



2023 Aim Ideas Summit
French Lick Springs Resort Event Center
French Lick, Indiana | August 22-24, 2023

aim
Ideas
summit

THE 2023 AIM IDEAS SUMMIT

We are heading to the French Lick Resort Event Center for the 2023 Aim Ideas Summit. With more than 130 exhibitors, organizations, and state agencies specializing in municipal government solutions, an exciting mix of speakers, over 30 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 and 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.

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 workshops are diverse and offer a great mixture of technical, nuts and bolts skills, big picture development, quality of place, utilities, housing topics. As always, there will be a lot of Continuing Legal 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 several 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 Wednesday, August 23.

EXHIBIT HALL

Nearly 130 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 Tuesday and feature a continental breakfast on Wednesday. The exhibit hall will once again have extended hours on Wednesday. Don't forget to play Aim's newest exhibit hall game, Municipal Mad Libs, with participating vendors!

INFLUENCER AWARDS

Have you ever wanted to be an Influencer? Now's your chance! Share your conference experience on social media leading up to and throughout the Aim Ideas Summit by using the conference hashtag or by 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. 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, August 22

1:15 p.m. – 2:45 p.m.



The End of Cheap Money and How the Treasurer of State's Office Can Help

The recent rise of interest rates creates challenges and opportunities for municipalities, impacting both the investment and borrowing of funds. More critical now than over the past decade, cities and towns must think strategically about how they manage their cash and raise capital to fund projects. This workshop will cover various facets of support the Treasurer of State's Office can provide in a higher interest rate environment through the Public Deposit Insurance Fund (PDIF), TrustIndiana, and the Indiana Bond Bank, specifically addressing: 1) How municipalities can earn interest income on their deposits, 2) Understanding the impact of market turmoil on banks, recent bank failures, and how the PDIF provides additional insurance on deposited funds, and 3) Options that are available through the Indiana Bond Bank to obtain lower borrowing costs and maintain capital access in a tighter lending environment.

The Mental Health Impact of the Opioid Epidemic and How Communities are Facing the Challenge

A panel moderated by Mayor Steve McMichael will discuss the tragic effects of substance use disorders, including significant mental health consequences for all involved. Clinton Faupel and Chad Bauer will share their experiences grappling with the opioid epidemic. As a Fort Wayne Fire Department Captain, Chad Bauer has spent his career responding to emergencies. He will share his story of the aftermath of his 20-year-old son's accidental fentanyl overdose, how this tragic event affected his career, his family, and his personal mental health, and how he has used his experience to advocate for those in similar circumstances. As Executive Director of RemedyLIVE, Clinton Faupel, knows the firsthand how devastating the statistics of opioid addiction are. He will share stories about fentanyl's effects on the state and offer ways every community can address tragic overdose trends. Finally, state leaders will be on hand to discuss diverse ways communities across Indiana are using opioid settlement funds to find a better way forward.

How has Covid-19 Impacted Hoosier Employment Trends?

Manufacturing has a long and strong history in Indiana. The state remains highest in its share of GDP in manufacturing, but what does this mean in terms of manufacturing employment, on which many of our policies are based? In this session Ball State researchers will explore employment trends in our communities, including the impacts of remote work, automation, and education. Speakers will also explore the implications of these trends on both municipal and private sector hiring decisions and policy impacts to be considered.

Don't take a Pass: Not Understanding Technology is No Excuse to Avoid the Cyber Security Talk

Not everyone is a technology guru or understands the world of terabytes, the dark web, or ransomware. Unfortunately, that doesn't mean we can put off discovering what we need to know to protect the digital environment of our municipalities. This workshop will cover common cybersecurity threats and foundational security controls that organizations should consider implementing. In addition, this session will walk participants through incident response preparation. Participants will learn to identify cybersecurity risks, build remediation and mitigation plans, and develop a stronger cybersecurity posture.

Risk Management Resources

Aim partner Bliss McKnight will provide an expert workshop to assist your community in being prepared for the risks that could lie ahead.

