



2022 Aim Ideas Summit  
French Lick Springs Resort Event Center  
French Lick, Indiana | November 2-4, 2022

aim  
**Ideas**  
**summit**

# THE 2022 AIM IDEAS SUMMIT

We are heading to the French Lick Springs Resort Event Center for the 2022 Aim Ideas Summit. With more than 120 exhibitors, organizations, and state agencies specializing in municipal government solutions, an exciting mix of speakers, thirty workshops, networking opportunities, and one-on-one consultations, the Aim Ideas Summit spotlights just how comprehensive our commitment is to accelerating Indiana municipalities.

There is also some association business that needs to happen at the conference. Be sure to attend the Opening and Closing Business Sessions to help elect Aim officers, board members, and formulate policies for the coming year. Check the Aim website to ensure you're signed up as a voting delegate, [aimindiana.org](http://aimindiana.org).

## WORKSHOPS

It wasn't easy to accomplish given the short time we have together, but we found a way to put a tremendous amount of educational programming into the Aim Ideas Summit. This year's thirty workshops are diverse and offer a great mixture of technical, nuts and bolts skills, big picture development, quality of place, utilities, and housing topics. As always, there will be a lot of Continuing Legal and Education credits. For those who attend our extended Early Bird topics, credit will be offered towards your Aim Municipal Management Institute certification. Check the Aim website frequently for topic descriptions and workshop speakers as they become available in the coming weeks.

## HIGHLIGHTS

There will be opportunities for you to meet one-on-one with experts representing several popular Aim programs. Round up your financial questions and bring them to the conference. The State Board of Accounts will have representatives staffing their Resource Center on Thursday, November 3. We have also invited several special guests to join our lineup of expert speakers.

## EXHIBIT HALL

Nearly 120 companies, organizations, and state agencies specializing in municipal government solutions will be on-hand in the exhibit hall. Make sure to visit their booths to learn what they can offer your city or town and to find innovative technology and resources to take back to your community. This year, the exhibit hall will kick off with the Welcome Reception on Wednesday and feature a continental breakfast on Thursday. The exhibit hall will have extended hours on Thursday. Don't forget to follow the Sweet Treats Trail to score a sugary snack while chatting with participating vendors!

## INFLUENCER AWARDS

Have you ever wanted to be an Influencer? Now's your chance! Share your conference experience on social media throughout the Aim Ideas Summit by using the conference hashtag, #Aim2022, or tagging Aim. An Influencer will be awarded daily for excelling on social media. Want to win the title of Top Influencer? Be sure to go above and beyond informing the public about the importance of continuing education during the conference. The Top Influencer will be eligible to win a prize during the Closing Business Session. Must be a municipal attendee to win prizes!

## EARLY BIRD WORKSHOPS

*Earn MMI credit!*

**Wednesday, November 2**

1:15 p.m. – 2:45 p.m.



### Resources for Residential Development: How Indiana Communities Can Promote Housing

Housing supply is a growing challenge for many Indiana municipalities; lack of available (and affordable) housing inventory limits population growth potential, makes it more difficult for local employers to recruit from a nearby labor force and even becomes a negative factor in pursuing economic development opportunities. This panel highlights available resources (state/federal incentives, financing tools and programmatic funding) and best practices for promoting new residential growth, along with a discussion of managing growth in terms of infrastructure and other impacts. Will also discuss the findings of the housing task force empaneled by the General Assembly and how its recommendations could translate to policy outcomes.

### How Can a BOT Project Work for Me?

Utilizing Indiana Statue 5-23, Build-Operate-Transfer (BOT) is a form of project delivery method identified in Indiana Statue 5-23. A private developer will team with an architect and constructor to finance, design, construct, own, and operate a facility for a public entity. Learn how this new delivery method is helping many public entities throughout Indiana.

### Federal Advocacy in the Build Back Better Era

Learn first hand from a Government Finance Officers Association advocacy expert how associations have interfaced with congress and the executive branch on bills such as the American Rescue Plan and Bipartisan Infrastructure Law, and how this level of engagement benefits all cities and towns.

### Bringing your Community Broadband into the 21st Century

We are experiencing vast amounts of money being readily available to communities for broadband expansion and this panel will provide an overview of the various funding opportunities that can be utilized to bring reliable broadband internet to your community. These funding sources include but not limited to: Infrastructure Investment and Jobs Act, American Rescue Plan Act, Community Connect Grant Program, ReConnect Program, Build Back Better Regional Challenge, Indiana Connectivity Program, and the Next Level Connections Grant Program. The panel will discuss the various ways your community can bring reliable broadband to its citizens and the challenges that may be faced with local, state, and federal regulations. Our experienced panel will discuss examples of other communities utilizing broadband funding opportunities to bring faster and more reliable broadband to their communities. Finally, the panel will discuss the importance of having the right broadband study plan and internal and external teams in place to achieve project success.

