

M C M A

**MICHIGAN CITY
MANAGEMENT
ASSOCIATION**

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Michigan Municipal League

The Manager

The official newsletter of the Michigan City Management Association

<http://www.mcma.org>

December 2000

2001 Winter Institute: A Preview

*Warren Renando, City Manager,
Jackson; Chair, Winter Institute
Planning Committee*

The 2001 MCMA Winter Institute will be held in Ypsilanti from Tuesday, January 30 through Friday, February 2. A preconference workshop and an early bird reception will begin the program.

On Wednesday, January 31, the entire day has been dedicated to programs that outline technical solutions to problems in local government. We will have a breakout session on the development of an "electronic council." This would include an electronic agenda, electronic communications to the council, and electronic or online communications between the council members. We also have a feature that talks about Internet access controls and alternatives presently available to limit Internet access at the workplace. Our first presenter is Dr. Costis Toregas of Public Technology, Inc.

Our second keynote for Wednesday is Dr. Joe VanderMeulen from Land Information Access Association. We will again continue with some Internet success stories such as utilization of an eBay online auction of surplus municipal equipment and the handling of complaints online. Mike Thomas

of Michigan State University will address us in the afternoon, speaking about a computer program that assesses the impact of a land use decision before that decision is made. Mr. Thomas can answer questions like: "If this were zoned commercial instead of industrial, what's the impact on taxes, traffic, and the environment?"

The Innovations Group will speak about the best practices in digital government and other electronic solutions for local government. These technological solutions are not geared to those communities that have full-time data processing departments. Rather, this information will be usable to small communities without full-time electronics wizards on staff.

On Thursday, February 1, we will get into more traditionally based issues with a session on urban design. The "New Urbanism" looks a lot like some of our older, smaller communities. More intimate lot sizes, front porches, and even alleys are on their way back. Can some of our older communities take advantage by marketing themselves using the "New Urbanism" and the quality of life issues it has raised? Later that afternoon, we have breakout sessions on Brownfield

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President's Message

by Douglas B. Thomas, City Manager, Alma

Greetings! By the time you receive this edition, you will have probably received materials associated with the special Constitutional Ballot election which the Board of Directors advanced through resolutions at their September 28, and November 16, 2000 meetings. The amendments, if approved, would do the following:

- Increase the size of the Board from eight to 12 members, and increase the terms from two to three years, including term extensions for current Board members during the transition period;
- Change the name of our organization from the Michigan City Management Association to the Michigan Local Government Management Association, and add the type of local government to the List of Nominating Considerations; and
- Expand the Board to provide that ex-officio, non-voting positions be created for the ICMA Midwest Vice President designated as the Michigan Liaison and for the ICMA State Liaison Officer.

Individuals interested in additional information behind the recommended amendments are encouraged to read the Governance Committee's Interim and Final Report, both of which can be found on the Association's website. Based upon some feedback received by the Board of Directors through email, correspondence or comments raised at

regional meetings, the proposed amendments appear to be supported by the membership. However, there have been some comments raised about the significance of changing our name to the Michigan Local Government Management Association. With all due deference to the Association's tradition, both the Board and the Governance Committee felt that the inclusive nature of our existing eligibility criteria which affords full voting status to "A manager, chief administrator or an assistant to a manager or chief administrator of a city, village, township, county, council of government (COG), or other local government unit, holding or eligible to hold, full or associate membership in the International City/County Management Association (ICMA)," should also confer an association name that reflects the rich diversity of our membership.

Both the Board and Committee (which was comprised of a number of Past Presidents), extensively deliberated over this issue in addition to the revisions as a whole, and it is hoped that the membership will likewise support the recommended amendments. In the event members have any questions concerning the proposed Constitutional Amendments, please feel free to contact any Board or Governance Committee member. Members should note that ballots must be received at the Ann Arbor MML Office by January 4, 2001.

The year-end edition of The Manager also represents an excellent opportunity for me to

publically recognize and extend my thanks to all members that have served the Association as Board directors, committee chairs, Range Riders and committee members throughout the year. As President, I have seen firsthand the extent of work these individuals have put forth in their respective tasks, and such efforts should be commended by our membership. Without their leadership and dedication, the Association would not be able to provide the outstanding programs and services that enhance the profession of local government management in Michigan.

