



**MASC** Municipal Association  
of South Carolina<sup>SM</sup>

# Annual Meeting

July 18 - 21 | Hyatt Regency | Greenville, SC

**2019**



# 2019 Annual Meeting

The Municipal Association of South Carolina Annual Meeting gives municipal leaders an opportunity to come together and learn in a focused environment about issues, solutions and opportunities facing South Carolina cities and towns. Join us in the Upstate as we network, learn and get inspired. This year's meeting will include topics like strategic planning, social media, opportunity zones, economic development and public safety. There will be technology demonstrations to keep you up to date on the latest in tech, and the exhibitor showcase will feature goods and services for operating a city successfully.

## Important dates to remember

- Registration and hotel reservation appointments for municipal officials: May 28, 29 and 30
- Registration and hotel reservations open for nonmunicipal attendees: May 31 – June 16
  - Cancellation deadline for registration and tickets: July 1

# At a Glance

## Wednesday, July 17

4:00 – 6:00 p.m. Registration

## Thursday, July 18

8:00 a.m. – 7:00 p.m. Registration

8:30 a.m. – noon Preconference Mobile Workshop

yeah, that greenville®  
Buses will depart promptly at 8:30 a.m.

9:00 a.m. – noon Preconference Workshops

- Best Practices for Strategic Planning: Leaving Your City Better Than You Found It
- Media and Messaging in a Digital World

1:00 – 5:00 p.m. Exhibitor Showcase

2:00 – 2:45 p.m. Breakout Sessions

- Connecting Law Enforcement With the Communities They Serve
- Preparing Your City for Opportunity Zone Investments

3:00 – 3:45 p.m. Breakout Sessions

- Economic and Demographic Trends Affecting South Carolina
- Returning Residents to Work and Banning the Box

4:00 – 5:00 p.m.

First Timers' Program

5:30 – 7:00 p.m.

Opening Reception

## Friday, July 19

8:00 a.m. – 5:00 p.m. Registration

8:00 a.m. – 12:15 p.m. Exhibitor Showcase

9:00 – 11:00 a.m. Opening General Session

11:15 a.m. – 12:15 p.m. Visit Exhibit Hall

12:30 – 2:15 p.m. Delegates' Luncheon

Address: Jody Urquhart, Motivational Speaker,  
*I Do Inspire*

2:30 – 3:15 p.m. Breakout Sessions

- Weather and Climate: Change in the Air?
- Getting the Conversation Started With Social Media

3:30 – 4:15 p.m. Breakout Sessions

- Building Community Trust for Police
- Addressing Residential Short-Term Rentals: A Tale of Two Cities

3:30 – 5:00 p.m.

Mayors' Roundtable

## Saturday, July 20

8:00 a.m. – 2:45 p.m. Registration

8:30 – 10:15 a.m. Awards Breakfast

8:30 a.m. – 2:30 p.m. In Their Shoes: Law Enforcement Simulator Demonstrations

10:15 – 11:00 a.m. Breakout Session

Addressing Veteran Housing Needs

10:15 – 11:00 a.m. You've Got Questions, We've Got Answers

11:00 a.m. – noon General Session

Legislative Update

1:30 – 2:15 p.m. Breakout Sessions

- Demystifying Film Production in South Carolina
- Small Town Roundtable: Planning and Zoning

2:30 – 3:30 p.m. Muni-Pub Trivia

6:30 – 10:00 p.m. Closing Night Celebration Featuring The Root Doctors

## Sunday, July 21

9:00 – 10:30 a.m. Spiritual Breakfast Featuring Erica Berg

# Preconference Workshops

The preconference workshops are open to all municipal elected officials and anyone working in municipal government. These are additional educational opportunities not included in the general registration fee. The fee to attend depends on the workshop selected.

