

2012 LEAGUE

ANNUAL CONFERENCE

75 YEARS: BUILDING ON THE PAST, PREPARING FOR THE FUTURE



Hyatt Regency Scottsdale at Gainey Ranch | Scottsdale, AZ | August 28-31





PIPE TRADES

*Welcomes you to the
2012 League of Arizona Cities and Towns Conference!*

Serving the communities of Arizona statewide by...

- Building infrastructure, public facilities and sports/recreation venues
- Training the best of the best for careers in the pipe trades
- Maintaining a second-to-none safety record
- Serving the working families of Arizona



2012 LEAGUE ANNUAL CONFERENCE

75 YEARS: BUILDING ON THE PAST, PREPARING FOR THE FUTURE



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WELCOME TO SCOTTSDALE!



On behalf of the entire community, we are honored to host the 2012 League of Arizona Cities and Towns Annual Conference, especially as the League commemorates its 75th year and the great state of Arizona celebrates its centennial.

The conference will provide many opportunities to learn new information and concepts to help us better serve our constituents. The theme of this year's conference, "75 Years: Building on the Past, Preparing for the Future," is especially timely as the state rebounds from the tough economic times of the past few years.

There is no "one-size-fits-all" approach to facilitate faster economic growth or improve municipal services on tighter budgets, so I look forward to the exchange of ideas. We can learn a lot from each other.

On a lighter note, Scottsdale has a global reputation as a vacation destination and I hope you will take advantage of some of our wonderfully relaxing amenities before and after the conference's planned activities.

The Hyatt Regency at Gainey Ranch Resort and Spa is ready to accommodate your every request as are Scottsdale's other spas, shopping districts, celebrated restaurants, fine art galleries, and golf courses. If you need more information, please contact the friendly people of the Scottsdale Convention and Visitors Bureau at 480-421-1000 or www.ScottsdaleCVB.com.

We look forward to the 2012 League of Arizona Cities and Towns Annual Conference and hope you enjoy your time with us as much as we are glad to have you.

Sincerely,

A handwritten signature in black ink, appearing to read "W.J. Lane".

W.J. "Jim" Lane
Mayor
City of Scottsdale

GENERAL INFORMATION

League Life Members

Carol S. Anderson, Kingman • Christopher J. Bavasi, Flagstaff
James L. Boles, Winslow • Douglas Coleman, Apache Junction
Boyd Dunn, Chandler • Stanley Gibson, Globe
Hugh N. Guinn, Casa Grande • Harry E. Mitchell, Tempe
Wayne C. Pomeroy, Mesa • George R. Renner, Glendale
Gary Scaramazzo, Page • Mark Schnepf, Queen Creek
Gerry Whipple, Show Low • Ben F. Williams, Jr., Douglas

League Executive Committee

President:

Doug Von Gausig, Mayor, Clarkdale

Vice President:

Mark Mitchell, Mayor, Tempe

Treasurer:

Jay Tibshraeny, Mayor, Chandler

Committee Members:

Marie Lopez Rogers, Mayor, Avondale • Gilbert Lopez, Vice Mayor, Coolidge
Lana Mook, Mayor, El Mirage • Elaine M. Scruggs, Mayor, Glendale
John Salem, Mayor, Kingman • Mark Nexsen, Mayor, Lake Havasu City
Thomas Schoaf, Mayor, Litchfield Park • Scott Smith, Mayor, Mesa
Kenny Evans, Mayor, Payson • Bob Barrett, Mayor, Peoria
Greg Stanton, Mayor, Phoenix • Harvey Skoog, Mayor, Prescott Valley
Lynne Skelton, Vice Mayor, Sahuarita • Jim Lane, Mayor, Scottsdale
Rob Adams, Mayor, Sedona • Gerry Whipple, Councilmember, Show Low
Rick Mueller, Mayor, Sierra Vista • Bob Rivera, Mayor, Thatcher
Jonathan Rothschild, Mayor, Tucson • Alan Krieger, Mayor, Yuma

Conference Badges

You must wear your official conference badge to obtain entrance to all functions, including meals and social events.

The dress at the conference is business casual. This includes the receptions and dinners.

Registration Desk Location and Hours

The conference registration desk will be located in the Ballroom Foyer of the Hyatt Regency Scottsdale at Gainey Ranch.

9:30 a.m. to 7:00 p.m. on Tuesday, August 28
7:00 a.m. to 7:00 p.m. on Wednesday, August 29
7:00 a.m. to 6:00 p.m. on Thursday, August 30
7:00 a.m. to 10:00 a.m. on Friday, August 31

CLE Credit

Note: Sessions with an * next to them are eligible for continuing legal education (CLE) credit.

Conference Mobile Application

To download the League Conference mobile app, scan the QR code below.



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Sherman & Howard, LLC • Southwest Gas Corporation • SRP • Stone & Youngberg, a Division of Stifel Nicolaus • TIAA-CREF
Total Transit, Inc. • Tucson Electric Power, Unisource Energy Services • W.C. Scoutten

TUESDAY AGENDA

TUESDAY, August 28

Golf Tournament

8:00 a.m. - Gainey Ranch Golf Club

Resolutions Committee

1:30 p.m. - Arizona Ballroom

Welcome Reception

6:00 p.m. - Arizona Ballroom

The League extends a warm welcome to all conference delegates and guests.

Note: Only light hors d'oeuvres and beverages will be available at the reception; dinner is on your own.



WEDNESDAY AGENDA

WEDNESDAY, August 29

Parade of Flags Practice

7:30 a.m. – Vaquero Ballroom

Designated representatives who will walk with their flag will meet in the ballroom for parade practice. Flag bearers are strongly encouraged to attend practice.