If you have not previously considered volunteering your time and talents to the Association, please rethink your position and indicate your committee preferences when you complete your membership application. I am confident you will find the experience to be both personally and professionally rewarding!

In closing, I wish you a happy holiday season and look forward to seeing you at our annual "gathering of the clan" at the upcoming Winter Institute in Ypsilanti.

Best regards,
Doug Thomas
President

Board Highlights

Following are highlights of the MCMA Board meeting, which was held September 28, 2000 on Mackinac Island, during the MML annual convention.

- Preliminary figures for the 2000 summer workshop in Traverse City indicate that expenditures exceeded revenues for the event.
- Action was taken to increase the MCMA membership dues in all categories to provide additional revenue to support several new initiatives that the Association has implemented in recent years. Examples include the MCMA Colloquium, increased support for managers in transition, scholarships, annual financial review, and D&O liability insurance. The last dues increase was in 1995. Future boards will consider a dues adjustment every other year.
- A preliminary draft of the proposed 2001-02 budget was presented by President Elect Daryl Delabbio. The Board will take action on the budget at the November 16, 2000 meeting.
- The Governance Committee presented its interim report on proposed amendments to the Association's Constitution/By Laws. The work of this committee was preceded by a survey of the membership in recent years and by a 1999 organizational review by the Board. The Board voted to present the following constitutional amendments to the MCMA membership for a vote, as one issue, with the final ballot language and procedure to be determined at the November 16, 2000 Board meeting:
 - (1) An increase in the length of the term of Board membership from two to three years,
 - (2) An increase in the number of Directors on the Board from eight to twelve, in addition to the current President, the Immediate Past President, and the President Elect,
 - (3) A name change, from the Michigan City Management Association to the Michigan Local Government Management Association, and
 - (4) Ex-officio positions to be created for the Midwest Vice President assigned to the State of Michigan and for the ICMA State Liaison Officer assigned to Michigan.

Please use the new Listserve section of the MCMA Web Site as a focal point for input and discussion on these proposed Constitution/Bylaws amendments.

- The Winter Institute Planning Committee reported that the event promises to be strong, with the program emphasis on technology—what is working now in local governments throughout the country and Michigan.

The entire text of the September 28, 2000 Minutes are posted in the members only section of the MCMA web site. For additional information on any of these issues, please contact Lois Thibault, MCMA Secretary/Treasurer at 906-644-2299 or thibault@mml.org. You may also contact any MCMA Board Member.

Survey Will Assist New Curriculum

By, Al Vanderberg, Chair, MML Centennial Youth Committee

Michael Young, Chair, MCMA Community Education Committee

A major initiative of the MML Centennial Youth Committee has been the creation of a K-12 local government curriculum. The MCMA Community Education Committee has been integrally involved in this effort. A short survey will soon be sent out to local government officials as an MML mailing. The survey will also be sent to MCMA members in the 2001 Winter Institute Registration Packet. The survey is very short and should require a minimal time commitment to complete. However, the survey information is critical to the development of the new curriculum.

The survey consists of four questions intended to find out what local school districts are teaching on local government in four different grade groupings: K-2, 3-5, 6-8, and 9-12. The curriculum effort will be enhanced if MCMA members will call the appropriate contact person in their local school district, complete the surveys and forward them to Roxanne Turner at the MML office in Ann Arbor as soon as possible. The surveys will also be available on the MML and MCMA web sites.

DEADLINE

MCMA members are encouraged to submit articles for publication in *The Manager*. The next issue is scheduled for March 2001. All copy should be submitted to the editor, Sue Lee, [leeford598@aol.com] or to the President-Elect by February 16, 2001.

MEDC Prepares for 2001 with New Plan

By Doug Rothwell, President and CEO, Michigan Economic Development Corporation

[Ed. Note: In October 2000, the following MCMA members met with Doug Rothwell and his staff to discuss how the MCMA and the Michigan Economic Development Corporation could work more closely together: President Doug Thomas, President Elect Daryl Delabbio, Immediate Past President George Strand, Kurt Kimball, Eric DeLong, Paul Preston, Karl Tomian, Lynn Markland, Bill Ross, Larry Doyle, and Mark Meyers. One result of that meeting was that the MEDC would contribute periodic articles to *The Manager*.]