## Preconference Mobile Workshop: yeah, that greenville®

Take a tour of one of South Carolina's fastest growing Upstate cities. Hosted by City of Greenville officials, participants will receive a behind-the-scenes overview of successful projects along Falls Park, the redevelopment of downtown, the West End and the Village of West Greenville. See how the city built upon its natural resources to turn its downtown into a destination through strategic planning and leveraging public/private partnerships. This session will inspire and give you insight into how your city can take advantage of its unique resources.

The session will include a breakfast at the beginning of the presentation.

The majority of the session is on foot and outside. It will require walking on rough terrain, sidewalks or gravel paths in warm weather. There may be tripping hazards and steep inclines. Please consider this before registering.

**Space is limited for this session.**

**Thursday                      8:30 a.m. – noon                      Cost: \$75**

## Best Practices for Strategic Planning: Leaving Your City Better Than You Found It

Good stewardship of a city and its future is a challenge requiring careful strategic planning. This workshop offers key insight and ideas for the core skills of strategic thinking and creating actionable steps. Learn six critical success factors for strategic planning and thinking, how to add value to your organization by understanding and assessing needs and expectations, and how to encourage and support risk taking and innovation.

**Thursday                      9:00 a.m. – noon                      Cost: \$60**

## Media and Messaging in a Digital World

Today's need for instant gratification affects how you tell your city's story. During this hands-on workshop, a team of media professionals will give you the tools you need tell your story in digital and traditional media formats.

**This session is limited to 35 registrants.**

**Thursday                      9:00 a.m. – noon                      Cost: \$90**



# General Sessions

## Opening Session

**Friday**      **9:00 – 11:00 a.m.**

During the opening session of the 2019 Annual Meeting, join hundreds of municipal elected officials and staff to start this year's meeting with dynamic speakers who will explore the lasting impact of local government in South Carolina.

## Legislative Update

**Saturday**      **11:00 a.m. – noon**

Municipal officials play a critical role in advocating for municipal interests in the General Assembly. Get the latest information on bills impacting cities that passed during the 2019 session, and learn what local officials can do to prepare for the 2020 session.

# Breakout Sessions

## Connecting Law Enforcement With the Communities They Serve

**Thursday 2:00 – 2:45 p.m.**

When her husband, Officer Gregory Alia with the City of Forest Acres, was killed in the line of duty in 2015, Kassy Alia Ray sprang into action. Within hours, she was calling for unity between police and community. Her efforts have since grown from a social media hashtag to a movement receiving national attention for its impact. In this presentation, Alia Ray will describe the strategies used by her organization, Serve & Connect, to facilitate police and community partnerships and reflect on opportunities for fostering effective collaboration in communities statewide.

## Preparing Your City for Opportunity Zone Investments

**Thursday 2:00 – 2:45 p.m.**

“Opportunity zones” have the potential to help create solutions to some of your community’s biggest economic challenges. Learn how to identify and market potential projects to opportunity zone investors.

## Economic and Demographic Trends Affecting South Carolina

**Thursday 3:00 – 3:45 p.m.**

This presentation will provide an economic outlook for the state, including a discussion of key population and economic trends affecting state and local governments.

## Returning Residents to Work and Banning the Box

**Thursday 3:00 – 3:45 p.m.**

The SC Department of Corrections deployed promising new programs shown to increase employment opportunities of formerly incarcerated individuals. Whether through removing the criminal record question on applications or other methods, learn how to reconnect residents to employment opportunities after they have paid their debt to society.

## Weather and Climate: Change in the Air?

**Friday 2:30 – 3:15 p.m.**

Since 2015, South Carolina has experienced an unprecedented number of catastrophic weather events. Learn the science behind changing global weather patterns and how the changes impact the frequency and severity of North American catastrophic events.

## Getting the Conversation Started with Social Media

**Friday 2:30 – 3:15 p.m.**

With widespread adoption of social networks and multimedia options, there are more ways than ever to connect with residents. Learn what questions need to be answered before launching a social media initiative, how the Freedom of Information Act applies and how to integrate social media into resident outreach.

