



Office of the Town Manager

Frank Cassidy

STAFF REPORT

Warrenton Town Council

Carter Nevill, Mayor

Heather Sutphin, Ward 1

William Semple, Ward 2

Brett Hamby, Ward 3

James Hartman, Ward 4 Vice Mayor

Jay Heroux, Ward 5

Paul Mooney, At Large

David McGuire, At Large

Council Meeting Date:	September 12 th , 2023
Agenda Title:	VML Conference Discussion
Requested Action:	Consider Changes to the October Town Council meeting if necessary
Department / Agency Lead:	Town Manager
Staff Lead:	Frank Cassidy

EXECUTIVE SUMMARY

The Virginia Municipal League is holding their annual Conference on October 8th – 10th 2023.

Staff is requesting direction and availability of the Town Council members for the October 10th, 2023, Regular Town Council meeting.

BACKGROUND

The Virginia Municipal League is a State wide organization with the following mission: Strengthening local government through advocacy, education, and information.

VML Goals and Strategies

To best deliver on our mission over the next three years we will:

- 1. Elevate the Impact of Local Government by Strengthening Relationships with and Between Municipalities**
 - Increase connection with our locality members across the state
 - Grow our outreach and support with municipal staffs
 - Facilitate collaborative peer-to-peer connections
- 2. Accelerate Local Elected Official and Municipal Staff Impact Through Expanded Value-Added Programming**
 - Expand support for newly elected officials
 - Bolster education through strategic partnerships with higher education
 - Maintain strong advocacy efforts and grow member voice with the General Assembly
 - Emphasize member localities' leading practices and successes
 - Establish member connections leveraging 21st century communication
- 3. Cultivate 21st Century Leadership By Streamlining Our Governance Structure**
 - Update our governance structure to include a broader range of municipal voices

- Designate and articulate clear entry-points and pathways for leadership participation by members
 - Fully deploy and empower VML staff
 - Renew membership categories for broader participation and engagement
4. **Support Strategic Initiatives Through Organizational Strength**
- Align current and new staff to support stronger relationships and member value
 - Cultivate a strong brand through focused and strategic communication
 - Re-envision the annual conference to strengthen relationships, engage members, and equip members for excellent leadership

VML Annual Conference: Each fall hundreds of local government officials, speakers and member organization representatives attend the VML Annual Conference. The conference includes:

- General sessions featuring political leaders, nationally-known speakers and local government experts.
- Workshop sessions on a variety of local government issues.
- Business meeting focusing on the adoption of the annual VML legislative program and the election of officers for the upcoming year.
- The presentation of the annual Innovation Awards recognizing excellence in local government programs.
- The opportunity for networking with colleagues from across the state.

STAFF RECOMMENDATION

Staff recommends identifying the impact of those attending the VML annual conference on the October 10th, 2023, Regular Town Council Meeting.

Service Level/Policy Impact

The October Regular Town Council meeting is scheduled to overlap with the end of the Conference. With the return Trip from Norfolk a quorum may be difficult to attain based on the number of attendees.

Fiscal Impact

No fiscal impact has been identified at this time.

Legal Impact

No legal impact has been identified at this time.

ATTACHMENTS

1. VML Conference Preliminary Agenda