It's a new day for business in Michigan, and the Michigan Economic Development Corporation (MEDC), is one visible symbol of this change. The Michigan Economic Development Corporation is a public corporation created through a partnership between the State and local communities. This new corporation consolidates all of Michigan's economic development programs into an organization that runs like a business.

The MEDC has officially set its plan of action for 2001 and it can be broken down into five categories, including People Retention and Attraction, Technology Infrastructure, Smart Community Investment and State Image.

Ensuring a Large, Skilled Workforce

In today's "employee's market," when any state in the U.S. is susceptible to finding itself with a deficit in skilled workers, the MEDC will continue its emphasis on people retention and attraction.

We will continue our first-of-its-kind marketing campaign to attract out-of-state workers to Michigan. This effort also includes promoting the Careersite website, where businesses can post their high-tech job openings. Workers tend to grow where they're planted, so we're also targeting college graduates from 10 Midwest campuses to market Michigan as a great place to begin their professional lives. Another aspect of this effort is the implementation of a college internship e-portal where companies and students can find compatible partners for internship positions.

Getting Michigan Ready for a High-Tech Future

As business becomes increasingly reliant on technology and telecommunications, Michigan must continue to support the growth of both traditional and emerging industries by ensuring the best technology infrastructure available.

This includes the design and creation of a coalition to support a plan to make high-level broadband communications available to all Michigan communities by 2003. This will give all regions in Michigan the ammunition—high-speed Internet connection—to attract high-tech companies. A similar plan proposes to provide affordable broadband access to all Michigan residents.

Check out www.michigan.org. This Internet portal provides the Michigan business community one-stop economic development services. Features of the MEDC website will include

a Michigan business service marketplace exchange and webification of those services provided by the MEDC that are the most utilized.

The MEDC will also continue its promotion of the development of high-tech start-up companies in Michigan by undertaking a variety of initiatives to encourage the growth of high-tech firms in our economy.

Smart Community Investment

To ensure that Michigan's communities function smartly when deploying technology, good planning and transportation efforts, the MEDC plans to award at least four SmartZones in 2001, with plans for a network of 10 SmartZones statewide by 2003. SmartZones will cluster technology companies, which benefits companies by enabling shared technology and providing collaboration opportunities.

The MEDC is focused on continuing the recent success experienced by the state's urban areas. Next year, the MEDC will aggressively support urban reinvestment projects using a new Core Communities Fund. In addition we will use the recently amended Brownfield legislation to stimulate \$250 million in new investment. This will impact both contaminated and blighted/functionally obsolete properties as well as a mix of development types, such as housing, commercial and others.

Improving Michigan's Image

Michigan's image gets brighter every day, and we plan to

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continue to promote the state as a great place to live and work.

You only have one chance to make a first impression, and we've taken that to heart. The Michigan Gateways Program, which works to make the state look inviting to guests, will be expanded. Projects planned include working with the Michigan Department of Transportation on landscaping at least 12 key Michigan gateways and constructing new Welcome Centers in Coldwater and Detroit Metro Airport.

To promote Michigan as a high-tech center, the MEDC will host an international information technology conference to showcase the state's prominence in the technology sectors. Also, the MEDC will be working to reposition the image of the auto sector as a high-technology industry by researching and designing an Auto Industry Marketing campaign to re-brand Michigan as a high-tech state.

It Keeps Getting Better

Keep your eyes and ears open for these endeavors and others. The last few years have been good for Michigan, but accomplishing our new goals will ensure that Michigan's future is even better.

Redevelopment, the best practices in diversity, and electronic records management.

In the evenings, the Planning Committee is making every effort to give a broader choice of activities. Besides the traditional cards and basketball, we are going to offer opportunities to go to Detroit for a cultural event, to Ann Arbor for a dinner with friends, and for everyone to rejoin each other in a hospitality suite where refreshments will be served, cards played, and stories shared about elected officials — past and present.

Finally, on Friday morning, we are going to concentrate on practical questions within the profession. Martha Perego, from ICMA, will speak about Ethics.

ICMA Retirement Corporation representatives will make a detailed presentation about new opportunities in their program and also the new tax laws as they effect the membership.

