

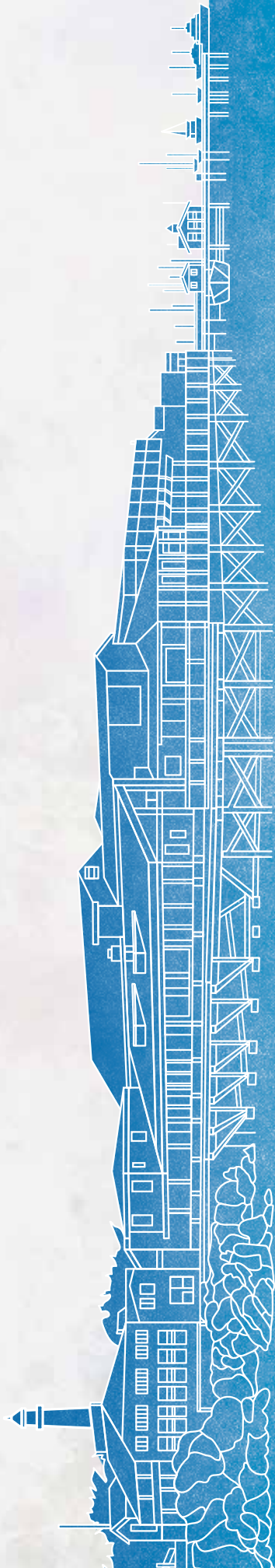


1400 K Street, Ste. 400

Sacramento, CA 95814

[www.cacities.org](http://www.cacities.org)

**Join us for the 2018  
Mayors & Council Members Executive Forum**  
For speaker information, go to [www.cacities.org/MCMXFed](http://www.cacities.org/MCMXFed)



REGISTER EARLY! SPACE IS LIMITED TO THE FIRST 400 REGISTRANTS.

120 LEAGUE  
YEARS  
OF CALIFORNIA  
CITIES  
1888 - 2018

# Mayors & Council Members EXECUTIVE FORUM

June 27-28, 2018

MONTEREY MARRIOTT

Registration and Housing Deadline:

**Tuesday, May 29, 2018**

[www.cacities.org/events](http://www.cacities.org/events) |  Check out our mobile app

 [facebook.com/leagueofcities](https://facebook.com/leagueofcities) |  @CaCities

### REGISTRATION OPEN

10:00 a.m. – 5:30 p.m.

### OPENING GENERAL SESSION

1:00 – 2:30 p.m.

Join us for the official opening session of the conference. Watch for details on speakers in the near future!

### CONCURRENT SESSIONS

2:45 – 4:00 p.m.

#### The California Voting Rights Act and the District-Drawing Process

In recent years, many cities have received letters demanding that they change their election system or face litigation under the California Voting Rights Act (CVRA). Recent legislation has streamlined the process by which cities can change to district-based elections. The panel will offer an overview of the outcome of recent CVRA litigation and explain the district-drawing process.

#### Communicating with Constituents in a Social and New Media Age

Newspaper subscriptions are dwindling and social media is taking over the information landscape. Learn how to communicate information to your constituents about news, events and activities in your city, district, county, and region.

### CONCURRENT SESSIONS

4:15 – 5:30 p.m.

#### Winning the War for Talent – The Role of Elected Officials

Due to the retirement wave of baby-boomer professionals, Cal-ICMA in conjunction with the League's City Managers Department launched the Talent Initiative. The purpose of the Talent Initiative is to help city governments better attract, retain and grow talent. In this interactive session, participants will learn why the Council's policy agenda may be undercut without talent; why talent may be reluctant to join your city government; the critical role of elected officials in attracting and retaining talent; and, best practices from the public and private sectors. Walk away with five strategies for elected officials in winning the war for talent.

## **Mayors and Council Members: Champions for Youth Engagement and Career Readiness**

Preparing today's youth with civic knowledge, skills and values is essential in ensuring the success of our cities. This session will highlight how the leadership of three elected officials are championing civic engagement and career readiness. Through their leadership, their communities have expanded opportunities for youth to become the next generation of informed and active citizens and exposed to public sector careers. Learn more about their models and other strategies that can increase and leverage public investment and commitment to engage youth leaders so they can be successful in college, career and civic life.

## **NETWORKING RECEPTION** **Sponsored by the League Partners**

5:30 – 7:00 p.m.

# Thursday, June 28

## **REGISTRATION OPEN**

7:30 a.m. – 4:00 p.m.

## **NETWORKING BREAKFAST**

7:30 – 8:30 a.m.

## **GENERAL SESSION**

8:45 – 10:15 a.m.

### **Governing California's Pension and OPEB System Today**

Hear from a panel on the latest developments, decisions, and outlook. Experts, including CalPERS executives, will review the current pension and OPEB climate, how they are working to improve overall system health, and what they are doing to work with employers.



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# Thursday

## JUNE 28

### CONCURRENT SESSIONS

10:30 – 11:45 a.m.

#### How to Work Effectively With Your City Manager and Department Heads

Establishing and maintaining an effective working relationship with your city manager and the department head team is critical to your success, the success of the city organization and the success of your community. This session will explore best practices for elected officials to work with city managers and department heads to ensure that everyone is able to carry out their responsibilities for the betterment of your community.

