

2017 Annual Meeting

July 20-23 | Marriott Hotel | Hilton Head Island, SC



2017 Annual Meeting

Municipal leaders face many challenges today. Law enforcement risks are increasing. Emerging technology is requiring frequent adjustments to city operations. Innovative approaches to economic development are increasingly necessary.

The 2017 Annual Meeting offers diverse perspectives and solutions for leaders representing cities of all sizes to meet these challenges.

Important dates to remember

- Deadline to register for drawing for municipal registration and housing appointment times: May 19
- Registration and hotel reservation appointments for municipal officials: June 2, 5 and 6
- Registration and hotel reservations open for nonmunicipal attendees: June 7 - 15
- Cancellation deadline for registration and tickets: July 5



At a Glance

Wednesday, July 19

4:00 – 6:00 p.m. Registration

Thursday, July 20

8:00 a.m. – 7:00 p.m. Registration

8:30 a.m. – 12:30 p.m. Preconference Mobile Workshop

- Planning for the Future through Redevelopment

The buses leave promptly at 8:30 a.m.

9:00 a.m. – Noon Preconference Workshops

- Keeping Residents Connected to the City's Vision
- Speak Up with Confidence

2:00 – 2:45 p.m. Breakout Sessions

- Crisis Management: Getting “The Call”
- Making the 2020 Census Count

3:00 – 3:45 p.m. Breakout Sessions

- HR Challenges in a Changing World
- Follow the Code to Safer Buildings

4:00 – 5:00 p.m. First Timers' Program

6:00 – 7:30 p.m. Opening Reception

Friday, July 21

8:00 a.m. – 5:00 p.m. Registration

9:00 – 11:00 a.m. Opening General Session

Keynote: *Ed McMahon, Senior Resident Fellow, Urban Land Institute*

11:15 a.m. – Noon Breakout Sessions

- Front Lines Police Training
- Keys to Downtown Development

12:15 – 2:00 p.m. Delegates' Luncheon

Address: *Merl Code, Attorney, Ogletree, Deakins, Nash, Smoak & Stewart, P.C*

2:15 – 3:00 p.m. General Session: Legislative Update

3:15 – 4:00 p.m. Breakout Sessions

- Cities Prepare for Small Cells
- Trash Talk with PalmettoPride

3:15 – 4:45 p.m. Mayors' Roundtable

Saturday, July 22

8:00 a.m. – 2:45 p.m. Registration

8:30 – 10:15 a.m. Awards Breakfast

9:00 a.m. – 1:30 p.m. Exhibitor Showcase

11:15 a.m. – Noon Breakout Sessions

- Law Enforcement Challenges
- Get Along to Move Along

1:30 – 2:15 p.m. Breakout Sessions

- Big Ideas for Small Towns
- Lessons Learned from Severe Weather Events

2:30 – 3:30 p.m. Municipal Trivia

6:30 – 10:00 p.m. Closing Night Celebration featuring Fantasy Band

Sunday, July 23

9:00 – 10:30 a.m. Spiritual Breakfast featuring Dr. Marlena Smalls, Founder, The Hallelujah Singers

Preconference Workshops

The preconference workshops are open to all municipal elected officials and anyone working in municipal government. These are additional educational opportunities not included in the general registration fee. The fee to attend depends on the workshop selected.

Mobile Workshop: Planning for the Future through Redevelopment

Hilton Head Island is improving aging infrastructure and encouraging private redevelopment. On a mobile tour, see what the town is doing to implement redevelopment strategies that can be replicated in any city or town.

Wear comfortable shoes because the workshop involves some walking.

Thursday 8:30 a.m. – 12:30 p.m. Cost: \$60 (includes breakfast)

The buses will leave promptly at 8:30 a.m. from the Marriott Hotel.



Keeping Residents Connected to the City's Vision

A city's vision grows from residents' input and council's leadership. Learn how to create a long-range plan with steps to keep residents engaged.

