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MICHIGAN MUNICIPAL LEAGUE

# CONVENTION

Downtown Traverse City  
September 16-18, 2015



Photo: Traverse City Tourism

We love where you live.

# CONVENTION

Traverse City • September 16-18, 2015

Join hundreds of municipal officials who will gather from every corner of the state to Traverse City, voted one of the most charming places in the country. This Northern Michigan community—widely known as the Cherry Capital of the World—offers a vibrant downtown, breathtaking views of Grand Traverse Bay, and four seasons of outdoor recreation.

The Michigan Municipal League 2015 Convention takes place in downtown Traverse City, amidst an array of shops, galleries, restaurants and the beautifully restored State Theatre, home to the world-renowned Traverse City Film Festival. In this energetic environment, local leaders will learn strategic lessons on topics of vital importance to municipalities large and small.

Venture out into the Traverse City community on a mobile workshop. Discover the work of the doers and dreamers who are redefining what it means to be a city in today's global village. Sit down face-to-face with the peers and partners who are powering a statewide vision for change.

There is no place in the world like Traverse City. And there is a Traverse City that many have yet to meet. Come see for yourself how Traverse City has transformed itself into a modern, dynamic place where arts, culture, and commerce complement its abundant recreational resources.

Join us in downtown Traverse City, September 16-18. It's the place where the Michigan of tomorrow is being built today.

## GENERAL SESSION SPEAKERS



**30 X 30**  
**James Freed**  
City Manager, Port Huron

James Freed, a 30-something, has a decade of public and private leadership experience under his belt. With a long career ahead of him, he has a unique perspective on the next 30 years of municipal government.



**The City Shaped**  
**Joe Minicozzi**  
Principal, Urban3

Hear from Joe Minicozzi who has led pioneering studies on economic productivity in cities, which have affected the reevaluation of public policy and a broader understanding of market dynamics created by tax policy.



**The Urban Consulate**  
**Claire Nelson**  
Knight Foundation

Claire Nelson, founder of the Urban Consulate, will discuss a new project to foster civic and cultural exchange between cities, starting with Detroit, New Orleans, and Philadelphia.

## COMMUNITY EXCELLENCE AWARD

Wednesday, September 16, 2:00 pm

Join us in this good-natured competition and cheer for Michigan's best. See the finalists unveil their winning presentations.

You be the judge. Your votes will decide which community takes home the Cup. After the general session, cast your vote at the official Community Excellence Award Voting Booth.

Don't miss the presentation on September 18, and be a part of the ninth annual Community Excellence Award Cup Presentation.

## WHO'S ON YOUR TEAM?

We recognize that creating great places takes a team of people, so we're asking our members to bring along other community leaders—economic development professionals, business leaders, and others. Team discounts will be available! Check [convention.mml.org](http://convention.mml.org) for further details.

## AGENDA

### WEDNESDAY, SEPTEMBER 16

8:30 am-5:30 pm	Registration Hours
9 am-Noon	Convention Workshops
9 am	Board of Trustees Meeting
12:15 pm	Michigan Women in Municipal Government Lunch
2-3:45 pm	Welcoming General Session Community Excellence "Race for the Cup" Awards
4:15-5:30 pm	Breakout Sessions
5:30-6:30 pm	Elected Officials Academy Board Meeting
6-8 pm	Host City Reception
8:30 pm	Foundation Fundraiser Tavern Tour

### THURSDAY, SEPTEMBER 17

7 am-3 pm	Registration Hours
7:15-8:15 am	Michigan Association of Mayors Breakfast
8:30-9:45 am	Breakout Sessions
8:30-9:45 am	MBC-LEO Meeting
10-11:45 am	General Session
11:45 am-Noon	Delegate Check-in
Noon-12:30 pm	Annual Meeting
12:30-4:15 pm	Lunch & Mobile Workshops
/// DINNER ON YOUR OWN ///	
6:00 pm	Foundation Fundraiser Winery Tasting and Tour

