

MFOCTA Meeting

Tuesday, October 17

Noon – 4:30 p.m. MFOCTA Registration

**12:45 – 1:15 p.m. MFOCTA Newcomers
Orientation**

New to the Association? Then you're invited to this session during which first time attendees and new members of MFOCTA will learn more about the Association, the benefits of membership, training opportunities and national certification options.

1:15 – 1:30 p.m. Welcome

*MFOCTA President Camilla Pitman, MMC,
City Clerk, City of Greenville*

1:30 – 2:30 p.m. Breakout Sessions

**On-demand Training for
Municipal Clerks**

*Urica Floyd, Staff Associate for Distance Learning,
Municipal Association of SC*

Meeting the demands of its members, the Municipal Association of SC has begun the roll out of on-demand training content for municipal clerks. Get an overview of the training modules and a demonstration of the program.
Proposed for CMC/MMC: 1.0 hour

**A Short Session on Short-term
Rentals**

*Melissa Carter, Research and Legislative Liaison,
Municipal Association of SC*

The growth of the sharing economy is creating new economic paradigms and new challenges for state and local government. Review collaborative economic models, home-sharing services and the five types of short-term rentals taxed in South Carolina.
*CPFA: .50, CPE: 1.0 hour (Business Law),
Proposed for CMC/MMC: 1.0 hour*

2:30 – 2:45 p.m. Break

2:45 – 3:45 p.m. Breakout Sessions

**The Daily Juggling Act of
Clerk/Treasurers**

*Amanda Childers, Clerk/Treasurer, Town of Harleyville
Annette Moore, Clerk/Treasurer, Town of St. George
Gregory Saxton, Town Clerk, Town of Awendaw*

Clerk/Treasurers in small municipalities are do-it-all officials who juggle numerous duties and responsibilities. Hear how the panelists balance their responsibilities and workloads while maintaining productivity and managing stress levels.

CPFA: .50; Proposed for CMC/MMC: 1.0 hour

**Developing and Funding
Capital Improvement Plans**

*Michael Gallagher, Director, Compass Municipal
Advisors*

A capital improvement program is a blueprint for planning a community's capital expenditures. It is also one of the most important responsibilities of municipal officials. Hear from an independent municipal financial advisor how to develop a CIP and the benefits of strategic long-term capital planning.

*CPFA: .50, CPE: 1.0 hour (Finance),
Proposed for CMC/MMC: 1.0 hour*

3:45 – 4:00 p.m. Break

4:00 – 5:00 p.m. Breakout Sessions

**Freedom of Information
Act Master Class**

*Lawrence Flynn, Attorney, Pope Flynn Group
C.D. Rhodes, Attorney, Pope Flynn Group*

The S.C. Legislature has made significant changes to the Freedom of Information Act, and a number of important court decisions have clarified the FOIA requirements that public bodies must meet. Learn about these changes as well as practices and procedures that your city can employ to ensure compliance.

*CPFA: .50, CPE: 1.0 hour (Business Law),
Proposed for CMC/MMC: 1.0 hour*

**Attracting and Retaining
Top Talent in a Competitive
Market**

*Steve Hall, CPC, VP Business Development,
Find Great People, LLC*

Local governments, like all employers, face the challenge of not only finding qualified job candidates but engaging talented individuals, landing them and then retaining them long term. Learn how to look for talent, compete with other sectors for

***Joint Annual Academy
Spartanburg Marriott
October 17-20, 2017***

***SC Municipal Finance Officers, Clerks and Treasurers Association
SC Business Licensing Officials Association***

**MFOCTA
BLOA**

those individuals, improve your hiring processes and interviews, as well as steps your city can take to retain top talent.

*CPFA: .50, CPE: 1.0 hour (Personnel/HR),
Proposed for CMC/MMC: 1.0 hour*

5:00 p.m. Dinner On Your Own

Wednesday, October 18

8:00 – 8:30 a.m. Continental Breakfast

8:30 – 9:15 a.m. MFOCTA Annual Business Meeting and Recognitions

9:15 – 9:30 a.m. Break

9:30 – 10:30 a.m. Breakout Sessions

Common Mistakes in English Usage

Dr. Nancy Tuten, Professor of English, Columbia College

Professional communication is critically important for municipal officials. Learn some of the most common mistakes in written communication and how to correct them.

*CPFA: .50, CPE: 1.0 hour (Communications),
Proposed for CMC/MMC: 1.0 hour*

The Importance of Leadership, Accountability and Internal Controls in the Prevention of Fraud and Abuse

Larry Finney, CPA, Founding Partner, Greene, Finney & Horton, LLP

The public sector has been among the top industries most commonly victimized by fraud. Learn how to minimize the risk and severity of fraud in your city or town.

