324 THE FUTURE OF VIRGINIA

VML ANNUAL CONFERENCE . RICHMOND



Richmond Marriott 500 East Broad Street, Richmond VA 23219

OCTOBER 4-6

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VML ANNUAL CONFERENCE • RICHMOND



P.O. Box 12164, Richmond, VA 23241 804/649-8471 • Fax 804/343-3758 • www.vml.org



DWIGHT C. JONES MAYOR

Welcome to the attendees of the Virginia Municipal League Annual Conference!



As Mayor of the City of Richmond, it is my pleasure to welcome you to RVA. Hosting the 2015 VML Annual Conference is a great opportunity for us to showcase all that is happening in Virginia's capital city.

By the time you arrive, we will have just bid farewell to thousands of cycling athletes and visitors from over 70 countries who were in Richmond for the UCI Road World Championships (Worlds). Richmond is only the second U.S. city to host the Worlds in the event's 82 year history. The event was also viewed by hundreds of millions

around the world, presenting tremendous tourism and economic development opportunity for the region, and an opportunity to tell Richmond's story like never before.

Richmond is a vibrant, modern destination continually ranked among the best cities for business, health, and outdoor adventure. We are a city of history, creativity, culture and entertainment. Whether you are a history buff, a sports enthusiast, an arts lover, or a foodie, Richmond is a year-round destination with something for everyone.

Our culinary and cultural offerings have been recognized nationally. There are museums, landmarks, universities, theaters and many places of significance to visit and explore. We boast trendy boutiques and restaurants, craft beers, numerous sports attractions and outdoor pursuits including one of the United States' largest river park systems.

Richmond is also a place that celebrates its cultural diversity, which shines in such events as our annual Juneteenth Freedom Celebration, the Capital City Kwanzaa Festival, the Richmond Jazz Festival, and the Que Pasa Hispanic Cultural Festival, to name a few.

To get the full Richmond experience, be sure to get out of your car and explore. Ride a bike on the more than 23 miles of bike lanes that we have developed in response to our Bike Master Plan. We are building a robust network of bikeways across and throughout the City and the 52-mile Virginia Capital Trail begins right in our downtown.

We know you will enjoy Richmond's incredible beauty and diverse attractions, and that your experience here will be memorable. We urge you to come back to visit us again and again.

Sincerely,

Dwight C. Jon Mayor

900 East Broad Street, Suite 201 * Richmond, Virginia 23219 * (804) 646-7970

About the League

The Virginia Municipal League is a non-profit, non-partisan association of cities, towns and counties of Virginia. The League was established in 1905 for the purpose of improving and assisting local governments through legislative advocacy, education, research and cooperative effort.

VML EXECUTIVE COMMITTEE

President – William D. Euille, Mayor, Alexandria President-Elect – Ron Rordam, Mayor, Blacksburg Vice President – Robert K. Coiner, Mayor, Gordonsville At-Large Member – Ceasor Johnson, Vice Mayor, Lynchburg At-Large Member – Mary Hynes, Chair, Arlington County At-Large Member – Patricia Woodbury, Council Member, Newport News At-Large Member – Edythe Frankel Kelleher, Vice Mayor, Vienna At-Large Member – Katie Sheldon Hammler, Council Member, Leesburg At-Large Member – Mimi Elrod, Mayor, Lexington Town Section Chair – Faye O. Prichard, Council Member, Town of Ashland City Section Chair – Christina Luman-Bailey, Vice Mayor, Hopewell Urban Section Chair – Anita James Price, Council Member, City of Roanoke Immediate Past President – David P. Helms, Mayor, Marion

VML STAFF

Kimberly A. Winn Executive Director

Mark Flynn General Counsel

Joni Terry Office Coordinator

Paulette Alexander Accounting Assistant II

Mary Jo Fields Director of Research

Janet Areson Director of Policy Development Patrick Ford Press Operator/Clerk

Nancy Chafin Communications Specialist

Kimberly Pollard Director of Information Management

Manuel Timbreza Communications Specialist

Neal Menkes Director of Fiscal Policy

Sherall Dementi Special Projects Coordinator Joe Lerch Director of Environmental Policy

Anita Yearwood, CMP Conference and Marketing Coordinator

VML LEGISLATIVE COMMITTEE

Chair – Ophie Kier, Vice Mayor, Staunton **Vice Chair** – Don Harris, Mayor, Bluefield

City Section

Ophie Kier, Vice Mayor, Staunton Elizabeth Minor, Mayor, Winchester Brian Thrower, City Manager, Emporia Andrea Oakes, Council Member, Staunton Gene Teague, Council Member, Martinville Guy Odum, Council Member, Bristol

Town Section

Don Harris, Mayor, Bluefield Tim Taylor, Mayor, Strasburg Sheila Olem, Council Member, Herndon Cathy Lowe, Vice Mayor, Abingdon Edward Owens, Mayor, South Boston James Hudson III, Mayor, West Point

Urban Section

Ted Byrd, Council Member, Harrisonburg Lawrence G. Campbell, Jr., Council Member, Danville John Chapman, Council Member, Alexandria Roger Fawcett, Council Member, Suffolk Cynthia Newbille, Council Member, Richmond Kimball Payne, III, City Manager, Lynchburg George E. Wallace, Mayor, Hampton Kenneth I. Wright, Mayor, Portsmouth Rosemary Wilson, Council Member, Virginia Beach Jonathan Way, Council Member, Manassas Thomas R. Smigiel, Jr., Council Member, Norfolk Tina L. Vick, Council Member, Newport News

2015 VML NOMINATIONS COMMITTEE

Chair - David Helms, Mayor, Marion

John Chapman, Council Member, Alexandria Trenton Crewe, Mayor, Wytheville Ed Daley, Assistant Manager, Emporia James Ervin, Town Manager, Rocky Mount Jay Fisette, Board Member, Arlington County Elizabeth Minor, Mayor, Winchester Earl Reynolds, Director of Community Development, Danville Rosemary Wilson, Council Member, Virginia Beach F. Woodrow Harris, Council Member, Emporia



VML congratulates the 2015 graduates of the Virginia Elected Officials Leadership Academy!