#### Wildland/Urban Fire Risks and Solutions

Discussion of recent fires, contributing factors, and solutions. Given the necessity of fire in our wildlands to lower fuel loads, maintain a healthy forest, and protect our urban areas from catastrophic wildland fire incursions, what policies do we need to be advocating for as cities to ensure air quality and public safety? Learn about best practices and new technologies that are emerging to address this problem. Topics will cover lowering fuel loads, waste diversion from landfills, protecting air quality, and generating electricity through solutions.

### NETWORKING LUNCH

12:00 – 1:30 p.m.

### CONCURRENT SESSIONS

1:45 – 3:00 p.m.

#### Cannabis and Your City

Receive an update on the rapidly developing legal and regulatory structures for legalized cannabis sales in California. Learn how you can regulate cannabis sales at the local level and what you need to know to make informed decisions when this issue comes up in your city.

#### Gender Empowerment in the #MeToo World

This presentation goes beyond the state-mandated sexual harassment prevention training. We will look at gender bias and provide tools for empowerment by examining issues largely as a matter of focus: from fifty-thousand feet, twenty feet, to five feet. These are usable tools for individuals and organizations including self-care and empowerment, mentoring for success, and healthy community approaches. Walk out with concrete ideas that can be used immediately. Intended audience is everyone who works with anyone, regardless of gender.

## CONCURRENT SESSIONS

3:15 – 4:30 p.m.

### Addressing the Challenges of Housing Affordability

This panel discussion will focus on how cities can proactively remove local barriers to help spur much needed housing construction and increase housing supply. The discussion will also cover new state funding (SB 2, Atkins) for updating housing plans to streamline the approval process, and the possibility of an infusion of \$4 billion for numerous housing programs if the Veterans and Affordable Housing Bond passes in November 2018.

### Public Engagement for Trust: What Elected Officials Should Know

Elected leaders often hear about how public engagement can enhance trust and involvement in important policy-making. What does “public engagement” really mean? When should you engage residents? When should you not attempt it? What are leading techniques in civic engagement at the local level? Is it worth the effort? This session addresses these questions and promotes discussion of this emerging issue. Panelists are elected leaders and public engagement practitioners with a decade of experience. Get a basic grounding in this best practice and bring home new ideas for use on local issues of importance to your residents and businesses.

Looking for additional training opportunities while you are in Monterey? Join us on Friday, June 29 for an Advanced Leadership Workshop. These 6-hour workshops provide attendees an opportunity to dive deep on either city finance or how to be an exceptional council. Separate registration is required. Visit [www.cacities.org/events](http://www.cacities.org/events) for information.



For speaker information, go to  
[www.cacities.org/MCMXFed](http://www.cacities.org/MCMXFed)

# General INFORMATION

All attendees must register for the conference prior to reserving a hotel room. Registration is not complete until full payment is received. The League is unable to accept purchase orders. Once registration is complete, you will be directed to the housing reservations page.

- For online registration, go to [www.cacities.org/events](http://www.cacities.org/events) and select “Mayors & Council Members Executive Forum”.
- To request a mail-in registration form, contact [mdunn@cacities.org](mailto:mdunn@cacities.org).

**Registration must be received by Tuesday, May 29. After this date, please register onsite if available.**

## COSTS/FEES

Registration includes electronic access to all program materials, admission to Wednesday & Thursday sessions, Wednesday evening’s networking reception, breakfast and a general luncheon on Thursday.

Elected Officials and Staff.....\$375

Company/Consultant/League Partner/  
All Others.....\$575

Non-Member City Elected Officials  
and City Staff.....\$1,375

Spouse Reception Only Registration  
(Wednesday).....\$35

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

## CANCELLATIONS

**Refunds of rate paid, minus \$75 processing charge,** will be made for cancellations submitted in writing to [mdunn@cacities.org](mailto:mdunn@cacities.org) and received by **Tuesday, May 29**. There are no refunds for cancellations after this date. Substitutions can be made onsite.



If you require special accommodations related to facility access, transportation, communication and/or diet, please contact our Conference Registrar at [mdunn@cacities.org](mailto:mdunn@cacities.org) by Tuesday, May 29.

## HOTEL INFORMATION & RESERVATIONS

Hotel reservation changes, date modifications, early check-out, or cancellations made prior to **Tuesday, May 29**, must be done through the online reservation link you received when registering for the conference. Use your confirmation/acknowledgement number to access your reservation to make changes. Once the May 29 deadline has passed, please contact the hotel directly with any changes or cancellations. Please note that hotel cancellations after the housing deadline has passed may incur a financial penalty of a minimum one-night room charge or attrition fees.

### Monterey Marriott

350 Calle Principal, Monterey, CA 93940

Hotel Rate (per night): \$183 – Single/Double  
Occupancy (*plus tax and fees*)

Valet Parking (per day): \$25 (*subject to availability*)

Public Parking (per day): \$7 (*subject to change*)

*\*Please DO NOT book outside of the League hotel block. This will cause an increase in event costs, liabilities and higher registration rates.*

**PLEASE NOTE:** *The information you provide to the League when registering for a League conference or meeting may be shared with the conference or meeting hotel(s). The hotel(s) will also share with the League the information you provide to the hotel(s) when you make your hotel reservation for the conference or meeting. The information shared between the League and the hotel(s) will be limited to your length of stay in the hotel.*

# Save The Date:

## 2018 ANNUAL CONFERENCE & EXPO

**September 12-14**

Long Beach  
Convention Center