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 frequently for more details!

Monday, August 21

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| 7:00 p.m. | Board of Directors Dinner |
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Tuesday, August 22

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| 8:00 a.m. – 6:00 p.m. | Registration |
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| 8:30 a.m. – 9:00 a.m. | Board of Directors Breakfast |
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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"> Indiana Association of City Engineers (IACE) Luncheon Indiana Conference of Mayors (ICOM) Luncheon Indiana League of Municipal Clerks and Treasurers (ILMCT) Executive Committee Luncheon |
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| 1:15 p.m. – 2:45 p.m. | Early Bird Workshops <ul style="list-style-type: none"> The End of Cheap Money and How the Treasurer of State's Office Can Help The Mental Health Impact of the Opioid Epidemic and How Communities are Facing the Challenge How has Covid-19 Impacted Hoosier Employment Trends? Don't take a Pass: Not Understanding Technology is No Excuse to Avoid the Cyber Security Talk Risk Management Resources |
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| 2:00 p.m. – 4:00 p.m. | Indiana Association of Regional Councils (IARC) <ul style="list-style-type: none"> Advisory Council Meeting |
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| 3:00 p.m. – 4:30 p.m. | Workshops <ul style="list-style-type: none"> Transportation Infrastructure Planning & Safety Resources through INLTAP Housing Programs and Incentives to Strategically Grow Your Stock Facing Challenges and Creating Opportunities Through Community Collaboration Going the Distance with Grants: Preparing for the Entire Lifecycle of Your Awarded Projects and Programs Risk Management Resources |
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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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| 7:30 p.m. – 9:30 p.m. | Networking Reception <i>Sponsored by Boyce Systems</i> |
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Wednesday, August 23

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| 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"> Council Members Indiana ADA & Title VI Coordinators Association (ADA) Indiana Municipal Management Association (IMMA) Redevelopment Association of Indiana (RAI) |
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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"> Balancing Progress and Preservation in Economic Development Freedom of Speech: Sign Ordinances and the First Amendment Digital Disruption: Challenges and Opportunities for Communities in the Algorithm Era The Medicare Mystery: Solve the Complexity for You and Your Employees Vendor Solutions Workshop |
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| 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"> Public Art for Novices and Experts (and everyone in between) Residential Assessment and the Impact on Property Taxes A Seat at the Table: Encouraging Youth Voice and Engagement through Youth Councils Maintaining a Secure Digital Flow: Cybersecurity for Water and Wastewater Utilities Run, Walk, Bike: Trail Oriented Development in Your Community |
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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"> Making Sense of Federal Legislative Updates and Deciphering what Matters to Your Community Public Safety Organizational Development to Improve Relationships and Boost Collaboration Employment Law Updates, Compliance Matters, and More How a Water Loss Audit can have Broad Benefits for Your Water Utility Vendor Solutions Workshop |
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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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| 7:00 p.m. – 10:00 p.m. | Vendor Party: Hosted by Aim Corporate Members |
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Thursday, August 24

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| 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"> Developing a Minority Women Business Enterprise (MWBE) Program in a Mid-Sized Community Introduction to Vehicle Electrification: How to Prepare and Successfully Make the Switch Building a True Community Center: Carmel Clay Community Building Crisis Communications: How and Why You Need to be Ready for What You HOPE Won't Happen Public Spaces and Third Places: How Creative Thinking and Collaboration can Lead to a Reimagined Community Identity Attorney Peer Networking: The Old and the New: Environmental Challenges and Opportunities in 2023 and Beyond Vendor Solutions Workshop |
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| 10:15 a.m. – 11:15 a.m. | Workshops <ul style="list-style-type: none"> All Things Utilities: Updates on Legislation, Case Law, and the IURC Breaking Down Build - Operate - Transfer (BOT) Square Pegs in Round Holes: How Wastewater Projects Can Spur Brownfield Cleanup, Create Jobs, and Fast Trace Site Utilizing Banners for Street Beautification Why is Accepting Electronic Payments So Difficult? A Practical Approach to Managing the Process Vendor Solutions Workshop: Mapping Your Financial Future: Proactive Financials Planning for Municipalities |
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| 11:30 a.m. – 1:00 p.m. | Closing Luncheon and Business Session |
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REGISTRATION OPENS JUNE 20!