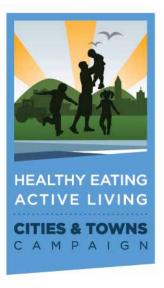
Advanced Certified Local Government Official

Lisa Jordan, Council Member, Town of South Hill

Certified Local Government Official

Jeremy McCleary, Mayor, Town of Woodstock

2015 VIRGINIA HEAL COMMUNITIES



HEAL Cities & Towns provides free technical assistance and support to local elected officials and their staff to adopt policies that stem the obesity epidemic and create healthy, prosperous communities. For information, contact Marisa C. Jones, mjones@institutephi.org, (202) 407-7088.

Bluefield Charlottesville Crewe Dumfries Emporia Galax Glade Spring Greensville County Haymarket Hopewell Lawrenceville Leesburg Lovettsville Middleburg New Market Petersburg Prince George County Richmond Roanoke Staunton Virginia Beach Williamsburg

VML Insurance Programs

VML Insurance Programs (VMLIP) is a comprehensive property and casualty program providing public officials' liability, law enforcement liability, general liability, automobile liability and physical damage, cyber liability/security, excess liability, pollution, workers' compensation, property, inland marine, boiler & machinery, crime and bond coverages. In addition, VMLIP provides a wide variety of professional services and tools to assist members in developing and maintaining comprehensive risk management programs. VMLIP members include more than 475 cities, towns, counties, school districts and authorities. VMLIP is celebrating its 35th anniversary as Virginia's Local Government SpecialistsTM. For more information, visit www.vmlins.org or call (800) 963-6800.



VMLIP MEMBERS' SUPERVISORY BOARD

Chair – John W. McCarthy III, County Administrator, Rappahannock County
Vice-Chair – Kurt Hodgen, City Manager, Harrisonburg
Darlene Burcham, Manager, Town of Clifton Forge
Melinda Conner, County Administrator, Mathews County
Rhu Harris, County Administrator, Hanover County
Karen Pallansch, General Manager, Alexandria Sanitation Authority
Peter M. Stephenson, Town Manager, Smithfield
R. Clarke Wallcraft, Executive Director, Pepper's Ferry Wastewater Authority
Ex officio – Kimberly A. Winn, VML Executive Director

Conference Information

REGISTRATION



Everyone attending the conference must register, including members, their families, guests and representatives from the news media. Conference name badges are

VML ANNUAL CONFERENCE • RICHMOND required for attendance at all conference events; those without name badges will not be able to enter the Exhibit Hall or participate in other functions, including Host City Night. Tickets will be collected at the various ticketed events. Partial registrations are not available, with the exception of tickets for the VLGMA luncheon.

Please turn off the ringers for any cellular telephones and pagers. Please make telephone calls in the lobby or other areas outside of the meeting rooms.

Infants are not allowed in conference workshops and general sessions.

SCHEDULE

A detailed conference schedule begins on page 9. Most meetings will be held at the Richmond Marriott with the exceptions of the spouses' program on Monday, mobile workshops on Monday and the Host City Night reception. Select activities taking place at the Hilton Garden Inn, such as the VLGMA meeting, VLGMA luncheon and Women in Local Government Breakfast, are denoted with an asterisk (*).

Please refer to the conference app for the most up-to-date schedule information.

INFORMATION

For information about League activities, please ask the League staff at the conference registration desk. Up-to-date information can be found in the VML Annual Conference mobile app.

The City of Richmond will host an exhibit booth (#2) on Sunday and Monday in the Exhibit Hall. The City will also host an "Ask It" table outside of the exhibit hall. Please ask the city representatives for information about local recreation, dining or historic points of interest.

CONFERENCE HOTEL INFORMATION

Richmond Marriott, 500 E. Broad St., Richmond, VA 23219, (804) 643-3400 **Hilton Garden Inn,** 501 E. Broad St., Richmond, VA, 23219, (804) 344-4300

SPOUSES AND GUESTS

Registration as a spouse or guest includes participation in any of the conference sessions and workshops, the Opening Reception, Host City Night and the Annual Banquet. Spouses also may purchase tickets to attend ticketed meal functions. In addition, a special event for spouses will be held Monday, Oct. 5, from 11 a.m. – 2:30 p.m. The event will include a guided tour of Virginia Museum of Fine Arts followed by lunch and time to explore the museum on your own. The cost is \$35; registration deadline is Sunday, 6:30 p.m.

MEAL FUNCTIONS

Each registered delegate and spouse/guest will receive a registration packet containing pre-purchased meal tickets, a program and other registration materials. Each registrant receives two complimentary drink tickets for the Opening Reception on Sunday night and for Host City Night.

So you won't forget them, you may wish to put your tickets for the various events in your plastic name tag holder, the pocket of your suit, or your purse.

Tickets for Monday's ticketed events must be obtained by 6:30 p.m. Sunday. Tickets for Tuesday's ticketed events must be obtained by 4 p.m. Monday.

EXHIBITORS AND SPONSORS

Be sure to visit the Exhibit Hall to see the latest in products and services for local governments and to enter the contest for a gift card. The Exhibit Hall will be open Sunday from 1 to 7:00 p.m. and Monday from 8 a.m. to 3 p.m. The Exhibit Hall will be the site of the opening reception on Sunday evening, breakfast on Monday and lunch on Monday, as shown in the program. Detailed information on the exhibitors is included on page 23.