Youth Program - see page 18

8:30 a.m. – Arizona Ballroom 1, 2 & 3

Opening General Session

9:00 a.m. – Vaquero Ballroom

Presenter: **Doug Von Gausig**, Mayor, Clarkdale;
President, League of Arizona Cities and Towns

- **Invocation**
- **Presentation of the Colors**
- **Parade of Flags/Celebration of Cities and Towns** - Cary Pfeffer, Communication Consultant & Founder, ClearComm Consulting
- **Host Mayor's Welcome** - Jim Lane, Mayor, Scottsdale
- **Governor's Video Welcome**
- **President's Report** – Doug Von Gausig, Mayor, Clarkdale; President, League of Arizona Cities and Towns
- **Message from Phoenix Mayor Greg Stanton**
- **Update from National League of Cities (NLC)** - Marie Lopez Rogers, Mayor, Avondale; First Vice President, NLC

- **Sponsorship Recognition**

- **Keynote Speaker** – **Lowell Catlett**, Regents Professor in Agricultural Economics, Agricultural Business and Extension Economics; Dean of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University

Cities and Towns: Preparing for the Next 75 Years

Dr. Lowell Catlett will bring his thought-provoking and insightful brand of humor as he looks ahead at what possibilities lay in store for cities in the next 75 years.

Lunch On Your Own

12:00 noon

CONCURRENT SESSIONS - 2:00 p.m.

Arizona Sustainability Update: Solar, Policy and Green Building Codes

Concurrent Session – 2:00 p.m. in Vaquero A

This session will review energy in Arizona and focus on the governor's Solar Task Force, Rooftop Challenge, the Energy Policy Innovation Council (EPIC) and building energy codes.

Presenter: **Lisa Henderson**, EECBG Program Manager, Governor's Office of Energy Policy

Speakers: **Leisa B. Brug**, Director, Governor's Office of Energy Policy, Energy Policy Advisor to Governor Janice K. Brewer
Lisa Henderson, EECBG Program Manager, Governor's Office of Energy Policy
Dr. Martin Pasqualetti, Senior Sustainability Scientist, Global Institute of Sustainability; Co-Director, Energy Policy Innovation Council (EPIC)
Anne Reichman, Program Manager, Sustainable Cities Network, ASU Global Institute of Sustainability (GIOS)

2:00 p.m. – CONCURRENT SESSIONS

WEDNESDAY AGENDA

2:00 p.m. – CONCURRENT SESSIONS

Water and Wastewater Treatment: Two Successful Projects in Kingman and Scottsdale

Concurrent Session – 2:00 p.m. in Vaquero B

This session will look at two communities' water and wastewater treatment projects. Kingman will describe the process they went from non-compliance to a state-of-the-art facility. Scottsdale will discuss their water campus, as well as the challenges and possibilities for water and wastewater treatment in the coming years for Arizona.

Presenter: John Salem, Mayor, Kingman

Speakers: Marshall Brown, P.E., Executive Director, Water Resources Division, Scottsdale
Art Nunez, Water & Wastewater Treatment Director, Scottsdale
John Salem, Mayor, Kingman

Smart Growth, Sustainability and Transit: The Future of Our Communities

Concurrent Session – 2:00 p.m. in Vaquero C

The session will focus on transit related development, sustainability and smart growth policies that create healthy communities with strong local businesses. Panelists will discuss methods that communities can utilize to improve transportation options for their citizens and a recent visioning report that identifies the funding gaps for future transit needs in Arizona.

Presenter: Kimber Lanning, Executive Director, Local First Arizona

Speakers: Michael Keith, CEO, Downtown Tucson Partnership
Kimber Lanning, Executive Director, Local First Arizona
Jeff Meilbeck, Vice President, Arizona Transit Association
Sharon Wolcott, Mayor, Surprise
Jacob Zonn, Village Planner, Phoenix

State Agency Update - ASRS/PSPRS/EORP: Arizona's Pension System for Cities and Towns

Concurrent Session – 2:00 p.m. in Vaquero E

Arizona, like other states, continues to examine its public pension plans for potential cost-savings and program efficiencies. This session will look at the results of recent legislation designed to strengthen ASRS, PSPRS, CORP, and EORP, as well as other current "hot topics" in the public pension world and how these issues will impact city and town elected officials and employees.

Presenter: Mark Nexsen, Mayor, Lake Havasu City

Speakers: Robert Ortega, PHR, Local Board Training Coordinator/
Human Resources, Public Safety Personnel Retirement System
Lesli Sorensen, Esq., Government Relations Officer, Arizona State Retirement System

Legislative 101: How City and Town Officials Can Impact the Legislative Process

Concurrent Session – 2:00 p.m. in Vaquero F

This session will provide an overview on the basics of the legislative process as well as how cities and towns can work with the League to become more involved and have greater impact on the process. Panelists from our largest city, Phoenix, to a mid-size city, Casa Grande, will discuss how they work with the League and their communities to stay involved and make an impact.

Presenter: Lana Mook, Mayor, El Mirage

Speakers: Ben Bitter, Sr. Management Analyst, Casa Grande
Karen Peters, Government Relations Director, Phoenix
Dale Wiebusch, Legislative Associate, League of Arizona Cities and Towns

2:00 p.m. – CONCURRENT SESSIONS

WEDNESDAY AGENDA

CONCURRENT SESSIONS - 3:30 p.m.

Mexico – Arizona’s #1 Trading Partner: Creating a Diverse Economy Through Improved Economic and Trade Relations with Mexico

Concurrent Session – 3:30 p.m. in Vaquero A

Mexico is Arizona’s number one trading partner. Since 2004, the growth in Arizona’s trade with Mexico has been flat. Other states, such as California and Texas, have experienced significant growth. To diversify Arizona’s economy, it is important to focus on the economic impact of trade relations between Arizona and Mexico.

President: Marie Lopez Rogers, Mayor, Avondale; First Vice President, NLC

Speakers: Walter P. Bastian, Deputy Assistant Secretary for the Western Hemisphere, U.S. Department of Commerce, International Trade Administration

Margie Emmermann, Executive Director, Arizona Mexico Commission

Arturo R. Garino, Mayor, Nogales

John Halikowski, Director, Arizona Department of Transportation

Marie Lopez Rogers, Mayor, Avondale; First Vice President, NLC

Greg Stanton, Mayor, Phoenix

Flinn-Brown Civic Leadership Academy: Focusing on Leadership for Arizona’s Future

Concurrent Session – 3:30 p.m. in Vaquero B

The independent, nonpartisan Flinn-Brown Civic Leadership Academy is devoted to strengthening civic leadership in Arizona, particularly at the state level. Through intensive seminars, personal advising, and long-term connections, the statewide program helps expand the potential cadre of Arizona state-level leaders with the knowledge, skills, and commitment to address Arizona’s long-term issues. Timely issues, a range of perspectives, and learning from leaders are hallmarks of the

Flinn-Brown Civic Leadership Academy seminars. Speakers will discuss the program and its benefits for local leaders throughout Arizona.

