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VLGMA
Winter Conference
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The Big Reveal

February 16 – 18, 2022
Hotel 24 South, Staunton, Virginia
with a virtual option

Photo credit www.virginia.org

Wednesday, February 16

10:00 am–5:00 pm Registration Lobby

10:30 am–12:45 pm VLGMA Executive Committee Meeting Shenandoah Ballroom

1:00–3:00 pm General Session: Project You Shenandoah Ballroom
Felicia Logan, *FEI and UVA Adjunct Faculty*

Where do you need to focus now? Over the past few years, life has definitely taken a different path that required attention to remote workers and creating a new way to serve citizens. How many of us now need to take a look at how we are leading our lives to refocus on issues of health, finance, fun, family, friends and others. Have our interpersonal relationships grown stronger or do they need attention? By beginning a focused journey supported by an accountability partner, you will definitely be ready for the Big Reveal results by the summer conference.

3:00–3:15 pm Break

3:15–4:15 pm General Session: Demographic Trends in Virginia Shenandoah Ballroom
Hamilton Lombard, *Estimates Program Manager, UVA Cooper Center Demographics*

Using the 2020 Census and other data sources, this presentation will review the large trends and changes over the last decades, including growth/decline, births, deaths, and migration. The presentation will also briefly review data issues with the 2020 Census data that have been published so far, as well in the upcoming releases, and provide user guidance on how to use the 2020 Census data with caution.

After 5:00 pm Wednesday Social

Explore and enjoy beautiful downtown Staunton! Instead of a large group reception, we can support the startups of this top-notch Main Street Community. There are group reservations and discounts available at Redbeard Brewing, Yelping Dog Winery, and Ciders from Mars. Staunton had many fine choices for dinner, drinks, and even a downtown movie theater! The Visulite movie theater downtown is even offering a 2-for-1 ticket deal for winter conference attendees.

Maps and information will be on hand courtesy of Staunton's Convention and Visitors Bureau. Form a group with old friends and new, and enjoy downtown!

Thursday, February 17

7:30 am Continental Breakfast Lobby

7:30–8:15 am Communications and Networking Committee Meeting Blueridge

8:00 am–5:00 pm Registration Lobby

8:30–8:45 am Welcome Shenandoah Ballroom
Leslie Beauregard, *Acting City Manager, City of Staunton*
Craig Meadows, *President, VLGMA, and County Administrator, County of Montgomery*

8:45–10:15 am Keynote Address Shenandoah Ballroom
Dar Williams

Leadership in the arts can inspire us. After 20 years of touring in countless towns and cities, fundraising for libraries, public radio and community gardens, and supporting the renovation of old theaters, Dar Williams discusses the social capital-building, what she calls Positive Proximity, that allows towns to become unique, prosperous and self-reliant. Williams has released over a dozen studio albums and toured around the world, and in 2017 she published an urban-planning study, *What I Found in a Thousand Towns: A Traveling Musician's Guide to Rebuilding America's Communities — One Coffee Shop, Dog Run & Open-Mike Night at a Time*.

There will also be a lunchtime book discussion following the keynote event. There will be copies of the book available and Dar will stay to sign copies after her keynote.

Thursday, February 17, continued

10:15–10:30 am Break

Concurrent Sessions

10:30 am–12:00 pm 1. Public Sector Unions and Virginia's Changing Laws Salon AB

John Sherwood Jr., *Assistant County Attorney, County of Loudoun*

Recent state law changes create new opportunities for public sector unions, potentially changing an important part of the local government manager's work. What do you need to know? Hear from the staff expert in Loudoun County's legal office to learn about their action on this issue, and what options are available in your community.

10:30 am–12:00 pm 2. Cybersecurity: Identifying and Responding to Current Threats for Local Governments Salon C

Darius Davenport, *VRSA contractor for Cybersecurity*
Karen Cole, *CEO, Assura*

For the first time in history, state and local Chief Information Officers and IT Directors listed Cybersecurity as their number one priority for 2022 and beyond. This shift now puts the need for security above Digital Government, Broadband Access, and Modernization efforts. Virginia localities are falling victim to ransomware, payroll diversion schemes, and third-party vendor data breaches now more than ever. Local leaders need solutions to ensure their localities are secure, operational, and out of the headlines. This session will reveal current and insightful threat trends experienced by local governments today. Attendees will come away with practical (non-tech) leadership guidance for protecting and preparing organizations to defend against these growing threats. Hear from Darius Davenport, Managing Partner in CWM Law specializing in Cybersecurity and Data Privacy law who works with local government, and Karen Cole, a 20-year cyber veteran and CEO of a Virginia cybersecurity firm currently working with over forty localities in the Commonwealth to solve these challenges.

