

# MAYORS INSTITUTE



BALL STATE  
UNIVERSITY

Indiana Communities Institute



Accelerate  
Indiana  
Municipalities

## December 12 - 13, 2022 Bottleworks Hotel, Indianapolis

Mayors Institute is a high-level learning experience, designed exclusively for mayors. The Institute is a partnership between Aim and the Indiana Communities Institute (ICI) at Ball State University that's helped to make the program better than ever before.

By participating in the Institute, mayors will gain practical tools that can be applied to the real-life challenges public officials face on a daily basis. During this day and a half program guest speakers and Aim staff will present an agenda of highly substantive sessions that will lead mayors through unique leadership and problem-solving exercises with their colleagues from across the state. Featuring many opportunities for the sharing of innovative, effective strategies to run city government, Mayors Institute sessions are timely, relevant and essential.

Aim and ICI will host Mayors Institute, December 12-13, in Indianapolis. All Hoosier mayors are invited to participate in the Mayors Institute to achieve certification in this exciting city leadership program.

### Participation and Recognition in City Leadership

All Indiana mayors are strongly encouraged to attend at least two Mayors Institute sessions each year. Aim and ICI will award mayors a Certificate of Achievement in three levels. Achievement will be measured by participation and attendance at the Mayors Institute sessions. Additionally, mayors that have reached Indiana City Leadership Ambassador status are eligible for an advanced level: Indiana City Leadership Executive. For more information on Mayors Institute Certificates of Achievement, visit [www.aimindiana.org](http://www.aimindiana.org).

### Accelerate Indiana Municipalities (Aim)

Ever since the 1890s, Aim, formerly the Indiana Association of Cities and Towns, has been an advocate for Indiana municipalities. Aim is the official voice of municipal government in Indiana, with more than 460 cities and towns as members. Our purpose is to foster, promote and advocate for the success of Hoosier municipalities as laboratories of innovation, hubs of talent and the engines driving our state's economy.

### Ball State University Indiana Communities Institute

ICI addresses the modern challenges of economic development through community-based strategies for sustainable growth. Although their efforts focus on strengthening communities throughout Indiana, this strategy serves as a model for university economic development efforts across the nation. The research-policy-practice framework allows ICI to tap into talent and resources from research and outreach units across campus. ICI's partnerships lead to informed, effective projects and strategies that bring development efforts into the 21st century.

#### AGENDA - MONDAY, DECEMBER 12

9:00 a.m.	Breakfast & Registration
10:00 a.m.	<b>Welcome &amp; Introductions</b>
10:15 a.m.	<b>Mayors Idea Exchange</b>
11:30 a.m.	<b>Discussion:</b> Continuation of Recent ICOM Dialogue focusing on Mental Health Programs and Practices for Municipal Public Safety Professionals
12:30 p.m.	Lunch
1:30 p.m.	<b>Workshop:</b> Using Re-Purpose Energy Savings to Better Your City and Creating a Smart City
2:45 p.m.	<b>Workshop:</b> How Conexus Indiana is Targeting Indiana's Advanced Manufacturing and Logistics Industries
4:00 p.m.	<b>Workshop:</b> Long-term Planning and Sound Maintenance Practices for Water and Wastewater Utilities
6:30 p.m.	Dinner & Fowling

#### AGENDA - TUESDAY, DECEMBER 13

8:30 a.m.	Breakfast
9:15 a.m.	<b>Workshop:</b> Preparing for a Tragedy that Affects Your Community
11:00 a.m.	<b>Workshop:</b> How Much do Taxes Affect Growth: A Reality Check on ALEC's Rich State, Poor State Rankings
12:00 p.m.	Adjourn

## WORKSHOPS & DISCUSSIONS

### **Mayors Idea Exchange**

How do you get residents to want to help themselves and each other? Seymour Mayor Matt Nicholson will be speaking about two programs he and his staff have implemented that are doing just that. The Curb Appeal Program launched in 2021 provides qualifying residents a matching grant reimbursement up to \$500 to make visual improvements to the front of their homes and yards. To date, \$14,500 has been distributed and resulted in total investment of \$121,580 in curb appeal projects. The Seymour Shares TimeBank, launched just a few months ago, is a platform that is connecting neighbors and meeting needs in the community. Time credits are earned for every hour of service completed and can then be used to pay for services the volunteer needs, creating a circle of paying it forward. To date, there are 81 members and over 20 hours of service exchanged.

**Matt Nicholson**, Mayor, Seymour

. . . . .

### **Continuation of Recent ICOM Dialogue focusing on Mental Health Programs and Practices for Municipal Public Safety Professionals**

This discussion block will be used to bring attendees up to speed on the recent ICOM Dialogue regarding the intersection of public safety and mental health. Participants will also learn what has taken place since the initial gathering and to continue formulating possible next steps.

**Cathy Gross**, Mayor, Monticello  
**Jennifer Simmons**, Chief Operating Officer, Aim

. . . . .

