



# MTCMA

Maine Town, City and County  
Management Association

A State Affiliate of ICMA

## THE 41ST ANNUAL STATEWIDE MANAGER INTERCHANGE

### March 20, 2020

HILTON GARDEN INN – BANGOR, ME

A Municipal Roadmap:  
Navigating Financing Tools & Media  
Relations



EDUCATION LEADERSHIP NETWORKING

For more information visit the MTCMA website: [www.mtcma.org](http://www.mtcma.org)

# A MUNICIPAL ROADMAP: NAVIGATING FINANCING TOOLS & MEDIA RELATIONS

## 7:45-8:15AM: REGISTRATION, CONTINENTAL BREAKFAST & NETWORKING (VISIT WITH SPONSORS)

### 8:15-8:20am: Welcome

*Andrew Hart, MTCMA President & County Administrator, Knox County; Rhonda Irish, MTCMA Professional Development Co-Chair & Manager, Town of Wilton*

### 8:20-9:00am: FEATURED SPEAKER – Communications Crossroads: Understanding and Engaging the Media

News Center Maine's veteran political reporter, Don Carrigan, joins us for a discussion on positive media relations. Don will provide insight into media engagement, press release preparation and take a look at how media coverage has evolved over time.

Don is a native of South Bristol and has had a storied career as a reporter, anchor, photographer, debate moderator, news director and producer. He also spent three years working with U.S. Senator Bill Cohen. Don is now the State House bureau chief, covering political campaigns and other issues.

*Presenter: Don Carrigan, Political Reporter, News Center Maine WCSHG  
(MTCMA Certification: .75 credits Leadership and Elected Relations categories)*

### 9:00-10:15am: Financing Tools: Lease Purchases & Municipal Bonds

Financing capital expenditures is a challenge many municipalities face. Grants are difficult to rely on and financing a large project directly through a tax increase is often met with resistance. Two financing options are Issuance of Bonds or Lease Purchase Financing. Androscoggin Bank's John Simko will identify the differences and explain the processes for the two options and Attorney Alyssa Tibbetts will explain the legal considerations for the two tools. Cape Elizabeth's Matthew Sturgis will describe resident and Council engagement in the lease-purchase or bond financing process.

*Presenters: John Simko, VP Government Finance, Androscoggin Bank; Alyssa Tibbetts, Attorney, Jensen Baird Gardner & Henry; Matthew Sturgis, Manager, Town of Cape Elizabeth  
(MTCMA Certification: 1.25 credits Finance/Budget category)*

## 10:15-10:30AM: MORNING BREAK & NETWORKING (VISIT WITH SPONSORS)

### 10:30-11:45am: Developing Internal Control Policies

With nearly 30 years of experience conducting audits, Ron Smith has seen it all and can provide guidance on how to combat financial mismanagement. You will also hear from Jerre Bryant, who has been Westbrook's Administrator since 2002. Jerre will speak on Westbrook's unfortunate experience in 2016 which led to their implementation of more rigorous control policies.

*Presenters: Ron Smith, Managing Partner, RHR Smith & Company, CPA's; Jerre Bryant, City Administrator, City of Westbrook  
(MTCMA Certification: 1.25 credits Finance/Budget and Leadership categories)*

## 11:45AM-12:30PM: LUNCH

### 12:30-2:00pm: Navigating TIFs & CEAs

Tax Increment Financing is one of the few local public finance tools authorized under state law and available to municipalities and plantations to promote economic development. Shana Cook Mueller from Bernstein Shur will cover the basics of TIFs and Credit Enhancement Agreements (CEAs), and the legal components of implementing a TIF District. Michelle M. Flewelling of Fairfield and David Cyr of Mars Hill will discuss their recent involvement in the creation, amendments and regulation of TIF Districts and CEAs, and municipal voters' reactions to TIFs.

*Presenters: Shana Cook Mueller, Shareholder, Bernstein Shur; David Cyr, Manager, Town of Mars Hill; Michelle Flewelling, Manager, Town of Fairfield  
(MTCMA Certification: 1.5 credits Finance/Budget and Legal categories)*

### 2:00-3:30pm: A Roadmap to Employee Benefits

Learn to navigate the complex world of employee benefits from the experts. Tracey Gould and Ann Willette from MMA Risk Management, Anne Wright from MMEHT and Susan Dublin of Group Dynamic, a third-party benefit administrator, will walk you through the options for municipal employers and their employees.

