

# e-WORKSHOP FOR CITY AND TOWN MANAGERS

Thursday, August 19  
9:30 a.m. - 4:00 p.m. Eastern



**Join us for the first Aim e-Workshop for City and Town Managers!** This virtual workshop will take place on August 19 and will cover important topics such as corridor development, tree ordinances, business processes, and more! If you are unable to join us the day of the event, a post-event recording is available for later viewing.

## AGENDA

9:30 a.m. – 9:40 a.m.	Welcome and Opening Remarks
9:40 a.m. – 10:40 a.m.	Case Study in Strategic Corridor Development
10:50 a.m. – 11:50 a.m.	Don't <i>Leaf</i> it to Chance – Adopt or Update your Tree Ordinance
11:50 a.m. – 12:30 p.m.	Lunch
12:30 p.m. – 1:30 p.m.	Redesign Your Key Business Processes to Meet Long-Term Strategic Goals
1:40 p.m. – 2:40 p.m.	Reviewing the Build Operate Transfer Option
2:50 p.m. – 3:50 p.m.	How Municipalities and Contractors Can Avoid Fraud, Profiteering, Bribery, and Embezzlement Issues
3:50 p.m. – 4:00 p.m.	Closing Remarks

## REGISTRATION

Deadline: Thursday, August 16

### How to Register

Online: [aimindiana.org](http://aimindiana.org)  
Fax: (317) 237-6206

Mail: 125 W Market Street, Suite 100  
Indianapolis, IN 46204

### Fee (Circle One)

Member: \$100    Municipal Non-Member: \$150    Post-Event Recording: \$50

### Payment (Circle One)

Check    MC    Visa    Discover    AmEx

Name	Check Number (Payable to Aim)		
Title	Card Number		
Municipality/Company	Expiration Date	Verification Code	
Address	Name of Cardholder		
City/Town	Billing Address (if different)		
State	Zip	City	
Phone	State	ZIP	
Email (Required!)	Authorized Signature		

### 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 to [bbystry@aimindiana.org](mailto:bbystry@aimindiana.org).

### E-Verify

Aim is an enrolled employer in the E-Verify Program verifying the work eligibility of its new employees and will remain so until that program no longer exists.

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## WORKSHOPS

### Case Study in Strategic Corridor Development

We have seen many corridors develop based on reactions to market conditions, but being completely reactive to market interest can lead you towards unsustainable growth. The Coalition for Smart Growth in Hancock County began strategically looking at the Mt Comfort Road Corridor as demand increased. This Corridor in Western Hancock County has seen over \$1B in investment in less than two years, and it is estimated to bring in over 6,000 jobs in the next 5 years. To align the growth with the interests of the community and to preserve quality of life for residents, the Towns along the Corridor saw a need to properly plan the future of the area.

### Don't Leaf it to Chance – Adopt or Update your Tree Ordinance

A Tree Ordinance's purpose is establishing municipal authority over public trees, setting standards for tree planting, maintenance and management, outlining enforcement, fees and fines, and defining nuisance conditions on private trees. The foundation of a tree ordinance could include city or town level prohibited species lists, removal of trees on private property due to risk, and ROW tree management responsibility, and more. Enjoy a minute with Carrie Tauscher, Sarah Mincey, and Melissa Begley as they share their experiences with best management practices, Indiana community statistics and examples, and reviewing and/or redrafting years-old tree ordinances.

### Redesign Your Key Business Processes to Meet Long-Term Strategic Goals

Inaccurate and delayed data can drag out critical decision timelines and distract from long-term goals. And paper-based or poorly executed internal processes can stymie growth and development in your community. The Town of Zionsville is driving greater efficiency and data accuracy across departments to produce better, faster decisions and enable greater focus on strategic goals. The City of Fishers is leading business process redesign across multiple departments to better serve customers and enable record growth. They are doing

this by taking a consultative approach to improving internal processes and cross-departmental collaboration and adopting technologies that help automate and remove friction from key business processes. In this session you will learn: How business process integrations can improve data timeliness and accuracy and protect teams' time and their focus on long-term strategic goals. Learn how Finance and Economic Development can partner to improve business processes which remove friction from key processes to enable greater collaboration and higher quality work across teams.

### Reviewing the Build Operate Transfer Option

Build Operate Transfer, BOT, allows a local unit of government to yield construction and operation of a particular public project with the understanding that over the course of time the local unit will own the project outright. BOT projects can be extremely advantageous for municipalities, assuming they are legally and financially sound. This workshop will review the mechanics of BOT, as well as the advantages and potential landmines associated with BOT projects.

### How Municipalities and Contractors Can Avoid Fraud, Profiteering, Bribery, and Embezzlement Issues

Common and sophisticated acts of bribery, profiteering, wire fraud, ghost employment and conflicts of interest grab headlines and hinder municipalities with legal, financial and public relations concerns. Doug Kouns, a former FBI agent and now CEO of Veracity IIR, will help elected officials learn to recognize patterns and warning signs of illegal acts and to understand model policies and processes to proactively thwart those acts. The presenters will outline consequences for those involved in the illegal acts, the impact on victims, the implications for others to report concerns, how to cooperate with law enforcement, how to conduct employment investigations, and the expectation of local governments to have proactive measures in place to stop illegal acts. Case studies of investigations and best practices will clarify learning points.

### Gold Sponsor

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