

M E M O R A N D U M

TO: Jim Malloy, ICMA President

FROM: Marc A. Ott, ICMA Executive Director/CEO

DATE: August 16, 2021

SUBJECT: Board Update – August 2021

As part of my ongoing commitment to keep you informed about ICMA's initiatives and programs, I want to share with you some updates which have occurred since the board's last meeting in June. We look forward to seeing you soon as we RESTART with our Annual Conference in Portland.

Executive Board Hotel Rooms and Meeting Space at Annual Conference

After visiting Portland at the end of July and seeing the locations and logistics of the Hilton and Duniway Hotels, President Malloy and I made the decision to move the ICMA Executive Board hotel rooms and the Board meeting location to the Hyatt Regency, which is located across the street from the Oregon Convention Center. The Hyatt Regency is a brand-new hotel that opened in 2020, which is why it was not the original location for the Board meeting and Board hotel rooms, as the hotel contracts for Portland were signed in 2012.

Update: 2021 Annual Conference & Digital Event

After almost four weeks since launching registration, we currently have 2,311 total registrations for the 2021 Annual Conference, 2,030 of which are for the in-person experience of being in Portland and 281 for the Digital Event only. For comparison, below are some Portland registration numbers compared with where we were four weeks after launching registration for our last in-person annual conference in Nashville back in 2019:

- **Total Registrations:**
2021 vs. 2019: (2,311 vs. 2,396)
- **Total Paid Registrations (Member & Nonmember):**
2021 vs. 2019: (1,627 vs. 1,827)

- **Registration Revenue:**
2021 vs. 2019: (\$1,069,493 vs. \$1,263,010)

Last week we released the schedule of education sessions and content for the conference (<https://conference.icma.org/event-agenda/>), and are now working on securing the Keynote and Trailblazer speakers in the coming weeks. With regard to attendee health and safety, effective Friday, August 13th, Multnomah County (the county in which the Oregon Convention Center is located) will begin requiring indoor masking in public spaces. This includes the Convention Center. The Conference website has been updated to reflect this change and it was communicated to members in an email blast last week.

Update on Membership Dues Review Project

ICMA's Dues review project has moved from the data analysis stage to the development of options for a revised membership and dues structure, including financial forecasting. While we originally planned to present final recommendations to the Board in September, we now anticipate that recommendations will be presented after the Portland Conference. If needed, we will schedule a special meeting of the Board to hear a presentation by the consultant and staff. Additional information on the project will be provided in a dedicated update in the near future.

Update: Code of Ethics Review

One of the six steps the Board identified in their June 2020 statement on systemic racism was to revisit the ICMA Code of Ethics to better integrate the profession's ethical commitment to racial justice and equity into the very fiber of the 12 tenets. In June, ICMA contracted with the School of Government at the University of North Carolina to assist staff in this effort. The principals on the project have expertise in the local government management profession, ethics, DE&I initiatives, and research. Their proposed approach to the scope of work reflected the appropriate understanding of the importance of a Code to our members and the profession.

The first step in the review process, currently underway, calls for the consultant to convene and facilitate two focus groups of members to get feedback about the current Code. Based on criteria developed by staff, 20 members were invited by ICMA President Jim Malloy to participate in one of two 90 minute focus groups to be convened on August 23rd and 26th. Feedback from the focus groups will be used to inform a survey to all members scheduled for launch in early September. We will continue to keep the board updated as the project progresses.

Update: MissionSquare Retirement

MissionSquare CEO Lynne Ford has prepared a brief, four-minute video for the ICMA Executive Board noting some important highlights since MissionSquare's board meeting this past June. In the video, Lynne provides updates on the following: (1) status of MissionSquare's brand launch; (2) results of their recent strategic planning initiatives; (3) announcement of key leadership changes; (4) feedback received from their Client Advisory Panel; and (5) a report on Mission

Square's Memorial Scholarship Fund. You can view the video by clicking on the following hyperlink: <https://vimeo.com/icmarc/review/579980441/8c05067331>

New Chief Information Officer (CIO)

I am pleased to announce that ICMA has hired a new Chief Information Officer. Hemant Desai was chosen from more than 350 applicants and brings a breadth of knowledge and over 25+ years of experience as a technology professional. He will officially begin his employment with ICMA on Tuesday, September 7, 2021.

Hemant began his local government career in 2011 with Guilford County (Greensboro, North Carolina) as a Project Manager. A year later, he was promoted to Director of Client Services, where he facilitated the move of the IT department staff and data center to a new location. In November 2013, Hemant was promoted to the CIO position after the retirement of the previous CIO.