VML thanks its sponsors, which are listed on page 27.

A raffle card is included in your registration packet; be sure to enter the raffle drawing to win! Follow the instructions on the raffle card for the chance to win a debit card. The raffle will be held at 2:55 p.m. on Monday.

DRESS

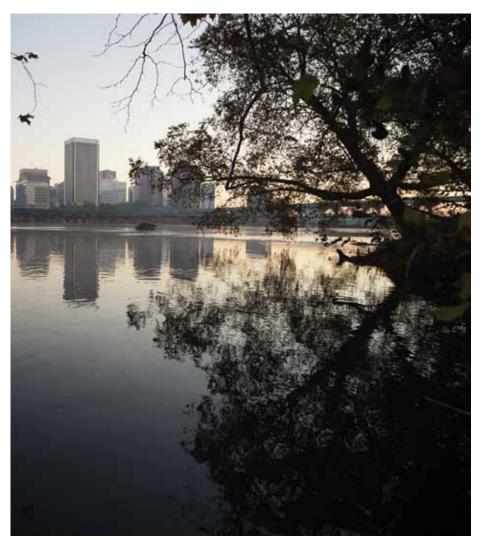
Business attire is preferred for the Tuesday reception and banquet. Business or business casual attire is appropriate for conference general sessions, workshops and ticketed events. Casual dress is appropriate for Host Night and the guest event.

ELECTIONS & VOTING

To be elected at the Business Meeting of the Annual Conference (Tuesday at 3:30 p.m.) are:

- President Elect
- Vice President
- Executive Committee Members

Also serving as voting members of the Executive Committee are the President, Past President and the Urban, City and Town Section chairs. The section chairs will be elected at the section meetings on Tuesday morning. For additional information on voting credentials and representation please refer to the conference app.



Conference Program

SUNDAY, OCTOBER 4

12:30 - 7 p.m.	Registration (in Exhibit Hall) Grand Ballroom	
1 - 3 p.m.	Executive Committee Meeting Shenandoah	
1 - 7 p.m.	Exhibit Hall Grand Ballroom	
3 - 5 p.m.	Legislative Committee Meeting Capital Ballroom Salons 2-3	
3:30 - 4:30 p.m.	Nominations Committee Meeting Commonwealth	
5:30 - 7 p.m.	Opening Reception in the Exhibit Hall Grand Ballroom <i>Sponsored by SunTrust</i> Tickets for two complimentary drinks are included in conference	

MONDAY, OCTO<u>BER 5</u>

8 - 8:45 a.m. Continental Breakfast in Exhibit Hall Grand Ballroom

registration packets.

8 a.m. - 5 p.m. Registration

Grand Ballroom

After the exhibit hall closes at 3 p.m., registration can be found in the lower level registration area.

8 a.m. - 3 p.m. Exhibit Hall

Grand Ballroom



Be sure to visit the vendors and complete your raffle card for a chance to win the raffle prize. The raffle card is included in your registration packet. Remember, the Exhibit Hall closes Monday at 3 p.m.; the raffle drawing will be held at 2:55 p.m.

MONDAY, OCTOBER 5

9 - 10:15 a.m. Opening Session

Capital Ballroom Salons 4-8

Call to Order - William D. Euille, Mayor, Alexandria; VML President

Color Guard Presentation - Franklin Military Academy

National Anthem - Franklin Military Academy

Welcome - Dwight C. Jones, Mayor, Richmond

Greetings – Penny A. Gross; District Supervisor, Mason District; President, Virginia Association of Counties

Report of the Nominations Committee - David P. Helms, Mayor, Town of Marion

Report of the President - William D. Euille, Mayor, Alexandria; VML President



- Thornhill -

Keynote address – The Future of Virginia's 324 Places: Leadership, Engagement and Purpose

Matt Thornhill, Founder & President of Generations Matter and the Boomer Project

Each of Virginia's 38 cities, 191 towns, and 95 counties is a unique place with its own identity. Together, these localities are the future of the Commonwealth. Throughout 2015, the Virginia Municipal League has been studying the key trends that will be facing Virginia's local governments over the next 10 years. In this engaging keynote address, Matt Thornhill of GenerationsMatter, the nationally renown think tank of the Southeastern Institute of

Research, will help local leaders understand what's coming and what to do now to make sure your community prospers. You'll learn how cities and towns are responding to how the Millennial generation is redefining how local governments engage the public. You'll hear about how having a "purpose" – a cause greater than what you do or how you do it – will shine new light on how effective local governments serve the public. Plus, Matt will set the stage for the trend topic breakout sessions throughout the day.

10:15 - Beverage Break in the Exhibit Hall

10:45 a.m. Grand Ballroom

10:45 - Concurrent Sessions 11:45 a.m.

Each of these hour-long sessions will focus on a specific trend topic impacting Virginia's 324 Places. You'll hear a 20-minute presentation on the topic, including examples of best practices from across the country. Then a facilitated discussion among all audience members will allow dialogue, idea sharing, and lessons learned from local leaders across Virginia.

Aging Infrastructure

Shenandoah

Facilitator: Matt Thornhill, Founder & President, Generations Matter and the Boomer Project

By most accounts, much of the infrastructure in the United States – roads, bridges, buildings and water/wastewater – is in serious disrepair. As these critical systems continue to age and deteriorate, governments at all levels are struggling to pay for maintenance and upkeep – not to mention investments in much-needed upgrades and new projects. In this session you'll learn about possible alternatives to the ways these types of projects have been financed in the past. Come prepared to share your victories and obstacles and gain insights on what's ahead.

