

Calendar of Events

<p>April 8 IAMMA Conference Zoom Webinar</p> <p>April 15 – 16 ICMA Midwest Regional Meeting Virtual</p> <p>April 15 IAMMA Conference Zoom Webinar</p> <p>April 21 Metro Event Zoom Webinar</p> <p>April 22 IAMMA Conference Zoom Webinar</p>	<p>April 28 ILCMA Professional Development Zoom Webinar</p> <p>April 29 IAMMA Conference Zoom Webinar</p> <p>May 13 & 14 Legacy Project Conference Zoom Webinar</p> <p>May 20 Metro Golf Outing Glen Ellyn, IL</p> <p>Sept. 8 – 10 ILCMA Summer Conference Eagle Ridge</p>
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all events
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President's Column

Truth Decay and the ICMA Code of Ethics

By Mark Franz, Chair, Committee on Professional Conduct and Village Manager, Glen Ellyn

In a recent publication from the RAND Corporation, Jennifer Kavanagh and Michael Rich, suggest that “Truth Decay is a threat to policymaking and democracy. The line between fact and fiction in American public life is becoming blurred....and (the) consequences of this “Truth Decay” phenomenon, where basic facts and well-supported analyses of these facts were once generally accepted — such as the benefit of using vaccines to protect health – has swelled in recent years. These developments drive wedges between policymakers and neighbors alike.”

They define the reasons for truth decay as:

1. The Blurred Line Between Opinion and Fact
2. Increased Volume and Influence of Opinion and Personal Experience Across the Communications Landscape
3. Diminished Trust in Formerly Respected Institutions as Sources of Factual Information

Municipal organizations are feeling these pressures as well, as the national rhetoric has certainly reached into local boardrooms. RAND research indicates

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Job Mart

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that, “Unchecked, Truth Decay causes a vicious circle of mistrust among citizens. It can lead them to narrow their sources of information, cluster only with people who agree with them, avoid meaningful discussions about core issues, and feel alienated from local and national policy debates. In governance, that can lead to delayed decisions, deferred economic investment, and reduced diplomatic credibility.”

Building public trust is at the foundation of the council-manager form of government and professional city management, but increased skepticism of government, the media, and basic institutions has begun to erode that trust. To combat this phenomenon and help re-establish public trust and confidence, the Code of Ethics can be our guide. ICMA celebrated 95 years of professional ethics last October. Martha Perego, ICMA Ethics Director, quoted from a 2008 Harvard Business Review stating, “True professions have codes of conduct, and the meaning and consequences of those codes are taught as part of the formal education of their members. A governing body, composed of respected members of the profession oversees members compliance.” ILCMA’s Committee on Professional Conduct (CPC) provides this oversight to ILCMA membership and is embarking on a review of the process for managing potential ethics violations. The Committee will be recommending some modifications to the rules to align with improvements recently made to the process at the ICMA level. More to follow....

In addition, the CPC will be hosting a seminar on June 2 from Noon – 1 p.m. entitled the “Gray Areas of the Code of Ethics – It’s Clear as Mud.” Martha Perego, ICMA Director of Member Services and Ethics, has agreed to facilitate and will discuss the Truth Decay phenomenon and other ethics topics. However, the CPC needs your assistance. We are looking for any and all ethics questions and concerns that

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ILCMA Members Approve Bylaw Changes

ILCMA Corporate Members recently voted on bylaw changes and ILCMA is pleased to announce that all changes were approved. As of March 15, the bylaws now provide for the following:

- 1) New applications for Full (voting) membership will be listed in the monthly newsletter and will be effective 30 days from the date of the publication unless a written objection is received by ILCMA. Objections should be addressed to the executive director.
- 2) The officers of the board will now form the Executive Committee. The officers now include the immediate past-president.
- 3) ILCMA Board elections and annual meeting are no longer tied to the ILCMA Summer Conference.
- 4) Created a Diversity, Equity, and Inclusion Committee. ILCMA thanks all of the corporate members who took the time to vote on the changes.



ILCMA Member Receive ICMA Credentialed Manager Designation:

Congratulation to Rudy Espiritu, Village Administrator, Berkeley who earned the ICMA Credentialed Manager distinction.

Interested in Becoming a Credentialed Manager?

The Application Deadlines and Fees are:

- January 3
- April 3
- July 7
- October 2

In addition to the \$75 cost of the Applied Knowledge Assessment, the online application fee is \$50. Paper applications are no longer available.

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have arisen recently in your municipalities to incorporate into the debate this summer. Please provide your burning ethical questions (anonymously) for Martha to address by May 15 by going to:

<https://www.surveymonkey.com/r/37MSR9N>.

Understanding the impact of Truth Decay will help us navigate the ethical challenges in front of us and help restore that public trust at the local level. As managers, we can help right the ship. Here is how:

- The nation is embroiled in an ideological split, everyone is picking sides, but not a professional manager. Stay apolitical and protect the voices that are different than your own.
- When engaged with a conspiracy theorist, simply ask them to explain their point of view
- Use a measured communication approach during a crisis:
 1. Share what you know
 2. Share what you don't know
 3. Share when you will get back to them on #2.
- Refocus on the Code of Ethics and promote an ethical culture with your elected official and throughout your organization

Truth Decay poses a threat to the health and future of U.S. democracy. Reining it in will require concentrated and interdisciplinary effort and ILCMA members are in a position to set the nation on a different course.

Ethics Resources:

<https://icma.org/ethics>

<https://icma.org/ethics-issues-and-advice>

Martha Perego, mperego@icma.org

Dawn Peters, dpeters@niu.edu

Mark Franz, Chair Professional Conduct Committee,

mfranz@glenellyn.org

Welcome New Members

New applications for Full (voting) membership are listed below and will be effective 30 days from the date of this publication unless a written objection is received by ILCMA. Objections should be addressed to the executive director.

Full Members:

David Johnson, Village Manager, Village of Huntley

Members:

Femi Fletcher, HR Generalist, City of Urbana

Byron Kutz, Assistant Village Engineer,

Village of Oak Park

Natalie Benner, Student, Northern Illinois University

Reed Capshaw, MPP Student, DePaul University

Who's Who Directory Update

Ahmad Zayyad has been appointed as the Deputy Village Manager in the village of Oak Park. He was formerly the Assistant to the Village Manager in Orland Park. His new contact information is:

Village of Oak Park

123 Madison Street, Oak Park, IL 60302

Email: azayyad@oak-park.us

Bethany Salmon was Planner in Orland Park, is now Village Planner in Hinsdale. Her new contact information is:

Village Planner

Village of Hinsdale

19 E. Chicago Ave., Hinsdale, IL 60521

Email: bsalmon@villageofhinsdale.org

Phone: 630-789-7035

Daisy Chavez was Management Analyst in Western Springs, is now Human Resources Generalist in Downers Grove. Her new contact information is:

Human Resources Generalist

Village of Downers Grove

801 Burlington Ave., Downers Grove, IL 60515

Email: dchavez@downers.us

In Need of Additional Help? Contact an ILCMA MIT or Use the PRS Program!

Do you have special projects for has your staff been cut back, but your workload increased or stayed the same?