Thursday 9:00 a.m. – Noon Cost: \$60

Speak Up with Confidence

Even the most experienced speakers can find new ways to connect with audiences and engage them more effectively. Using hands-on demonstrations, participants will learn how to build audience rapport, fine-tune their delivery and make every point clear.

This session is limited to 35 registrants. Open only to officials who have not registered for this workshop at previous events.

Thursday 9:00 a.m. – Noon Cost: \$90

General Sessions

Opening Session

Friday 9:00 – 11:00 a.m.

Keynote Address: Ed McMahon, Senior Resident Fellow, Urban Land Institute

For successful economic development, cities and towns shouldn't focus on what they don't have, but rather leverage what they do have. Learn about strategies and best practices that help cities of all sizes differentiate themselves making them more competitive in attracting jobs, visitors and investments.

Legislative Update

Friday 2:15 – 3:00 p.m.

Municipal officials play a critical role in advocating for city interests in the General Assembly. Get the latest information on legislation introduced in the 2017 legislative session, and learn what local officials can do to prepare for the 2018 session.



Breakout Sessions

Crisis Management: Getting “The Call”

Thursday 2:00 – 2:45 p.m.

It’s a municipal official’s worst nightmare to get the call that a tragedy has struck ... a shooting, a natural disaster, an infrastructure collapse. Get front lines insight from local officials and reporters who were in the midst of recent crisis situations, and learn how to be prepared for the media when “the call” comes.

Making the 2020 Census Count

Thursday 2:00 – 2:45 p.m.

The federal government relies on census data to distribute more than \$400 billion annually to state and local officials to improve infrastructure and provide services. Find out what cities need to be doing today to prepare for the 2020 Census.

HR Challenges in a Changing World

Thursday 3:00 – 3:45 p.m.

By implementing sound human resource policies, cities can avoid legal issues and foster a positive work environment. Learn best practices for establishing effective policies related to the use of social media, legal use of marijuana and changing employment laws.



Follow the Code to Safer Buildings

Thursday 3:00 – 3:45 p.m.

Municipal officials are tasked with the critical public safety responsibility of assuring buildings meet state building codes. Learn how building codes are adopted and best practices for effective code enforcement.

Front Lines Police Training

Friday 11:15 a.m. – Noon

Police officers make split second decisions every day and often face scrutiny for these decisions. Learn how a training simulator can teach officers to use ethical and proper force to protect the public, increase officer safety and reduce liability.

Keys to Downtown Development

Friday 11:15 a.m. – Noon

City officials are transforming downtowns using an economic development model based on persistence, ingenuity and committed leadership. Learn from leaders in two South Carolina cities as they share their strategies and success stories.

Cities Prepare for Small Cells

Friday 3:15 – 4:00 p.m.

As personal communication services revolutionize the way people live, small cell antennas promise to boost network signals and capacity. Learn about this emerging technology and how it may impact municipal fees, community aesthetics and management of municipal rights of way.

Trash Talk with PalmettoPride

Friday 3:15 – 4:00 p.m.

Litter says a lot about a community. Get fresh ideas from PalmettoPride to help cities establish effective litter abatement programs.

Mayors' Roundtable

Friday 3:15 – 4:45 p.m.

Networking and educational session for mayors

Sponsored by the Association of South Carolina Mayors

Law Enforcement Challenges

Saturday 11:15 a.m. – Noon

Hiring, training and appropriate use of force are major challenges facing police departments. Discover lessons from recent use-of-force incidents and how cities and towns can recruit, hire and train their police forces to foster good relationships with the community.

Get Along to Move Along

Saturday 11:15 a.m. – Noon

Federal, state and local governments don't always work in tandem when pursuing economic development. Get tips to negotiate the complexities of working across jurisdictions to move from conflict to collaboration.

Big Ideas for Small Towns

Saturday 1:30 – 2:15 p.m.

Small towns face unique challenges in economic growth, revenue generation and leadership development. Join small-town leaders to discuss ideas for meeting these challenges.

Lessons Learned from Severe Weather Events

Saturday 1:30 – 2:15 p.m.