## Building Community Trust for Police

**Friday 3:30 – 4:15 p.m.**

In order to build trust and end the hostility that threatens the well being of residents and police officers, Serve & Connect is working to build relationships and connect communities and the people who serve them. Hear from a panel of law enforcement professionals and the founder of Serve & Connect about how fostering these transformative relationships can build community.

## Addressing Residential Short-Term Rentals: A Tale of Two Cities

**Friday 3:30 – 4:15 p.m.**

South Carolina cities and towns are facing challenges related to increasing nonhotel nightly rentals in their communities. These challenges can be managed using technology, policy and enforcement. Hear the steps that the Town of Mount Pleasant and City of Folly Beach took to address residential short-term rentals.

## Mayors' Roundtable

**Friday 3:30 – 5:00 p.m.**

Networking and educational session for mayors

*Sponsored by the Association of South Carolina Mayors*

## Addressing Veteran Housing Needs

**Saturday 10:15 – 11:00 a.m.**

The Mayors Challenge to End Veteran Homelessness is a call to action for local leaders to commit to making sure that every veteran has a home. Hear how this initiative aims to help communities drive down the number of veterans experiencing homelessness while building systems that support lasting solutions.

## Demystifying Film Production in South Carolina

**Saturday 1:30 – 2:15 p.m.**

There is a lot of misunderstanding around the film industry and how it works in the state of South Carolina. In the past 25 years, productions filmed in South Carolina have produced more than \$1 billion in revenue. Hear how a Lowcountry community created a tourism department that embraces film opportunities and how your community can benefit from this industry.

## Small Town Roundtable: Planning and Zoning

**Saturday 1:30 – 2:15 p.m.**

Small towns face enormous challenges with running day-to-day operations and complying with state and federal requirements. This is especially true of towns that administer their own planning and development regulations. During this interactive session, learn the requirements of the SC Planning Enabling Act and steps that your town can take to achieve and maintain compliance.

## Muni-Pub Trivia

**Saturday 2:30 – 3:30 p.m.**

Come to the Muni-Pub and test your municipal knowledge with a “spirited” game of municipal-specific trivia.



# Special Events

## Opening Reception

**Thursday** 5:30 – 7:00 p.m.

Kick off the Annual Meeting and enjoy cocktails, light hors d'oeuvres and networking with other attendees.

## Delegates' Luncheon

**Friday** 12:30 – 2:15 p.m. **Cost: \$40**

*Address: Jody Urquhart, Motivational Keynote Speaker, I Do Inspire*

Do you ever think “why can’t things just go the way I want?” or “why can’t people just leave me alone?” This hilarious presentation will show municipal officials how to proactively drive change.

## Awards Breakfast

**Saturday** 8:30 – 10:15 a.m. **Cost: \$35**

Learn from the accomplishments of this year’s winners of the Municipal Achievement Awards and the Main Street South Carolina Inspiration Award.

## Closing Night Celebration

**Saturday** 6:30 – 10:00 p.m. **Cost: \$55**

After an Annual Meeting jam-packed with learning, continue networking with friends and colleagues at this laid-back event. Enjoy dinner and dancing to The Root Doctors.

## Spiritual Breakfast

**Sunday** 9:00 – 10:30 a.m. **Cost: \$27**

Before heading home, take time to enjoy a Southern breakfast buffet and inspirational music presented by Erica Berg. Feed your body and spirit.



# Highlights

## First Timers' Program

**Thursday** 4:00 – 5:00 p.m.

First time attending the Annual Meeting? Don't miss this program. Meet others who are attending the meeting for the first time and learn how to get the most out of the Annual Meeting experience. Preregistration is required and limited to municipal elected officials and staff.

## Exhibitor Showcase

**Thursday** 1:00 – 5:00 p.m.

**Friday** 8:00 a.m. – 12:15 p.m.

Make time to visit with exhibitors and learn how their products and services can enhance a city's efficiency and effectiveness.