President: Doug Von Gausig, Mayor, Clarkdale; President, League of Arizona Cities and Towns

Speakers: Joanne Osborne, Vice Mayor, Goodyear
Doug Von Gausig, Mayor, Clarkdale; President, League of Arizona Cities and Towns
Nancy Welch, Vice President, Arizona Center for Civic Leadership, Flinn Foundation

Community Plan - Launching an Unprecedented Resource for Public Officials

Concurrent Session – 3:30 p.m. in Vaquero C

Arizona’s long-term future will be viable only if there is a fundamental shift in how we collectively look at community development. In a groundbreaking move, seven entities converged to create a public-private collaborative partnership, unprecedented in Arizona history. Community Plan is a transformational resource providing public officials with access to multidisciplinary professionals addressing land use planning, real estate development, finance and infrastructure, zoning, transportation, housing and economic development. The Community Plan collaborative partners include: the Urban Land Institute, the League of Arizona Cities and Towns, County Supervisors Association, Arizona Association for Economic Development (AAED), Arizona Chapter of the American Planning Association, Arizona Department of Housing, and the Arizona Department of Transportation. This session will provide an overview of the Community Plan program and how it can help your city or town.

President: Debra Z. Sydenham, FAICP, Executive Director, ULI Arizona

Speakers: Kristen Keener Busby, AICP, Program Manager, Sustainability Services, Arizona Department of Transportation
Peggy A. Fiandaca, AICP, President, Partners for Strategic Action, Inc.
Debra Z. Sydenham, FAICP, Executive Director, ULI Arizona

3:30 p.m. – CONCURRENT SESSIONS

3:30 p.m. – CONCURRENT SESSIONS

WEDNESDAY AGENDA

3:30 p.m. – CONCURRENT SESSIONS

State Agency Update: Working Effectively with the State Liquor Board*

Concurrent Session – 3:30 p.m. in Vaquero E

Presenting a municipal protest before the Arizona Liquor Board can be a difficult task, and a lack of preparedness can undermine an otherwise legitimate case against an applicant. This seminar will help city officials better understand how to effectively present a protest to the Liquor Board, explain the pitfalls in presenting a case, provide helpful hints to prepare for a hearing and will also address some of the technical aspects of hearings and how to successfully present the municipalities' interests. The speakers will also do an update on recent changes to the Liquor Law.

Presenter: **Kenny Evans**, Mayor, Payson

Speakers: **JD Ghelfi**, Chair, Arizona State Liquor Board
Charles Huellmantel, Former Chair, Arizona State Liquor Board

3:30 p.m. – CONCURRENT SESSIONS

The Changing Face of Aviation in Arizona

This session is sponsored by the Arizona Airports Association

Concurrent Session – 3:30 p.m. in Vaquero F

This session will focus on how the aviation industry is changing and provide ideas on how to adapt your business model to keep your community airport as a thriving economic engine over the next decade. Get the latest updates on the dramatic evolution of the airline industry, private corporate and business aviation, and what the future of recreational flying looks like. Learn more about the latest technology being introduced to keep our skies safe and the astonishing progress being made to introduce unmanned aircraft into the civilian aviation market.

Presenter: **Casey Denny, CM, CAE**, Deputy Director, Phoenix-Mesa Gateway Airport

Speakers: **James Harris, P.E.**, President of Coffman Associates
Jennifer Maples, A.A.E., Aviation Superintendent, Phoenix Sky Harbor Airport; Past President of the Arizona Airports Association
Corinne Nystrom, A.A.E., Airport Director, Falcon Field Airport, Mesa; President of the Arizona Airports Association

Mobile Tour - Tour of Scottsdale's Water Campus

4:00 p.m. – Meet at League Registration Desk

Note: There is a cost of \$25 to attend this mobile workshop. Pre-registration is required and space is limited.

Showcase of Cities and Towns

6:00 p.m. – Arizona Ballroom

THURSDAY AGENDA

THURSDAY, August 30

Spouse/Guest Mobile Tour - See Page 19
Tour of Taliesin West: Frank Lloyd Wright's personal home, studio, and architectural laboratory
8:00 a.m. - Meet in Dunes A

CONCURRENT SESSIONS - 8:00 a.m.

Fundamentals of Local Government: Open Meeting Law*
Concurrent Session – 8:00 a.m. in Vaquero A

This session will cover the basics of the Open Meeting Law and how it pertains to city and town officials.

Presenter: **Bob Rivera**, Mayor, Thatcher

Speakers: **Joni Hoffman**, General Counsel, League of Arizona Cities and Towns
William Sims III, Attorney, Sims Murray Ltd.

Online Retail Sales: The New Portal and the Future of Sales Tax in Arizona
Concurrent Session – 8:00 a.m. in Vaquero B

Sales tax administration was one of the hot topics during this year's legislative session. Ease of compliance for taxpayers and the push for online retailers to pay their share of sales tax has become the focus of a new task force created by the governor. A bill passed in the legislative session requires cities and towns that collect their own sales tax to create an online portal where businesses may pay their sales tax. This session

will deal with how the sales tax portal is envisioned to work and how it fits into the larger discussion of sales tax at the state level.

Presenter: **Thomas Schoaf**, Mayor, Litchfield Park

Speakers: **Tom Belshe**, Deputy Director, League of Arizona Cities and Towns
Kathleen Jackson, Transaction Privilege Tax (TPT) Auditor, Gilbert

Procuring Solar Energy for Municipal Buildings and Facilities: Some Do's and Don'ts Based on Real World Experience
Concurrent Session – 8:00 a.m. in Vaquero C

This session will focus on the process of developing a solar energy project for a municipality. The speakers will discuss some of the lessons they have learned from actual projects, both successful and unsuccessful. The purpose of the discussion is to help inform cities who are considering procuring solar energy systems so they can avoid some of the most common mistakes, thus saving valuable time and resources. This session is also useful for those who may have attempted to procure solar with undesirable results.