12:00–1:15 pm Lunch Lobby

12:00–1:15 pm Book Discussion Blueridge
What I Found in a Thousand Towns: A Traveling Musician's Guide to Rebuilding America's Communities — One Coffee Shop, Dog Run & Open-Mike Night at a Time

Matt Lawless, *Town Manager, Town of Scottsville*

Copies of the book will be available at the conference.

Concurrent Sessions

1:15–2:45 pm 1. Recruitment and Retention in the Current Market Salon AB

Drew Williams, *COO, Berkley Group*

Tim Hall, *County Administrator, County of Henry*

Kim Payne, *Retired City Manager, City of Lynchburg, and Executive Manager, Berkley Group*

From hiring challenges and signing bonuses to family commitments and everyone's burnout, HR issues are much on our minds. Learn and discuss the changing best practices.

1:15–2:45 pm 2. Reflections and Revelations: The Past Few Years Salon C

Joe Casey, *County Administrator, County of Chesterfield*

Craig Fifer, *Director, Virginia Office of Intergovernmental Affairs, Office of the Governor*

After spending the past few years responding to the pandemic and all it brought with it along with changing political environments, it is time for us take time to reflect on what has been revealed to us, our profession, and our communities.

2:45–3:00 pm Break

Thursday, February 17, continued

3:00–4:30 pm Roundtables: How I Managed... Salon AB

Facilitated roundtable discussions allow participants to listen and learn from each other. Topics include:

1. Public Communication: How do we communicate important community issues, events and news with constantly evolving media venues and opportunities?

Cody Sexton, *Assistant Town Manager, Town of Vinton*

2. Public Engagement Strategies: What innovative and creative ideas are being used to enhance public engagement?

Doug Stanley, *County Administrator, County of Prince Edward*

3. Council/Board and Staff relationships: What are we doing to encourage and support appropriate roles and responsibilities as we build positive relationships between councils/boards and staff?

Angela Lawrence, *Town Manager, Town of Dayton*

4. Disruptions at Public Meetings: How can we ensure that all are heard and business can be effectively conducted at meetings?

Tim Fitzgerald, *County Administrator, County of Augusta*

5. ARPA funding: How are we leveraging ARPA funding?

Ann Shawver, *Owner/Consultant, Ann Harrity Shawver, CPA, PLLC*

6. Diversity/Equity/Inclusion: How are localities planning to sustain efforts in a more sensitive environment?

Valmarie Turner, *Assistant County Administrator, County of Loudoun*

3:00–4:30 pm Member Support / Senior Advisor / Coaching Salon C
Ask a question, share your wisdom, and collaborate.

We encourage you to participate in this exercise as a way to learn from others. The ICMA Member Support team, and their Senior Advisors, are here to help. Whatever the stage of your career, sometimes the best support is from a colleague in the business.

5:00–5:30ish pm Reception Colonnade Ballroom

5:30ish pm Dinner with Colleagues at Hotel 24 Shenandoah Ballroom

Friday, February 18

8:15–8:45 am Member Support Committee Meeting Blueridge

8:45–9:00 am Friday Welcome, ICMA Update, and Sponsor Prize Drawings Shenandoah Ballroom
Craig Meadows, *President, VLGMA, and County Administrator, County of Montgomery*

9:00–10:00 am General Session: General Assembly and Governor's Office Update Shenandoah Ballroom

VML Staff
The General Assembly and Governor's Office provide updates relevant to local governments.

10:00–10:10 am Break

10:10–11:10 am General Session: Ethics Matter! Shenandoah Ballroom
Martha Perego, *Director of Member Services & Ethics, ICMA*

Join Martha and VLGMA Ethics Committee members for a lively debate on the hot ethics issues facing local government professionals. Bring your best thinking to solve scenarios drawn from real life along with challenging issues you may be facing.

11:10 am–12:15 pm VLGMA Business Meeting (for all members) Shenandoah Ballroom

12:30–2:00 pm Professional Development Committee Meeting Salon C