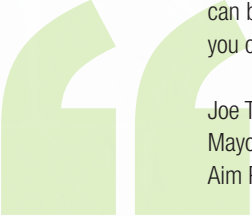




# AimIdeas

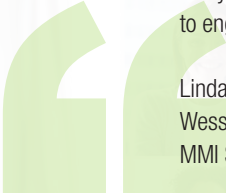
SUMMIT

**Virtual Edition**  
October 6-8, 2020



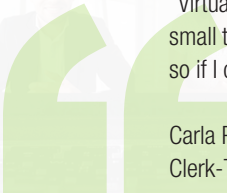
“Sign up now for the first, and hopefully last, virtual edition of the Aim Ideas Summit! I know we would much rather be in South Bend/Mishawaka with Mayor Mueller and Mayor Wood showcasing their great communities this fall, but your hard-working, resourceful Aim staff is putting together the next best option. The entire catalog of more than 25 workshops dealing with everything an elected official needs to know in 2020 and beyond will not only be streamed as scheduled, but with your paid registration, each workshop can be played back at your convenience. Mark your calendars to attend live when you can. But remember, you can still attend that ribbon-cutting or contentious media interview and not miss a beat with the replay!”

Joe Thallemer  
Mayor, City of Warsaw  
Aim President



“While we’d all prefer being together in person, Wessler is so excited to try the virtual exhibit hall Aim has planned. What a creative way to engage with municipal officials when we can’t be on the road!”

Linda Sanders  
Wessler Engineering  
MMI Sponsor



“Virtual learning has been very helpful and informative! Because we are a small town, I can’t go to trainings very often. And I’m not very computer savvy, so if I can do it, anyone can!”

Carla Porter  
Clerk-Treasurer, Town of Switz City

# Join us in October!

Join us October 6-8, virtually, for the state’s largest gathering of municipal officials at the 2020 Aim Ideas Summit and see just how comprehensive our commitment is to accelerating Indiana municipalities! We’re excited to provide you with the same conference you are used to, but in the comfort of your office or home. While it’s not the in-person experience we all value, it’s sure to be a unique, safe, and healthy way to connect with municipal officials from around the state! An agenda full of exciting speakers, workshops, expert roundtables, trivia, and a unique virtual exhibit hall has been programmed over three days.

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, board members, and formulate policies for the coming year.

# AIM IDEAS SUMMIT 2020

## HIGHLIGHTS

Thanks to our committed sponsors, municipal members will want to watch the mail for the pre-conference swag box containing goodies that will arrive prior to the start of the Aim Ideas Summit. We can't let an Ideas Summit roll by without making sure you have something fun and functional! With so many exciting topics on the agenda, we expect you might have difficulties picking which workshop to attend over another. Aim has you covered! All registrants will receive recordings to each and every workshop following the conclusion of the Aim Ideas Summit. And since you will be receiving the recorded sessions and all presentation materials, you don't have to sit at your computer all day. Take some breaks, schedule a few meetings. There are some built in advantages to this format!

## VIRTUAL CONFERENCE WORRIES

Don't fret! Aim will make sure you are well-prepared to navigate the 2020 Aim Ideas Summit from the Exhibit Hall Kick-Off through the Closing Business Session with tutorials, cheat sheets, and more! Attending the 2020 Aim Ideas Summit should be as easy for you as attending an Aim webinar or visiting the Aim website. A few clicks here and there and you're ready to enjoy quality education opportunities, connect with corporate partners, and maybe even win some cool prizes!

## EXHIBIT HALL

Aim Corporate Partners, companies, organizations, and state agencies specializing in municipal government solutions will be on-hand in the virtual exhibit hall. This year, the exhibit hall will run all three days of the Aim Ideas Summit. While visiting booths, be sure to say hi and chat about what they can offer your city or town and to find innovative technology and resources to take back to your community. If chatting isn't enough, set up a time to meet one-on-one virtually! Finally, some exhibitors are sure to have swag that we have all grown to love available to our municipal attendees.