Presenter: **Lee Feliciano**, Managing Partner, Solarcapital, LLC

Speakers: **Franc Del Fosse**, Partner, Snell & Wilmer
Tom Harris, Solar Project Developer, PV Advanced Concepts
Mark Holohan, Solar Division Manager, Wilson Electric
Michael Neary, Executive Director, AZ Solar Energy Industries Association
Mark Wilhelm, Principal, Green Ideas

8:00 a.m. – CONCURRENT SESSIONS

8:00 a.m. – CONCURRENT SESSIONS

THURSDAY AGENDA

8:00 a.m. – CONCURRENT SESSIONS

State Agency Update: Overview of the New Digital Highways Law SB1402 and the State's Digital Arizona Strategic Plan

Concurrent Session – 8:00 a.m. in Vaquero E

Smaller low density rural communities tend not to get the same level of broadband Internet service as denser urban areas. Because of the higher cost, service providers invest less than in rural areas than in urban centers. Senate Bill 1402 now allows fiber-optic conduit to be constructed and leased at cost, encouraging the building of new capacity. This session will also focus on outreach efforts and availability of Technical Assistance and Local Planning funds through rural COG's.

Presenter: Gerry Whipple, Councilmember, Show Low

Speakers: Michael Golden, Director, Broadband Planning
Michael Keeling, President, Data Site Consortium, Inc.

On the Ballot and in the News: Pundits Discuss Issues on the Ballot and in the Upcoming Election

Concurrent Session – 8:00 a.m. in Vaquero G

This will be a lively discussion from pundits on both sides of the political aisle on current hot issues: those on the ballot, current topics in the news, as well as those that might emerge during the next legislative session that will have an impact on cities and towns.

Presenter: Chip Scutari, Co-founder, Scutari and Cieslak Public Relations

Speakers: Stan Barnes, President, Copper State Consulting Group
Doug Cole, Senior Vice President of Public Affairs, HighGround, Inc.
Mary Jo Pitzl, Legislative Reporter, Arizona Republic
Theresa Ulmer, Principal, Ulmer Consulting

10:00 a.m. – CONCURRENT SESSIONS

CONCURRENT SESSIONS - 10:00 a.m.

Fundamentals of Local Government: Ethics for Local Elected Officials, Staying Out of Hot Water*

Concurrent Session – 10:00 a.m. in Vaquero A

This session will explore ethical issues that local elected officials face in the office and how to ensure that you stay out of hot water when serving your cities and towns.

Presenter: Rob Adams, Mayor, Sedona

Speaker: William Sims III, Attorney, Sims Murray Ltd.

Building and Maintaining Effective Mayor, Council and Manager Relationships

This session is sponsored by the Arizona City/County Management Association

Concurrent Session – 10:00 a.m. in Vaquero B

The council-manager form of government provides a solid foundation for well-run communities in Arizona. This session will explore the importance of the unique relationship between a mayor, councilmembers and their city manager. The discussion will include concrete examples of how a city or town manager may help elected officials succeed in creating meaningful public policy to support their community's needs.

Presenter: John Kross, Town Manager, Queen Creek

Speakers: John Kross, Town Manager, Queen Creek
Gilbert Lopez, Vice Mayor, Coolidge
Charlie Meyer, City Manager, Tempe

THURSDAY AGENDA

Supreme Court Decision *City of Tucson v. State of Arizona*: What this Means for Arizona Cities and Towns*

Concurrent Session – 10:00 a.m. in Vaquero C

This session will provide an overview of the Arizona Supreme Court Decision, *City of Tucson v. State of Arizona*, where the court held that when a statute conflicts with a city charter provision on a matter of purely local concern, the charter prevails. The session will then explore how this decision impacts the roles, rights and responsibilities of Arizona cities and towns under the Arizona constitution.

Presenter: **Joni Hoffman**, General Counsel, League of Arizona Cities and Towns

Speakers: **Grady Gammage, Jr.**, Attorney, Gammage and Burnham
Joni Hoffman, General Counsel, League of Arizona Cities and Towns
Mike Rankin, City Attorney, Tucson

O'Connor House Voter Participation Project

Concurrent Session – 10:00 a.m. in Vaquero E

The Gallup AZ Poll's *Arizona We Want* Report created a Citizens Agenda for Arizona's Second Century. It concluded that "Achieving The Arizona We Want" will require a near-universal mobilization of people and organizations throughout the state. It's not to inventory who's doing what. The challenge is to align the hundreds of efforts already underway around the larger goals. That takes inspired leaders and passionate citizens who actively support them. Join the O'Connor House SPEAK OUT ARIZONA project to make Arizona a model of civility and civic and voter engagement.

Presenter: **Alan Krieger**, Mayor, Yuma

Speaker: **Elva Coor**, Chair, O'Connor House

Water Planning: Preparing for the Next 75 Years

Concurrent Session – 10:00 a.m. in Vaquero F

The Water Resources Development Commission, a cooperative planning effort, has produced reports projecting future statewide population, water supply needs, environmental resources, and infrastructure and financing needs. Currently, the commission is considering legislative recommendations. The commission's collaborative effort included local, state and federal partners and provides a forum for cooperative problem solving. The session will include an overview of the commission's purpose and goals, an overview of this and other planning models in the state and an urban and rural update on implementation efforts.