We have a report from our Michigan headhunters about what skills communities are looking for. We are also hoping that everyone will bring copies of their contracts and share segments they are particularly proud of or would reconsider in the future. We will try to make copies of these so that everyone can review them. We will try to post some of these segments on our website or send them to members who request them.



***Have A Joyous Holiday Season
& A Happy New Year!***

MCMA Briefs

Reorganization to the Small Communities Committee

By Jane Downing, Village Manager, Cass City; Chair, MCMA Village Management Committee

For the past several months, the Michigan City Management Association Village Management Committee has studied and debated the proposition of reorganizing as the "Small Communities Committee." As a new standing committee of MCMA, replacing the former Village Management Committee, its charge would be to study issues facing small communities. Reorganizing this committee, would allow it to be more encompassing and would further serve the membership in the broader context, rather than just villages.

In recognition of the distinctive needs and issues faced by small communities, it is important to note:

1. 77% of MCMA's membership is comprised of managers from communities 10,000 and under in population;
2. 50% of MCMA's membership is from managers of communities whose population is less than 5,000; and
3. 70% of the MCMA membership are members of ICMA.

In 1999 the ICMA Executive Board created the Small Community Task Force, as a new committee for a two-year term, to define the issues facing small communities. The Committee was requested to identify how issues facing small communities differ from those facing other communities and to recommend the means for the Executive Board to address these issues on an ongoing basis.

Michigan completed a survey of its membership regarding this issue during the Winter of 2000. The findings of our survey were provided to ICMA, on March 22,

2000. Mr. Gerald Homminga, City Manager of Whitehall, represents Michigan on the Task Force. ICMA compiled the results of the various state association surveys and presented its report on July 24, 2000, to the members of the ICMA Small Community Task Force.

The recommendation of the MCMA Village Management Committee is for the new MCMA Small Communities Committee to "mirror" the definition, mission statement, goals and objectives of the ICMA Small Communities Task Force. Following are the highlights of the recommendation.

Small Community Definition

The "Small Community" definition is intended to be all-inclusive and cover communities ranging from 30 to 15,000 in population.

Our discussions centered on the assumption that small communities can be identified by some or all of the following characteristics. These may vary based on regional, local and metropolitan specifics:

1. Population under 15,000
2. May or may not provide a full range of services
3. Manager has specific direct service duties
4. Significant difference in service area versus population
5. Small staff, lack of specialized staff
6. Limited budget and financial resources

Mission Statement

The mission of the MCMA Small Communities Committee is to solicit the input of MCMA members in small communities to:

1. determine their areas of concern;
2. determine if there are areas that need improvement; and
3. make recommendations to the Board of Directors and other Standing Committees of MCMA

on ways to enhance services to managers of small communities.

This new committee will further identify ways in which small communities can provide mutual support to ICMA, the Michigan Municipal League, and other state and national associations for professional development, service enhancement, and innovation.

Summary

As the weeks progress more specific information will be available to the membership concerning the goals, objectives, and an outline for a two-year workplan for the Committee. The Committee will be representative of the membership of MCMA with emphasis on a balance of General Law Village Managers, Home Rule Village Managers, City Managers, Township Managers, and CAO's of Counties meeting the definition guidelines. Members interested in serving on this new Committee are encouraged to submit your interest with your 2001 MCMA Membership Renewal.

Community Education Committee

Michael F. Young, City Manager, Rockford; Chair, Community Education Committee

The Community Education Committee has made a good deal of progress this year with respect to accomplishing the established goals for our committee. As I have reported in the past, our committee has partnered with the Michigan Municipal League's Centennial Youth Committee, to develop a K-12 curriculum on local government. This effort is ongoing and we will be submitting grant applications to fund this project in the very near future.

One of our other main focuses has been to develop a stronger partnership

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MCMA Briefs

between our association and Michigan universities with respect to internships. As part of the MCMA Winter Institute, our committee will be hosting an Internships Coordinator Forum to discuss this very important topic. We believe there needs to be better coordination between our association and Michigan universities in identifying communities who are providing internship opportunities and those students who are looking for an internship. We would like to develop and maintain an up-to-date listing of all communities who are offering internships on the MCMA web page. Tied to this will be a listing of graduate students who are looking to secure an internship with a Michigan city, village or township. To aid in this effort, I would ask that members of our association please contact me at your earliest convenience if you are planning on providing an internship in the near future. It would be helpful if you could also provide the timeframe for the internship, potential projects, and rate of pay. If you are interested in providing an internship but are unsure as to the structure or potential projects that could be completed, our committee is also developing a brochure to serve as a "quick reference guide" to internships for our association members.