If so, ILCMA has a solution to your problem. Have you ever considered utilizing one of ILCMA's programs to help fill temporary job assignments or conduct a special project? ILCMA has two programs that may meet your needs:

1) Member in Transition Program (MIT) – ILCMA keeps a list of Illinois managers and assistants in transition. These members are willing and able to fill positions, do special projects, and provide expert service to you and your community (list of MIT's below).

2) Professional Resource Program (PRS) – The PRS program consists of retired, semi-retired, and MIT's who are again able to do special projects, fill positions, and provide expert professional services to your local government. For information please visit the ILCMA website at <https://www.ilcma.org/programs-and-services/ilcma-professional-resource-service/>.

The ILCMA Senior Advisors have the most current list of Members in Transition and Professional Resource Program participants. Please do not hesitate to contact either Dawn Peters at ILCMA or one of the Senior Advisors.

Visit the Members Only section of the ILCMA website to view resumes of those who have submitted them.

Members in Transition Who Agreed to Publicize their Information:

Tim Ridder
timothyridder@hotmail.com
309-236-0929

Darin Girdler
dgirdler@gmail.com
618-971-8276

Thomas Thomas
thomasedwinthomas@yahoo.com

Moses Amidei
mosesamidei@yahoo.com
847-452-6569



[CLICK HERE FOR INFO](#)

ILCMA Connect is an enhanced member benefit that is a powerful network to connect colleagues from across the state of Illinois to exchange knowledge and share solutions.

ILCMA Connect, which automatically enrolls all ILCMA voting members, students, and cooperating members, is a cloud-based, private online community. ILCMA has started off with one general community for launch, which includes an open forum for general discussion. The potential exists for affiliate associations to have their own specialty community, so look for this new feature soon.

ILCMA members will receive an email with a subscription notification. In addition to being able to chat with colleagues, members will be able to participate in discussions; access a library of resources specific to communities; and post images, videos and documents to share with others.

ILCMA Connect access is tied to ILCMA corporate membership. Members will be able to join communities, update individual profiles and manage the frequency of community notifications. To learn more and join the discussion, please visit the ILCMA Connect website.

Lifesaver Award

*Do you know someone who has provided assistance to a member in transition (MIT)? If so, consider nominating them for recognition through the **MIT Lifesaver Award!***



Anybody who has been an MIT knows it is a very difficult time and any assistance provided by their fellow ILCMA members is greatly appreciated. The Membership Services Committee has been working to develop a simple, inexpensive, durable, and easily identifiable form of recognition, in a manner that encourages and promotes such assistance to ILCMA members who assist MITs. A lifesaver-ring lapel pin will be awarded to members who provide significant, tangible assistance to an ILCMA MIT. Significant, tangible assistance may include sharing a room at an ILCMA or ICMA conference, adding an MIT to an interview process, hiring an MIT part-time, full-time, or for a special project, or inviting an MIT to a regional managers' lunch. Applications are available on the ILCMA website and may be submitted to the Secretariat who will provide the info to the Membership Services Committee for review.

[Apply Here](#)

Senior Advisor Monthly Column

By John Phillips, ILCMA/ICMA Senior Advisor

You have survived the election. (Hoorah!!) You have conducted a thorough orientation for the new members of your board. Now what? What can you do to build a relationship of trust and cooperation with the elected leaders in your organization? Why is this so important?

It is obvious that your personal success and longevity with your employer may hinge on developing positive relationships with your elected officials. But perhaps more important is that your ability to succeed in implementing the policies, programs and projects for the benefit of your community depends on this as well.

If I were to suggest one reading assignment to any local government administrator, I would urge reading “Making It Work: The Essentials of Council-Manager Relations” by Kevin Duggan and Mike Conduff. It provides a thorough examination of this important topic and offers professional local government administrators and managers practical advice on building and maintaining this relationship.

One of their important points is to make time for your elected officials. In my experience, elected officials often come to their elected positions with little understanding of the range of services and the structure of your organization. Help them by being available, responsive and informative. Show them that they are a priority for you.

During my career, I scheduled one-on-one monthly meetings with council members. The site was their choice. This provided an opportunity for me to listen and learn about their interests and goals. I could update them on issues that were not ready for public discussion. This informal setting gave me the chance to ask the following questions: Is my team meeting your expectations? How am I doing? I found that these sessions allowed me to get to know my elected leaders as people and learn about their background and their perspectives. I have felt that having these relationships helped me, staff and our community get through difficult times without quickly casting blame. Instead, we were inclined to work together to resolve problems.

This model of “one-on-one” meetings will not work in all situations. Communication with a 25 member county board requires another approach. Scheduling can be difficult. Some elected officials don’t want to meet. But some method to get to know and communicate with elected members in any local government organization is an important factor for success.



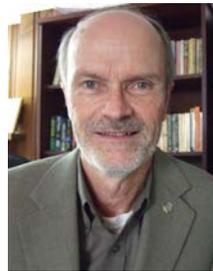
Greg Bielawski



Steve Carter



Bob Kuntz



John Phillips



Robin Weaver

Another point emphasized by the authors is that administrators and managers can help elected officials understand their important role as policymakers. Strategic planning and goal-setting are important ways to help elected officials grasp the importance of their job in setting the vision, goals and priorities for the community. Your effective implementation of their priorities then reinforces your role in executing the priorities they identify. If elected leaders are not given the chance to consider policies and think strategically, they may revert to studying the day-to-day operations and conclude that this focus is their primary job. This unfortunate environment often leads to staff spending as much time justifying and explaining their actions to elected officials as they do focusing on the effective and efficient delivery of services to citizens.

“Making It Work: The Essentials of Council-Manager Relations” covers these points and more. It is available for members at no cost at ICMA.org/councilrelations. Check it out!

John Phillips, Senior Advisor

ILCMA Nominating Committee Report & Recommendation To The Membership

March 25, 2021

The 2021 ILCMA Nominating Committee consisted of the ILCMA Past President, Ray Rummel, as Chair and included the following members: Lisa Shelley, President's Appointment representing membership at large; Paula Schumacher, President of Legacy; Camille Rodriguez, President of the Illinois Association of County Administrators; Jack Linehan, President of IAMMA; and Julia Cedillo, President, Metropolitan Management Association.

The Nomination Committee convened earlier in March to review the credentials of candidates for officer position as well as consider 3 candidates for 2 openings on the Board of Directors. The candidates had been nominated to serve on the ILCMA Board of Directors by their peers. After a thorough review and significant deliberation, the Nominating Committee is recommending the following candidates to serve the 2021-22 ILCMA Board of Directors:

- Dorothy David, Village Manager, Champaign will automatically assume the role as President of ILCMA after serving as President-Elect in 2020-21.
- Randy Bukas, City Manager, Freeport will become the President-Elect of ILCMA after serving as its Vice-President last year.
- Peggy Halik, Assistant Village Administrator, Woodridge will move up to the position of Vice-President after serving as the Secretary/Treasurer last year.
- Philip A. Kiraly, Village Manager, Glencoe has been slated as the Secretary-Treasurer for the 2021-22 season after serving on the Board of Directors last year.
- Joseph Carey, Assistant Village Manager, Carol Stream was reviewed for an open seat on the Board of Directors. The Committee found Mr. Carey to have considerable experience in ILCMA, serving on multiple committees and undertaking multiple assignments on behalf of the membership of ILCMA. Moreover, Joe has a long-range vision for bridging ILCMA services in relation to ICMA, following Joe's considerable experience on numerous ICMA and ILCMA Committees. Overall, Joe will bring a voice of experience, DEI vision, and

knowledge to the ILCMA Board and provide strong ethical leadership as a voice of ILCMA.

