

2018

Celebrating 30 years of graduates

**MASC** Municipal Association  
of South Carolina<sup>SM</sup>

**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

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## 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 public decisions for their city or town. For more than 30 years, the Association has offered the South Carolina Municipal Elected Officials Institute of Government. The first class graduated in 1988. 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 25 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
- Forms of Municipal Government
- Freedom of Information Act in S.C.
- Municipal Economic Development
- Municipal Governance and Policy

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

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

## Contact information

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# Session A and Session B

Sessions A and B are held in Columbia each winter the day after 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 are required to graduate from the MEO Institute. Registration information is mailed in December.

## 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 to adopt and follow rules of procedure. Learn how to hold effective meetings by adopting, applying and enforcing rules of procedure and how they relate to issues such as 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 issues are complex, yet critical, to promote orderly growth, reduce land use conflicts, and prepare for the 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.

## 2018 Schedule

**Hometown Legislative Action Day** (Reg fee: \$110)  
February 6, 2018

**MEO Institute Sessions A and B** (Reg fee: \$75)  
February 7, 2018 | 9 a.m. to 5 p.m.

Columbia Marriott | Columbia, SC

## Session B

### Business License Tax Administration

Business licensing is 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 the tax? Find out the answers to these questions and more.

### Ethics and Public Accountability

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

### Intergovernmental Relations

Collaboration and sharing resources across all levels of government are critical 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 a way to ensure councils have the tools they need to lead their hometowns.

### Liability of Municipalities and Their Elected Officials

Claims and litigation are unavoidable costs of providing municipal services. Explore how to avoid and 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.

### Municipal Annexation

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

# Other Required Courses

## 2018 Schedule

### Courses offered in person at the 10 councils of governments.

(Registration fee: \$35 each session)

#### March 20

9:30 a.m. – 12:30 p.m.

- Basic Budgeting and Municipal Finance

#### May 22

9:30 a.m. – 12:30 p.m.

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

#### September 18

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](http://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 monitoring budget compliance.

### 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.

### Freedom of Information Act in S.C.

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 Governance and Policy

Laws governing municipal authority in South Carolina are complex. Explore the legislative source of municipal authority, the meaning of the term "Home Rule," and how to implement effective municipal policies.

### 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.

### Optional on-demand course (not for credit – no 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](http://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

## February 7, 2018 Courses

### Municipal Utility Policy and Administration

Most South Carolina municipalities own and operate utility systems. These systems are critical to the health and safety of residents and their economic prosperity. Learn the basics of utility policy and administration, including the legal authority municipal utilities have to operate and serve new customers.

### Advanced Advocacy and Intergovernmental Relations

Go beyond specific issues to examine the complexities of how a bill becomes law and the many rules that govern the process. Get a behind the scenes tour of the State House and capitol complex and hear from a panel of seasoned lobbyists about the challenges of working a bill through the legislative process.

## October 24, 2018 Courses

### Advanced Budgeting and Finance

Advanced Budgeting and Finance picks up where the MEO Institute's "Basic Budgeting and Municipal Finance" course left off. Learn about budget management, governmental accounting, annual audit, debt management and more.

### Advanced Leadership and Governance

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

## 2018 Schedule

Advanced courses  
(Registration fee: \$75)

### February 7

9 a.m. – 4 p.m.  
Columbia Marriott  
Columbia, S.C.

- Municipal Utility Policy and Administration
- Advanced Advocacy and Intergovernmental Relations

Registration information is mailed in November. Online registration opens in early December.

### October 24

9 a.m. – 4 p.m.  
Columbia Marriott  
Columbia, S.C.

- Advanced Budgeting and Finance
- Advanced Leadership and Governance

Registration information is mailed in August. Online registration opens in early August.



## March 20, 2018 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 22, 2018 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 18, 2018 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 20 session:

- Appalachian COG
- Berkeley-Charleston-Dorchester COG
- Catawba Regional COG
- Municipal Association of SC
- Lowcountry COG
- Lower Savannah COG
- Pee Dee Regional COG
- Santee-Lynches COG
- Upper Savannah COG
- Waccamaw Regional COG

Registration Fee: \$35

Registration Deadline: March 15

After March 15, individuals must register onsite with payment.

## Municipal Governance and Policy | FOIA in S.C.

Select the location where you wish to attend the May 22 session:

- Appalachian COG
- Berkeley-Charleston-Dorchester COG
- Catawba Regional COG
- Municipal Association of SC
- Lowcountry COG
- Lower Savannah COG
- Pee Dee Regional COG
- Santee-Lynches COG
- Upper Savannah COG
- Waccamaw Regional COG

Registration Fee: \$35

Registration Deadline: May 17

After May 17, individuals must register onsite with payment.

## Municipal Economic Development | Forms of Municipal Government

Select the location where you wish to attend the September 18 session:

- Appalachian COG
- Berkeley-Charleston-Dorchester COG
- Catawba Regional COG
- Municipal Association of SC
- Lowcountry COG
- Lower Savannah COG
- Pee Dee Regional COG
- Santee-Lynches COG
- Upper Savannah COG
- Waccamaw Regional COG

Registration Fee: \$35

Registration Deadline: September 13

After September 13, individuals must register onsite with payment.



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[www.masc.sc](http://www.masc.sc)