### How to Prepare for Litigation

Public entities are subject to lawsuits more than other insurance sectors. We will discuss what you can do to avoid lawsuits and litigation and what you do that could bring about litigation. In addition, we will also discuss what to do when those suit papers are served as well as tactics to use to help defend that suit.

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*Participation in an Early Bird Workshop qualifies for credit in Aim's Municipal Management Institute (MMI). Thank you to our 2022 Sponsors! Learn more about the MMI program and the sponsors at [aimindiana.org/mmi](http://aimindiana.org/mmi).*

# AGENDA

\*\* Throughout the summer, Aim will be updating our workshop roster to include descriptions, speakers, and notes about workshop CLE credits and applicability to small towns. Check [aimindiana.org](http://aimindiana.org) frequently for more details!

## Tuesday, November 1

7:00 p.m.	Board of Directors Dinner
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## Wednesday, November 2

9:00 a.m. – 6:00 p.m.	Registration
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9:00 a.m. – 10:45 a.m.	Board of Directors Meeting
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11:00 a.m. – 1:00 p.m.	Aim Affiliate Group Meetings <ul style="list-style-type: none"> <li>Indiana Association of City Engineers (IACE) Luncheon</li> <li>Indiana Conference of Mayors (ICOM) Luncheon</li> <li>Indiana League of Municipal Clerks and Treasurers (ILMCT) Executive Committee Luncheon</li> </ul>
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1:15 p.m. – 2:45 p.m.	Early Bird Workshops <ul style="list-style-type: none"> <li>Resources for Residential Development: How Indiana Communities Can Promote Housing</li> <li>How can a BOT Project Work for Me?</li> <li>Federal Advocacy in the Build Back Better Era</li> <li>Bringing your Community Broadband into the 21st Century</li> <li>How to Prepare for Litigation</li> </ul>
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2:00 p.m. – 4:00 p.m.	Aim Affiliate Group Meetings <ul style="list-style-type: none"> <li>Indiana Association of Regional Councils (IARC) Advisory Council Meeting</li> </ul>
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3:00 p.m. – 4:30 p.m.	Workshops <ul style="list-style-type: none"> <li>Beyond Fiscal Recovery Funds: Leveraging American Rescue Plan and the Infrastructure Bill Provisions for Community Growth</li> <li>Remote Work Incentive Programs for Community Attraction and Diversification</li> <li>Cyber Awareness: Improving Your Community's Confidence</li> <li>Leveraging Liabilities: From Infuriating to Inspiring</li> <li>How to Prepare for Litigation</li> </ul>
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4:45 p.m. – 5:30 p.m.	Opening Business Session
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5:45 p.m. – 7:15 p.m.	Welcome Reception in Exhibit Hall
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7:15 p.m.	Evening Open
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## Thursday, November 3

8:00 a.m. – 5:00 p.m.	Registration
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8:00 a.m. – 10:00 a.m.	Continental Breakfast in Exhibit Hall
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8:00 a.m. – 11:15 a.m.	Exhibit Hall Open
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8:30 a.m. – 9:45 a.m.	Aim Affiliate Group Meetings <ul style="list-style-type: none"> <li>Council Members</li> <li>Indiana ADA &amp; Title VI Coordinators Association (ADA)</li> <li>Indiana Municipal Management Association (IMMA)</li> <li>Redevelopment Association of Indiana (RAI)</li> </ul>
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8:30 a.m. – 11:15 a.m.	State Board of Accounts Resource Center
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10:00 a.m. – 11:00 a.m.	Workshops <ul style="list-style-type: none"> <li>Environmental, Social, and Governance (ESG) and What your Municipality Needs to Know</li> <li>Creative Aging: How to Support the Health and Well-being of Older Adults through the Arts</li> <li>Changes Impacting Municipally Owned Utilities</li> <li>So You Developed a Comprehensive Safety Action Plan? This is Why Roundabouts Should be an Integral Part</li> <li>Vendor Solutions Workshop</li> </ul>
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## Thursday, November 3 (Continued)