## WORKSHOPS

We found a way to put a tremendous amount of educational programming into the Aim Ideas Summit. This year's 26 workshops are diverse and offer a great mixture of technical, nuts and bolts skills, big picture development, quality of place topics, and of course, COVID-19. As always, there will be a lot of Continuing Legal Education credits. In this virtual format, we were able to add a second block of Early Bird workshops. Therefore in 2020, you have the exciting opportunity to earn two (2) credits 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.



## EARLY BIRD WORKSHOPS — TUESDAY, OCTOBER 6

Earn MMI credit! 

10:00 a.m. – 11:30 a.m.

- Economic Development in Challenging Times
- On the Pathway to Racial Equity
- Social Distancing in Public Spaces

12:15 p.m. – 1:45 p.m.

- How to Spot and Prepare for the Next Extraordinary Event
- Saving Green by Going Green
- Unit-Wide Comprehensive Long-Term Operational & Capital Improvement Planning

**Tuesday, October 6**

9:45 a.m. – 9:55 a.m.	Exhibit Hall Kick Off
9:45 a.m. – 4:00 p.m.	Exhibit Hall Open
10:00 a.m. – 11:30 a.m.	Early Bird Workshops <ul style="list-style-type: none"> <li>Economic Development in Challenging Times</li> <li>On the Pathway to Racial Equity</li> <li>Social Distancing in Public Spaces</li> </ul>
11:30 a.m. – 12:15 p.m.	Lunch Break
12:15 p.m. – 1:45 p.m.	Early Bird Workshops <ul style="list-style-type: none"> <li>How to Spot and Prepare for the Next Extraordinary Event</li> <li>Saving Green by Going Green</li> <li>Unit-Wide Comprehensive Long-Term Operational &amp; Capital Improvement Planning</li> </ul>
1:45 p.m. – 2:00 p.m.	Break
2:00 p.m. – 2:45 p.m.	Opening Business Session
2:45 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:00 p.m.	Workshops <ul style="list-style-type: none"> <li>Measuring and Managing Carbon Emissions with Help from IU</li> <li>Medicare Education for Municipal Employees</li> <li>TIF as an Economic Development Tool and Clawbacks to Protect Your Community</li> <li>Utilizing Indiana's Build-Operate-Transfer Statute</li> </ul>
4:00 p.m. – 4:15 p.m.	Exhibit Hall Break
4:15 p.m. – 5:15 p.m.	Municipal Trivia / Expert Roundtables <ul style="list-style-type: none"> <li>Municipal Trivia – Aim</li> <li>Expert Roundtable – Optimizing Your Community's Financial Resources</li> <li>Expert Roundtable – Tax Anticipation Warrants</li> </ul>

**Wednesday, October 7**

10:00 a.m. – 4:00 p.m.	Exhibit Hall Open
10:00 a.m. – 11:00 a.m.	Workshops <ul style="list-style-type: none"> <li>Impact of COVID-19 on Employment Practices and Laws</li> <li>Resetting Your Utility Operations in the New Normal</li> <li>Strategic Funding and Trail Designs Create Economic Development "Anchor" for Town of Burns Harbor</li> <li>Vendor Solutions: Youth Sports – A Home Run for Economic Redevelopment</li> </ul>
11:00 a.m. – 11:15 a.m.	Break