*CPFA: .50, CPE: 1.0 hour (Behavioral Ethics),
Proposed for CMC/MMC: 1.0 hour*

10:30 – 10:45 a.m. Break

10:45 – 11:45 a.m. Accepting the Challenge: Serving Difficult Customers

Peg McCulloch, CEAP, Senior Vice President, First Sun EAP

Challenging interpersonal interactions are a common part of the job for public officials and customer service representatives. We never know how customers or members of the public will behave, particularly if they have complaints about city services or their bills. Get strategies to deal with difficult, challenging and sometimes intense behavior.

*CPFA: .50, CPE: 1.0 hour (Communications),
Proposed for CMC/MMC: 1.0 hour*

11:00 a.m. BLOA registration begins

11:45 a.m. – 1:00 p.m. Lunch on Your Own

1:00 – 1:15 p.m. Welcome to Joint Sessions

Mayor Junie White, City of Spartanburg

1:15 – 2:15 p.m. Legislative Outlook and What It Means for Your City

Van Cato, State Director, Office of Senator Lindsey Graham

Scott Slatton, Legislative and Public Policy Advocate, Municipal Association of SC

It's difficult to keep up with the debates in Congress and the S.C. Legislature that affect cities and towns. Hear the latest on federal and state legislative issues important to local governments.

*CPFA: .50, CPE: 1.0 hour (Business Law),
Proposed for CMC/MMC: 1.0 hour*

2:15 – 2:30 p.m. Break

2:30 – 3:30 p.m. That was then, This is now, and Tomorrow will be ...

Bob O'Neill, Former Executive Director, International City/County Management Association

Get a long-range perspective on the changes in local government and in the profession of city and county management. Drawing on his national and international experiences, O'Neill also will talk about the future of local government and professionalism.

*CPFA: .50, CPE: 1.0 hour (Personal Development),
Proposed for CMC/MMC: 1.0 hour*

3:30 – 3:40 p.m. Break

3:40 – 4:30 p.m. "The Chase" for Answers

Jeff Shacker, Field Services Manager, Municipal Association of SC

Scott Slatton, Legislative and Public Policy Advocate, Municipal Association of SC

Think you know a lot about municipal government in South Carolina? Then don't miss this fun afternoon session in which contestants will "chase" an "expert" on knowledge of local government and try to beat him to the finish line.

*CPFA: .42, CPE: 1.0 hour (Business Law),
Proposed for CMC/MMC: 1.0 hour*

5:00 – 6:30 p.m. Exhibitor Reception

6:30 – 8:00 p.m. Hosted Dinner at the Hotel

Thursday, October 19

8:00 – 9:30 a.m. Full Breakfast with Exhibitors

9:30 – 10:30 a.m. Developing and Executing a Game Plan for Economic Success

Patty Bock, Economic Development Director, City of Spartanburg

A center for higher education and a hotbed of creativity, the City of Spartanburg has proven to be a great place for business. Hear about the economic success that Spartanburg has enjoyed, particularly in its downtown.

*CPFA: .50, CPE: 1.0 hour (Economics),
Proposed for CMC/MMC: 1.0 hour*

10:30 – 10:45 a.m. Break

10:45 – 11:45 a.m. Staying on the Sidelines

Dan Griffin, Griffin Consultants

Municipal clerks, finance officers and business license officials are frequently involved in the policymaking process of their cities. However, staff can get pulled into the middle of political tussles. Learn how to avoid such entanglements or, when unavoidable, escape these sticky and potentially damaging situations.

*CPFA: .50, CPE: 1.0 hour (Personal Development),
Proposed for CMC/MMC: 1.0 hour*

11:45 a.m. MFOCTA Adjourns

11:45 a.m. – 1:00 p.m. Lunch on Your Own

BLOA Meeting

1:00 – 1:15 p.m. Welcome to BLOA Sessions

1:15 – 2:15 p.m. Breakout Sessions

Rental Properties Part 1 – Finding Short-term Rentals

Barbara Wooster, MBL, Revenue Collector, Town of Hilton Head Island

The number of short-term rentals continues to grow in cities and towns, presenting local governments with new regulatory concerns. Learn tips for finding these rentals and hear what other cities and towns are doing when the properties are found.

CPFA: .50, CPE: 1.0 hour (Business Management)

Audit Series: What am I looking for?

Jennifer Althoff, MBL, Business License Inspector, City of Goose Creek

Navigating volumes of paperwork when conducting an audit can be daunting. Continuing BLOA's series on business license auditing, this interactive session will challenge attendees to find information in actual working papers they might need when conducting a business license audit.

CPFA: .50, CPE: 1.0 hour (Business Management)

2:15 – 2:30 p.m. Break

2:30 – 4:00 p.m. Breakout Sessions

Roundtable with the Board

BLOA Board of Directors

The SC Business Licensing Officials Association Board of Directors will take questions from attendees and lead discussions of issues important to business licensing officials.