Presenter: **John Salem**, Mayor, Kingman

Speakers: **Ron Doba**, Administrator, Northern Arizona Municipal Water Users Association and the Coconino Plateau Water Advisory Council
Kathleen Ferris, Executive Director, Arizona Municipal Water Users Association
Leslie Meyers, Program Manager, Bureau of Reclamation
Gerry Walker, Manager of Statewide Strategic Planning, Arizona Department of Water Resources

10:00 a.m. – CONCURRENT SESSIONS

10:00 a.m. – CONCURRENT SESSIONS

THURSDAY AGENDA

General Luncheon

12:00 noon – Arizona Ballroom

President: **Mark Mitchell**, Mayor, Tempe; Vice President, League of Arizona Cities and Towns

Legislative Heroes Will Be Recognized

Senator Paula Aboud • Senator Olivia Cajero Bedford
Senator Rich Crandall • Senator Steve Gallardo • Senator Linda Gray
Senator Gail Griffin • Senator Jack Jackson Jr. • Senator Jerry Lewis
Senator Linda Lopez • Senator John Nelson • President Steve Pierce

Representative Cecil Ash • Representative Chad Campbell
Representative Tom Chabin • Representative Karen Fann
Representative Steve Farley • Representative Ruben Gallego
Representative Katie Hobbs • Representative Russ Jones
Representative Debbie McCune Davis • Representative Nancy McLain
Representative Eric Meyer • Representative Lynne Pancrazi
Representative Frank Pratt • Representative Amanda Reeve
Representative Anna Tovar • Representative Steve Urie
Representative Ted Vogt

2012 Gabe Zimmerman Public Service Awards

Honorees of the 2012 Gabe Zimmerman Public Service Awards will be recognized.

President: **Paul Luna**, President and CEO, Helios Education Foundation

Public Service Award for Leadership: David K. Byers, Director, Administrative Office of the Courts, Arizona Supreme Court

Public Service Award for Civic Engagement: Doug Bartosh, City Manager, Cottonwood

Public Service Award for Innovation: Michael J. Hemesath, P.E., Director of Public Works, Sierra Vista

CONCURRENT SESSIONS - 2:30 p.m.

Website Design: Civic Engagement in a Digital World

This session sponsored by CivicPlus

Concurrent Session – 2:30 p.m. in Vaquero A

Chances are your organization has a website. And chances are your citizens aren't using it to the fullest extent. Ever since local governments took to the Internet, they've been searching for ways to not only get their citizens to visit the website, but to also stay and - if they're lucky - get them to come back. Changes in Internet and mobile functionality and citizen expectations of how they consume information are placing a demand on governments to offer a more interactive experience online. In this presentation, Michael Ashford of CivicPlus looks at how the platform that the Internet provides offers governments a myriad of ways to better engage an ever-more physically detached population, and how communities can climb the 6 Stages of Digital Community Engagement scale.

President: **Bob Rivera**, Mayor, Thatcher

Speaker: **Michael Ashford**, Community Engagement Expert, CivicPlus

Councils Going Paperless: The Pros and Cons of Electronic Agendas

Concurrent Session – 2:30 p.m. in Vaquero B

This session will look at two communities that have gone to paperless agendas for their council. They will discuss the process they took to become paperless, the software they utilize and the pros and cons of paperless agendas and meetings.

President: **Harvey Skoog**, Mayor, Prescott Valley

Speakers: **Vanessa Bueras**, City Clerk, Maricopa
Matt McLean, Deputy Clerk, Cottonwood

2:30 p.m. – CONCURRENT SESSIONS

THURSDAY AGENDA

Arizona - A Hot Place for Cool People: Rethinking Your Community's Role in Economic Development

Concurrent Session – 2:30 p.m. in Vaquero C

Do your communities have a role in your city's economic success? We know policymakers and economic development professionals make decisions on how to attract and retain companies in Arizona, but how can we create an environment filled with "creative dynamism" that draws talent and companies to our region? The panel will discuss the role your community can play in the process and what can be done to spark your city's progress in capturing the imaginations of the creative class.

Presenter: **Parrish Spisz**, Council Aide, Tempe

Speakers: **Dr. Jeremy Babendure**, Executive Director, Arizona Scitech Festival
Catherine "Rusty" Foley, Executive Director of Arizona Citizens/Action for the Arts
Christine Mackay, Director of Economic Development, Chandler
Joanne Osborne, Vice Mayor, Goodyear
Keith Watkins, SVP Business Attraction, Arizona Commerce Authority

The Impact of Costly Claims: Improving Your City or Town's Overall Financial Perspective by Avoiding and Better Managing Claims and Lawsuits*

Concurrent Session – 2:30 p.m. in Vaquero E

There's a direct opportunity to improve your city or town's overall financial perspective by avoiding and better managing claims and lawsuits against your municipality. Law enforcement activities, employment decisions, employee injuries and treatment, council interactions, land use litigation, and contracts for services are all things well within your control and surprisingly expensive when things don't go

as planned! Learn about the most common city and town activities that give rise to expensive claims and litigation, review methods to better contain costs, and evaluate how to put your town funds to better use than paying for insurance losses

Presenter: **Rick Mueller**, Mayor, Sierra Vista

Speaker: **Ann Gergen**, President, Southwest Risk Services for Arizona Municipal Risk Retention Pool (AMRRP)

League 2012 Legislative Report and Look Ahead to 2013 Legislative Session

Concurrent Session – 2:30 p.m. in Vaquero F

During the summer, League staff traveled throughout the state to meet with our members and provide an overview of the major issues from the 2012 legislative session. For those of you that missed us on the road this summer, this session is the final installment of that tour. Staff will provide attendees a recap of the 2012 session and discuss what is on the horizon for 2013 legislative session.

Presenter: **Ken Strobeck**, Executive Director, League of Arizona Cities and Towns

Speakers: **René Guillen**, Legislative Associate, League of Arizona Cities and Towns
Jim Ogsbury, Legislative Director, League of Arizona Cities and Towns
Dale Wiebusch, Legislative Associate, League of Arizona Cities and Towns

2:30 p.m. – CONCURRENT SESSIONS

2:30 p.m. – CONCURRENT SESSIONS

THURSDAY AGENDA

AFFILIATE GROUP MEETINGS

AFFILIATE GROUP MEETINGS

Arizona City Attorneys Association*

2:30 p.m. - Arroyo

Arizona COG Directors

2:30 p.m. - Dunes A

Arizona Public Information Officers (PIO)

2:30 p.m. - Dunes B

Greater Arizona Mayors Association (GAMA)

2:30 p.m. - Sonoran

Mobile Tour - Tour of Taser International

4:00 p.m. - Meet at League Registration Desk

Note: There is a cost of \$25 to attend this mobile workshop. Pre-registration is required and space is limited.

