

2017

MASC Municipal Association
of South CarolinaSM

MEO
Municipal Elected Officials
Institute of Government

*The South Carolina Municipal Elected Officials Institute of Government
and Advanced Municipal Elected Officials Institute of Government
are presented by the Municipal Association of South Carolina.*

SC Municipal Elected Officials Institute of Government

Commitment

As a local elected official, you have a responsibility to make sure your municipality operates responsively, efficiently and effectively. By participating in municipal government training, you are gaining the knowledge to fulfill this responsibility.

More than 85 years ago, the Municipal Association of SC made a commitment to offer services that give municipal officials the knowledge, experience and tools for making the best possible public decisions for their city or town. For 30 years, the Association has offered the South Carolina Municipal Elected Officials Institute of Government. In 2014, the Association launched the Advanced Municipal Elected Officials Institute to provide continuing training to MEO Institute graduates.

Institute Requirements

The Municipal Elected Officials Institute of Government provides 24 hours of instruction available through a combination of in-person and online courses. To graduate from the Institute, elected officials must complete the following seven courses:

- Session A
- Session B
- Basic Budgeting and Municipal Finance
- Freedom of Information Act in SC
- Municipal Economic Development
- Municipal Governance and Policy
- Forms of Municipal Government

Officials must take Session A before Session B. The classes for Sessions A and B are held in Columbia each winter the day before the Association's Hometown Legislative Action Day.

The other courses are offered once a year at each of the regional councils of governments' locations. These courses are also offered on-demand 24/7. To access the courses, visit www.masc.sc (keyword: MEO). The courses may be taken in any order. Officials must graduate from the MEO Institute before taking Advanced courses.

Contact information

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Municipal Association of SC
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ufloyd@masc.sc

Session A and Session B

Sessions A and B are held in Columbia each winter the day before the Association’s Hometown Legislative Action Day. Officials must take Session A before Session B (eight hours each). These sessions are only available to elected officials and required to graduate from the MEO Institute.

Session A

The City as an Employer

Your most important resource as an employer should be your employees. Learn the basics of effective human resource management and the elected officials’ roles and responsibilities as a public sector employer.

Conducting Public Meetings

State law requires all municipalities adopt and follow rules of procedure. Learn how to hold effective meetings by focusing on the goals and requirements associated with a town’s rules of procedure and how they relate to noticing public meetings, holding executive sessions, establishing a quorum and taking minutes.

Visioning, Strategic Planning and Goal Setting

The ability of the mayor, councilmembers and staff to work together as a team for the common good of the community is a strong asset. Get tips for establishing a vision for your municipality, thinking strategically, translating ideas into strategies and working with others to put those strategies into action to reach defined goals.

An Overview of Local Government Planning and Zoning

Planning and zoning are complex, yet critical, components to promote orderly growth, reduce land use conflicts, and prepare for expansion of public services and facilities to serve developing areas. Explore the role of the planning commission and board of zoning appeals, and learn about state laws governing their operation.

Session B

Business License Tax Administration

Business licensing can be an important source of municipal revenue, and state law is very specific about how to administer the tax properly. Is it legal to exempt individual businesses from paying the tax? Does state law require using gross receipts to calculate licenses? Find out the answers to these questions and more.

Municipal Annexation

Annexation is an important tool for cities to grow strategically. Learn how to prepare and implement a successful annexation plan.

Intergovernmental Relations

Collaboration and sharing resources across all levels of government are vital to a municipality’s success. Learn about the roles and responsibilities of federal, state and local governments in South Carolina; how to develop effective working relationships with officials on each level; and how advocacy is important to ensure councils have the tools they need to lead their hometowns.

Ethics and Public Accountability

Public accountability is key to local leaders’ credibility. Learn about the state Ethics Act that dictates proper campaign procedures, rules of conduct and financial disclosure.

Liability of Municipalities and Their Elected Officials

Claims and litigation are unavoidable costs of providing municipal services. Explore how to reduce the number and costs of such claims and understand how public officials can be held individually liable for their actions while carrying out their duties.

2017 Schedule

MEO Sessions A and B (Reg fee: \$75)

January 31, 2017 | 9 a.m. to 5 p.m.

Hometown Legislative Action Day (Reg fee: \$110)

February 1, 2017

Columbia Marriott | Columbia, SC

Other Required Courses

2017 Schedule

Courses offered in person

(Registration fee: \$35 each session)

In-person courses are offered at the 10 councils of governments.

March 14

9:30 a.m. – 12:30 p.m.

- Basic Budgeting and Municipal Finance

May 23

9:30 a.m. – 12:30 p.m.