- Billy Tyus, Assistant Village Manager, Bloomington was nominated for an open seat on the Board of Directors. The Committee found Mr. Tyus to have a desirable skillset based upon his 20-year career in local government as well as his past career experiences in journalism prior to his local government service. He has a strong communication background which will serve the Board well while implementing its outreach vision. Moreover, Billy is well connected to the downstate minority community which will serve in providing innovative DEI perspective and accomplishing DEI objectives of ILCMA. Overall, Billy brings fresh perspectives, new ideas, and high energy while serving as an active member of ILCMA.

As outlined in the Association's Bylaws (<https://www.ilcma.org/about-ilcma/bylaws/>), any corporate member wishing to add their name in nomination may do so by submitting a petition bearing the genuine signatures of at least ten (10) corporate members of the Association who are in good standing. The petition must be submitted by May 1, 2021. Submittals can be sent to my attention, Ray Rummel, Village Manager, Elk Grove Village, 901 Wellington Ave., Elk Grove Village, IL 60007 or rrummel@elkgrove.org.

On behalf of the Nominating Committee, it has been our pleasure serving the membership. We are grateful for the opportunity and look forward to amazing outcomes from the 2021-22 ILCMA Board of Directors. Congratulations to all of the slated candidates.

Respectfully Submitted,
Ray Rummel, Village Manager, Elk Grove Village, IL
ILCMA Past President/Chair of the Nominating Committee



*Advancing Civic Leadership
Navigating the Future*

Apr. 20, 2021 – Virtual Webinar
Conducting a Community Needs Assessment

Apr. 28, 2021 – Virtual Webinar
I.T. Security – Understanding how to Defend your Organization’s Network

May 6, 2021 – Virtual Webinar
Budgeting and Understanding Financial Statements in the Non-profit Sector

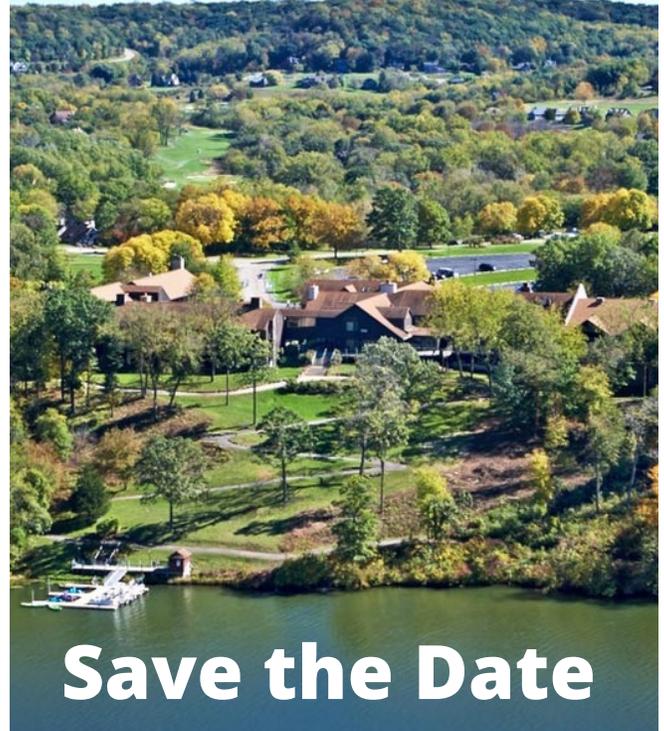
May 12, 2021 – Virtual Webinar
The Performance Measure Puzzle: Part 1. Performance Measurement versus Performance Management

May 18, 2021 – Virtual Webinar
The Lost Art of Listening

May 19, 2021 – Virtual Webinar
Smart Cities and Data Maturity: The Importance of Data Collection, Use, and Connectivity for Economic, Business, and Government Success

May 26, 2021 – Virtual Webinar
The Performance Measure Puzzle: Part 2. How to Appropriately Construct and Use Performance Measures

*CLA Courses Qualify for ICMA’s
Voluntary Credentialing Program*



Save the Date

ILCMA Summer Conference
September 8-10, 2021
at Eagle Ridge Resort



NORTHERN ILLINOIS UNIVERSITY
Center for Governmental Studies
Outreach, Engagement and Regional Development

go.niu.edu/cla



FREE ICMA COACHING WEBINAR

BEST PRACTICES TO MANAGE PUBLIC SPACES

April 21 | 1:30-3:00 pm ET

SPEAKERS



Jen Krava
Director of
Programming and
New Initiatives
Forecast Public Art



Eileen Richardson
CEO
Downtown Streets
Team



Daniel Iacofano
CEO, President
MIG

Enroll in the

ILCMA Mentor

Match Program



ILCMA invites members to be a part of ILCMA's Mentor Match Program.

The ILCMA Mentor Match program reflects ILCMA's commitment to developing the next generation of local government management professionals. Mentor Match is the latest addition to an expanding line-up of our services to support members' professional development needs. It is an online tool - including a searchable database - that facilitates the establishment of mentoring relationships. It is user-driven, allowing registered Mentees to search among registered Mentors using specified criteria to find individuals whose experience and expertise match areas in which they wish to be mentored. Likewise, registered Mentors can search for and identify potential Mentees.

Why be a Mentor?

Volunteering as a Mentor can be mutually rewarding: mentees gain encouragement and guidance for their careers, and mentors gain deeper insights into their own careers and the satisfaction of helping others.

Why be a Mentee?

Mentees gain encouragement and guidance for their careers, and mentors gain deeper insights into their own careers and the satisfaction of helping others.

Mentoring offers value for people at any career stage, and everyone can benefit from mentors who help them see their situation and opportunities from a fresh perspective; even successful executives seek out mentoring. Mentors are encouraged to share expertise, insight, and experiences from their life's work to help others negotiate their own career paths, overcome obstacles, reinvigorate their passion, and plan next steps.

The future of the profession depends on the mentorship for the next generation of managers. ILCMA invites you to use the new mentor/mentee matching service through ILCMA Connect, which is the current ILCMA listserv platform. ILCMA Connect brings the power of data and search to help mentees find mentors that match their needs. To sign up to be a mentor or mentee, all you need to do is go to your ILCMA Connect page and sign up to be a mentor: <https://connect.ilcma.org/home>. If you any issues logging in to ILCMA Connect contact Alex Galindo at agalindo@niu.edu.