Education

Dominion & Commonwealth

Facilitator: John W. Martin, CEO & President, SIR Research

Budget cuts have caused huge problems for most public school systems today. Learn more about future prospects for additional funding; bolstering Science, Technology, Engineering and Math (STEM) education; re-examining the importance of standardized testing; sparking innovation; ensuring opportunity for all; and strengthening the teaching profession. Examples from across the U.S. and Virginia will be shared and discussed.

Workforce Development

Jefferson & Madison

Facilitator: Rachel Burgess, Vice President, Director of Research Operations, SIR Research

In the future, there will be relatively fewer young people and relatively more older people. Experts are predicting a worker shortage, particularly in the public sector. In the short-term, managing and retaining your older workers remains a top priority. But attracting and retaining Millennials – Young Professionals – will become more and more important to ensure a readily available workforce in the future. Learn what others are doing and what you can do today to make your community a Millennial magnet.

Economic Development

Capital Ballroom Salons 2-3

Facilitator: Susan Baxter, Vice President, Client Services, SIR Research

The new model of economic development is focused on having workers in place in order to attract companies, driven by Millennials who often decide where they want to live and then seek employment. Investing in creating a more attractive "place" in order to attract this desirable demographic is the new order in economic development. You'll hear the strategies being pursued by communities across Virginia, both large and small, to attract new companies, keep expanding companies, and entrepreneurs and start-ups.

10:45 a.m. -Mobile Workshop - See what's behind Richmond's
rental housing success stories

Sponsored by VHDA

Many downtown historic structures – factories, storefronts and warehouses – are being brought back to life as quality, affordable rental housing. New construction also has a role to play in meeting local housing needs. When it comes to financing these developments, one size does not fit all. Each locality has its own population characteristics and housing needs. Local governments and developers need to be able to choose financing that fits the housing

MONDAY, OCTOBER 5

needs, preferences and demographic mix of their community. See how Richmond is using VHDA financing to bring about revitalization and affordable, quality housing.

Bus departs from Broad Street exit (lower, level underneath Starbucks sign). Participation is limited to 53 participants on a first-come, first-served basis. Arrive by 10:30 a.m. to board the bus.

11 a.m. - Spouses Tour & Group Lunch

2:30 p.m. Virginia Museum of Fine Arts

Spouses will enjoy a guided tour of the Museum's collection, which includes treasures from every continent and era by hundreds of artists from Degas to Warhol. Lunch is provided in the museum's Marble Hall, serving culinary masterpieces surrounded by stunning works of art.

Shuttle departs from Broad Street exit (lower level underneath Starbucks sign). Participation is limited to 31 participants on a first-come, first-served basis. Arrive by 10:45 a.m. to board the bus.

Transportation sponsored by VHDA

Noon - 1 p.m. NBC-LEO Program and Luncheon (tickets required) Capital Ballroom Salon 1



Presiding – Ceasor Johnson, Vice Mayor, City of Lynchburg Speaker – A. Donald McEachin, Senator, Senate of Virginia

Senator McEachin was elected to the Virginia State Senate in 2007. Re-elected in 2011, Senator McEachin was honored by his colleagues and elected as Senate Democratic caucus Chair. In the State Senate, he is proud to be a leader in non-discrimination, environmental protection, women's rights, energy efficiency, public education and job creation.

- McEachin -

Noon - 1:15 p.m.VLGMA Luncheon (tickets required)*

Rhoads-Gerhart Room, Hilton Garden Inn

Presiding – Rebecca Dickson, County Administrator, County of Goochland; VLGMA President

Keynote Speaker – Christina Nuckols, Deputy Communications Director, Office of the Governor of Virginia

Lessons in a changing world of government news coverage

Newspapers are shrinking, fewer state and local reporters stretch to cover more ground, and more news is sent instantly through social media. How should local governments navigate the changing landscape of communications? Hear the perspectives of a former state-level reporter and editorial writer who changed roles from writing about government to handling communications and media relations for government.

Lunch in Exhibit Hall

Grand Ballroom Sponsored by Wiley|Wilson

1:30 - 2:30 p.m. Concurrent Sessions

Each of these hour-long sessions will focus on a specific trend topic impacting Virginia's 324 Places. You'll hear a 20-minute presentation on the topic, including examples of best practices from across the country. Then a facilitated discussion among all audience members will allow dialogue, idea sharing, and lessons learned from local leaders across Virginia.

Sustainability & Resiliency

Shenandoah

Facilitator: Matt Thornhill, Founder & President, Generations Matter

These days the pursuit of sustainability – balancing the different social, economic and environmental needs and concerns – is being supplemented with resiliency planning. Trying to achieve balance in our chaotic and fluctuating world may be foolish. Rather, the focus should be on strengthening a community's ability to handle unpredictable shocks and stresses typically made evident during a crisis, be it an act of nature or an angry mob. A key aspect of resilience is that it seeks to build capacity across communities, institutions, and infrastructure for flexibility, responsiveness and decision making as events unfold. Learn how sustainability and resiliency planning are evolving and how some towns and cities in Virginia are already being cited for having best practices.

Transportation & Mobility

Jefferson & Madison

Facilitator: John W. Martin, CEO & President, SIR Research;

Driverless cars from Google, ridesharing from Uber, and changing preferences of young Millennials and aging Boomers are redefining mobility. In the future, people will seek neighborhoods and even communities that provide a range of options for getting around. Learn what is happening across Virginia and what your community should be doing today to get ready for the "car lite" lifestyles of the future.

Business perspective on investments in transit

Facilitator: Kelley Coyner, Executive Director at Northern Virginia Transportation Commission

Find out what businesses – large and small – want policymakers to know about how high quality transit is key for workers commutes; customers shopping trips; and investors capital spending.