- Municipal Governance and Policy
- Freedom of Information Act in South Carolina

September 26

9:30 a.m. – 12:30 p.m.

- Municipal Economic Development
- Forms of Municipal Government

Courses offered on demand

(Registration fee: \$35 each course)

Elected officials may take courses according to their schedule and avoid delays associated with waiting for the once-a-year, in-person offerings. To access the courses, visit www.masc.sc (keyword: MEO).

Registration information on pages 5 and 6.

Courses

The MEO Institute offers five other required courses. Courses are offered once a year at the 10 regional councils of governments and on-demand 24/7. Participants may choose the format that works best for them.

Basic Budgeting and Municipal Finance

Participating in the municipal budget process is one of the most fundamental responsibilities of a local official. Learn the most important steps in the budget process from preparation to implementation, and understand council's responsibility for making sure the budget is properly administered.

Freedom of Information Act in SC

Open government is the cornerstone of accountable leadership. Learn about the state's FOIA requirements, including the release of public documents, proper notice of public meetings and appropriate use of executive sessions.

Municipal Economic Development

For municipalities to attract new businesses and grow existing businesses, local officials must establish an organizational commitment to economic development. Find out how to identify a community's economic development assets, develop a plan to take advantage of these assets and use available tools to finance projects.

Municipal Governance and Policy

There are many complexities in the law related to the authority of a municipal council. Explore the legislative source of municipal authority, the meaning of the term "Home Rule" and how to effectively implement municipal policies.

Forms of Municipal Government

A council operates under one of three forms of municipal government in South Carolina. Learn about the roles and responsibilities of councilmembers, the mayor and manager/administrator in each of the forms.

Optional on-demand course (not for credit—free of charge)

The Five Basics of Effective Governing: The campaign is over—now the hard work begins. This noncredited course lays the groundwork for municipal elected officials as they begin their municipal service. To access the course, visit www.masc.sc (keyword: MEO).

Advanced Municipal Elected Officials Institute of Government

The Advanced Institute provides elected officials who have graduated from the MEO Institute an option for continuing education.

Participants can choose between two advanced courses offered each winter and fall. To complete the Advanced Institute, participants must complete four of the six courses offered.

- Advanced Advocacy and Intergovernmental Relations
- Advanced Budgeting and Finance
- Advanced Leadership and Governance
- Advanced Municipal Economic Development
- Municipal Utility Policy and Administration
- Public Safety Policy and Administration

January 2017 Courses

Advanced Budgeting and Finance

Advanced Budgeting and Finance will pick up where the MEO Institute's "Basic Budgeting and Municipal Finance" course left off. Presenters will focus on topics such as budget management, governmental accounting, annual audit, debt management and more.

Advanced Leadership and Governance

Advanced Leadership and Governance will take an in-depth look at the leadership role of municipal elected officials. Participants will learn how to develop a bold vision for their hometowns and how to develop sound public policy to carry out that vision.

October 2017 Courses

Advanced Municipal Economic Development

Advanced Municipal Economic Development will concentrate on how to identify a municipality's unique assets, promote these assets, develop strategic partnerships, and use available tools and incentives to encourage private sector investment and job creation. Experienced municipal economic development professionals and consultants will present these topics and illustrate successful strategies and projects using case studies.

Public Safety Policy and Administration

Public Safety Policy and Administration will focus on the elected official's leadership role and responsibilities related to public safety. Experienced public safety and municipal court professionals will discuss police, fire and municipal court policies, best practices and operations.

2017 Schedule

Advanced courses
(Registration fee: \$75)

January 31

9 a.m. – 4 p.m.
Columbia Marriott
Columbia, SC

- Advanced Budgeting and Finance
- Advanced Leadership and Governance

Registration information is mailed in November.

October 25

9 a.m. – 4 p.m.
Columbia Marriott
Columbia, SC

- Advanced Municipal Economic Development
- Public Safety Policy and Administration

Registration information is mailed in August.

Registration Instructions

The registration fee for each regional council of governments session is \$35. Mail a completed registration form and a check made payable to the Municipal Association of SC by the registration deadline specified on each form on page 6. Participants may also register online at www.masc.sc and pay with a Visa or MasterCard.

Mail the completed form and a check to: Municipal Association of South Carolina
PO Box 12220
Columbia, SC 29211-2220
ATTN: MEO

Registration opens at 9 a.m. Each session begins promptly at 9:30 a.m. and ends no later than 12:30 p.m. Lunch is provided. Cancellations must be made by the date specified on each registration slip from page 6. For registration questions, contact Christine Sumter at 803.933.1208 or csumter@masc.sc or Urica Floyd at 803.354.4754 or ufloyd@masc.sc.