The MCMA Community Education Committee believes strongly that it is our responsibility to assist in developing and fostering the managers of the future through a strong internship program. Please forward information to me at the Rockford City Hall or email me at myoung@rockford.mi.us, and I will make sure it is posted on our web page. If you would like additional information regarding our committee's efforts, please do not hesitate to contact me or vice chairman, Jeff Mueller, at Lathrup Village.

Public Policy Committee

By George J. Strand, City Manager, Lapeer; Chairman, Public Policy Committee

The MCMA Public Policy Committee has had a very active year. Either the Committee of the Whole or the three Subcommittees have convened a total of nine times. In addition to discussing a number of legislative and legal issues with the appropriate Michigan Municipal League representatives, the members of the Public Policy Committee quickly recognized that there existed a need to meet more frequently in order to address several priority areas. The three active subcommittees created and their focus are provided below.

Myron Orfield Statewide Mapping Study: Eric DeLong, Deputy City Manager, City of Grand Rapids, solicited an updated proposal from the Metropolitan Area Research Corporation to study the social economic disparity in the five largest metropolitan regions in Michigan. This project is estimated to cost approximately \$200,000 and over \$100,000 has been raised. The MCMA Board has agreed to commit \$5,000 towards the effort and serve as a formal sponsor of the project. A request has been made to the MML Foundation and other affiliates of the MML to participate in the effort. The Subcommittee expects the effort to be underway next year.

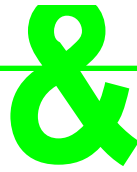
State Supreme Court Decision of *Bolt vs. City of Lansing*: Brian Donovan, City Manager, East Grand Rapids, has had several meetings to discuss a variety of strategies, including administrative, legislative and legal, to address the issues raised in this State Supreme Court decision. In general terms, the decision to strike down the storm sewer fee in Lansing created several new legal tests to determine the appropriateness of fees that have never been applied before.

In addition to Bill Mathewson, General Counsel of the MML, and Sue Jeffers, Associate General Counsel, the Subcommittee has received commitments from representatives of Plante & Moran, Tetra Tech, Miller Canfield and Robert W. Baird & Co. to serve as resource persons in developing a strategy to address the issues raised by this decision.

Inaugural Meeting with Doug Rothwell, Chief Executive Officer of the Michigan Economic Development Corporation: George Strand, City Manager, Lapeer, coordinated an inaugural meeting with Doug Rothwell and several members of his staff to discuss legislative priorities and the formalization of a relationship between MCMA and the Michigan Economic Development Corporation. The inaugural meeting was held on October 25th and focused on several "big picture issues". The meeting was viewed as a success with several specific outcomes requiring further implementation. I believe Kurt Kimball, City Manager, Grand Rapids, said it best when he said, "The MCMA is a player." Without question the desire of Doug Rothwell to formalize a relationship with our Association was apparent and should result in several mutually beneficial positive outcomes.

For further detail of the Committee's efforts, please feel free to contact a member and/or review the minutes at MCMA.ORG. Also, I would be remiss if I didn't extend a special thank you to the MML Lansing Office and in particular Don Stypula, Manager of Environmental Affairs, Scott Schragger, Senior Legislative Associate, Bill Mathewson, General Counsel, and Sue Jeffers, Associate General Counsel, for their assistance and participation in our efforts.

Back page news



Calendar

Regional Managers Groups

BORDER BANDITS

Hillsdale/Branch/Jackson/Calhoun Counties.
Contact: Maurice Evans, CM, Marshall.

DOWNRIVER

Breakfast meetings held 2nd Thursday of the month in Riverview. Contact: Unknown.

GENESEE COUNTY

Genesee County—meetings held last Friday of the month. Contact: Michael Senyko, ACM, Fenton.

LAKE AREA

Macomb County, parts of St. Clair County and the Grosse Pointe area—lunch meetings held 3rd Thursday, every other month. Contact: Brian Vick, AA, Grosse Pointe.