## In Their Shoes: Law Enforcement Simulator Demonstrations

**Saturday** 8:30 a.m. – 2:30 p.m.

Simulators are a high-tech training tool to give police officers hands-on practice in a simulated crisis situation. Participate in a demonstration and experience real-life situations that officers encounter every day. Demonstrations last approximately 15 minutes. *Some simulated situations include violence and language that may be considered offensive.*

## You've Got Questions, We've Got Answers

**Saturday** 10:15 – 11:00 a.m.

Join Association staff in an information roundtable discussion where you can ask questions about the Risk Management Services programs, Collections programs or simple legal questions. Visit with the Municipal Association field services managers as well.

## Tech Talks

Throughout the Annual Meeting, local officials may attend 15-minute Tech Talks that address technology priorities for local governments. These sessions are designed specifically for elected officials.

# Meeting Registration for Municipal Officials

Municipal officials have priority in reserving hotel rooms. To ensure all have an equal opportunity, the Association conducts a drawing to determine the order of appointments for municipalities to make hotel reservations and register for the meeting. The drawing will be conducted on May 7. The municipal representatives are notified of their appointment times, and the list of times is available on the Association website at [www.masc.sc](http://www.masc.sc) (keyword: Annual Meeting).

Appointments are scheduled for May 28, 29 or 30 based on the order established by the drawing. An Association staff member will call the city's designated municipal representative at the appointed time to provide access to the online meeting registration and hotel reservation system.

The representative will use the online system during this phone appointment to register each municipal official and select hotels based on availability. An Association staff member will remain on the phone with each representative to provide assistance.

## Preparing for the appointment

### Step 1: Officials finalize their planning worksheets.

- Municipal officials planning to attend the Annual Meeting must complete the worksheets on pages 13 and 14 indicating their hotel and ticket preferences and personal credit card information for guest tickets. They must return the completed worksheets to the municipal representative before the municipality's assigned appointment time. Visa or MasterCard are the only credit cards accepted.
- Incomplete worksheets will prevent the representative from successfully completing the process.

### Step 2: For the appointment, the municipal representative arranges for internet access and a phone line.

- Failure to have internet access or missing the call at the appointed time forfeits the municipality's appointment. Association staff will work with the representative to make registrations/reservations at the conclusion of all appointments.
- Municipal representatives must use their login and password for the Association's website.

### Step 3: The representative checks the credit limit of the Visa or MasterCard he will use.

- Ensure there is adequate credit available to cover the registration fees and hotel deposits.
- Ensure the credit card activity will be within the card's per-transaction limit by comparing the total being charged on the worksheets to the total transaction limit on the card(s) being used.
- If the credit card or transaction is declined, the registrations/reservations will be voided. The municipal representative will forfeit his appointment time and must restart the process at the conclusion of all appointments.

## Registering and making housing reservations during the appointment on May 28, 29 or 30

- An Association staff member will call the municipal representative at the assigned appointment time to guide him through the online system.
- The municipal representative will enter badge information for each municipal official attending the meeting and will select tickets and accommodations based on availability.
- The Association will email registration and reservation confirmations immediately to the municipal representative and to each registered municipal official with an email address on file with the Association.

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## Hotel and registration procedures for nonmunicipal officials and municipal officials without an appointment

- Beginning on May 31, go to [www.masc.sc](http://www.masc.sc) to register for the Annual Meeting and make hotel reservations. The deadline for hotel reservations at the Association's discounted rates is June 16. The preregistration deadline is July 1. After July 1, individuals must register on-site.

# Important Information

- Payment for registration, tickets and hotel deposit must be made with a Visa or MasterCard.
- Registration fees and hotel deposits are nonrefundable. Ticket purchases are refundable before 5 p.m. on July 1.
- Coworkers or associates within the industry are not allowed to register as a guest of a paid attendee.
- The deadline for hotel reservations at the Association's discounted rate is June 16. Reservations cannot be made directly with the hotels by phone or fax, in person or through the hotels' websites. The Association will cancel reservations in its room block if they are not made using the Association's online system.
- Preregistration for the meeting is available only through the Association's online system. After July 1, individuals must register on-site.
- For assistance using the online system, call the Association's Annual Meeting Help Desk at 803.933.1297.