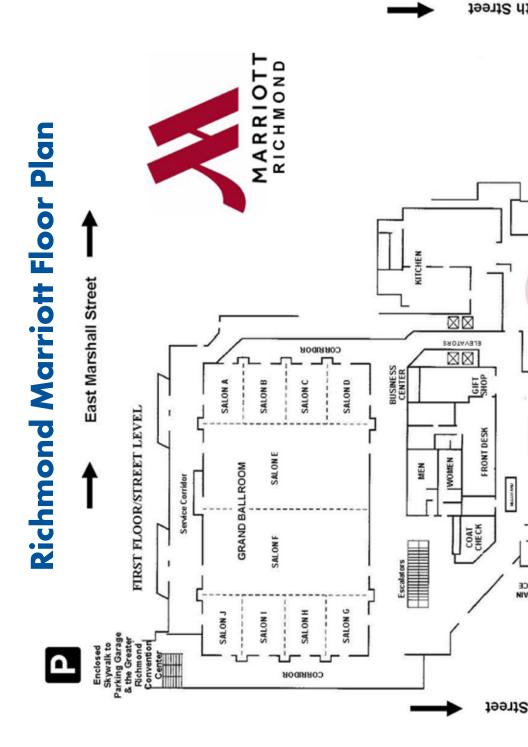
Community Image & Reputation

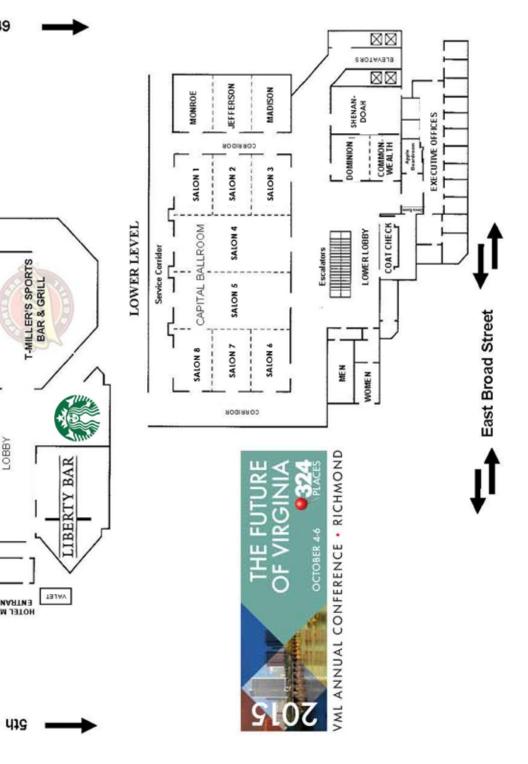
Dominion & Commonwealth

Facilitator: Susan Baxter, Vice President, Client Services, SIR Research

Many civic leaders believe that branding is a task best left to consumer product and service marketers, not something in which they need to invest public money. The reality is that every city, town, and county in Virginia is already branding every day – and spending public money to do so. If you are not intentionally managing a single, well-understood, and

continues on page 16





MONDAY, OCTOBER 5

1:30 - 2:30 p.m. Concurrent Sessions continued from page 13

consistently used brand message, then your municipality's image suffers the risk of being marginalized, at best, and ignored or forgotten, at worst. Learn the keys to developing an effective brand position and discover how to best implement it in your specific community.

Panhandling - Ordinances & Recent Cases

Capital Ballroom Salons 2 – 3

Sponsored by VML Insurance Programs

Speaker: Richard H. (Rich) Milnor, Partner, Zunka, Milnor & Carter

Many panhandling ordinances across the Commonwealth prohibit the practice on public roads and other public spaces. However, recent federal court decisions raise new questions about the constitutionality of such ordinances. Join us as we discuss recent cases and the impact on local governments.

1:30 - 2:45 p.m. City of Richmond Mobile Workshop

Take part in a tour of RVA featuring economic and community development projects coordinated by the City of Richmond and various industry partners. Highlights include a Better Block Neighborhood, the Arts and Culture District, and riverfront development, along with other recent major projects that include the the city's tourism efforts.

Bus departs from Broad Street exit (lower, level underneath Starbucks sign). Participation is limited to 53 participants on a first-come, first-served basis. Arrive by 1:15 p.m. to board the bus.

Transportation sponsored by VHDA

1:30 - 3 p.m.	VLGMA Board Meeting* Miller Room, Hilton Garden Inn
2:30 - 3 p.m.	Refreshment Break in the Exhibit Hall Grand Ballroom
2:55 р.т.	Raffle Drawing in the Exhibit Hall Grand Ballroom Please note that the Exhibit Hall closes at 3 p.m.

3 - 4 p.m. Concurrent Sessions

These concurrent sessions are designed to bring together leaders from municipalities of all sizes in various regions of Virginia to discuss how to best apply what has been learned in the earlier sessions. Facilitated discussions will take place to make sure cites, towns, and counties of all sizes have an opportunity to share their successes and outline their issues across the various trend topic areas.

VML has organized the breakouts using the following general regional breaks, but individual local leaders and administrators can select which session they attend.

3 - 4 p.m. **Concurrent Sessions continued**

Hampton Roads/Tidewater Shenandoah

Northern Neck/Eastern Shore Dominion/Commonwealth

Northwest Virginia Monroe

The Valley Capital Ballroom Salon 1

Southwest Virginia/Southside Capital Ballroom Salons 6-7

Central Virginia/Richmond Region Jefferson/Madison

NOVA Capital Ballroom Salons 2-3

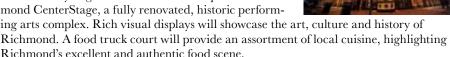
4 - 6 p.m. **First Cities Meeting**

Grand Ballroom Salons G-H

6 - 9 p.m. Host City Night

Brought to you by the City of Richmond and sponsored by Moseley Architechts

Host City Night will start with a reception at Richmond CenterStage, a fully renovated, historic perform-



Tickets for two complimentary drinks are included in conference registration packets.