VIEW MENTOR ENROLLMENT INSTRUCTION VIDEO



VIEW MENTEE ENROLLMENT INSTRUCTION VIDEO



**INTERACTIVE ETHICS
SESSION**

Living Our Code of Conduct

June 2nd | 12PM-1PM | Via Zoom

Join **Martha Perego**, ICMA Director of Member Services and Ethics, for this interactive Nuts n’ Bolts Ethics Session. Submit your ethics questions anonymously before the session at this link <https://www.surveymonkey.com/r/37MSR9N>

ZOOM MEETING LINK:

**HTTPS://US02WEB.ZOOM.US/J/83708138064?
PWD=NENPVE5EATBIAKDDBGXREWX1ENLKZZ09**

MEETING ID: 837 0813 8064

PASSCODE: 963715

CLICK HERE TO VIEW ICMA CODE OF ETHICS

This session is presented by ILCMA's Committee of Professional Conduct and addresses ICMA Practice Area: 1 Personal and Professional Integrity



IML Managers Monthly Column

By Gary Williams, IML Managers Committee and City Manager, Carbondale

A lot has occurred since our last publication and IML has been busy tracking and taking positions on the more than 7,000 proposals that have been filed by state legislators this spring. At the federal level, Congress approved the passage of the American Rescue Plan Act of 2021 which is the second largest spending bill ever approved by Congress and was signed into law by President Biden on March 11. This legislation will deliver a variety of financial resources to our communities. Key components of the bill related to municipalities include the following:

- \$65.1 billion in financial assistance for all municipalities, nationwide.
- Illinois is slated to receive an estimated \$5.5 billion for local governments which includes \$2.5 billion for counties, \$2.6 billion for metropolitan cities (population above 50,000) and \$738 million for non-metropolitan cities.
- The amount of funding a non-metropolitan municipality may receive is capped at 75% of the municipality's pre-pandemic budget as of January 27, 2020.
- You can view allocation estimates of the amount of funding each municipality should expect to receive on the Illinois Municipal League website, iml.org/covid. Please keep in mind that these are only estimates and are subject to change.

You may be asking, "When will we receive this funding?" Payments to municipalities will be made in two rounds with the first round of funding to be distributed no later than 60 days after enactment of the Bill. The second round of funding may not be distributed earlier than 12 months after the first round distribution, meaning sometime in spring or summer of 2022. For non-metropolitan (non-CDBG) communities that will receive their funding from the state, there will be additional time allotted for the state to distribute that funding. IML staff is currently working with Governor Pritzker's office to expedite the deployment of funds to communities.



Another feature of the Bill is that it provides more flexibility than the previous CARES funding in terms of how the funds may be used. Municipalities will be allowed to use these funds on eligible costs incurred by December 31, 2024 for the following:

- Costs to respond to the public health emergency with respect to COVID-19 or its negative economic impacts, including assistance to households, small businesses and nonprofits, or aid to impacted industries such as tourism, travel and hospitality;
- Costs to respond to workers performing essential work during the COVID-19 public health emergency by providing premium pay to eligible workers of the municipality that perform essential work, or by providing grants to eligible employers that have eligible workers who perform essential work;
- Costs for the provision of government services to the extent of the reduction in revenue of a municipality due to the COVID-19 public health emergency relative to revenues collected in the most recent full fiscal year of the municipality; or,
- Costs to make necessary investments in water, sewer and broadband infrastructure.

IML will continue to provide updates as it's expected that the U.S. Department of Treasury will be providing additional guidance on eligibility of COVID-related expenses. IML's Municipal Managers Committee will be working with IML staff to help disseminate new information in a timely manner.



ILCMA AWARDS PROGRAM



**NOMINATE A COLLEAGUE TODAY!
NOMINATIONS DUE BY JUNE 30, 2021**

ILCMA started the awards program in 1994 in order to honor those in the association who have exemplified excellent public service. There are two major award categories: The Robert B. Morris Lifetime Achievement Award and the Special Service Award. There are three categories within the Special Service Award: Service to the Profession, Service to the Association, and Service to the Community. The criterion for each award is described in detail below.

Robert B. Morris Lifetime Achievement Award

The ILCMA Lifetime Achievement Award was renamed the Robert B. Morris Lifetime Achievement Award in 2004 in honor of Robert B. Morris. Mr. Morris was hired in 1951 as the Village Manager (VM) in Glencoe and was the first VM in Illinois not trained as an engineer. Bob went on to serve in the village of Glencoe for over 30 years. His distinguished career and ILCMA legacy is highlighted by many professional contributions and accomplishments including the following:

- In 1964 ILCMA hosted the ICMA 50th Anniversary Conference in Chicago, IL. Bob Morris served as the chair of the conference committee.
- Also in 1964 Bob Morris was elected ICMA Regional Vice-President.
- From 1982–1991 Bob served as Midwest Manager and Director of Training and Development, ICMA Retirement Corporation, Evanston, IL
- ILCMA joined the ICMA Range Rider (now Senior Advisor) program and Bob Morris became one of the first Illinois Range Riders. Les Allen, long time manager of Decatur, was his counterpart. Bob went on to serve as a Range Rider until 2006.

Qualifications

The Robert B. Morris Lifetime Achievement Award is presented to a retired individual who has served no less than 20 years in local government, at least eight of those in Illinois. Selection for the Robert B. Morris Lifetime Achievement award is based on the following criteria:

- 1) The nominee's professional contributions to the communities in which he/she has served;
- 2) The nominee's personal contributions to the communities in which he/she has served;
- 3) The nominee's contributions to the advancement of the local government management profession through leadership, advocacy, and the development of other professionals;
- 4) The nominee's exemplary service to the Illinois City/County Management Association;
- 5) A clear indication that the nominee has, throughout his/her career, dedicated himself/herself to public service above and beyond the organizations in which he/she served.

The award recognizes a manager whose service has been judged by peers as strong or exceptional, and who has made major contributions beyond direct service to local government (e.g., through service to the associations and the profession). An ILCMA Lifetime membership is awarded to the recipient.

Special Service Awards

Service to the Association

Service to the Profession

Leslie T. “Les” Allen Service to the Community

Qualifications

The Special Service Award is presented to individuals who have notable association or affiliate activity and significant professional accomplishments in the following areas:

- 1) Service to the Association: The nominee has actively served the Illinois City/County Management Association through exemplary service to an ILCMA committee, the executive board, or has made other significant contributions to ILCMA.
- 2) Service to the Profession: The nominee has demonstrated concern for the support, well-being, and growth of other professionals and those aspiring to a career in local government management, or the nominee has actively promoted the profession to the community at large including, but not limited to, university programs, Illinois Municipal League, and regional councils of government.
- 3) Leslie T. “Les” Allen Service to the Community: The nominee has demonstrated exemplary service within one’s organization by being an above average professional manager and having displayed the characteristics of integrity and leadership in order to provide exceptional service to one’s community in order to get project(s) completed. This award can also honor a nominee who has served a cause that is beyond that of the municipality or county through volunteerism in national, state, regional, and local organizations. This award can encompass private interests, family interests, acts of heroism, charitable acts, or social accomplishments.

Don’t forget to nominate a member anytime throughout the year for the ILCMA Lifesaver Award! This award is for members who go above and beyond for a member in transition.



ILCMA Awards Nomination Form

Name of Nominee _____

Current or Most Recent Position _____

Address _____

Please indicate the award for which you are nominating this individual.

Robert B. Morris Lifetime Achievement Award

Special Service Award – **place an “x” in one area below**

Service to the association

Service to the profession

Leslie T. “Les” Allen Service to the community

In the space below, indicate the reasons the above individual is worthy of the award for which she/he is being nominated (may attach separate sheet if necessary). Please **DO NOT** submit multiple letters of support. Nominations must be **received by June 30**. Send a pdf form of the nomination to: Dawn Peters at dpeters@niu.edu. Please put ILCMA Award Nomination in the subject line.

Name of Nominator _____

Signature of Nominator _____



Share Your Stories with ILCMA

How to Use #ILCMAproud in Social Media

Social Media Hashtag

What is a hashtag?