The October 2015 flood and Hurricane Matthew tested the mettle of many South Carolina cities. Learn how city officials prepared for and responded to these severe weather events and the lessons learned.

Municipal Trivia

Saturday 2:30 – 3:30 p.m.

Come to the Muni-Pub and test your municipal knowledge with a "spirited" game of Municipal Trivia.



Special Events

Opening Reception

Thursday 6:00 – 7:30 p.m.

Kick off the Annual Meeting and enjoy cocktails, light hors d'oeuvres and networking with other attendees.

Delegates' Luncheon

Friday 12:15 – 2:00 p.m. **Cost: \$40**

Address: Merl Code, Attorney, Ogletree, Deakins, Nash, Smoak & Stewart, P.C.

Code uses his perspective as a businessman, community leader, athlete and scholar to illustrate with humor that bold, compassionate and courageous leaders are essential to building a successful community.

Awards Breakfast

Saturday 8:30 – 10:15 a.m. **Cost: \$35**

Learn from the accomplishments of South Carolina cities and towns, as they are recognized as this year's winners of the Municipal Achievement Awards and the Main Street South Carolina Inspiration Awards.

Closing Night Celebration

Saturday 6:30 – 10:00 p.m. **Cost: \$55**

After an Annual Meeting jam-packed with learning, continue networking with friends and colleagues at this laid-back event. Enjoy dinner and dancing to the Fantasy Band.

Spiritual Breakfast

Sunday 9:00 – 10:30 a.m. **Cost: \$27**

Before heading home, take time to enjoy a Southern breakfast buffet and inspirational music presented by Dr. Marlena Smalls, founder of the Gullah Festival in Beaufort and The Hallelujah Singers. Feed your body and spirit.



Highlights

First Timers' Program

Thursday 4:00 – 5:00 p.m.

First time attending the Annual Meeting? Don't miss this program. Meet others who are attending the Annual Meeting for the first time and learn how to get the most out of the Annual Meeting experience. Preregistration is required and limited to municipal elected officials and staff.

In Their Shoes: Law Enforcement Simulator Demonstrations

Friday 2:15 – 4:45 p.m.

Simulators are a high tech training tool to give police officers hands-on practice in a simulated crisis situation. Participate in a demonstration and “experience” real life situations that officers encounter every day. Demonstrations last approximately 15 minutes. *Some simulated situations include violence and language that may be considered offensive.*

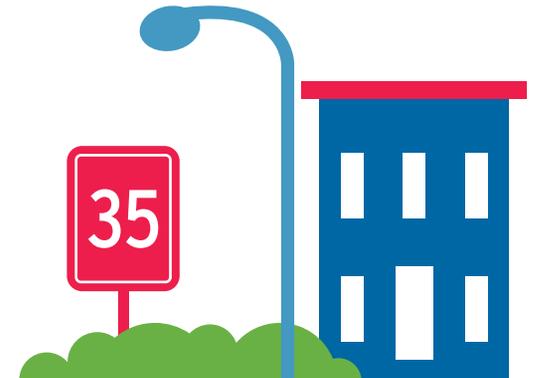
Exhibitor Showcase

Saturday 9:00 a.m. – 1:30 p.m.

Make time to visit with exhibitors and learn how their products and services can enhance a city's efficiency and effectiveness. Between noon and 1:30 p.m., there will be light snacks and a prize drawing.

Tech Talks

Throughout the Annual Meeting, local officials may attend 15-minute Tech Talks that address technology priorities for local governments. These sessions are designed specifically for municipal officials.



Meeting Registration for Municipal Officials

Municipal officials have priority in reserving hotel rooms. To ensure all have an equal opportunity, the Association conducts a drawing to determine the order of appointments for municipalities to make hotel reservations and register for the meeting.

The deadline for cities to enter the drawing for appointment times is May 19. Each municipality is limited to one entry. To enter the drawing, go to www.masc.sc (keyword: Annual Meeting).