Thanks also to Timmons Group and Davenport & Company.

TUESDAY, OCTOBER 6

8 - 9 a.m. Continental Breakfast

Pre-function Area (lower level)

8 - 9 a.m. Women in Local Government Breakfast* (ticket required) Rhoads-Gerhart Ballrooms, Hilton Garden Inn

Speaker - Bonnie Svrcek, Deputy City Manager, City of Lynchburg,

Bonnie Svrcek was appointed Deputy City Manager in June 1999. Prior to her appointment, Ms. Svrcek served as the Assistant Town Manager in Blacksburg, Virginia, from 1990 to 1999. She served as President of the VLGMA in 2005 and Southeast Region Vice President on the Executive Board of the International City-County Management Association (ICMA) in 2009. Bonnie served as President of ICMA from 2012-2013.

8 a.m. - Noon Registration

Registration Desk (lower level)



TUESDAY, OCTOBER 6

9 - 10:30 a.m. General Session - Where We've Been ...Where We're Going

Capital Ballroom Salons 4-8

Presiding – Robert K. Coiner, Mayor, Town of Gordonsville; VML Vice President

Keynote Speaker – Dr. Edward L. Ayers, President Emeritus, University of Richmond

Panelists -

Jay Ell Alexander, Public Information Officer, City of Petersburg

Nathalia Artus, Vice President & Government Loan Program Manager, EVB

Charles Merritt, Partner, 80Amps

- Ayers -

Dr. Ed Ayers, American historian, professor, administrator, and ninth president of the University of Richmond will discuss leadership in Virginia through a historical perspective and then moderate a panel of millennials to talk about where we are going. Panelists include young professionals who are career bold, advocate for their communities and are already leaving impactful legacies. This is one dialogue you will not want to miss!

10:30 -	Break
10:45 a.m.	Pre-function Area (lower level)

10:45 - City, Town and Urban Section Elections & Workshops 11:45 a.m.

The annual meetings of the City, Urban and Town Sections include the election of the chair and vice chair of each section and a workshop. The chair of each section sits on the VML Executive Committee.

City Section: Public-Private Partnerships to Finance Energy Efficiency Improvements at the Local Level

Madison/Jefferson/Monroe Ballrooms

In 2015 the Virginia General Assembly passed a Property Assessed Clean Energy (PACE) bill. PACE is a new and innovative way for commercial property owners to finance energy efficiency and renewable energy improvements in their buildings. PACE loans provide 100% funding of total project costs by placing a special assessment lien on the property that owners repay over time as part of their real estate tax bill. PACE "loans" are typically financed by third party lenders who receive the PACE assessment payment via the local taxing authority. PACE has many benefits such as long term (up to 20 years), non-recourse financing, annual payments that transfer automatically at time of sale to the new building owner, net positive cash flow from energy efficiency measures (often in year one), and potential tenant pass-throughs as PACE is considered an operating expense (tax).

Presiding - Christina Luman Bailey, Vice Mayor, City of Hopewell

Speakers – Abby Johnson, President, Abacus Property Solutions, LLC Bill Greenleaf, Loan Officer, Virginia Community Capital, Inc.

The City Section consists of cities with populations of 35,000 or below. Members of the City Section are Bristol, Buena Vista, Colonial Heights, Covington, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hopewell, Lexington, Manassas Park, Martinsville, Norton, Petersburg, Poquoson, Radford, Salem, Staunton, Waynesboro, Williamsburg and Winchester.

Town Section: Motels-Issues with Long-Term Residency

Capital Ballroom Salons 4-8

The Town of Ashland has partnered with the faith-based community, non-profits, businesses, citizens, and other stakeholders to address public safety, economic, and humanitarian concerns caused by long-term residency in older hotels/motels. This session will explore the new legislation and its potential impact.

Presiding - Faye O. Prichard, Councilmember, Town of Ashland

Speakers – Charles Hartgrove, ICMA-CM, Manager, Town of Ashland; Nora Amos, Director of Planning and Community Development, Town of Ashland; Doug Goodman, Chief of Police, Town of Ashland

The Town Section consists of all towns, regardless of population.

Urban Section: Introduction to the Responsible Transfer of Firearms Act

Capital Ballroom Salons 1-3

As recent tragedies in Virginia and across the country have shown, the gun laws in our country have done little to stem senseless gun violence. Senator Tim Kaine recently introduced the Responsible Transfer of Firearms Act to hold people responsible if they sell or transfer a firearm to someone who is barred by federal law from possessing firearms. This session will provide an overview of the legislation aimed at bringing some measure of accountability for the violence that continues to plague our communities.

Presiding – Anita James Price, Councilmember, City of Roanoke Speaker – Keren Charles Dongo, Deputy State Director/Legislative Assistant, Office of U.S. Senator Tim Kaine

The Urban Section consists of those cities and counties that are regular members and have a population in excess of 35,000. The Urban Section uses a weighted voting procedure based on population for the election of the chair and vice chair. Members of the Urban Section and the number of votes are Alexandria (2), Arlington County (2), Charlottesville (1), Chesapeake (2), Danville (1), Hampton (1), Harrisonburg (1), James City County (1), Lynchburg (1), Manassas (1), Newport News (2), Norfolk (2), Portsmouth (1), Richmond (2), Roanoke (1), Suffolk (1) and Virginia Beach (5).

Noon - Public Service Awards Luncheon

1:30 p.m. Grand Ballroom Salons F-J

Presiding – William D. Euille, Mayor, Alexandria; VML President Keynote Speaker – Governor Terry McAuliffe

Terry McAuliffe is the 72nd Governor of Virginia. Since being sworn into office, Governor McAuliffe has aggressively focused on building a new Virginia economy. Whether traveling to Bedford or Beijing, Governor McAuliffe has made it clear that

TUESDAY, OCTOBER 6



- McAuliffe -

his number one priority is economic development and he is working hard to create and maintain jobs throughout the Commonwealth.