*Presenters: Tracey Gould and Ann Willette, MMA Risk Management Services; Anne Wright, Director, Maine Municipal Employees Health Trust; Susan Dublin, Vice President Strategic Alliances & Product Development, Group Dynamic  
(MTCMA Certification: 1.5 credits Finance/Budget and Human Resources categories)*

## 3:30-3:45PM: WRAP UP/DRAWINGS

# 2020 MTCMA SPONSORS

## TITANIUM LEVEL



## PLATINUM LEVEL



## GOLD LEVEL



## SILVER LEVEL



## BRONZE LEVEL



## SUPPORTER



# INTERCHANGE 2020

**DATE:** Friday, March 20, 2020

**TIME:** Registration - 7:45 am - 8:15 am  
Program - 8:15 am - 3:45 pm

**PLACE:** Hilton Garden Inn  
250 Haskell Road, Bangor, ME 04401

**FEE:** **Pre-Registration:** Registrations must be postmarked or received by March 6, 2020  
\$75.00 – Members  
\$50.00 – MTCMA New Member (*since July 1, 2019*)  
\$50.00 – 1st Time Attendee, Interns or "Aspiring Managers"  
\$150.00 – Non-members

**Late Registrations: All registrations post-marked or received after March 6, 2020**

\$90.00– Members  
\$150.00 – Non-members

**QUESTIONS:** Call Alicia Gaudet at 1-800-452-8786 (ext. 2304).

**CANCELLATIONS:** Cancellation notification must be given in writing at least 3 business days before the session. Any cancellation received within that 3-day window will be charged the full registration fee. **All** cancellations are subject to a \$10 administrative fee for processing. Please go to <http://www.memun.org/TrainingResources/WorkshopsTraining/Cancellations.aspx> to cancel. If you have any questions please contact the Educational Services Office at (800) 452-8786 or (207) 623-8428.

**CONFIRMATION:** Confirmation of class registration will be sent out via email one week prior to the start of the event. If you do not receive an email confirmation, please call 1-800-452-8786 or 207-623-8428.

**TO REGISTER:** Complete the registration form and mail with check made payable to MTCMA, 60 Community Drive, Augusta, ME 04330. You may also fax your registration to 624-0128 or register online at [www.mtcma.org](http://www.mtcma.org).

**HOTEL RESERVATIONS:** MTCMA has a limited number of overnight rooms blocked for this event until March 5, 2020. The group rate is \$119.00 per night s/d occupancy. Be sure to mention group code "MTCMA5" or mention the event to secure the group rate. To make reservations, call the Hilton Garden Inn at (207) 262-0099.

**STORM POLICY:** If there is inclement weather, a decision to postpone will be made by 5:00 p.m. the day prior to the workshop. MTCMA encourages attendees to check the MMA website before departing for any MTCMA events to ensure that the event schedule has not changed.

**DIETARY REQUIREMENTS:** We do our best to plan meals according to general dietary guidelines. If you have a specific dietary restriction, please call our office at least 5 business days prior to the start of the event. Please note that we are not able to accommodate onsite requests, as catering planning happens in advance of the event.

## REGISTRATION FORM

### 41st Annual Statewide Manager Interchange

Please fill out the registration form completely to ensure your full participation in the sessions.

FULL NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

MUNICIPALITY: \_\_\_\_\_ PHONE: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

EMAIL\*: \_\_\_\_\_

(\*All correspondence will be sent to the email address provided above)

#### FEE (Check One):

##### MTCMA MEMBER

- \$75.00 pre-register and/or postmarked by March 6, 2020
- \$50.00 MTCMA New Member (since July 1, 2019)
- \$50.00 1st Time Attendee/Intern/Aspiring Manager
- \$90.00 all registrations received/postmarked after March 6, 2020

##### NON-MEMBER:

- \$150.00

**Register online** at: [www.mtcma.org](http://www.mtcma.org) or **mail this form to:** MTCMA, 60 Community Drive, Augusta, ME 04330; **fax form to:** (207) 624-0128 or **Email:** [wsreg@memun.org](mailto:wsreg@memun.org)

**ADA MESSAGE:** In order to ensure your complete participation, we would appreciate your informing us of any special requirements you may have due to a disability.