### FRIDAY, SEPTEMBER 18

7-11 am	Registration Hours
7:45-8:45 am	Continental Breakfast
9-10:15 am	Breakout Sessions
10:45 am-Noon	Closing General Session
	Community Excellence Award "Race for the Cup" Winner Announced
Noon	Adjourn

REGISTER ONLINE  
[convention.mml.org](http://convention.mml.org)

# GENERAL INFORMATION

## HOW CAN I REGISTER?

### Online

All credit card payments are to be completed online via My League ([mml.org](http://mml.org)). My League is your secure, interactive online League account. It's available to all members and nonmembers, with a quick and easy sign-up process.

### Via Printable Form

Visit [mml.org](http://mml.org) to download and print a faxable registration form. Complete and fax to 734-669-4223, then mail with check payable to: Michigan Municipal League, PO Box 7409, Ann Arbor, MI 48107-7409.

## HOUSING & TRAVEL

### Host Hotel

Park Place Hotel, 300 E. State St.  
Traverse City, MI 49684  
Phone: 231-946-5000  
Standard: \$129.95/night

### Overflow Hotel

West Bay Beach—a Holiday Inn Resort  
615 E. Front St, Traverse City, MI 49686  
Phone: 231-947-3700  
Single/Double: \$139/night  
Triple: \$149/night; Quad: \$159/night

Group room rate cutoff is August 17 (West Bay) and August 25 (Park Place) at 5:00 pm (EST). Hotel rate is subject to applicable state and local taxes (currently 11%).

### Reservation Process

Housing reservations will only be accepted for those who have registered for Convention. After registering for Convention, a confirmation email will be sent to you within 48 hours. The confirmation email will contain your registration information and your personalized housing registration code. The hotel requires that you provide your personalized code in order to make reservations during the League's Annual Convention.

We're excited to hold our Annual Convention in downtown Traverse City for the first time!

The city has a delightfully walkable downtown, and that's just what you'll get to experience this year. Bring comfortable shoes as sessions will be held at several locations within a few blocks of the Park Place Hotel. We'll also provide shuttle service for those who prefer that mode of transportation.

### Host City Reception

Wednesday, September 16, 6-8 pm, Open Space

Relax and enjoy an evening along the shores of Lake Michigan on West Grand Traverse Bay in the heart of Downtown Traverse City for a taste of the region's culinary and agricultural offerings. Come see why Traverse City is consistently voted as one of America's most charming small towns!

### Parade of Flags Waves Goodbye

Our members have traditionally shown their community pride at Convention in the Parade of Flags. This year, we have something new in store. So keep your flags at home and keep your eyes open at Convention.

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## SPONSOR THE CONVENTION

Sponsoring the Annual Convention provides you with a unique opportunity to communicate with professionals from local government. When becoming our sponsor, we will do our utmost to satisfy your needs for involvement and exposure. Are you looking for networking and relationship building? Presentation opportunities? Company branding? Contact Terri Murphy at 734-669-6342 or [tmurphy@mml.org](mailto:tmurphy@mml.org) for more information.

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## FOUNDATION FUNDRAISING

### Tavern Tour

Wednesday, September 16, 8:30 pm / Cost: \$25

What better way to experience downtown Traverse City than enjoying a cocktail with your League family? This fundraiser will feature several of the outstanding downtown taverns complete with a chance to win prizes at the final destination. Join your League colleagues in exploring downtown while helping raise money for your foundation!

### Michigan Wine Tasting and Tour

Thursday, September 17, 6:00 pm / Cost: \$100

The Traverse City region has become internationally known for its wine. As a matter of fact the Old Mission Peninsula sits on the globe's 45th parallel, ideal for growing wine grapes. Join us at the stunning Chateau Chantal winery for a strolling dinner and a tour of the winery while enjoying one of the Old Mission Peninsula's best locations. It's the perfect way to spend the last night of the Convention!