



AGENDA

April 22 – 24, 2026

Fairfield Inn – Madison Cotton Mill
108 Saint Michael Street
Madison, Indiana

Picker House

Wednesday, April 22

2:00 p.m. – 4:00 p.m.

Registration

Fairfield Inn – Madison Cotton Mill
108 Saint Michael Street
Madison, Indiana

4:30 p.m. – 8:30 p.m.

After Hours Tour of Madison's Night Life

Join us for an evening tour of Madison's nightlife. This after-hours event is designed to encourage networking and provide an enjoyable opportunity to connect with fellow assistants, Aim staff, and sponsors in a relaxed setting. Be sure to bring socks if you are interested in bowling.

**Transportation will leave the Fairfield Inn at 4:30 p.m. and will return to the hotel no later than 8:30 p.m. Most stops are within walking distance to the hotel.*

8:00 p.m. – 11:00 p.m. **Networking Suite** – Hosted by Brian Long
Indiana Association of Regional Councils
The Cottage

Thursday, April 23

8:00 a.m. – 9:00 a.m. **Registration and Breakfast**
Fairfield Inn – Madison Cotton Mill
108 Saint Michael Street
Madison, Indiana

9:00 a.m. – 9:20 a.m. **Welcome, Ice Breaker, and Sponsors**
IMA President Laura Mann will open the day by introducing the current IMA Officers. Following her welcome, attendees will participate in a lively icebreaker activity. You'll have the chance to pin your city on the map, share how long you've been in your role, and highlight a fun fact about your municipality. We will also take a moment to recognize and thank our conference sponsors for their support.

Speaker:
Laura Mann, Promotion of the City Coordinator, Plymouth

9:20 a.m. – 9:30 a.m. **Break**

9:30 a.m. – 10:30 a.m. **Safe Haven Baby Boxes: Protecting the Most Vulnerable**
Monica Kelsey, founder of Safe Haven Baby Boxes, will share the inspiring story behind this life-saving initiative and its impact across communities. Attendees will learn how Safe Haven Baby Boxes provide a safe, anonymous option for surrendering infants, the legislation that makes them possible, and the partnerships required for successful implementation. This session will highlight both the personal passion driving the movement and the practical steps municipalities can take to support it.

Speaker:
Monica Kelsey, Founder, Safe Haven Baby Boxes

10:30 a.m. – 10:45 a.m. **Break**

10:45 a.m. – 12:00 p.m. **Strengthening Local Preparedness: Jefferson County
Emergency Management in Action**

Hear from the Jefferson County Emergency Management Agency to learn how it supports municipalities in preparing for, responding to, and recovering from emergencies. This workshop will cover resources, planning strategies, and collaborative programs that help local governments enhance public safety, mitigate risks, and effectively coordinate during crises. Attendees will gain practical insights and tools to strengthen emergency readiness within their own communities.

Speaker:

Matt True, Director, Jefferson County Emergency Management Agency

12:00 p.m. – 1:00 p.m. **Lunch – Aim Update with Matt Greller**

Aim CEO Matt Greller will provide an update on Aim's initiatives, highlight upcoming events, and discuss the vital role that Mayor's Assistants play within the organization. He will also share ways your mayors can engage with Aim in 2026 and beyond.

Speaker:

Matt Greller, Chief Executive Officer, Aim

1:15 p.m. – 2:15 p.m. **The Past, Present, and Future of Downtown Madison**

Join Madison Mayor Bob Courtney as he reflects on the history of Madison and the journey of revitalizing its downtown. This session will explore how Madison has leveraged its heritage while embracing new opportunities to strengthen its downtown core. Mayor Courtney will also outline the city's long-term vision and share lessons learned that may be applicable to communities of all sizes.

Speaker:
Bob Courtney, Mayor, Madison

2:15 p.m. – 3:00 p.m.

Discovering Madison: Stories, Successes, and Community Highlights

The Madison Visitors Bureau will share the story of Madison and its challenges, successes, and how the community has thrived with tourism as a key component. Discover the ‘must-see’ attractions that make Madison unique and learn about the city’s struggles, accomplishments, future plans, and how its tourism focus has changed over time. This session offers an engaging look at community growth, resilience, and local highlights.

Speaker:
Andrew Forrester, Executive Tourism Director, Visit Madison Indiana

3:00 p.m. – 3:30 p.m.

Break

3:30 p.m. – 4:30 p.m.

Mindful Moves: Yoga for Stress Relief and Focus

This interactive session will introduce safe and accessible yoga practices designed for all levels. The speaker will guide participants through gentle movements, breathing techniques, and relaxation strategies that can be practiced from a chair or adapted for individual comfort. Learn how simple chair yoga exercises can reduce stress, improve focus, and promote overall well-being tools you can take back to both your workplace and daily routine.

Instructor:
Sammy Lyon, Yoga Teacher, Lavendar Lyon LLC

6:00 p.m. – 9:30 p.m.

Dinner

Falls Restaurant at Clifty Inn
Overlook Room
Clifty Hollow Road
Madison, Indiana

**Transportation will leave Fairfield Inn at 5:30 p.m. and will return to the hotel by 9:30 p.m.*

9:00 p.m. – 11:00 p.m. **Networking Suite** – Hosted by Brian Long
Indiana Association of Regional Councils
The Cottage

Friday, April 24

8:00 a.m. – 9:00 a.m. **Breakfast, Business Meeting, and Raffle**
IMA Officer Elections for 2026–2027 will take place at this meeting. Your feedback is important to us, so feel free to share your ideas about future training sessions, conference locations, and other ways IMA can be involved throughout the year.

Speaker:

Laura Mann, Promotion of the City Coordinator, Plymouth

9:00 a.m. – 9:30 a.m. **Break**

9:30 a.m. – 10:30 a.m. **Marketing Your Municipality: Strategies for Success**
This workshop will explore effective strategies for promoting municipalities and enhancing community visibility. Attendees will learn practical approaches for branding, social media, digital outreach, and community engagement that attract residents, businesses, and visitors. The session will highlight successful case studies and provide actionable tools to help local governments elevate their marketing efforts and strengthen their community's presence.

Speaker:

Nate Spangle, Founder, Spangle LLC

10:30 a.m. – 11:30 a.m.

The Role of AI in Your Municipality

This workshop, hosted by the Indiana Office of Technology (IOT), will guide attendees through the responsible use of AI in government operations. Participants will learn how AI can improve public services, while addressing key challenges such as bias, privacy, and security risks. The session will cover best practices, common pitfalls to avoid, and ethical considerations to ensure transparent and fair AI use in state functions.

Speaker:

Indiana Office of Technology (IOT)

11:30 a.m.

Adjourn