

Agenda: 2019 Southeast Regional Conference

February 27-March 1, 2019 | Greenville, South Carolina | Hyatt Regency Greenville

Wednesday, February 27

8:15 a.m.-1:15 p.m. | BMW Driving Experience

We don't recommend speeding in the city of Greer, but it's one of the many skills encouraged during a two-hour experience at the BMW Performance Center. Get behind the wheel of a BMW X3 or X5 and test the rocks, water, and steep inclines of the off-road course. Then, put the pedal to the metal in different BMW vehicles, driving each through tight corners and fast straightaways. Finally, buckle up for a hot lap with a professional driver. It's a ride—and an experience—you won't soon forget! A box lunch is included.

Price: \$20

12 p.m.-5 p.m. | Registration

1:30-3 p.m. | Southeast Leadership Meeting

1:30-3:30 p.m. | Downtown Greenville Walking Field Demonstration

Join Mayor Knox White for an informative, behind-the-scenes tour of downtown Greenville. Participants will examine the streetscapes, design, public-private partnerships, and more that have led to downtown's revitalization. The field demonstration will include stops at key downtown development projects, including the Hyatt Regency Hotel, ONE City Plaza and Project ONE, the Poinsett Plaza/Court Square Project, the Peace Center, Falls Park, and RiverPlace.

3:15-5:30 p.m. | Nominating Committee Interviews

3:45-4:45 p.m. | Connection Before Content

Human beings must improve skills of connection essential to creating community that also allow innovation, smart machines and systems to succeed. We are on the leading edge of a societal transformation as challenging as the Industrial Revolution was for our ancestors-but are we ready? There is a human side to innovation. Join your colleagues in a highly interactive session that will jump start your connection capacity and enhance your regional conference experience.

Speaker: Peggy Merriss, Decatur, Georgia

5:30-6:30 p.m. | Reception

Thursday, February 28

7:30-8:30 a.m. | Innovation Showcase/Breakfast

8 a.m.-12 p.m. | Registration

8:45-9:45 a.m. | Keynote: The Innovation Playbook for Local Government

Technological forces are moving at an unprecedented pace, impacting everything from healthcare to mobility. So how can local governments establish effective command and control structures to manage the onslaught in a manner that works best for their constituents?

Speaker: Xavier Hughes, Chief Technology and Innovation Officer, ICMA, Washington, D.C.

10-11 a.m. | Breakout Sessions

Breakout I: From Analog to Digital – How to Emerge Victorious in the Smart City Rush

A roll-up your sleeves session that will educate, inspire, identify, and solve some of the most important factors in succeeding in the quest to become the next great smart community.

Speaker: Xavier Hughes, Chief Technology and Innovation Officer, ICMA, Washington, D.C.

Breakout II: Southeast Roundtable

This roundtable session will allow managers to discuss and share practical experiences and best practices on contemporary regional issues. This year's topics will include:

- *After Disaster* – restoring services, debris management, economic recovery
- *Strong Communities* – civic engagement, maintaining civility and cohesion, multi-sector collaboration
- *Intrusive Technologies* – drones, autonomous vehicles, bike sharing/scooters
- *Local Revitalization* – restoring local economies in global economy
- *Future Workforce* – strategies for a diverse workforce, succession planning, and employee development
- *Changing Places* – confronting rising sea levels, evolving environments, and climatic conditions.

Breakout III: Artificial Intelligence for Cities: How the Town of Cary, North Carolina, Is Using AI to Improve Efficiency and Track Performance

One of the biggest challenges a city manager faces is measuring the effectiveness and impact of different initiatives and policies. The town of Cary, North Carolina, is tackling this challenge head on using Artificial Intelligence and Big Data Analytics.

This session, copresented with govtech company ZenCity, will introduce attendees to AI in the local government sector—what is it and how can cities get on board? The town of Cary will discuss its broader Smart City initiative and how technology is helping the town track the performance of strategic initiatives, manage workload more efficiently, and understand the pulse of the city on a daily basis. The town will present real use cases that demonstrate data-driven decisions and actions it has taken thanks to AI.

The session will also provide practical tips of how to get started with AI and how to integrate big data insights into a city's workflow. *Presented by ICMA Strategic Partner ZenCity.*

11:15 a.m.-12:30 p.m. | Envision ICMA – Expand and Diversify ICMA Membership

Join us on a journey to explore the future. How will we accomplish this strategic plan objective of expanding and diversifying the membership and the ICMA Executive Board? ICMA board members will be on hand to explore new ideas so be prepared to step outside of the box. The ultimate outcome may require changing the ICMA constitution and it's critical that all voices, including your voice, be heard.

12:30-1:45 p.m. | Innovation Showcase/Lunch

2-3 p.m. | Breakout Sessions

Breakout I: From Analog to Digital – How to Emerge Victorious in the Smart City Rush

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3:15-4:45 p.m. | ICMA University Workshop: Five Key Questions to Answer before You Create an Innovation Incubator in Your Organization

Join this hands-on workshop to have fun while experiencing iterative, flexible, and collaborative design thinking using the 5 key questions:

1. How do we get the human impact?
2. Why is “naming” key to success?
3. How are “best ideas” generated?
4. Why are prototypes so thrilling?
5. How can we make it better?

Speaker: Peggy Merriss, Decatur, Georgia

4:45-5:45 p.m. | Ethics Conversation on Tenets 5 and 6

The Code of Ethics turns 95 in 2019! Although the principles first outlined in the 1924 version of the Code of Ethics are timeless, the Executive Board has embarked on an effort to ensure it remains relevant to the profession today. Dialogue and feedback are critical ways for ICMA to engage with members on this important conversation on ethics. The focus in 2019 is on Tenets 5 and 6 that together provide clear guidance to members on their scope of involvement in a governing body’s policy making process and setting community goals as well as addressing when a member may have conflicting roles within the organization. This session is an opportunity to be part of the conversation by providing insight into any needed revisions to Tenets 5 and 6.

6-9 p.m. | Reception-Barley's Greenville

Friday, March 1

8-9 a.m. | Innovation Showcase/Breakfast

9-10 a.m. | Innovation in the Fire and Rescue Services

ICMA and the Center for Public Safety Excellence (CPSE) are developing a white paper on the future of local fire and rescue services. Join this session to provide your thoughts about innovation and the sustainability of this important function of local governance.

9-11 a.m. | ICMA University Workshop: Implicit Bias: A Barrier to Creativity, Innovation, & Inclusion

Innovation and creativity require the ability to work effectively in teams, in an environment that is honest and respectful. Teams are essential for generating diverse ideas that can rise above individual cognitive biases that distort thinking and constrain innovation. Cognitive biases can also distort thinking about people. Implicit biases and stereotypes can be based on race, gender, culture, and other factors. Implicit biases can be conveyed through language and other behaviors that are inconsistent with one's values. These behaviors can cause feelings in others of exclusion, hurt, anger, and resentment.

This workshop has three learning objectives:

1. *Critical Thinking* – Learn how intentional and unintentional biases effect the way one views, interprets, and acts on information. Learn how to recognize and reduce bias.
2. *Awareness* – Explore one's view of the world and how one's background and experiences lay the foundation for bias. Explore how biases and stereotypes are experienced by others whether in unintended microaggressions or intended discrimination.
3. *Action* – Learn tools and approaches people can use individually to act to promote inclusion and respect; explore how public administrators can provide leadership to make local governments more inclusive and just.

Speaker: Ron Carlee, DPA, Professor, Old Dominion University, Norfolk, Virginia