- This: #
- It's a keyword that relates to what you're writing. It's #searchable #clickable.
- Use it to draw attention, organize, promote.

How do I use a hashtag?

- Put a # in front of a word or phrase
- No spaces, no punctuation, no special characters
- Capitalization only matters for readability (#KnowWhatIMean vs #knowwhatimean)
- Hashtags can be used on Twitter & Facebook. NOT LinkedIn.

Include **#ILCMAproud** in your tweets and other social media posts about ILCMA or your community awards and other recognitions – good news stories!

Facebook

Find ILCMA on Facebook: www.facebook.com/ILCMA1953

- Like and Follow ILCMA's Facebook page for periodic updates
- Friend conference attendees
- Share photos

How to create a simple Facebook post (you must have a Facebook account):

- Open Facebook on your computer or device.
- At the top of the screen, you'll see "What's on your mind?" Tap or click there and type away! Add hashtags like **#ILCMAproud** to your text.

Twitter

Find ILCMA on Twitter: <http://twitter.com/ILCMA>

- Share good news stories #ILCMAproud
- Share photos
- At conferences, follow conference speakers and fellow attendees

How to create a simple Tweet (you must have a Twitter account):

- Open Twitter on your computer or device.
- On a computer: click on the Home button. At the top of the screen you'll see "What's happening?" Click there and start typing (don't forget the hashtags).
- On a mobile device: click on the square with feather icon in the upper right corner. A screen that says "What's happening?" should pop-up. Touch there and start typing (don't forget the hashtags).



CONFERENCE AGENDA

10th Annual Women's Legacy Conference
Thursday, May 13 and Friday, May 14, 2021

THURSDAY, MAY 13

- 11:30a** Welcome and Business Meeting
- 12:00p** Keynote - Future by Women with Rebecca Ryan
- 1:00p** Break
- 1:15p** Zen and Leadership by Rebecca Ryan
- 2:15p** Content is King
- Jennie Vana, Director of Media Services, City of Des Plaines
- 3:15p** Running in Heels
- Carol Sente, Former IL Representative
 - Cathy Adduci, Village President, River Forest
 - Elizabeth Davis, Village Trustee, Grayslake

FRIDAY, MAY 14

- 8:30a** Coffee and Chat - Social Hour
- 9:00a** Ins and Outs of Data
- Cory Poris-Plasch - POLCO
 - Michael Kumbara, Assistant Village Manager, Village of Algonquin
- 10:00a** Succession Planning
- Johanna Leonard, AICP, Community Development Director, City of Evanston
- 11:00a** Closing Keynote - "You Got This" by Lelia Gowland

Register Online @ [Legacyprojectnow.org](https://legacyprojectnow.org)

continued on the next page

KEYNOTE BY REBECCA RYAN FUTURE X WOMEN



In this opening keynote, we'll take a long view of where the current women's movement is going and talk about the value of slowing down for greatest impact. Futurist, economist, and Buddhist Rebecca Ryan will share observations about what to expect as we navigate the sometimes-charged and changing dynamics around gender in the workplace, in politics, and in the economy. She'll share why we're at a tipping point for gender equality at work, the future of the #MeToo movement, and why women should run for public office. Bonus: a moment of mindfulness.

Addresses ICMA Practice Areas 3 (Equity and Inclusion) and 5 (Personal Resiliency and Development)

Zen & Leadership

Session Description Many organizations host mindfulness programs for employees to improve employee well-being, decrease stress, and improve morale. But what can Zen and meditation do for those of us in the bosses' chair?

Rebecca Ryan is an ordained Zen priest, meditation instructor, and Zen Leadership instructor.

This workshop is for participants who get so caught up in the past or future that they are not fully experiencing the present. You will learn a different way to relate to the world, with greater awareness.

Learning Objectives

- Learn how to sit zazen: what do you do with your body, your hands, your breath... and your always-moving mind!
- Practice two short, silent meditations
- Learn two invisible Zen "flips" that will help you in difficult leadership situations

Speaker Rebecca Ryan

Address ICMA Practice Areas (4) Staff Effectiveness; (5) Personal Resiliency and Development; (6) Strategic Leadership, Initiative, Risk-Taking, Vision, Creativity, Innovation and Continuous Improvement Presentation Skills

continued on the next page

THURSDAY SESSIONS

Content is (still) king! How to catch and hold your audience's attention in the sea of competing content

Session Description What makes for a great presentation, social media post, video, podcast or blog? It's the content! Think about what makes your thumb stop scrolling on your social media feed - it's a cool picture, video or infographic. Now think about what pulls you in - it's a personal story, useful information or a call to action. Great content grabs the audience's attention and holds it. Drawing on her two decades of communications experience, Jennie Vana, will share specific strategies—humor, relevance, authenticity, digestibility to name a few—for creating compelling content that informs and engages audiences.

Learning Objectives

- Learn specific strategies to create engaging content that reaches and resonates with your audience
- See examples of compelling content from savvy local governments and borrow/steal and adapt for your organization.

Speaker Jennie Vana Director of Media Services, City of Des Plaines

Moderator Tammy W., Metro Strategies

Addresses ICMA Practice Area (14) Communication and Information Sharing

Running in Heels - How Women Lead in Elected Office

Session Description In this session we will hear from women who have served in elected positions. They will share their experience, challenges and wisdom about leadership from their unique perspective. Join us to hear powerful stories of successful women in public service.

Learning Objectives

- How to better manage and survive in a male dominated organization.
- Tips for navigating and thriving in a political environment.
- Learn what it takes to run and hold public office.

Panel Speakers Former Illinois Representative Carol Sente, Village President, Village of River Forest, Cathy Adduci Village Trustee, Village of Grayslake, Elizabeth Davis

Moderator Mysi Hall, GovHR USA

Addresses Practice Areas: (5) Personal Resiliency and Development, (6) Strategic Leadership, Initiative, Risk-Taking, Vision, Creativity, Innovation and Continuous Improvement.

FRIDAY SESSIONS

Succession Planning and Re-evaluating Positions - Being Nimble with Employee Expectations

Session Description Succession planning is a critical issue for all organizations. Even though women in our departments want to grow and continue to move up the ladder, it can be difficult to convince employees to make that leap. But, often the difficulty in convincing employees stems from our lack of creativity and (perhaps) stubbornness in keeping positions and expectations the same as they've always been. In this session, we'll talk about how to encourage women to take on leadership roles by re-evaluating our positions and accurately identifying what is truly important about the work. By being nimble and more imaginative on how work gets done, we can give our employees greater opportunities to move up in our organizations and solidify our organizations' future success. As employees, how can we better manage supervisor and management's expectations to facilitate advancement that fits our career and personal goals.

- Learning Objectives**
- Explore ways to encourage women to take on leadership roles in your organization.
 - Learn to reevaluate positions to maximize opportunity for employee growth.
 - Learn how to self-advocate for new ways to advance in an organization.

Speaker Johanna Leonard, AICP, Community Development Director of Evanston Illinois

Addresses ICMA Practice Areas (4) Staff Effectiveness, Diversity, Human Resource Mangement

The Ins and Outs of Using Data

Session Description The public sector has been moving toward making data driven decisions. We collect data in every department and for every program, but how do we use that data to improve internal operations and engage with our residents?

- Learning Objectives**
- Learn how village officials have used data to improve internal operations in key departments.
 - Learn about how you can use data to engage your residents and get input from the broader community, not just the vocal few.