MIDDLE OF THE MITTEN

Lansing metro area—meetings held 1st Thursday of the month. Contact: Theodore J. Staton, CM, East Lansing.

MID-MICHIGAN CITY/COUNTY

Contact: Ken Hibel, CM, Claire.

NORTHERN MICHIGAN L.P.

Bi-monthly meetings. Contact: George Korthauer, CM, Petoskey.

OAKLAND COUNTY

Meetings held 1st Wednesday of the month, excluding July and August. Contact: Steve Brock, CM, Farmington Hills.

SAGINAW COUNTY

Saginaw County—meetings held last Friday of the month. Contact: Ron Lee, Saginaw Township Manager.

SOUTHEAST

Wayne/Washtenaw/Lenawee/Monroe Counties—meetings held 3rd Wednesday of the month. Contact: Ed Koryzno, City Manager, Ypsilanti.

SOUTHWEST MICHIGAN

Berrien/Kalamazoo/St. Joseph/Cass/Van Buren Counties—meetings held 3rd Wednesday of the month. Contact: Frank Walsh, CM, St. Joseph.

THUMB NUTS

Thumb area—meetings held three times each year. Contact: Charlie Graham, CM, Frankenmuth.

U.P.

Meetings held twice each year. Contact: Michael Uskiewicz, CM, Escanaba.

WEST MICHIGAN

Holland/Ludington/Portland—lunch meetings held in Grand Rapids, 3rd Wednesday of each month, except July and August. Contact: Lee Slaughter, ACM, Muskegon.

2001 Professional Development Schedule

By, Al Vanderberg, Assistant County Administrator, Kent County; Chair, Professional Development Committee

The Professional Development Committee will soon be accepting applications for the 2001 MCMA Scholarship Program. The Board recently approved a 2001 budget for this program of \$10,000. The following programs and dates are eligible:

Senior Executives in State and Local Government —Harvard University
Dates: June 10–29, 2001; June 8–27, 2001

Contact: Ms. Robyn Champion, Executive Director, 617-495-1165

Web site (for application form):
www.execprog.org./programs/SL/sl-desc.asp

Senior Executive Institute — University of Virginia
Dates: July 15–27, 2001

Contact: Ms. Melanie Gillies, Program Coordinator, 804-982-5524

Menninger Institute Motivation and Behavior
Dates: November 4–7, 2001; Newport Beach, CA

Personal and Interpersonal Dimensions of Leadership
Dates: February 4–11, 2001; Dallas, TX
Contact: Ms. Janet Creager, 800-288-5357

Disney Institute Operational Excellence
Dates: April 29–May 2; May 6–9; May 20–23; June 10–13

Managing Creativity & Innovation
Dates: April 1–4; April 29–May 2; June 13–16

Leadership
Dates: April 1–4; April 22–25; May 6–9; May 20–23; June 10–13

Customer Loyalty
Dates: May 9–12; June 6–9

Quality Service
Dates: April 4–7; April 25–28; May 2–5; May 16–19; June 6–9; June 20–23
Contact: Ms. Lura Castles, 407-566-2620

Calendar 2001

January

- 17- Michigan Township Association
- 21 Annual Conference, Grand Rapids

January/February

- 31- MCMA Winter Institute
- 2 Ypsilanti

March

- 29- ICMA Midwest Regional Officers
- 30 Meeting, Schaumburg, IL

The MCMA Scholarship Program funds up to 50% of program registration and housing expenses but does not include travel expense. Applications for the ICMA International Program will be considered in the event that applications for the above four professional growth opportunities fall short of the annual amount budgeted for scholarships. Scholarship guidelines are available by calling Lois Thibault, Secretary of MCMA, Al Vanderberg, or are also available on the MCMA web site.

Original applications for the University of Virginia Senior Executive Institute, Menninger Institute and Disney Institute should be sent to those institutions directly, copies should be sent to the PDC. Original applications for the Harvard Senior Executives in State and Local Government Program should be sent to the MCMA PDC which screens all applications for this program per the agreement with Harvard University. All submissions to the PDC must be accompanied by a cover letter that explains the application per the MCMA Scholarship Program Guidelines; 2001 applications should be sent to Mr. Peter Stalker, City Manager of Cadillac, who will chair the PDC in 2001.