The Association will assign each municipality an appointment for June 2, 5 or 6 based on the order established by the drawing. An Association staff member will call the city's designated municipal representative at the appointed time to provide access to the online meeting registration and hotel reservation system.

The representative will use the online system during this phone appointment to register each municipal official and select hotels based on availability. An Association staff member will remain on the phone with each representative to provide assistance.

Registering for drawing for appointment times

- Each municipality will designate one representative to be the liaison between the municipality and the Association during the registration process.
- By May 19 at 5 p.m., the municipal representative must visit www.masc.sc (keyword: Annual Meeting) to enter the drawing. For help, call the Annual Meeting Help Desk at 803.933.1297.
- The designated municipal representative must log in to the Association's system using his birth month, birth day and last four digits of his social security number. The representative must verify his name, title, municipality, phone number and email address before registering for the drawing.
- Within one business day, the representative will receive an email confirming receipt of entry into the drawing.

The drawing for appointment times

- On Monday, May 22, two city managers will assist the Association in conducting the drawing to determine the order in which municipal representatives will make registration and hotel reservations during the online process.
- The Association will assign 30-minute phone appointments for June 2, 5 and 6 based on the order in which the municipality's name was drawn (i.e. the first municipality drawn will receive the first appointment and highest priority for hotel selections).

- On May 22, Association staff will notify each municipal representative of the date and time of his phone appointment to access the online system. A listing of all appointments will be posted online at www.masc.sc.

Preparing for the appointment

Step 1: Officials finalize their planning worksheets.

- Municipal officials planning to attend the Annual Meeting must complete the worksheets on pages 13-14 indicating their hotel and ticket preferences and personal credit card information for guest tickets. A Visa or MasterCard are the only credit cards accepted. They must return the completed worksheets to the municipal representative before the municipality's assigned appointment time.
- Incomplete worksheets will prevent the representative from successfully completing the process.

Step 2: For the appointment, the municipal representative arranges for internet access and a phone line.

- Failure to have internet access or missing the call at the appointed time forfeits the municipality's appointment. Association staff will work with the representative to make registrations/reservations at the conclusion of all appointments.
- Municipal representatives must use their login and password for the Association's website.

Important Information

Step 3: The representative checks the credit limit of the Visa or MasterCard he will use.

- Ensure there is adequate credit available to cover the registration fees and hotel deposits.
- Ensure the credit card activity will be within the card's per-transaction limit by comparing the total being charged on the worksheets to the total transaction limit on the card(s) being used.
- If the credit card or transaction is declined, the registrations/reservations will be voided. The municipal representative will forfeit his appointment time and must restart the process at the conclusion of all appointments.

Registering and making housing reservations during the appointment on June 2, 5 or 6

- An Association staff member will call the municipal representative at the assigned appointment time to guide him through the online system.
- The municipal representative will enter badge information for each municipal official attending the meeting and will select tickets and accommodations based on availability.
- The Association will email registration and reservation confirmations immediately to the municipal representative and to each registered municipal official with an email address on file with the Association.

Hotel and registration procedures for nonmunicipal officials and municipal officials without an appointment

- Beginning on June 7, go to www.masc.sc to register for the Annual Meeting and make hotel reservations. The deadline for hotel reservations at the Association's discounted rates is June 15. The preregistration deadline is July 5. After July 5, individuals must register on site.

- Payment for registration, tickets and hotel deposit must be made with a Visa or MasterCard.
- Registration fees and hotel deposits are nonrefundable. Ticket purchases are refundable before 5 p.m. on July 5.
- Coworkers or associates within the industry will not be allowed to register as a guest of a paid attendee.
- The deadline for hotel reservations at the Association's discounted rate is June 15. Reservations cannot be made directly with the hotels by phone or fax, in person or through the hotels' websites. The Association will cancel reservations in its room block if they are not made using the Association's online system.
- Preregistration for the meeting is available only through the Association's online system. After July 5, individuals must register on site.
- For assistance using the online system, call the Association's Annual Meeting Help Desk at 803.933.1297.