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 June 20 for municipal members and June 21 for corporate members. Please contact the hotel of your choice directly to reserve your hotel room. Aim is not responsible for hotel reservations. Attendees are required to provide their name and the name of their municipality or company 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 be sure to use the appropriate group code when reserving your room. You must register 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 reviewed 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, you will need to provide a ST-105 tax-exempt form to Guest Billing prior to arrive with corresponding confirmation number.**

*Due to volume concerns raised by the hotel, the Aim municipal member hotel block will open on June 20th and corporate member block will open June 21st. Reservations made using the group codes provided will receive the group rate assuming the hotel blocks haven't sold out.

If you are a member of the Aim Board of Directors, please contact Lesley Mosier at lmosier@aimindiana.org to make your reservation.



French Lick Springs Hotel

*Municipal Attendee Group Telephone Number: 1-844-887-9585

*Municipal Attendee Group Code: 0823AIM

*Vendor Group Telephone Number: 1-844-887-9585

*Vendor Group Code: 0823VEN

Room Rate: \$155/night (single/double occupancy) (plus tax)
\$205/night (suite) (plus tax)

Parking: Complimentary

French Lick Springs Hotel

8670 West State Road 56
French Lick, Indiana 47432
(888) 936-9360



French Lick Valley Tower

*Municipal Attendee Group Telephone Number: 1-844-887-9585

*Municipal Attendee Group Code: 0823AIM

*Vendor Group Telephone Number: 1-844-887-9585

*Vendor Group Code: 0823VEN

Room Rate: \$160/night (single/double occupancy) (plus tax)

Parking: Complimentary

French Lick Valley Tower

8670 West State Road 56
French Lick, Indiana 47432
(888) 936-9360



West Baden Springs Hotel

*Municipal Attendee Group Telephone Number: 1-844-887-9585

*Municipal Attendee Group Code: 0823AIM

*Vendor Group Telephone Number: 1-844-887-9585

*Vendor Group Code: 0823VEN

Room Rate: \$195/night (single/double occupancy) (plus tax)
\$245/night (balcony) (plus tax)

Parking: Complimentary

West Baden Springs Hotel

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

*MUNICIPAL ATTENDEES: Book online for above hotel options: <https://book.passkey.com/go/AIM2023>

*VENDORS: Book online for above hotel options: <https://book.passkey.com/go/AIMVENDOR>

2023 AIM IDEAS SUMMIT REGISTRATION FORM

Pre-Registration Deadline: August 1



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

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| Phone |
| Email (Required) |
| Spouse/Guest Name |
| Special Needs and Dietary Restrictions |

REGISTRATION FEES

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

METHOD OF PAYMENT

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

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

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|---|--|--|---|--|---|
| <input type="checkbox"/> TUESDAY Workshop Choice #1 The End of Cheap Money | <input type="checkbox"/> TUESDAY Workshop Choice #2 Community Mental Health | <input type="checkbox"/> TUESDAY Workshop Choice #3 Employment in Our Communities | <input type="checkbox"/> TUESDAY Workshop Choice #4 Cyber Security | <input type="checkbox"/> TUESDAY Workshop Choice #5 Risk Management Resources | <input type="checkbox"/> TUESDAY Opening Business Session |
| <input type="checkbox"/> TUESDAY Welcome Reception in Exhibit Hall | <input type="checkbox"/> WEDNESDAY Continental Breakfast in Exhibit Hall | <input type="checkbox"/> WEDNESDAY Annual Awards Luncheon | <input type="checkbox"/> WEDNESDAY Presidents' Reception | <input type="checkbox"/> THURSDAY Continental Breakfast | <input type="checkbox"/> THURSDAY Closing Luncheon 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. Written cancellations received on or before August 7, 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.

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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