# Hotel Information

## *Hyatt Regency (host hotel)*

220 N. Main St.

(Two-night minimum stay required)

Check in: 3 p.m. | Check out: Noon

Room rate: \$179 per night *(\$200.84 per night including taxes and fees)*

Deposit: \$401.68 *(two nights' room rate plus taxes and fees)*

Self-parking: \$7 per day

Valet parking: \$22 per day

## *Courtyard by Marriott*

50 W. Broad St.

Check in: 3 p.m. | Check out: Noon

Room rate: \$164 per night *(\$183.68 per night including taxes and fees)*

Deposit: \$183.68 *(one night's room rate plus taxes and fees)*

Self-parking: \$10 per day

Valet parking: \$20 per day

## *SpringHill Suites*

200 E. Washington St.

Check in: 4 p.m. | Check out: Noon

Room rate: \$139 per night *(\$160.82 per night including taxes and fees)*

Deposit: \$168.82 *(one night's room rate plus taxes and fees)*

Self-parking: \$7.50 per day

Valet parking: \$14 per day

## *The Westin Poinsett*

120 S. Main St.

Check in: 3 p.m. | Check out: Noon

Room rate: \$189 per night *(\$211.68 per night including taxes and fees)*

Deposit: \$211.68 *(one night's room rate plus taxes and fees)*

Self-parking: \$7.50 per day

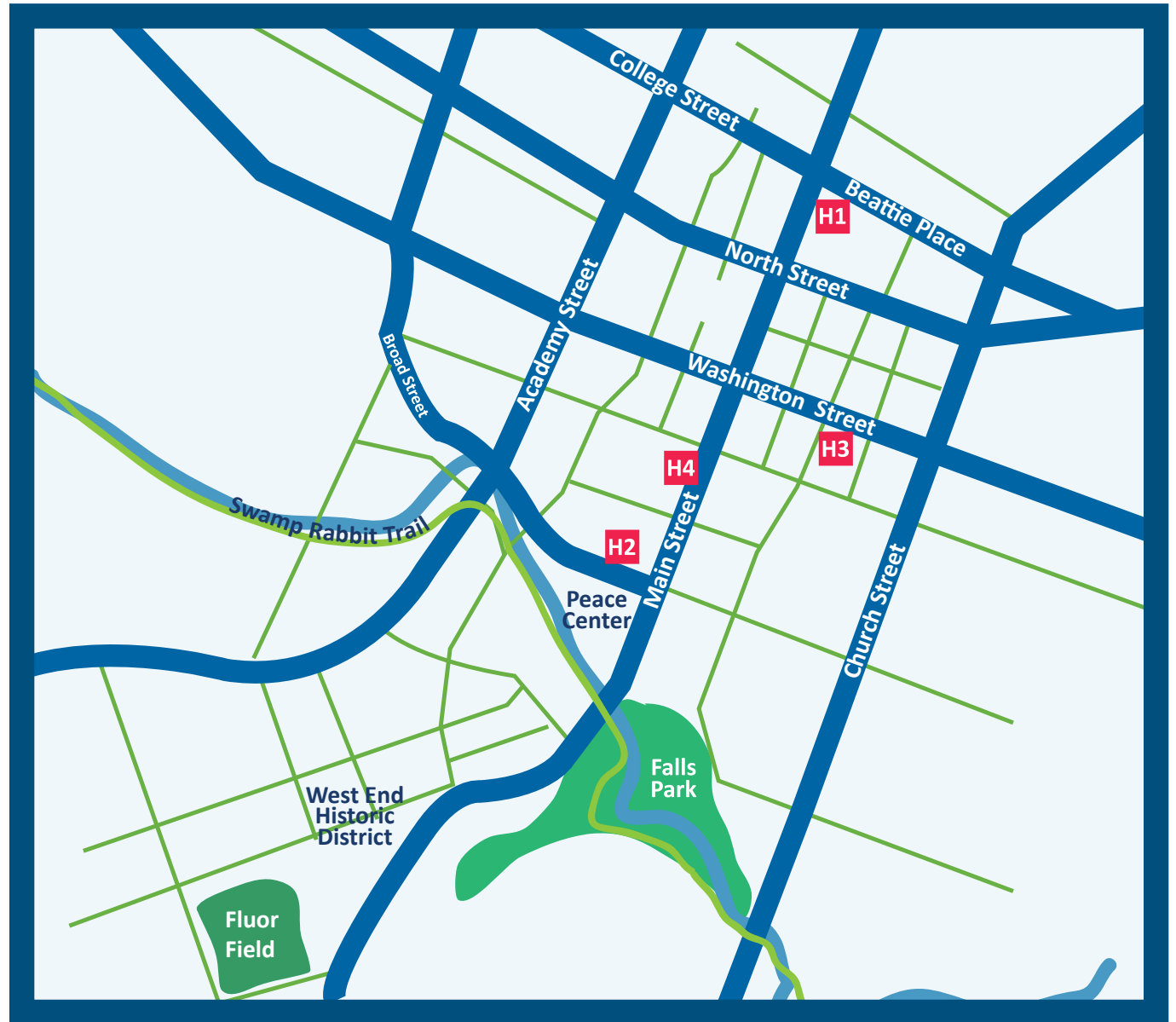
Valet parking: \$20 per day

## Details

- Although hotel deposits are nonrefundable, call Ken Ivey (803.933.1205) at the Municipal Association to cancel hotel reservations. This will allow the maximum number of municipal officials to be accommodated in their preferred hotel.
- Room types are not guaranteed and are not assigned until arrival.
- Regardless of payment method for hotel charges, all guests must present a credit card at check-in unless the hotel receives a credit card authorization form prior to arrival. Hotels will send each guest an email confirming the reservation. After receiving the confirmation, those needing to file an authorization form should contact the hotel directly.