### **Using Re-Purpose Energy Savings to Better Your City and Creating a Smart City**

Indiana cities and towns are seeking ways to reduce utility costs, address deferred maintenance, and solve infrastructure challenges. This session will cover a self-funding approach to re-purposes energy savings as a means to finance capital improvements. Energy conservation measures, such as LED streetlights, energy-intensive systems in public buildings, renewables, and water systems will be discussed. We'll also share the reasons why cities are considering networked LED streetlights as a path to a smart city network.

**Nick Allen**, Business Development Manager, Performance Services  
**Jason Neuenschwander**, Business Development Manager, Performance Services

. . . . .

### **How Conexus Indiana is Targeting Indiana's Advanced Manufacturing and Logistics Industries**

Advanced manufacturing and industries are the lifeblood of Indiana's economy. Hear what Conexus Indiana is doing to advance these industries, including investments in digital transformation and workforce programs across the state. Established in 2007, Conexus

Indiana's mission is to "accelerate Indiana's advanced manufacturing and logistics industry success by engaging a diverse network of industry, academic, philanthropic and public sector partners aligned and activated around a unified vision." A native of Terre Haute and graduate of Rose Hulman Institute of Technology and Butler University, Fred Cartwright has been leading Conexus since July 2021, after many years at General Motors, Clemson University's International Center for Automotive Research (CU-ICAR) and PRUV Mobility.

**Fred Cartwright**, President & CEO, Conexus Indiana

. . . . .

### **Long-term Planning and Sound Maintenance Practices for Water and Wastewater Utilities**

Proper long-term management of a water or wastewater utility requires continuous investment in infrastructure replacement, new infrastructure and operational needs. This session will explore strategies for long-term capital planning and managing unexpected short-term capital requirements. In addition, presenters will explore how proper maintenance supports capital management and reduces system failures and lowers costs.

**Ezat Nayeri**, Engineering Manager, Indiana American Water  
**Bill Reedy, Sr.**, Manager of Operations, Indiana American Water

. . . . .

### **Preparing for a Tragedy that Affects Your Community**

When Mayors face tragedy in their community, it's vital to have a fortified mental health toolkit and a network of support. This workshop will help build a support framework to keep Mayors and their communities moving forward in the toughest times.

**Beth Fields**, Director of Strategic Initiatives, Richmond  
**Dave Snow**, Mayor, Richmond  
**Mental Health Experts**

. . . . .

### **How Much do Taxes Affect Growth: A Reality Check on ALEC's Rich State, Poor State Rankings**

Taxes are an unwelcomed burden on businesses and households, but they also support the highly valued local public goods and services. This begs the question as to the effect of tax rates on economic growth, and whether or not we can infer the effectiveness of public services as they relate to tax rates. This presentation focuses on the major think tank report (ALEC's Rich State, Poor State Rankings), and county level data to better explore the topic of economic growth, taxes and the quality of local public services.

**Dr. Michael Hicks**, Director, Center for Business & Economic Research, Ball State University



**EVENT LOCATION**  
**Bottleworks Hotel**  
 850 Massachusetts Avenue  
 Indianapolis, IN 46204

Valet parking is available at Bottleworks Hotel. Parking garage and surface lot parking is also available.

**HOTEL INFORMATION**  
**Bottleworks Hotel**  
 850 Massachusetts Avenue  
 Indianapolis, IN 46204  
 317-556-1234

Group Name: Aim Mayors Institute  
 Aim Rate: \$179 plus tax  
[Reserve Online](#)

Please contact Bottleworks Hotel directly for hotel reservations and request the Aim hotel block. Reservations must be made by **November 23** to receive the group rate. Aim is not responsible for hotel reservations or cancellations.

**TRUST LOCAL EVENT: DINNER & FOWLING**  
**Fowling Warehouse Indianapolis**  
 1125 E Brookside Avenue  
 Indianapolis, IN 46202

Join fellow mayors and corporate supporters for dinner and fun at the Trust Local Event, included with your Mayors Institute registration. Fowling - the Original Football Bowling Pin Game, was invented at the Indy 500 and is sure to be a blast! Casual attire recommended. Transportation will be provided from the Bottleworks Hotel to the Fowling Warehouse.



**THANK YOU TO OUR DECEMBER SPONSORS!**



Registration	How to Register	
Fee: \$195 Deadline: December 5	<b>Online:</b> www.aimindiana.org <b>Fax:</b> (317) 237-6206	<b>Mail:</b> Aim 125 W Market Street, Suite 100 Indianapolis, IN 46204

**REGISTRATION FORM**

Name		
City		
Address		
City	State	ZIP
Phone		
Email (Required!)		

<b>Method of Payment</b> (Circle One)		<b>Fee: \$195</b>
Check	Mastercard	Visa
Discover	AmEx	
Check Number (Payable to Aim)		
Card Number		
Expiration Date	Verification Code	
Name of Cardholder		
Billing Address		
City	State	ZIP
Cardholder Signature		