After Governor McAuliffe's keynote, join us as we recognize graduates of the Virginia Elected Officials Leadership Academy (VEOLA), present Go Green Challenge certificates and celebrate the Healthy Eating Active Living (HEAL) Campaign awards.

1:45 - 3:15 p.m. Concurrent Workshops & Local Government Roundtables

Conflict of Interests Act

Madison, Jefferson & Monroe

Speaker - Mark Flynn, General Counsel, VML

Overview of the Conflict of Interests Act and updates that affect local government.

Local Government Roundtables – Mini-sessions rotate every 30 minutes Grand Ballroom Salon E

Coastal Resiliency & Flooding Presenter – Chris Thompson, Deputy Director , Virginia DCHD

Community Rating System Presenter – Charley Banks, Floodplain Program Engineer, Virginia DCR

Drive Through Personal Property Tax Presenter – Philip J. Kellam, Commissioner of the Revenue, City of Virginia Beach

Making Homelessness History: How Virginia Supportive Housing Works for & in Communities

Presenter – Rev. Kathryn F. (Kathy) Talley, Deputy Executive Director, Virginia Supportive Housing

Morven Park: Historic Sites as Gateways to Civics Education Presenter – Abby Pfisterer, Director of Civics Education, Morven Park

Planning & Engineering for Bike & Pedestrian facilities Presenter – Andy Boneau, Urban Planning Practice Leader, Timmons Group

Redistricting - What's With All Those Split Precincts? Presenter – Gregory C. Lucyk, President, OneVirginia2021 Board of Directors

Local Government Roundtables continued

RVA Roadmap: Charting the Path to a Tier One City

Presenters – Shannon Paul & Yetty Shobo, Ph.D., Management Analysts, Department of Planning and Budget, City of Richmond

Sharing Economy - Economic Development & Citizen Expectations

Presenters – Stott Mason, Prince William County and Greg Cronin, Loudoun County; George Mason University students

Sharing Economy - Local and State Regulation Regarding Safety, and Land Use Issues

Presenters – Tom Chunta, Loudoun County and Tami Turner, Prince William County; George Mason University students

Sharing Economy - Local Taxation Issues

Presenter - Tracy Gallehr, Fauquier County; George Mason University student

Sign Ordinances

Presenter - Adam Melita, Deputy City Attorney, City of Norfolk

Solarize Initiatives

Presenter - Carol L. Davis, Sustainability Manager, Town of Blacksburg, Virginia

Stabilization vs Destruction of Old Buildings

Presenter - Douglas H. Murrow, Commissioner of Buildings, Bureau of Permits and Inspections, City of Richmond

State Water Resources Plan

Presenter – Tammy D. Stephenson, Program Coordinator, Office of Water Supply, Virginia Department of Environmental Quality

The ROI on Early Childhood Education

Presenter – Emily E. Griffey, Senior Policy Analyst, Early Care & Education, Voices for Virginia's Children

Virginia Department of Emergency Management

Presenter – Dr. Jeffrey Stern, State Coordinator, Virginia Department of Emergency Management

Virginia Fire Programs Fund (VFPF) Aid to Localities Program

Presenter – Brook M. Pittinger, MPA & CPM, Chief Deputy Executive Director, Virginia Department of Fire Programs

2 - 3 p.m. Past Presidents' Meeting

Shenandoah

TUESDAY, OCTOBER 6

3:30 - 5 p.m. Business Meeting & Election of Officers

Capital Ballroom Salons 1-3

Presiding - William Euille, Mayor, Alexandria, VML President

Election of Officers for 2015-2016

Executive Director's Report

Adoption of 2016 Policy Statement

Adoption of 2016 Legislative Program

5:45 - 6:30 p.m. Banquet Reception

Grand Ballroom Salons E-J Sponsored by Dominion

A ticket for a complimentary drink at the reception is included in the conference registration packet.

6:30 - 8 p.m. Annual Banquet

Grand Ballroom Salons E-J

Presiding – William Euille, Mayor, Alexandria, VML President Remarks by Incoming President – Ron Rordom, Mayor, Blacksburg Presentation of Achievement Awards – William Euille and Ron Rordom

8 - 10 p.m. Dessert Reception & Entertainment

Prefunction & Capital Ballroom Salons 4-8 Sponsored by VML Insurance Programs



After the Annual Banquet, guest are invited to the lower level of the Marriott for a dessert reception featuring flambé stations, shooters and after dinner drinks. Kings of Swing, "Virginia's most versatile dance and show band," will provide the evening's entertainment.

Banquet entertainers – Kings of Swing

A ticket for a complimentary drink at the reception is included in the conference registration packet.

*Items marked with an asterisk take place at the Hilton Garden Inn, located at 501 E. Broad St, Richmond, VA 23219.

Exhibitors and Sponsors

The Exhibit Hall will be open Sunday from 1 to 7 p.m. and Monday from 8 a.m. to 3 p.m. The Exhibit Hall will be the site of the opening reception on Sunday evening, and of the continental breakfast, refreshment breaks and lunch on Monday, as shown in the program.

Be sure to qualify to enter this year's raffle for one of 2 gift cards-one for \$300 and one for \$200. A raffle card is included in your registration packet; just follow the instructions on it, visiting each booth for a signature. Once your raffle card is complete, place it in the basket at the registration desk. Be sure to complete the process before the drawing at 2:55 p.m. on Monday.

To ensure that conference attendees will be able to take home any prizes they receive from drawings held by individual exhibitors, we have asked the exhibitors to complete their drawings by 12:30 p.m. on Monday. The winners will be posted on a bulletin board next to the VML registration desk.