Hotel Information

Marriott Hotel in Palmetto Dunes (host hotel)

One Hotel Circle

(Two-night minimum stay required)

Check in: 3 p.m.

Check out: 11 a.m.

Deposit: \$492.80 (two nights' room rate - \$448 plus taxes and fees)

Omni Hotel in Palmetto Dunes

23 Ocean Lane

Check in: 3 p.m.

Check out: 11 a.m.

Deposit: \$ 278.10 (one night's room rate - \$239 plus taxes and fees)

Sonesta Resort in Shipyard Plantation

130 Shipyard Drive

Check in: 4 p.m.

Check out: Noon

Deposit: \$ 328.90 (one night's room rate - \$279 plus taxes and fees)

Holiday Inn Express (One block from ocean)

2 Tanglewood Drive

Check in: 4 p.m.

Check out: 11 a.m.

Deposit: \$ 207.90 (one night's room rate - \$189 plus taxes and fees)

Includes breakfast

Details

- Although hotel deposits are nonrefundable, call Ken Ivey (803.933.1205) at the Municipal Association to cancel hotel reservations. This will allow the maximum number of municipal officials to be accommodated in their preferred hotel.
- Room types are not guaranteed and are not assigned until arrival.
- Regardless of payment method for hotel charges, all guests must present a credit card at check-in unless the hotel receives a credit card authorization form prior to arrival. Hotels will send each guest an email confirming the reservation. After receiving the confirmation, those needing to file an authorization form should contact the hotel directly.
- Failure to check in on the date reserved for arrival will result in the guest's room being cancelled and the deposit forfeited.
- If a guest checks out early, there is an early departure fee of one night's room rate plus taxes.
- Due to limited parking at the Marriott, attendees staying at the Omni, Sonesta and Holiday Inn Express will not be allowed to park at the Marriott. Omni guests will be shuttled to and from the Marriott by the Omni. Satellite parking close to the entrance of Palmetto Dunes will be available for guests staying at the Sonesta and Holiday Inn Express. Shuttle Service will be provided from the satellite parking to the Marriott.

Hilton Head Island, SC

- 1 Marriott Hotel in Palmetto Dunes (host hotel)
- 2 Omni Hotel in Palmetto Dunes
- 3 Sonesta Resort in Shipyard Plantation
- 4 Holiday Inn Express *(One block from ocean)*

P Satellite Parking

Parking is available at Christ Lutheran Church for guests staying at the Sonesta Resort and Holiday Inn Express. Two shuttles will be provided to and from the Marriott Hotel to minimize wait times.



Annual Meeting Planning Worksheet | July 20 - 23, 2017

Registrant information

Registrant's full name Mr. Ms. Dr. _____ Birth month _____ Birth day _____ Last 4 digits of SS# _____

Example: William James Smith, Jr. _____

05

10

1258

This combination of numbers is used as the official's personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Badge information

Registrant's first name as it will appear on badge: _____

Example: Bill

Guest's first name as it will appear on badge: _____

Example: Sally

Organization name: _____

Example: City of Bakersville

Guest's last name: _____

Example: Smith

Title: _____

Example: Mayor

Guest's city, state: _____

Example: Bakersville, SC

Registration fees <i>(Select by checking boxes.)</i>	Price	Description
<input type="checkbox"/> Attendee registration	\$185	Registration fee includes access to Exhibitor Showcase, all educational sessions (except preconference workshops) and Thursday's Opening Reception. Attendees and guests must purchase tickets for sessions listed below. Coworkers or associates within the industry will not be allowed to register as a guest of a paid attendee.
<input type="checkbox"/> Include a guest	N/C	