When the COVID-19 pandemic affected all County operations, Hemant was tasked with planning the transition to remote work for over 2,800 County staff. In a matter of weeks, the IT department, through Hemant's leadership, procured and deployed over 1,200 mobile computing devices (combination of Windows tablets and laptops), obtained VPN licenses for all employees, created an end-to-end secure computing environment and processes for remote working, and realigned IT staff to support the new environment.

Prior to his work at Guilford County, Hemant operated a successful training company – New Horizons Computer Learning Center – for approximately 20 years. During that time, Hemant expanded the company into areas such as custom software development, IT support, and consulting to small businesses.

Hemant holds a Master of Business Administration in Technology Management from the University of Phoenix (Phoenix, Arizona) and a Bachelor of Science in Electrical Engineering from Maharaja Sayajirao University (India) along with numerous professional certifications.

Update: ICMA's Racial Justice and Social Equity (RESJ) Initiatives

We are excited to announce the Kettering Foundation has agreed to underwrite a second cohort of Fellows in the ICMA Leadership Institute on Race, Equity, and Inclusion for 2022-23. We will open the application period for this new cohort in late October/early November. Fellows in the 2021-22 cohort have begun working on their capstone projects that will focus on their plan for the actions they want to take in the months or years following their work at the Institute to amplify their impact in the areas of race, equity, and inclusion. A *PM* article highlighting these projects is planned in an upcoming issue.

We have closed the application period for ICMA's second Equity Officer Cohort. With nearly 60 applicants, the second Equity Officer Cohort will be increased from 15 to 30 participants.

Applicants will be notified in September of their status. Those not accepted into the 2021-22 cohort, will be invited to join ICMA's Linked-In group, which will serve as a place to provide support for equity and inclusion practitioners as well as those interested in advancing equity in local government. This group is a space for connection, resources, and content as we move the needle towards a more equitable and diverse local government and communities.

Recruitment of Chief Equity Officer

I continue to be pleased with the results of our equity and inclusion work, as is clearly evidenced by the two RESJ initiatives mentioned above. ICMA is rapidly becoming a recognized thought leader in this space, as we development training tools and resources our members can use to address racial and other disparities they encounter in their organizations and the communities they serve. Our goal is to be the "one stop shop" on all things DEI for local government professionals. In fact, our work over the past year has matured to such a point that we need the expertise of an experienced equity professional that can take it to the next level. That said, I plan to begin the recruitment process for ICMA's first-ever Chief Equity Officer in the coming weeks. This will be a Leadership Team position that will report directly to me, and work with our various internal business teams to create a strategic vision and operational plan to carry out and extend the six action steps that you, as a Board, adopted last year. I will keep you updated on the hiring process as we move forward.

Update: Grants & Contracts

As I have shared in recent weeks, we have received notice about several wins from various funding agencies including the U.S. Agency for International Development (USAID), the U.S. Environmental Protection Agency (EPA), the U.S. Department of State and others. The big recent wins include the \$15 million CHANGE project in the Philippines funded by USAID and the notice that EPA will be providing an additional \$500,000 to our already awarded \$1 million in technical assistance for the brownfields program. We are submitting numerous proposals to other funders and agencies including the U.S. Department of Housing and Urban Development, U.S. Department of Energy, and the National Oceanic and Atmospheric Administration. We are excited about our recent success but looking forward to others.

Engagement with Deloitte to Develop an "Adaptive Workplace"

As we envision the future of work in a post-pandemic environment for ICMA, we are taking a close look at a variety of office and staffing models, including a possible transition to a fully remote workforce. For our DC-based employees, we would continue to offer physical office space where staff could go to collaborate, host meetings with external parties, or do individual work in a "hoteling workspace." To assist us in developing what is being called an "adaptive workplace," we have engaged ICMA strategic partner Deloitte, who will utilize a multi-disciplinary approach aimed at developing a workplace vision as well as an implementation plan for our transition to an adaptive work environment. This will include a thorough review of ICMA's operational policies (e.g., HR, technology, finance) to maximize efficiency and effectiveness for a hybrid or remote

workforce. We look forward to working with Deloitte, and documenting our experiences so that we can share our learnings with members' organizations considering similar transitions.

cc: Troy Brown, ICMA President-Elect
Jane Brautigam, ICMA Past President
ICMA Executive Board Members
ICMA Leadership Team
ICMA Regional Directors