Speakers Michael Kumbera, Assistant Village Manager, Village of Algonquin
Cory Poris-Plasch, POLCO/NRC

Addresses ICMA Practice Areas (2) Community Engagement; (10) Service Delivery; and (11) Technological Literacy.

KEYNOTE BY LELIA GOWLAND



You Got This:

How to Get Ahead with Grace and Authenticity

How do you want to feel about your career? Whether you're looking to get that next promotion or to feel more fulfilled in your current gig, Lelia offers tangible strategies to make the shift. Part planning session, part group therapy, you'll leave with personally applicable tools you can implement right away.

Addresses ICMA Practice Area 5 (Personal Resiliency and Development)



A photograph of a dirt road winding through a dry, rocky landscape. The word "START" is painted in large, white, block letters across the road.

Diversity, Equity and Inclusion Where do I begin?

Wednesday, April 21, from Noon to 1:30 PM

Many cities and villages are pursuing initiatives regarding diversity, equity, and inclusion. City managers are being asked to take a leadership role in these initiatives. This session will provide insight from professionals regarding how to define what diversity looks like in your community and share experiences from others regarding the steps that you can take to get started.

This session will be moderated by **Rudy Espiritu**, Village Administrator, Village of Berkeley, with presenters: **Rob Paral**, Paral & Associates; **Bridget Wachtel**, Village Manager, Village of Flossmoor; **Randy Recklaus**, Village Manager, Village of Arlington Heights.

Individual \$15 / Student \$10 / Three or more \$40

visit the ILCMA website to register: www.ilcma.org/events/421

Metro Managers Association Annual Golf Outing

Thursday, May 20, 2021

Village Links Golf Club
485 Winchell Way
Glen Ellyn, IL 60137
(630) 469-8180



11:00AM Shotgun Start (Lunch on the course during play - Hot Dog or Brat, Chips and Drink)
4:00PM Golf contest winners, raffle prizes, appetizers and 19th hole refreshments

\$75.00 per person – due by May 7th, 2021 (checks payable to **Metro Managers**)
Also, payable online through NIU at <https://www.ilcma.org/events/metrogolf2021/>

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Others in foursome:

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LIMITED AVAILABILITY – MAXIMUM OF 80 GOLFERS, ON A FIRST-COME, FIRST-SERVE BASIS.



Please send completed form and payment by May 7th to: (checks payable to **Metro Managers**)

Megan Applegate
Village of New Lenox
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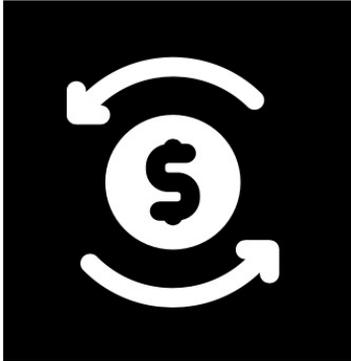
A GOVERNMENT IN GREEN: SUSTAINABILITY FOR LOCAL GOVERNMENT

As the concerns of residents for environmentally-friendly programming arise, the municipal/county manager may wonder where exactly to begin. Join our session with Certified Energy Manager **Kelly Shelton** as she discusses the basics of creating sustainable communities, environmental justice, and accessible options for the promotion and inclusion of sustainability within municipalities and counties. Addresses ICMA Practice Areas: 6. Strategic Leadership; 8. Policy Facilitation; 10. Service Delivery

Presented by the ILCMA Professional
Development Committee on
Wednesday, April 28th from Noon to 1PM

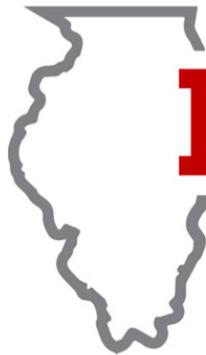
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2021 COACHING PROGRAM

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WEDNESDAY, MARCH 17

Response to Emergencies That Impact All Citizens: Rights of the Individual vs Health and Welfare of Community

WEDNESDAY, APRIL 21

Best Practices to Manage Public Spaces

WEDNESDAY, MAY 19

Leading from the Middle

WEDNESDAY, SEPTEMBER 15

Leading Your Community in an Era of Anxiety: How Do You Make Sure You Hear Them and They Hear You

WEDNESDAY, OCTOBER 20

The Future of Work: Strategies for Adapting to a New Reality

WEDNESDAY, NOVEMBER 17

Growing Your Career: Tips for Redefining Yourself in the Minds of Others

Can't make it to the live webinar?

Register and get an automatic email notice when the recording is available.
icma.org/coachingwebinars

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Additional free coaching resources at ICMA's Career Center (icma.org/careers):

- Digital archives
- Career Compass monthly advice column
- CoachConnect for one-to-one coach matching
- Live speed coaching events, talent development resources, and more.

Join our list for coaching program updates and more: email coaching@icma.org.

Learn more at icma.org/coaching

**10TH ANNUAL
WOMEN'S LEGACY
[VIRTUAL]
CONFERENCE**

MAY 13-14, 2021



**You Got This!
Moving Forward in 2021**



Rebecca Ryan

Rebecca Ryan captains the ship. She is known as transformative, impressive, phenomenal, and inspirational. Trained as a futurist and an economist, Rebecca helps clients see what's coming - as a keynote speaker, a Futures Lab facilitator, an author of books, blogs and articles, a client advisor, and the founder of Futurist Camp.



Lelia Gowland

Speaker, coach, author, and optimist, Gowland leads communities of women who want to increase their impact and create more fulfilling person and professional lives. With a Master's in Public Policy and a BA in Sociology, she applies her understanding of political, professional, and cultural systems to support professional women.

A Local Government Conference Designed for Women by Women

View full agenda and Register Online @ LegacyProjectNow.org



Midwest Leadership Institute

Helping local government navigate a complex world in a time of disruptive change

Mission

To present an educational experience with intellectual depth and substance that focuses on the individual as leader and the person as a whole to encourage participants to connect interpersonally and emotionally to better lead themselves and others.

Values

- Education
- Scientific Objectivity
- Developmental Growth
- Health
- Discipline
- Ethical Behavior

More Information

To learn more about the Midwest Leadership Institute, takeaways, videos, and more, visit midwestleadershipinstitute.org or contact:

David Limardi
P: 847.533.0402
E: dlimardi@gmail.com

Robert Kiely
P: 847.703.3585
E: rrkiely@comcast.net

Dawn S. Peters
P: 815.753.0923
E: dpeters@niu.edu

Midwest Leadership Institute

Approach

A basic premise of the Midwest Leadership Institute is that successful outcomes in local government require a deep understanding of interpersonal leadership. The ability to understand individual and organizational behavior and the ability to diagnose why people act the way they do is crucial. The courage and discipline to admit when you do not know what you do not know, which requires you to know yourself and your emotions, is also a focus of the Institute.

Who Should Attend

Local government professionals including chief administrative officers, assistants, and department heads interested in advancing their career who would like to:

- Thrive in an increasingly complex world with multiple personalities, competing self-interests, questionable ethics and the prominence of the information age.
- Function in a complex world with challenges facing local government professionals that can make leaders feel like the healthiest person in the emergency room.
- Implement sound judgment, an important concept of the Institute, which will help guard against blind pathology and acting without the proper analysis.