**Wednesday, October 7 (Continued)**

11:15 a.m. – 12:15 p.m.	Workshops <ul style="list-style-type: none"> <li>Indiana's Aging Infrastructure – Challenges and Solutions for Municipalities, Utilities, and Homeowners</li> <li>Is Your Cyber Insurance Policy Claim Going to be Paid?</li> <li>Online Public Engagement</li> <li>Utilizing Higher Education as an Economic Development Tool</li> </ul>
12:15 p.m. – 1:00 p.m.	Lunch Break
1:00 p.m. – 2:30 p.m.	Aim Awards Program <i>Presented by Baker Tilly Municipal Advisors, LLC</i>
2:30 p.m. – 2:45 p.m.	Exhibit Hall Break
2:45 p.m. – 3:45 p.m.	Workshops <ul style="list-style-type: none"> <li>ADA in the Time of COVID-19: Ensuring Accessibility for All Amidst the Pandemic</li> <li>Post Pandemic Recovery: Economic Development in the New Normal</li> <li>Water Loss Audits: Lessons Learned</li> <li>Vendor Solutions: Public Sector – The Market, the Challenges, the Strategies</li> </ul>
3:45 p.m. – 4:00 p.m.	Policy Platform Hearing
4:00 p.m. – 4:15 p.m.	Break
4:15 p.m. – 5:15 p.m.	Presidents' Reception Cocktail Hour
5:15 p.m. – 6:15 p.m.	Municipal Trivia / Expert Roundtables <ul style="list-style-type: none"> <li>Municipal Trivia – Aim</li> <li>Expert Roundtable – Public Records / Open Door Law</li> <li>Expert Roundtable – Tax Increment Financing</li> </ul>

**Thursday, October 8**

10:00 a.m. – 11:00 a.m.	Workshops <ul style="list-style-type: none"> <li>ADA Website Compliance – It's a Must!</li> <li>Cultivating Youth Civic Engagement</li> <li>Mitigating Fraud in an Optimal Economic Environment for Deception and Desperation</li> <li>The Town of Dyer and America in Bloom – A Winning Combination</li> </ul>
10:00 a.m. – 11:15 a.m.	Exhibit Hall Final Hours
11:05 a.m.	Exhibit Hall Grand Prize Giveaway
11:15 a.m. – 12:30 p.m.	Closing Business Session

Throughout the coming weeks, 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](http://aimindiana.org) frequently for more details!

# REGISTER TODAY

**ONLINE**

[www.aimindiana.org](http://www.aimindiana.org)

**MAIL**

Aim  
125 W. Market Street, Suite 100  
Indianapolis, IN 46204

**FAX**

(317) 237-6206

# 2020 AIM IDEAS SUMMIT REGISTRATION FORM

Pre-Registration Deadline: September 25

<b>Full Name</b>
<b>Title</b>
<b>Municipality/Company</b>
<b>Email (Required)</b>

<b>Phone</b>
<b>Street Address*</b>
<b>City/State/Zip</b>
<b>Council President's Name</b>

\*Please ensure we have an accurate mailing address in order to receive your conference mementos.

## REGISTRATION FEES

	Price	Selection
<b>MUNICIPAL</b>		
Aim Municipal Member	\$179	
Non-Municipal Member	\$249	
<b>CORPORATE</b>		
Aim Corporate Partner	\$179	
Non-Corporate Partner	\$249	
<b>VIRTUAL EXHIBIT HALL BOOTH</b>		
Aim Corporate Partner	\$149	
Discounted Corporate Partner Exhibitor (Each) **	\$100	
	<b>Total: \$</b>	

## METHOD OF PAYMENT

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

\*\*When an Aim Corporate Partner purchases a virtual exhibit hall booth and registers one employee at the normal registration rate, additional employees can register at the discounted rate mentioned above. If you would like to register additional employees, please provide the below information.

<b>Full Name</b>
<b>Title</b>
<b>Phone</b>
<b>Email (Required)</b>

<b>Full Name</b>
<b>Title</b>
<b>Phone</b>
<b>Email (Required)</b>

Watch it all at once. Watch it at your leisure. But watch it, you must!

### 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 klubelski@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.

### Affiliate Group Events

Aim affiliate groups may hold individual meetings and events during 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 lmosier@aimindiana.org.

### Updates

Throughout the coming weeks, 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!