Annual Business Meeting

4:00 p.m. - Vaquero G

Service Award Dinner and Entertainment

6:00 p.m. - Arizona Ballroom

President: **Jay Tibshraeny**, Mayor, Chandler; Treasurer, League of Arizona Cities and Towns

**Following dinner, entertainment will be provided by
The Groove Merchants.**



FRIDAY AGENDA

FRIDAY, August 31

Closing Session: Economic Development

9:00 a.m. - Arizona Ballroom

The morning will focus on three aspects of statewide economic development.

Moderator: **Chris Camacho**, Executive Vice President of Business Development, Greater Phoenix Economic Council

Part One: Open for Business

Site selectors will discuss what makes a community or region attractive to new business.

Speaker: **Deane C. Foote, CEcD**, President & CEO, Foote Consulting Group, LLC

Part Two: The Challenge of the Rural Comeback

Rural economic development experts discuss the challenges and opportunities of attracting business to rural Arizona.

Speakers: **Mignonne Hollis**, Executive Director, Sierra Vista Economic Development Foundation

Gary L. Kellogg, President/CEO, Partnership for Economic Development, Lake Havasu City

Gary Marks, Prescott Valley Economic Development Foundation

Julie Engel, President/CEO, Greater Yuma Economic Development Corporation

Part Three: What is on the Horizon for Arizona?

Leaders in Arizona's economic development community discuss what is next for Arizona as we compete nationally and globally for business.

Speakers: **Barry Broome**, President & CEO, Greater Phoenix Economic Council
Joe Snell, President & CEO, Tucson Regional Economic Opportunities, Inc.
Sandra Watson, President & CEO, Arizona Commerce Authority

Adjourn Conference

12:00 noon

YOUTH PROGRAM WEDNESDAY AUGUST 29, 2012

Arizona Ballroom 1, 2 & 3

Breakfast and Registration - 8:30 a.m.

Youth who are participating in the Parade of Flags may go directly to the practice at 7:30 and will be able to check in with the Youth Program after the Opening General Session.

Youth who are not participating in the Parade of Flags may come to Arizona Ballroom 2 & 3 for check in and a continental breakfast.

Parade of Flags and Opening General Session - 9:00 a.m.

Youth Council Introductions & Team Building Exercise - 10:00 a.m.

Youth and chaperones will participate in a scavenger hunt at the Hyatt Gainey Ranch.

Youth Leadership Session: Arizona Youth Partnership - 10:45 a.m.

Speaker: **Paul Short**, Arizona Youth Partnership

The road to becoming a leader can be long and winding – the process involves patience, planning and careful thought. Every leader who has “made it,” from Abraham Lincoln to Michael Jordan, didn’t do so overnight. No matter the industry youth wish to explore, the process they utilize along the way will be an important piece of the puzzle to their success. A representative from the Arizona Youth Partnership will present on this topic and reveal to the youth a significant link to effective and impactful leadership in their lives.

Lunch - 12:00 noon

Networking/Learning from Other Councils - 1:00 p.m.

Councils are encouraged to bring a tri-fold or poster board of a program or event they wish to highlight. These poster boards will be set up in the foyer outside the Arizona Ballroom. Youth councils will be encouraged to walk around and learn more about their counterparts throughout the state.

Youth Session: Diversity and Anti-Bullying - 1:30 p.m.

Speakers: **Caleb Laieski**, Teen Diversity Liaison, Phoenix
Hannah Larson, STAND & SERVE Coordinator, Peer Solutions
Veronica Murillo, STAND & SERVE Coordinator, Peer Solutions

The word “bullying” is a frequent topic of conversation on the evening news, with the pundits and even celebrities. As we watch the consequences of bullying play out in tragedies and senseless acts of violence, what tools are available to teens to prevent such events from happening in the first place? Two representatives from a local nonprofit, Peer Solutions, will talk to the youth about engaging in what they call “respect as the norm.” Additionally, a 17-year-old diversity liaison from the City of Phoenix Mayor’s Office will discuss his efforts to fight bullying and discrimination, as well as how youth might become a part of the solution.

Youth Session: Following Your Passion - 2:30 p.m.

Speaker: **Nicole Laurin-Walker**, Judge, Gilbert

As youth prepare for college and their future careers, many might be wondering how they will accomplish their goals and still make time for activities they enjoy. Gilbert Municipal Judge Nicole Laurin-Walker is a prime example of just how to make that happen. A municipal judge by day, Laurin-Walker is a rocker by night. She’ll be on hand to discuss her journey to becoming a judge by the age of 27, and how she still makes time for her passion – music – as the lead singer of a band.

Youth Program Concludes - 3:30 p.m.

OPTIONAL ACTIVITIES:

West Valley Youth Meeting - 5:00 p.m. in Sonoran A & B

Showcase of Cities and Towns - 6:00 p.m. in Arizona Ballroom

SPOUSE & GUEST PROGRAM

Breakfast

8:30 a.m. - Dunes A

Bus Departs for Taliesin West

9:00 a.m.

Taliesin West served as one of Frank Lloyd Wright's personal homes, as well as a studio, and architectural laboratory.

The spouse/guest mobile tour is open to spouses and guests who are signed up for the spouse/guest full packet registration.

This tour is also available for any conference attendee to attend for a \$25 fee.

Bus Returns to Hyatt Gainey Ranch

11:30 a.m.



SERVICE AWARDS

24 Years

Pete Tadeo, *Vice Mayor, South Tucson*

20 Years

Rudy V. Quiñones, *Councilmember, Douglas*

Etta Ruth Amerson, *Councilmember, Eloy*

Brent Mackelprang, *Mayor, Fredonia*

Philip Lieberman, *Councilmember, Glendale*

Gerry Whipple, *Councilmember, Show Low*

Robert R. Rivera, *Mayor, Thatcher*

16 Years

Marie Lopez Rogers, *Mayor, Avondale*

Matt Orlando, *Councilmember, Chandler*

Mary Arlene Beager, *Councilmember, Clifton*

Pete Castaneda, *Former Councilmember, Clifton*

Byron Jackson, *Former Mayor, Eloy*

Joyce V. Clark, *Councilmember, Glendale*

Manuel D. Martinez, *Councilmember, Glendale*

Debra Sommers, *Former Mayor, Kearny*

Robert Baeza, *Councilmember, Miami*



12 Years

Thomas Shope, *Mayor, Coolidge*
Frank Acuna, *Former Vice Mayor, Eloy*
Al White, *Former Councilmember, Flagstaff*
Steven E. Frate, *Vice Mayor, Glendale*
Lana Dalton, *Councilmember, Kearny*
Peter Mahoney, *Councilmember, Litchfield Park*
Dennis Kavanaugh, *Councilmember, Mesa*
Lynne Skelton, *Vice Mayor, Sahuarita*
Hugh Hallman, *Former Mayor, Tempe*
Mark Mitchell, *Mayor, Tempe*