Join a network of organizational leaders who have participated in the Midwest Leadership Institute and who continue to assist one another with workplace and personal challenges and celebrate successes. Participants also receive ongoing educational materials through the “members only” section of the MLI website and receive invitations to participant only events.

Curriculum

The Institute customizes learning to the needs of the participants. Learning in teams focusing on real world local government scenarios is a critical component of the Institute.

The Institute is an intensive 4.5-day program with both an internal self-focus and an external organizational focus. The Institute consists of nine learning pods including lectures, exercises, team discussions and team presentations. The most recent schedule and the events of the day can be found on the Midwest Leadership Institute website.

Presentation Team

A cross-disciplinary team of leading local government practitioners and experts in executive coaching and leadership development presents the program

- David E. Morrison, M.D., Morrison Associates
- Daven Morrison, M.D., Morrison Associates
- David M. Limardi, Limardi Consulting LLC, MPA, ICMA-CM
- Robert Kiely, MPA, ICMA-CM
- Dawn S. Peters, MPA

Logistics

Each program is limited to 40 participants to ensure time for one-on-one individualized coaching as well as small group and all-participant events. Tuition for the entire 4.5-day Institute is \$2299 and includes course materials, continental breakfast daily and lunch for four days. Organizations that send multiple participants are eligible for tuition discounts.

The Institute will be held **August 23 - 27, 2021** at Northern Illinois University’s Naperville campus, 1120 East Diehl Road, Naperville, IL.

Limardi Consulting, LLC



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 NORTHERN ILLINOIS UNIVERSITY
Center for Governmental Studies
Outreach, Engagement, and Regional Development



Spotlight on: Azavar

Staying on Top of Changing Business Developments

By Shylo Bisnett, Content Specialist, Azavar

In the best of times, local governments are challenged to provide services while keeping budgets and staff rolls low. Between day-to-day constituent services and long-term fiscal planning, there are often few resources and little time leftover to keep tabs on developments on the private business market—and how they might impact local-government coffers. Additional demands of the pandemic, from providing emergency services to managing state and federal relief programs, present an additional challenge.

Let's explore an area where governments might need to take a second look to identify revenue leaks.

Always Evolving: Short-Term Rental

During the pandemic, those who did travel often booked in short-term rental properties. In fact, Airbnb booked more domestic stays last summer than it did in 2019, as did other major market players such as Vrbo. Meanwhile, hotels saw traffic plummet. Travelers flocked to whole-home rental options in locations off the beaten path as work-from-home and remote-schooling programs untethered them from their homes in dense cities and suburbs.

Many municipalities have regulations regarding short-term rentals, from whether they are permissible at all, to how many licenses are available, and what taxes and fees must be remitted by hosts and services. But unlike hotels and inns, it can be more difficult to monitor and manage the different options.

More Players Complicate Remitting & Reviewing

There are dozens of short-term rental and online travel agencies, and more companies are popping up all the time, such as one new player targeting urban dwellers with social-media ads depicting tiny cabins tucked in the woods. To a traveler they're alluring. But to a local-government finance professional this should give pause. Is it a campground? A short-term rental? Traditional hotel? Something new entirely?

But more than identifying the properties, it's also a challenge to make sure these providers are remitting all taxes and fees. For instance, errors often occur when travel providers don't



remit taxes on stays, but also on incremental charges such as cleaning fees, phone calls, pet fees, and more. Depending on the volume of rentals, these charges can add up to significant dollars that make a measurable contribution to budgets.

Looking at the Whole Picture

Over the next few months as communities reopen and begin recovery, governments must start turning an eye to opportunities to secure revenues already due. But combing through records to uncover very specific, even picayune, errors is difficult for even a well-resourced finance team.

However, it's important to multiply the potential gains from error-free remittance by all the different sources of revenue for local governments, such as sales tax, food and beverage tax, franchise fees, utility taxes, and beyond. Each of these areas likely contain errors.

The right partner for local governments can bring staff skilled in analysis that can turn a keen eye to ordinances and records to find any missing dollars, then work directly with business taxpayers to collect revenue and increase compliance. This is especially important in new and changing industries. By minimizing this risk, finance leaders can maximize potential rewards for their community.

Spotlight on: Christopher B. Burke Engineering, Ltd.

Keeping Residents Informed on Improvement Projects During COVID

By Christopher B. Burke Engineering, Ltd. (CBBEL)

After more than a year of living in a pandemic, many aspects of our professional lives have changed in some way. Some of these changes, like remote working, might extend well into the future or even be permanent.

As a consulting engineering company that works with municipalities across Illinois, we've had to adapt to ensure we are meeting the needs of our municipal clients and their residents in proactively communicating and educating about proposed improvement projects.

But how do you best engage the public while continuing to live in a world with limited social gatherings?

In a pre-COVID world, our project managers and client partners would host in-person project open houses, where members of the community were invited to learn about a project through a public presentation, by reviewing exhibits and speaking directly with the project team.

Anyone who works with the public will understand the importance of continuing this type of interaction, where the public has a chance to get information and ask questions. During the planning stages of a public improvement project, it is critical to hear directly from residents and others potentially impacted by a project because, as CBBEL President Mike Kerr recently told the Active Transportation Alliance, public input can really help shape and improve the final outcome.

During the pandemic, CBBEL has worked with several municipal partners to host virtual public open houses, websites that work to replicate the feel of the in-person events as much as possible while giving residents and stakeholders the ability to learn and ask questions at their convenience.

These virtual public open houses allow the public to view the same resources and information presented at the in-person events, but in the comfort and safety of their home. The websites read like a narrative, explaining the need for the project, the timeline and the steps required for improvement. Significantly, this information is laid out on a single webpage, which makes it easier for users to navigate the site and mimics the feel of an in-person open house, where information is provided in sequential stations.

These websites host all sorts of resources that shed light on the type of improvements being proposed. Typical features of



the sites include full-size maps of the project location, studies that provide context into decision-making, exhibits displaying options for proposed improvements and relevant information on potential impacts.

These websites don't just make it easy to share information about a project but can also be useful in gathering ideas and feedback from residents. A crucial feature of these sites is the option for users to provide comments, opinions and questions on the information – just like they would in-person – to the engineers working on the project. Some websites have even incorporated a custom survey to gather more detailed feedback from residents, businesses and stakeholders.

A website can only go so far in replicating the feel of an in-person open-house, and it is still important to provide an opportunity for a live exchange of ideas. That's why the project team hosts a live Zoom meeting, during which the project information gets presented and attendees have the option to ask questions and get immediate answers from CBBEL and its municipal clients. These Zoom meetings are recorded and then posted to the website, so that those who could not attend can view them when they have time.

While we know a virtual open house can't exactly replicate an in-person meeting, there are certainly some benefits to providing this information in a way that gives people the opportunity to view the information at their own pace and when most convenient for them.

See just a few examples of these types of websites at the links below:

- 143rdStreetProject.com
- BernardDrive.com
- CrawfordAvenueProject.com
- HobbieAvenue.com

Spotlight on: Comcast

Pivoting from Surviving to Thriving: 3 Strategies for Municipalities Returning to “Normal”

By Sean McCarthy, VP, Special Initiatives & Business Development, Comcast, Greater Chicago Region

It’s been almost a year since the COVID-19 pandemic began and caused massive upheaval across the world and here in the State of Illinois. We may be starting to see the light at the end of the tunnel, but we have a long way to go before we return to “normal,” whatever the new normal is. Until then – and probably for some time after – small businesses, especially, will live in a state of flux: According to a recent survey, nearly 53% of small business owners don’t expect to return to pre-COVID operations for at least the next six months.

