



# DOWNSTATE CITY/COUNTY MANAGEMENT ASSOCIATION SUMMER MEETING



Effingham, IL

August 3rd and 4th, 2017

## Thursday, August 3

4 p.m. 5K/1-Mile Run/Walk: The City of Effingham will host this race on the Effingham TREC Trail. Registration will begin at 3:30 at the Effingham Performance Center Parking Lot located at 1325 Outer Belt West Effingham, IL 62401. Water will be available on the course.

6:30 p.m. **Social Hour Firefly Grill**  
1810 Avenue of Mid America  
Effingham, IL 62401  
[www.ffgrill.com](http://www.ffgrill.com)

7:00 p.m. **Dinner Firefly Grill (Select Menu)**

## Friday, August 4 - Fairfield Inn and Suites Meeting Room, 1111 N. Henrietta Street, Effingham, IL 62401.

8:00 a.m. **Breakfast at the Hotel**

8:30 - 9:15 a.m. **Architectural Tourism**  
Local architecture tells a story. This session looks at the creation of a tourism program surrounding local architecture and the stories they tell. The City of Effingham will be used as a successful case study. This session will give you something to ponder as you seek to enhance your ability to draw visitors to your community and increase those precious tourism related dollars.

9:15 - 9:30 a.m. **BREAK - Coffee and Networking Time!**

9:30 - 10:15 a.m. **Biking Tourism in Illinois**  
Ed Barsotti, the Chief Programs Officer from Ride Illinois, will be present to educate us on the value of Bicycle Tourism. Over the past few decades we have seen the influx of bicycling related events and tourism. According to [adventurecycling.org](http://adventurecycling.org). More communities and states than ever are investing in building bicycle tourism. Ed will guide us through the process of understanding how to become a bicycle tourism destination.

10:15- 10:30 **BREAK - Coffee and Networking Time!**

**10:30 - 11:30**

**You've Got Performance Measures, Now what?**

*Gregory Kuhn, Kurt Thurmaier, and Eric Zeemering will be present to help us gain a better understanding of the differences between performance measurement and performance management. They will provide a foundation for the construction of useful performance measures to track over time and they will help us understand what's required to effectively deploy benchmarking activities.*

**11:30 - 12:30**

**Business meeting and lunch**

(Lunch is included in the registration fee)

**Registration Form for Summer Meeting**  
Downstate City/County Management Association  
August 3 - 4, 2017  
Effingham, IL

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Jurisdiction: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Registration Fee:** \$50 - Includes breakfast and lunch on Friday. Please have your registration in by **Wednesday, July 26, 2017.**

**Dinner Reservations:** Please indicate if you are planning to arrive in time for dinner at Firefly Grill (you will be sorry if you miss it).

\_\_\_ Yes, I will attend the Summer Meeting in Effingham on Friday, August 4th.

\_\_\_ Yes, I will attend the social hour and dinner on Thursday, August 3rd.

\_\_\_ Yes, my spouse will attend social hour and dinner.

\_\_\_ Yes, I will participate in the 5K/1-Mile Run/Walk on Thursday, August 4<sup>th</sup>.

**Registration Deadline: Friday July 26th, 2017**

**Make check payable to:** Downstate City/County Management Association  
Center for Governmental Studies  
N.I.U.  
DeKalb, IL 60115

Fax : 815-753-7278

Questions: 815-753-5424

Cancellations: To receive a full refund, cancellations must be received by Friday, July 28, 2017. Registrants who do not attend the meeting but have not cancelled, are responsible for the entire fee. Registrants who have not paid will be billed.

# **Downstate City/County Management Association**

Summer Meeting

August 3-4, 2017

Effingham, IL

Please mark your calendars and plan to attend this summer meeting in Effingham, Illinois located at the intersection of I-57 and I-70. The food will be great at our award winning local restaurant, the weather will be nice (for late summer in Illinois), and you will be surrounded by good friends from across the State!



**Accommodations:** Please call the Fairfield Inn and Suites, 1111 North Henrietta Street, Effingham, IL 62401 at 866-430-2692 to reserve your room. The block has been reserved under ILCMA Downstate Summer Meeting. Room Rates are \$91/night plus tax.