8 Years

Stephanie Karlin, *Vice Mayor, Avondale*
W.J. Porter, *Mayor, Bisbee*
Robert Garza, *Councilmember, Buckeye*
Doug Von Gausig, *Mayor, Clarkdale*
Patricia Williams, *Former Councilmember, Clarkdale*
Armida Moir, *Councilmember, Clifton*
Diane Joens, *Mayor, Cottonwood*
JW Tidwell, *Councilmember, Eloy*
Tom Celaya, *Councilmember, Florence*
Arnie Raasch, *Former Councilmember, Florence*
Vallarie Woolridge, *Councilmember, Florence*
Jay Schlum, *Former Mayor, Fountain Hills*
Georgia Lord, *Mayor, Goodyear*
Lew Currier, *Vice Mayor, Jerome*
Sheila Stephenson, *Councilmember, Kearny*
Paul Faith, *Vice Mayor, Litchfield Park*
Paul Stucky, *Councilmember, Litchfield Park*
Edward Farrell, *Vice Mayor, Maricopa*
Barry Gillaspie, *Former Councilmember, Oro Valley*
Mary Hamway, *Former Vice Mayor, Paradise Valley*
Scott LeMarr, *Mayor, Paradise Valley*
John Wilson, *Councilmember, Payson*
James Lamerson, *Councilmember, Prescott*

Phil Conklin, *Former Vice Mayor, Sahuarita*
Jose Leonardo Suarez, *Former Councilmember, Sahuarita*
W.J. "Jim" Lane, *Mayor, Scottsdale*
Ron McCullagh, *Councilmember, Scottsdale*
Daryl Seymore, *Mayor, Show Low*
Eric Merriman, *Councilmember, Thatcher*
John Harley Cook, *Vice Mayor, Wickenburg*
Elwood "Woody" Johnson, *Councilmember, Willcox*
John W. Moore, *Mayor, Williams*
Peter Cake, *Councilmember, Winslow*

LEGISLATIVE HEROES 2012

The League will honor the following legislators at our annual conference for their outstanding public service and dedication to local governance.

SENATORS



Paula Aboud



Olivia Cajero
Bedford



Rich Crandall



Steve Gallardo



Linda Gray



Gail Griffin



Jack
Jackson Jr.



Jerry Lewis



Linda Lopez



John Nelson



Steve Pierce

REPRESENTATIVES



Cecil Ash



Chad
Campbell



Tom Chabin



Karen Fann



Steve Farley



Ruben
Gallego



Katie Hobbs



Russ Jones



Debbie
McCune Davis



Nancy
McLain



Eric Meyer



Lynne
Pancrazi



Frank Pratt



Amanda
Reeve



Anna Tovar



Steve Urie



Ted Vogt

CONFERENCE AT A GLANCE

TUESDAY, August 28

8:00 a.m. - Golf Tournament

Gainey Ranch Golf Club

1:30 p.m. - Resolutions Committee

Arizona Ballroom

6:00 p.m. - Welcome Reception

Arizona Ballroom

WEDNESDAY, August 29

7:30 a.m. - Parade of Flags Practice

Vaquero Ballroom

8:30 a.m. - Youth Program

Arizona Ballroom 1 & 2

9:00 a.m. - Opening General Session

Vaquero Ballroom

12:00 noon - Lunch On Your Own

2:00 p.m. - CONCURRENT SESSIONS

- Arizona Sustainability Update
- Water/Wastewater Treatment: Kingman & Scottsdale
- Smart Growth, Sustainability and Transit
- State Agency Update: ASRS/PSPRS/EORP
- Legislative 101

Vaquero A
Vaquero B
Vaquero C
Vaquero E
Vaquero F

3:30 p.m. - CONCURRENT SESSIONS

- Mexico – Arizona's #1 Trading Partner
- Flinn-Brown Civic Leadership Academy
- Community Plan
- State Agency Update: State Liquor Board
- The Changing Face of Aviation in Arizona

Vaquero A
Vaquero B
Vaquero C
Vaquero E
Vaquero F

4:00 p.m. - Mobile Tour: Scottsdale's Water Campus

6:00 p.m. - Showcase of Cities and Towns

Arizona Ballroom

THURSDAY, August 30

8:00 a.m. - Spouse/Guest Mobile Tour: Taliesin West

Dunes A

8:00 a.m. - CONCURRENT SESSIONS

- Fundamentals of Local Gov't: Open Meeting Law
- Online Retail Sales
- Procuring Solar Energy
- State Agency Update: SB1402 & Digital AZ Plan
- On the Ballot and in the News

Vaquero A
Vaquero B
Vaquero C
Vaquero E
Vaquero G

10:00 a.m. - CONCURRENT SESSIONS

- Fundamentals of Local Gov't: Ethics
- Effective Mayor, Council and Manager Relationships
- City of Tucson v. State of Arizona
- O'Connor House Voter Participation Project
- Water Planning: Preparing for the Next 75 Years

Vaquero A
Vaquero B
Vaquero C
Vaquero E
Vaquero F

12:00 noon - General Luncheon

Arizona Ballroom

2:30 p.m. - CONCURRENT SESSIONS

- Website Design
- Councils Going Paperless
- Arizona – A Hot Place for Cool People
- The Impact of Costly Claims
- League 2012 Legislative Report and Look Ahead

Vaquero A
Vaquero B
Vaquero C
Vaquero E
Vaquero F

2:30 p.m. - AFFILIATE GROUP MEETINGS

- Arizona City Attorneys Association
- Arizona COG Directors
- Arizona Public Information Officers (PIO)
- Greater Arizona Mayors Association (GAMA)