Regional Councils of Governments locations

Locations are subject to change. To verify locations, consult course registration material, visit the Association's website at www.masc.sc (keyword: MEO) or call 803.799.9574.

Appalachian Council of Governments

30 Century Circle, Greenville
864.242.9733

Berkeley-Charleston-Dorchester Council of Governments

1362 McMillan Avenue, Ste 100
North Charleston
843.529.0400

Catawba Regional Council of Governments

215 Hampton Street, Ste 200
Rock Hill
803.327.9041

Central Midlands Council of Governments

236 Stoneridge Drive, Columbia
803.376.5390

Lowcountry Council of Governments

634 Campground Road, Yemassee
843.726.5536

Lower Savannah Council of Governments

2748 Wagener Road, Aiken
803.649.7981

Pee Dee Regional Council of Governments

2314 Pisgah Road, Florence
843.669.3138

Santee-Lynches Council of Governments

2525 Corporate Way, Ste 200
Sumter
803.775.7381

Upper Savannah Council of Governments

430 Helix Road, Greenwood
864.941.8050

Waccamaw Regional Council of Governments

1230 Highmarket Street
Georgetown
843.546.8502

On-demand Courses

To register for the on-demand courses, go to www.masc.sc (keyword: MEO) and log in with your user identification number and password. All on-demand courses must be paid online with a credit card. Each course fee is \$35.

The on-demand courses can be accessed 24/7 from any computer, tablet or mobile device that has Internet connection and may be taken in any order. Once registered, participants immediately receive an email with instructions on how to get started. Participants have 90 days to complete a course.

Transcript

Refer to your MEO Institute transcript to determine which courses have been completed and which are needed for graduation. Access your transcript by logging on to www.masc.sc with your user identification number and password.

March 14, 2017 Registration form

Complete the form below to register by mail and pay by check.

Mr. Ms. Dr.

Full name (example: William J. Smith, Jr.) Title New

Municipality

Birth month/day Last four digits of SSN

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.

Preferred mailing address New Type: Municipal Business Home

City/State Zip

Email address New

Preferred phone New Type: Municipal Business Mobile Home

May 23, 2017 Registration form

Complete the form below to register by mail and pay by check.

Mr. Ms. Dr.

Full name (example: William J. Smith, Jr.) Title New

Municipality

Birth month/day Last four digits of SSN

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.

Preferred mailing address New Type: Municipal Business Home

City/State Zip

Email address New

Preferred phone New Type: Municipal Business Mobile Home

September 26, 2017 Registration form

Complete the form below to register by mail and pay by check.

Mr. Ms. Dr.

Full name (example: William J. Smith, Jr.) Title New

Municipality

Birth month/day Last four digits of SSN

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.

Preferred mailing address New Type: Municipal Business Home

City/State Zip

Email address New

Preferred phone New Type: Municipal Business Mobile Home

Basic Budgeting and Municipal Finance

Select the location where you wish to attend the March 14 session:

- Appalachian COG
- Berkeley-Charleston-Dorchester COG
- Catawba Regional COG
- Central Midlands COG
- Lowcountry COG
- Lower Savannah COG
- Pee Dee Regional COG
- Santee-Lynches COG
- Upper Savannah COG
- Waccamaw Regional COG

Registration Fee: \$35

Registration Deadline: March 6

After March 6, individuals must register onsite with payment.

Municipal Governance and Policy | FOIA in SC

Select the location where you wish to attend the May 23 session:

- Appalachian COG
- Berkeley-Charleston-Dorchester COG
- Catawba Regional COG
- Central Midlands COG
- Lowcountry COG
- Lower Savannah COG
- Pee Dee Regional COG
- Santee-Lynches COG
- Upper Savannah COG
- Waccamaw Regional COG

Registration Fee: \$35

Registration Deadline: May 15

After May 15, individuals must register onsite with payment.

Municipal Economic Development | Forms of Municipal Government

Select the location where you wish to attend the September 26 session:

- Appalachian COG
- Berkeley-Charleston-Dorchester COG
- Catawba Regional COG
- Central Midlands COG
- Lowcountry COG
- Lower Savannah COG
- Pee Dee Regional COG
- Santee-Lynches COG
- Upper Savannah COG
- Waccamaw Regional COG

Registration Fee: \$35

Registration Deadline: September 18

After September 18, individuals must register onsite with payment.



PO Box 12109

Columbia, SC 29211

Phone: 803.799.9574

Fax: 803.933.1299

www.masc.sc