Municipal governments and leaders will play a major role as communities start planning the way back. The following are tips municipal and other government organizations should consider as they help their communities pivot from surviving amid the crisis to thriving in a new environment:

Use technology to stay connected

Many municipalities have had to embrace a more digital model to stay safely connected to their residents. For example, digital tools like Zoom and Teams have allowed residents to have a direct line of communication to municipalities through virtual town halls. Meanwhile, cloud-based communication, messaging and other tools have helped municipal leaders and employees remain collaborative in a mostly remote work environment and maintained open lines of communication to keep productivity on track.

Even as restrictions continue to evolve, a lot of the digital infrastructure communities stood up during the pandemic will still stand, and even grow. Gartner predicts that organizations globally will spend more than \$330 billion on remote working technologies this year, a nearly 5% increase from last year’s spending. With this massive investment and the strong positive reception that these technologies have already garnered, it stands to reason we will continue to use them, even as we return to normal. In particular, demand for digitized municipal services, cultural resources and participation will likely remain high, as they’ve become a more convenient way for municipalities to connect with residents and local businesses.

Help vulnerable communities recover and reposition

Not only is COVID-19 disproportionately spreading through and destroying communities of color, but the economic



effects of the pandemic are also devastating BIPOC (Black, Indigenous and People of Color) owned small businesses.

To close the gap and address inequality during recovery, some governments, community organizations and businesses have begun to take action to help small businesses, especially BIPOC-owned small businesses, gain access to the financial relief and business resources they need right now. One such resource is the Comcast RISE program, which awards marketing, creative, media and technology services, as well as grants to eligible small businesses impacted by the pandemic that apply and are accepted into the program. For more information or to apply, visit www.comcastrise.com.

Stay nimble and resilient

After implementing crisis management responses related to social distancing, workplace and commuting, vulnerable groups, local service delivery, support to business and citizen engagement, cities can now consider their technology needs for transitioning to the new normal of living.

Perhaps some communities will want access to technologies that allow them to monitor public health. Others may want to revamp systems with social distancing in mind, like public transportation. Regardless of what solutions are chosen, leaders will need to work with key stakeholders – including different levels of government, developers and technology providers – to seamlessly integrate these technologies into their communities.

The way forward...

This past year, our communities have shown remarkable resilience. As local governments and municipalities start to rethink their operations, remember the solutions you will need will vary based on your community’s needs. By leaning on technology to support your new strategies, your operations and your goals, you’ll be better prepared for the future – as uncertain as it might seem.

Spotlight on: SB Friedman Development Advisors

15-Minute Suburb? Expanding on the Strengths of Suburban Communities to Attract Millennials

Caren Kay, AICP, Project Manager, SB Friedman Development Advisors

An urban planning concept that has gained traction over the last decade is the “15-Minute City.” In a 15-minute city, essential stores, services, and key destinations are a 15-minute walk or bike ride from your home. An optimal 15-minute walkshed/ bikeshed would include a grocery store, a park, a library, at least a grade school and ideally a high school, a healthcare center, a pharmacy, and some alternative to auto-based longer distance transportation (bus or train). The 15-minute city began as an academic urban planning concept. However, it has since ballooned in popularity, becoming a priority for planning departments across the country. The Congress for New Urbanism supports the 15-minute city as a mechanism to address multiple key challenges facing communities: promoting socioeconomic equitable development, improving diversity, reducing the need for transportation, and promoting the health and wellness of residents.

Historically most people living in the suburbs wanted to use their private vehicle as their primary mode of transportation. People who wanted a more walkable and bikeable community lived in center cities. According to a “Millennial Home Buying Preference” study by the National Association of Home Builders in 2019, the percentage of Millennials who desired to live in the central city increased from 6% in 2007 to 23% in 2018. Bloomberg CityLab cited a study in 2019 that documented the factors drawing young adults (ages 20-34) to the city center as access to transit and the presence of amenities. Younger adults (20-24) were most influenced by the presence of amenities: density of retail, entertainment, recreation, and food services jobs. Respondents in the study on the brink of their Family Years (25-34) placed a higher value on the proximity to transit. Both Millennial preferences cited in the study, access to transit and amenities are core to the 15-minute city concept.

After a decade of increasing Millennial preference for urban areas, the question became- at what age would urban Millennials return to their suburban roots? In 2020, SB Friedman conducted Millennial market interviews for a comprehensive plan in one suburban Chicago community. Multiple interviewees were Millennials who grew up in the



suburbs, were currently living in various urban communities (e.g., Boston, Washington D.C.), but expressed an intent to eventually return to the Chicagoland suburbs as they shifted from being young professionals in the workplace to focusing more on their families. Then the COVID-19 pandemic hit.

Over the course of the last year, the space we live in has become increasingly important. Where Millennials were previously willing to compromise space for more neighborhood amenities, the overnight metamorphosis of people’s homes into their office, gym, restaurant, school, and more has led many to question that trade-off. Multiple national reports suggest the COVID-19 pandemic has led to the acceleration of the Millennial return to the suburbs. The PwC Emerging Trends in Real Estate 2021 report dubbed this shift as the “Great American Exodus.” The report identifies the fastest growing areas over the next decade as lower-cost, second-tier cities and small towns with unique downtowns that can attract young parents.

Amenity-rich urban environments and suburban living do not need to be mutually exclusive concepts. Suburban communities wishing to absorb Millennial growth over the next decade would be well-suited to begin by applying the 15-minute city lens to their community. Especially in a world with the increasing ability to work remotely, more and more families will have the opportunity to choose where they live based on personal preferences rather than simply by proximity to employment. Small-scale improvements – like prioritizing bike and pedestrian transportation – paired with supporting vibrant retail corridors can create a more desirable environment for the next generation of families looking for a 15-minute city in a suburban environment.

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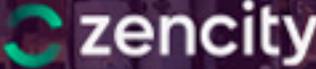


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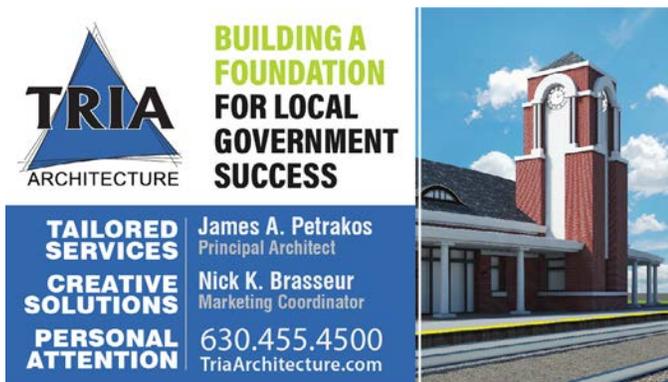
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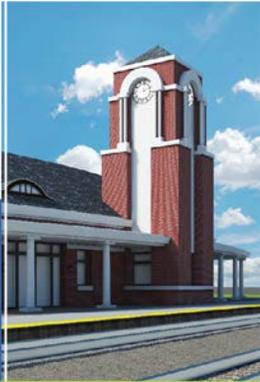
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