Numerous businesses have sponsored events at the conference. A complete list of sponsors is included on page 27.

As you tour the exhibit hall, take a minute to thank the exhibitors and sponsors for their support of the league and its programs.

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*Wiley | Wilson

Fred Armstrong and Randy Vaughan 127 Nationwide Drive Lynchburg, VA 24506 (434)455-3680 www.wileywilson.com

* VML Municipal Business Associate

VML PAST PRESIDENTS

According to the history of VML compiled by Mr. Morton Wallerstein, the Virginia Municiple League was organized in 1905 by Mr. S. R. Buxton, City Attorney of Newport News. Mr. L. C. Brinson, Auditor for the City of Portsmouth served as Secretary from 1905 to 1921. Mr. Wallerstein served as Executive Secretary of the League for 20 years and then became General Counsel of VML. For the years from 1906 to 1923, the League held frequent conferences, but no formal conventions or elections were held until 1924.

S. R. Buxton 1905 - 1906 City Attorney, Newport News

John W. Moore 1922 - 1923 Council Member, Richmond

J. P. Jervey 1923 - 1924 City Manager, Portsmouth

W. P. Hunter 1924 - 1925 City Manager, Roanoke

E. A. Beck 1925 - 1925 City Manager, Lynchburg

C. C. Smith 1925 - 1926 Mayor, Newport News

L. J. Houston 1926 - 1927 City Manager, Fredericksburg

Charles D. Fox 1927 - 1928 Mayor, Roanoke

C. B. Borland 1928 - 1929 Director of Public Safety, Norfolk

Paul Morton 1929 - 1930 City Manager, Petersburg

R. W. B. Hart 1930 - 1931 City Manager, Lynchburg

J. F. Bright 1931 - 1932 Mayor, Richmond

Harry P. Davis 1932 - 1933 Mayor, Manassas

R. W. West 1933 - 1934 Mayor, Newport News

E. M. Stull 1934 - 1935 Council Member, Covington John R. Jolly 1935 - 1936 Mayor, Petersburg

A. M. Schewel 1936 - 1937 Council Member, Lynchburg

James V. Bickford 1937 - 1938 Mayor, Hampton

Seth Burnley 1938 - 1939 City Manager, Charlottesville

H. W. Robertson 1939 - 1940 Mayor, Covington

W. Marshall King 1940 - 1941 Mayor, Fredericksburg

D. Lane Elder 1941 - 1942 Mayor, Hopewell

I. G. Vass 1942 - 1943 City Manager, Waynesboro

Alexander Hamilton, Jr. 1943 - 1944 Mayor, Petersburg

Charles B. Borland 1944 - 1945 City Manager, Norfolk

W. B. Carter 1945 - 1946 Council Member, Roanoke

T. W. Preston 1946 - 1947 Mayor, Bristol

W. C. Fitzpatrick 1947 - 1948 Mayor, Farmville

Leslie T. Fox 1948 - 1949 Mayor, Portsmouth

J. Hudson Huffard 1949 - 1950 Council Member, Bluefield J. C. Biggins 1950 - 1951 City Manager, Newport News

Mifflin B. Clowe, Jr. 1951 - 1952 Mayor, Winchester

Everett E. Carter 1952 - 1953 Council Member, Danville

W. Stirling King 1953 - 1954 Council Member, Richmond

C. M. Cowan 1954 - 1955 Mayor, Fredericksburg

Ira F. Willard 1955 - 1956 City Manager, Alexandria

B. E. Ball 1956 - 1957 Mayor, Norton

Harry B. Dyche 1957 - 1958 Mayor, Luray

James I. Moyer 1958 - 1959 Mayor, Salem

W. F. Duckworth 1959 - 1960 Mayor, Norfolk

Roy L. Webber 1960 - 1961 Council Member, Roanoke

Robert D. Morrison 1961 - 1962 City Manager, Lynchburg

E. Lewis Knowles 1962 - 1963 Mayor, Staunton

R. William Arthur 1963 - 1964 Town Attorney, Wytheville

C. V. Jackson 1964 – 1965 Mayor, Pulaski

VML PAST PRESIDENTS

Horace B. Edwards 1965 - 1966 City Manager, Richmond

James M. Duncan, Jr. 1966 - 1967 Council Member, Alexandria

George B. Anderson 1967 - 1968 Vice Mayor, Danville

Roy B. Martin, Jr. 1968 - 1969 Mayor, Norfolk

Julian F. Hirst 1969 - 1970 City Manager, Roanoke

Harry Parrish 1970 - 1971 Mayor, Manassas

George F. Lee 1971 - 1972 Mayor, Emporia

Carl Stark 1972 - 1973 Mayor, Wytheville

Jack P. Barnes 1973 - 1974 Mayor, Portsmouth

C. Clay Harrell 1974 - 1975 Manager, Vienna

Thomas J. Bliley 1975 - 1976 Mayor, Richmond

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Roy Erickson 1979 - 1980 Mayor, Harrisonburg

Harold S. Atkinson 1980 - 1981 City Manager, Franklin

Raymond Ratcliffe 1981 - 1982 Mayor, Pulaski

Francis T. West 1982 - 1983 Mayor, Martinsville **Charles A. Robinson, Jr.** 1983 - 1984 Mayor, Vienna

Lawrence A. Davies 1984 - 1985 Mayor, Fredericksburg

Samuel W. Adams 1985 - 1986 Council Member, Emporia

Martha V. Pennino 1986 - 1987 Vice Chairman, Fairfax County

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John Lemley 1993 - 1994 Town Manager, Christiansburg

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Katherine Hanley 1997 - 1998 Council Chair, Fairfax County

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