- Failure to check in on the date reserved for arrival will result in the guest's room being cancelled and the deposit forfeited.
- If a guest checks out early, there is an early departure fee of one night's room rate plus taxes.

# Map

- H1** Hyatt Regency Greenville
- H2** Courtyard by Marriott Greenville Downtown
- H3** SpringHill Suites by Marriott Downtown Greenville
- H4** The Westin Poinsett Greenville



# Annual Meeting Planning Worksheet | July 18 – 21, 2019

## Registrant information

Registrant's full name  Mr.  Ms.  Dr. \_\_\_\_\_ Birth month \_\_\_\_\_ Birth day \_\_\_\_\_ Last 4 digits of SS# \_\_\_\_\_

Example: William James Smith, Jr. \_\_\_\_\_

05

10

1258

*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.*

## Badge information

Registrant's first name as it will appear on badge: \_\_\_\_\_

Example: Bill

Guest's first name as it will appear on badge: \_\_\_\_\_

Example: Sally

Organization name: \_\_\_\_\_

Example: City of Bakersville

Guest's last name: \_\_\_\_\_

Example: Smith

Title: \_\_\_\_\_

Example: Mayor

Guest's city, state: \_\_\_\_\_

Example: Bakersville, SC

## Registration fees (Select by checking boxes.)

- Attendee registration
- Include a guest

## Price

\$185  
N/C

## Description

Registration fee includes access to Exhibitor Showcase, all educational sessions (except preconference workshops) and Thursday's Opening Reception. Attendees and guests must purchase tickets for sessions listed below. Coworkers or associates within the industry will not be allowed to register as a guest of a paid attendee.

## Sessions/tickets

(Select by checking boxes. Mark the quantity for each.)