10:00 a.m. – 11:30 a.m.	Coffee Bar
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11:30 a.m. – 1:30 p.m.	Aim Annual Awards Luncheon presented by Baker Tilly Municipal Advisors, LLC
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1:30 p.m. – 3:45 p.m.	Exhibit Hall Open
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1:45 p.m. – 3:15 p.m.	Workshops <ul style="list-style-type: none"> <li>PFAS Regulations and Why Municipalities Must Pay</li> <li>Find the Grants, Get the Grants, and Administer the Grants</li> <li>The Shared Humanity Approach to DEI &amp; B</li> <li>The Business Personal Property Tax Discussion and Implications of Reduction</li> <li>Reconnecting and Revitalizing Communities</li> </ul>
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2:00 p.m. – 3:30 p.m.	State Board of Accounts Resource Center
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3:45 p.m.	Grand Prize Giveaway and Exhibit Hall Closes
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4:00 p.m. – 5:00 p.m.	Corporate Member Advisory Council Meeting <i>Open to all Aim Corporate Members</i>
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4:00 p.m. – 5:00 p.m.	Workshops <ul style="list-style-type: none"> <li>Stacking the Deck Against the Great Reshuffle</li> <li>The ABCs of PCs, BZAs, and Your Legislative Body</li> <li>Is Your Technology Safe: Practical and Functional Ways to Ensure Your Municipality's Technology is Protected</li> <li>Healthcare Budgeting 101</li> <li>Vendor Solutions Workshop</li> </ul>
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5:05 p.m. – 5:20 p.m.	Policy Platform Hearing
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5:30 p.m. – 6:30 p.m.	Presidents' Reception
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6:30 p.m.	Evening Open
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7:00 p.m. – 10:00 p.m.	Vendor Party: Hosted by Aim Corporate Members <i>American Legion</i>
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## Friday, November 4

8:00 a.m. – 11:30 a.m.	Registration
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8:00 a.m. – 9:00 a.m.	Continental Breakfast
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9:00 a.m. – 10:00 a.m.	Workshops <ul style="list-style-type: none"> <li>Celebrating Community Successes</li> <li>Long-Term Capital Planning</li> <li>It's Raining Again! The City of Goshen's Flood Resilient Strategies to Adapt to Climate Change</li> <li>Parks for all to Enjoy: Applying Inclusivity to Park Design</li> <li>Attorney Peer Networking: Real Estate Essentials for Municipal (Local Government) Attorneys (Attorney CLE Program)</li> <li>Vendor Solutions Workshop</li> </ul>
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10:15 a.m. – 11:15 a.m.	Workshops <ul style="list-style-type: none"> <li>Optimizing your Asset Management Plan to use it to its Highest Potential</li> <li>Workforce Housing: Creating Partnerships that Lead to Growth</li> <li>Strong, Cohesive Vision Spurs Reinvestment in Rural Downtown Communities</li> <li>Would the Sign Standards in Your Unified Development Ordinance Withstand 1st Amendment Constitutional Challenge?</li> <li>Vendor Solutions Workshop</li> </ul>
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11:30 a.m. – 1:00 p.m.	Closing Lunch and Business Session
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# REGISTRATION OPENS AUGUST 16

ONLINE  
aimindiana.org

MAIL  
Aim  
125 W. Market Street, Suite 100  
Indianapolis, IN 46204

FAX  
(317) 237-6206

## Hotel Information

**The hotel blocks will open on August 16 for municipal members and August 17 for corporate members.** Please contact the hotel of your choice directly to reserve your hotel room. Reservations made by October 10 using the group codes provided will receive the group rate.

Aim is not responsible for hotel reservations. Attendees are required to provide their name and the name of their company or municipality when reserving a hotel room. Multiple reservations cannot be made under the same name. There are separate blocks for corporate members and municipal attendees. Please make sure you use the appropriate group code when reserving your room. You must be registered for the conference to occupy a room in the Aim hotel block. Reservations made under the Aim room block can be adjusted by Aim.

**Please note:** Neither Municipal attendees nor corporate members can reserve a hotel room using the Aim room block without purchasing a conference registration. Rooming lists will be checked regularly, and reservations cancelled if not registered for the conference. Aim will not cancel a hotel room without contacting the guest and providing a chance to register. **If hotel room is paid for by a tax-exempt entity, a ST-105 tax-exempt form must be provided to Guest Billing with corresponding confirmation number prior to arrival.**

If you are a member of the Aim Board of Directors, please contact Lesley Mosier at [Imosier@aimindiana.org](mailto:Imosier@aimindiana.org) to make your reservation.

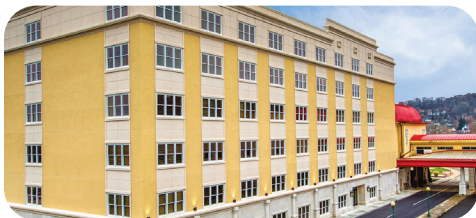


### French Lick Springs Hotel

\*Municipal Attendee Group Telephone Number: 1-844-887-9585  
\*Municipal Attendee Group Code: 1022AIM  
\*Vendor Group Telephone Number: 1-855-834-8592  
\*Vendor Group Code: 1022VEN

Room Rate: \$149/night (plus tax)  
Parking: Complimentary

French Lick Springs Hotel  
8670 West State Road 56  
French Lick, IN 47432  
(888) 936-9360