CPFA: .75, CPE: 1.5 hour (Specialized Knowledge and Applications)

Rental Properties Part 2 – Licensing Rentals

Barbara Wooster, MBL, Revenue Collector, Town of Hilton Head Island

Identifying rental properties is just the beginning of the challenge for cities and towns adapting to new dynamics, including the sharing economy. Once found, the next issue is how to license rental properties. Hear proven techniques for licensing the various types of rental properties allowed under state law.

CPFA: .75, CPE: 1.5 hour (Business Management)

4:00 p.m. Dinner On Your Own

Friday, October 20

8:15 – 8:45 a.m. Continental Breakfast

8:45 – 9:15 a.m. Annual Business Meeting and Recognitions

9:15 – 9:20 a.m. Break

9:20 – 10:10 a.m. Teamwork with Your Code Enforcement Officers

Buddy Skinner, Building Codes Administrator, City of Greenville

Viewing your job in isolation from other municipal departments can make carrying out your duties more difficult. Business license officials and code enforcement officers rely on one another to do their jobs each day. Learn how code enforcement officers fit into the regulatory system and how they can help you accomplish your mission.

CPFA: .42, CPE: 1.0 hour (Business Management)

10:10 – 10:15 a.m. Break

10:15 – 11:15 a.m. Discussion with Danny

Danny Crowe, Attorney, Crowe-LaFave, LLC

Crowe will discuss court decisions, offer guidance on "true-ups" and limitations on denying licenses due to prior convictions, and take questions from attendees.

CPFA: .50, CPE: 1.0 hour (Business Law)

11:15 a.m. Adjourn

Registration Information

Registration deadline is Friday, October 6. Registration includes continental or full breakfast each morning, exhibitor reception, hosted dinner and all educational materials. Register online at www.masc.sc or mail completed registration form and check made payable to the Municipal Association of SC to:

Municipal Association of SC
PO Box 12220
Columbia, SC 29211
Attn: BLOA/MFOCTA Joint Annual Academy

Cancellations must be received by 5 p.m. on Friday, October 6. Refunds will not be given after this date. For special needs requests, contact Elizabeth Copeland at ecopeland@masc.sc or 803.933.1257 by October 6, and we will accommodate if possible. Conference attire is business casual. Meeting rooms may be cool, so please prepare accordingly.

Hotel Information

The Joint Academy will be held at the Spartanburg Marriott, Spartanburg. Attendee will receive a special nightly room rate of \$135 plus applicable state and local taxes. Reservations can be made by calling 1.800.327.6465 or 1.864.596.1211. Mention you are with the MFOCTA/BLOA Joint Meeting to guarantee the group rate. The easiest way to reserve a room is by using the Joint Academy's dedicated hotel reservation website. A link can be found on the meeting information page at www.masc.sc (keyword: BLOA).

The reservation deadline is Monday, September 25. Check in time: 4 p.m. Check out time: Noon.

Continuing Education Credits for CPAs

Attendees must sign the attendance sheet and complete an evaluation form for each session. It is the attendees' responsibility to determine if the sessions they attend qualify for CPE credit. While CPE program sponsors make a determination of credits, CPAs are obligated to claim credit only for activities through which they maintained or improved their competencies.

CMC/MMC Credits

These sessions have been submitted to the International Institute of Municipal Clerks for review to determine the certification credit value of each session. Total hours applied for is 10. The number of credits allowed is determined at the sole discretion of the International Institute of Municipal Clerks. IIMC allows one point for every four hours of class time. Attendees must sign the attendance sheet for each session and complete the Knowledge Transfer Form for each session that credit is sought.

CPFA Points

These sessions have been approved by the Association of Public Treasurers of the US and Canada for 7.09 hours of credit. Attendees must sign the attendance sheet for each session that credit is sought.

Contact Information

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Name Badge Information

The following information will appear on your name badge for this meeting.

First name (example: Bill)

Full name (example: William J. Smith, Jr.) Mr. Ms. Dr.

Title New

Local government/business name

Guest Information

Guest's first/last name

City/State

Contact Information

Birth month/day Last four digits of SSN

This combination of numbers is used as the official's personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Local government/business name

Preferred mailing address New Type: Municipal Business

City/State Zip

Preferred phone New Type: Municipal Business Mobile

Email address New

For additional attendees, make a copy of this form.

Registration Fees

Attending MFOCTA Meeting Only

- MFOCTA Member \$150 _____
 MFOCTA Nonmember \$185 _____

Attending BLOA Meeting Only

- BLOA Member \$150 _____
 BLOA Nonmember \$185 _____

Attending Both Meetings

You must be a member of MFOCTA or BLOA to receive the member rate.

- MFOCTA or BLOA Member \$185 _____
 Nonmember \$210 _____

Guests:

- Guest \$60 _____
Guest registrations include the exhibitor reception and hosted dinner only.

Total \$ _____