Arroyo
Dunes A
Dunes B
Sonoran

4:00 p.m. - Mobile Tour: Taser International

4:00 p.m. - Annual Business Meeting

Vaquero G

6:00 p.m. - Dinner and Entertainment

Arizona Ballroom

FRIDAY, August 31

9:00 a.m. - Economic Development

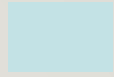
Arizona Ballroom

12:00 noon - Adjourn Conference

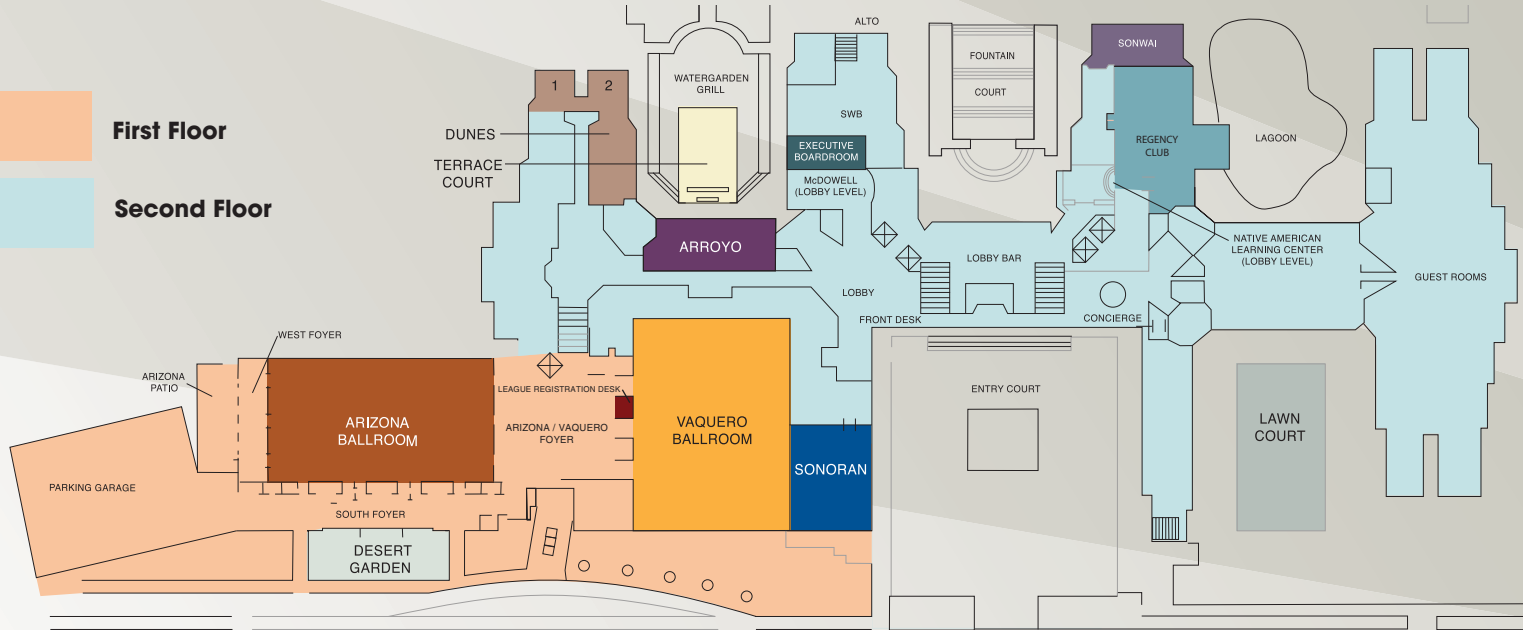
CONFERENCE MAP



First Floor

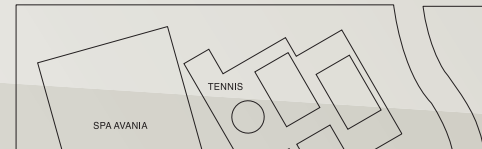


Second Floor



OUTSIDE ENTRANCE TO BALLROOMS

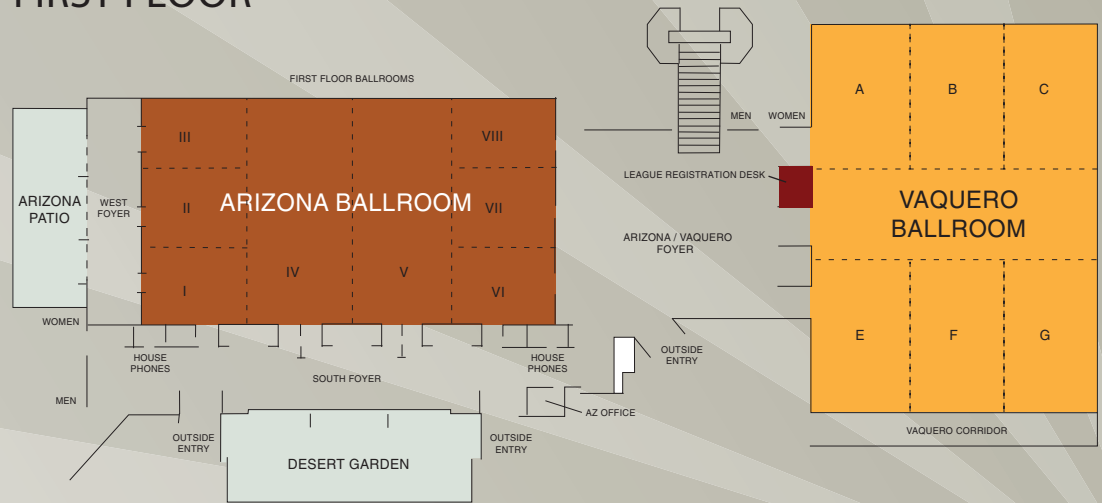
PARKING



Hyatt Regency Scottsdale Resort and Spa At Gainey Ranch

- League Registration Desk
- Vaquero Ballroom
- Arizona Ballroom
- Sonoran Room
- Sonwai Room
- Regency Club
- Dunes Room
- Executive Board Room
- Arroyo Room
- Parking

FIRST FLOOR



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ACHIEVING YOUR SUSTAINABILITY GOALS.**

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Willie Black **602 592 6948**



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