### French Lick Valley Tower

\*Municipal Attendee Group Telephone Number: 1-844-887-9585  
\*Municipal Attendee Group Code: 1022AIM  
\*Vendor Group Telephone Number: 1-855-834-8592  
\*Vendor Group Code: 1022VEN

Room Rate: \$159/night (plus tax)  
Parking: Complimentary

French Lick Valley Tower  
8670 West State Road 56  
French Lick, IN 47432  
(888) 936-9360



### West Baden Springs Hotel

\*Municipal Attendee Group Telephone Number: 1-844-887-9585  
\*Municipal Attendee Group Code: 1022AIM  
\*Vendor Group Telephone Number: 1-855-834-8592  
\*Vendor Group Code: 1022VEN

Room Rate: \$189/night (plus tax)  
Parking: Complimentary

West Baden Springs Hotel  
8538 West Baden Avenue  
West Baden Springs, IN 47469  
(888) 936-9360

# 2022 AIM IDEAS SUMMIT REGISTRATION FORM



Pre-Registration Deadline: October 10

<b>Full Name</b>
<b>Preferred Name for Badge</b>
<b>Title</b>
<b>Municipality/Company</b>
<b>Council President's Name</b>
<b>Address</b>
<b>City/State/Zip</b>

<b>Phone</b>
<b>Email (Required)</b>
<b>Spouse/Guest Name</b>
<b>Special Needs and Dietary Restrictions</b>

## REGISTRATION FEES

	On/Before Oct 10	After Oct 10	Enter Amount
<b>Aim Member — Municipal Official (Pop. greater than or equal to 1,000)</b>	\$345	\$395	
<b>Aim Member — Municipal Official (Pop. less than 1,000)</b>	\$199	\$245	
<b>Aim Non-Municipal Member</b>	\$495	\$545	
<b>Corporate Member (Exhibitor)</b>	\$255	\$305	
<b>Corporate Member (Non-Exhibitor)</b>	\$345	\$395	
<b>Spouse/Guest</b>	\$199	\$245	
<b>Thursday Only</b>	\$265	\$315	
<b>Total Amount:</b>	\$ _____		

## METHOD OF PAYMENT

<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express
<b>Check # (Payable to Aim)</b>
<b>Cardholder Name</b>
<b>Credit Card Number</b>
<b>Expiration Date</b>
<b>Verification Code</b>
<b>Billing Address</b>
<b>City/State/Zip</b>
<b>Signature of Cardholder</b>

## Please Check the Summit Events You Plan to Attend (for planning purposes only)

<input type="checkbox"/> <b>TUESDAY</b> Workshop Choice #1 How Indiana Can Promote Housing	<input type="checkbox"/> <b>TUESDAY</b> Workshop Choice #2 How Can a BOT Project Work for Me?	<input type="checkbox"/> <b>TUESDAY</b> Workshop Choice #3 Federal Advocacy in Build Back Better Era	<input type="checkbox"/> <b>TUESDAY</b> Workshop Choice #4 Bringing Broadband into 21st Century	<input type="checkbox"/> <b>TUESDAY</b> Workshop Choice #5 How to Prepare for Litigation	<input type="checkbox"/> <b>TUESDAY</b> Opening Business Session
<input type="checkbox"/> <b>TUESDAY</b> Welcome Reception in Exhibit Hall	<input type="checkbox"/> <b>WEDNESDAY</b> Continental Breakfast in Exhibit Hall	<input type="checkbox"/> <b>WEDNESDAY</b> Annual Awards Luncheon	<input type="checkbox"/> <b>WEDNESDAY</b> Presidents' Reception	<input type="checkbox"/> <b>THURSDAY</b> Continental Breakfast	<input type="checkbox"/> <b>THURSDAY</b> Closing Lunch and Business Session

### Cancellation Policy

Only written cancellations will be accepted. Please mail your written cancellation to 125 W Market Street, Suite 100, Indianapolis, IN 46204; fax to: (317) 237-6206; or email [bbystry@aimindiana.org](mailto:bbystry@aimindiana.org). Written cancellations received on or before October 17, will be refunded less a \$40 processing fee. Aim is not responsible for hotel reservations or cancellations.

### Special Needs and Dietary Restrictions

If you require special arrangements or a special diet, please notify Aim on your registration form.

### Affiliate Group Events

Aim affiliate groups may hold individual meetings and events at the conference. Attendees must be registered for the conference in order to attend affiliate events. Additional information for affiliate group members may be mailed out separately.

### Questions?

Contact Lesley Mosier at (317) 237-6200 ext. 223 or [Imosier@aimindiana.org](mailto:Imosier@aimindiana.org).

### E-Verify Compliance

Aim is an enrolled employer in the E-Verify Program verifying the work eligibility status of its new employees and will remain so until that program no longer exists.

**aim** Accelerate  
Indiana  
Municipalities

125 W. Market Street, Suite 100  
Indianapolis, IN 46204



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