- Best Practices for Strategic Planning
- Media and Messaging in a Digital World (limited space)
- yeah, that greenville® Mobile Workshop (limited space)

- First Timers' Program

For elected officials and city staff only

- Delegates' Luncheon – Registrant
- Delegates' Luncheon – Spouse/Guest

- Awards Breakfast – Registrant
- Awards Breakfast – Spouse/Guest

- Closing Night Celebration – Registrant
- Closing Night Celebration – Spouse/Guest

- Spiritual Breakfast – Registrant
- Spiritual Breakfast – Spouse/Guest

## Qty

\_\_\_\_ \$60

\_\_\_\_ \$90

\_\_\_\_ \$75

\_\_\_\_ N/C

\_\_\_\_ \$40

\_\_\_\_ \$40

\_\_\_\_ \$35

\_\_\_\_ \$35

\_\_\_\_ \$55

\_\_\_\_ \$55

\_\_\_\_ \$27

\_\_\_\_ \$27

## Description

Thursday, July 18, 9:00 a.m. – noon

Thursday, July 18, 9:00 a.m. – noon

Thursday, July 18, 8:30 a.m. – noon

Thursday, July 18, 4:00 – 5:00 p.m.

Friday, July 19, 12:30 – 2:15 p.m.

Friday, July 19, 12:30 – 2:15 p.m.

Saturday, July 20, 8:30 – 10:15 a.m.

Saturday, July 20, 8:30 – 10:15 a.m.

Saturday, July 20, 6:30 – 10:00 p.m.

Saturday, July 20, 6:30 – 10:00 p.m.

Sunday, July 21, 9:00 – 10:30 a.m.

Sunday, July 21, 9:00 – 10:30 a.m.

## Housing reservations

Check-in Date: \_\_\_\_\_ Check-out Date: \_\_\_\_\_  
 (On or after 7.17.19) (On or before 7.21.19)

Indicate your preferred accommodations in order of 1-4. Use these as a guide when making online housing reservations. Nightly rates do not include taxes and fees.

Priority	Nightly Rate	Deposit
_____ <b>Hyatt Regency</b> <i>(Two-night minimum stay required)</i>	Group Rate \$179	\$401.68
_____ <b>Courtyard by Marriott</b>	Group Rate \$164	\$183.68
_____ <b>SpringHill Suites</b>	Group Rate \$139	\$160.82
_____ <b>The Westin Poinsett</b>	Group Rate \$189	\$211.68

## Room type

Indicate preference of king or double room type. Room types are not guaranteed. \_\_\_\_\_

## Payment method *(Do not send card information to the Association. Destroy the card information after using the online registration system.)*

Payment for registration, tickets and hotel deposits must be made by Visa or MasterCard. Ensure there is an adequate available balance(s) to cover the registrations/reservations. Also, ensure the credit card activity will be within the card's transaction limit by comparing the total being charged on the worksheets to the total transaction limit on the card(s) being used.

### Municipal/Organization Credit Card

Circle payment method:  or 

Credit card number: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Expiration date:    /     
m m / y y y y

CVV\*:         

\*The CVV code is a security feature for internet and phone transactions and appears on most major credit and debit cards.  
 The back panel of most Visa/MasterCard cards contains the CVV code.

### Personal Credit Card (for guest tickets)

Circle payment method:  or 

Credit card number: \_\_\_\_\_

Cardholder's name: \_\_\_\_\_

Expiration date:    /     
m m / y y y y

CVV\*:         

## Terms

1. Registration fees and hotel deposits are nonrefundable. Tickets purchased are refundable prior to 5 p.m. on July 1.
2. Call Ken Ivey of the Municipal Association to cancel tickets and hotel reservations or for special needs requests (803.933.1205).
3. Room types are not guaranteed and are assigned only at check-in.
4. Hotel deposits include taxes and fees.

**MASC** Municipal Association  
of South Carolina<sup>SM</sup>

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