

**Defending Institutions: Promoting Civic Debate and Rejecting Personal Attacks**

In 2020, a protest outside the home of Sacramento City Manager Howard Chan threatened the very institution of democracy, moving the public debate forum from its rightful place in Council Chambers and the ballot box to the personal domicile of a civic leader. When events like this happen, how can city leaders and administrators protect themselves and their families while fostering greater community trust? Do existing channels for public debate suffice, or are more outlets needed to make the public feel heard – particularly in the age of digitization?

**Moderator:**

Ken Striplin, City Manager, Santa Clarita

**Speakers:**

Troy Brown, City Manager (ICMA-CM), Moorpark  
Howard Chan, City Manager, Sacramento

**Combating Disinformation on Social Media: The Workshop**

A continuation of the afternoon General Session. Given a set of interactive scenarios, participants will develop and use a toolkit of technological, relational and communication solutions to combat

disinformation. Next, learn how to apply principles of civil discourse that neither disparages residents who are spreading disinformation nor legitimizes viewpoints that are damaging to the community. Finally, create a plan to enable a rapid response team that bridges government and community to promote both correct information and civility across individuals who disagree with each other.

**Speakers:**

Thomas Bryer, Professor, University of Central Florida  
Sarah Stoeckel, Sarah Stoeckel, Council Member, City of Titusville, Florida

**Presidential Networking Reception**

5:00-6:00 p.m.

**Evening on Your Own**

6:00 p.m.

\*\*\*\*\*

Friday, February 4

**Breakfast Buffet Open**

7:45-9:00 a.m.

**Concurrent Sessions**

9:00-10:15 a.m.

**Navigating and Delivering for Multi-Generational City Councils**

A new generation of elected leaders is joining city councils, bringing new perspectives and policies to the dais. They also have different experiences with government and may be interacting with a city manager for the first time. Plus, their fresher viewpoints may clash with more seasoned councilmembers. Learn first-hand from fellow city managers how they navigate these varying views and how it can affect decision making.

**A Tale of Four Cities: Partnerships and Programs for the Unhoused**

Hear from four city managers as they discuss programs and partnerships that are addressing homelessness.

**Moderator:**

Helene Schneider, Regional Coordinator, U.S. Interagency Council on Homelessness

**Speakers:**

Damien Arrula, City Manager, Placentia  
Oliver Chi, City Manager, Huntington Beach  
Alma K. Martinez, City Manager, El Monte  
Robert Nisbet, City Manager, Half Moon Bay

**Benefits and Risks of the New Hybrid Workplace Model**

As we move beyond the COVID-19 crisis, some cities are back to pre-pandemic norms while others have adopted new hybrid work models. Will hybrid work fundamentally change the way local government operates? Hear from city managers about their experiences with different remote work models in varying organization sizes, and best practices for work in the post-COVID world. Speakers will consider the impacts of a hybrid workplace on labor negotiations, equity concerns, tax-related issues, accessibility, city-wide versus department-specific remote work policies, and the implications of the state government's decision to permanently change the way they work.

**Moderator:**

Justin Hess, City Manager, Burbank

**Speakers:**

Armine Chaparyan, City Manager, South Pasadena  
Lisa Goldman, City Manager, Burlingame  
Karen Pinkos, City Manager, El Cerrito

**Coffee Break**

10:15-10:30 a.m.

**Closing Session**

10:30-11:45 a.m.

**Opening Remarks**

Justin Hess, City Manager, Burbank, Second Vice President, City Managers Department

**CCMF Remarks****California State and Local Economic and Fiscal Outlook**

California has one of the largest and most diverse economies in the world. California has been an epicenter of innovation, entertainment, agriculture and tourism in America for over a century. A combination of things, mostly stemming from the COVID-19 pandemic continues to cause economic disruption and uncertainty. Municipal revenues are affected in turn – but uniquely. This panel of leading experts will analyze economic and financial trends and discuss the year ahead for California its cities.

**Adjourn**

11:45 a.m.

***\*Schedule subject to change***