Sessions/tickets <i>(Select by checking boxes. Mark the quantity for each.)</i>	Qty	Price	Description
<input type="checkbox"/> Planning for the Future through Redevelopment <i>(limited space)</i>	_____	\$60	Thursday, July 20, 8:30 a.m. – 12:30 p.m.
<input type="checkbox"/> Keeping Residents Connected to the City's Vision	_____	\$60	Thursday, July 20, 9:00 a.m. – Noon
<input type="checkbox"/> Speak Up with Confidence <i>(limited space)</i>	_____	\$90	Thursday, July 20, 9:00 a.m. – Noon
<input type="checkbox"/> First Timers' Program <i>For elected officials and city staff only</i>	_____	N/C	Thursday, July 20, 4:00 – 5:00 p.m.
<input type="checkbox"/> Delegates' Luncheon - Registrant	_____	\$40	Friday, July 21, 12:15 – 2:00 p.m.
<input type="checkbox"/> Delegates' Luncheon - Guest	_____	\$40	Friday, July 21, 12:15 – 2:00 p.m.
<input type="checkbox"/> Awards Breakfast - Registrant	_____	\$35	Saturday, July 22, 8:30 – 10:15 a.m.
<input type="checkbox"/> Awards Breakfast - Guest	_____	\$35	Saturday, July 22, 8:30 – 10:15 a.m.
<input type="checkbox"/> Closing Night Celebration - Registrant	_____	\$55	Saturday, July 22, 6:30 – 10:00 p.m.
<input type="checkbox"/> Closing Night Celebration - Guest	_____	\$55	Saturday, July 22, 6:30 – 10:00 p.m.
<input type="checkbox"/> Spiritual Breakfast - Registrant	_____	\$27	Sunday, July 23, 9:00 – 10:30 a.m.
<input type="checkbox"/> Spiritual Breakfast - Guest	_____	\$27	Sunday, July 23, 9:00 – 10:30 a.m.

Housing reservations

Check-in Date: _____ Check-out Date: _____
 (On or after 7.19.17) (On or before 7.23.17)

Indicate your preferred accommodations in order of 1-7. Use these as a guide when making online housing reservations. Nightly rates do not include taxes and fees.

Priority	Preferred Type	Nightly Rate	Deposit	Description
Marriott Hotel in Palmetto Dunes <i>(Two-night minimum stay required)</i>				
_____	Double	\$224	\$492.80	Two queen beds in nonsmoking room
_____	King	\$224	\$492.80	One king bed in nonsmoking room
Omni Hotel in Palmetto Dunes				
_____	Double	\$239	\$278.10	Two queen beds in nonsmoking room
_____	King	\$239	\$278.10	One king bed in nonsmoking room plus sleeper sofa
Sonesta Resort in Shipyard Plantation				
_____	Double	\$279	\$328.90	Two queen beds in nonsmoking room
_____	King	\$279	\$328.90	One king bed in nonsmoking room
Holiday Inn Express				
_____	Double	\$189	\$207.90	Two queen beds in nonsmoking room

Payment method

Payment for registration, tickets and hotel deposits must be made by Visa or MasterCard. Ensure there is an adequate available balance(s) to cover the registrations/reservations. Also, ensure the credit card activity will be within the card's transaction limit by comparing the total being charged on the worksheets to the total transaction limit on the card(s) being used.

Municipal/Organization Charge Card

Circle payment method:  or 

Credit card number: _____

Cardholder's name: _____

Expiration date: $\frac{\text{m m}}{\text{y y y y}}$

CVV*: _____

**The CVV code is a security feature for internet and phone transactions and appears on most major credit and debit cards. The back panel of most Visa/ MasterCard cards contains the CVV code.*

Personal Charge Card (for guest tickets)

Circle payment method:  or 

Credit card number: _____

Cardholder's name: _____

Expiration date: $\frac{\text{m m}}{\text{y y y y}}$

CVV*: _____

Terms

1. Registration fees and hotel deposits are nonrefundable. Tickets purchased are refundable prior to 5 p.m. on July 5.
2. Call Ken Ivey of the Municipal Association to cancel tickets and hotel reservations or for special needs requests (803.933.1205).
3. Room types are not guaranteed and are assigned only at check in.
4. Hotel deposits include taxes and fees.

MASC Municipal Association
of South CarolinaSM

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