



OREGON MAYORS ASSOCIATION

SUMMER CONFERENCE

Inn At Cross Keys Station, Madras

August 4 – 6, 2011

Growth Through Cooperation

Transportation from the Inn at Cross Keys Station will be provided for off-site group events.

Wednesday, August 3

6:00 p.m. - 9:00 p.m. **OMA Board of Directors Dinner Meeting**
(Geno's Italian Grill, Madras)

Thursday, August 4

9:00 a.m. - 4:00 p.m. **Registration** *(Inn at Cross Keys Station)*

10:00 a.m. - 12:30 p.m. **9-hole Scramble Golf Tournament** *(Desert Peaks Golf Club)*

1:30 p.m. - 3:30 p.m.

State Agency Directors Forum

President: Sandy Toms, Metolius; OMA President

Speakers: Greg Wolf, Director, Intergovernmental Relations/Regional Solutions, Governor's Office

Scott Nelson, Jobs and Economy Policy Advisor to the Governor

Matthew Garrett, Director, Oregon Department of Transportation

Tim McCabe, Director, Oregon Business Development Department

Jim Rue, Deputy Director, Land Conservation and Development Department

Richard Crager, Director, Oregon Housing and Community Services

Joni Hammon, Deputy Director, Department of Environmental Quality

Enjoy a special opportunity to meet Greg Wolf, Director of Intergovernmental Relations/Regional Solutions and several state agency directors in a facilitated forum, complete with Q & A.

5:30 p.m. - 7:30 p.m.

Get-Acquainted Reception and Silent Auction at the Inn at Cross Keys Station *(Pre-registration required)*

Mayors, spouses and guests are invited to join guests from the community for a hosted reception and participate in our fifth annual fundraiser auction. The silent auction will feature gift baskets brought by mayors who wish to participate.

7:30 p.m.

Dinner on your own

8:30 p.m. - 10:00 p.m.

OMA President's Welcome Reception *(President's Suite)*

Have a night cap and bring your evening to a close in the company of friends.

Friday, August 5

6:30 a.m. - 10:00 a.m.

Complimentary Breakfast

Breakfast comes with your sleeping room at Cross Keys Station! If you are staying at a different location, you can still join the group for breakfast. Just let us know on your conference registration form and we will provide you with a ticket(s).

7:30 a.m. - 11:30 a.m.

Registration (*Inn at Cross Keys Station*)

8:00 a.m. - 8:55 a.m.

Opening Ceremonies, Introductions and Networking

Flag Ceremony: Madras High School ROTC

Invocation: Jim Leach, Living Hope Christian Church

President: Sandy Toms, Metolius; OMA President

Welcome: Mayors of Host Cities:

Melanie Widmer, Madras

Shawna Clanton, Culver

Sandy Toms, Metolius

Acknowledgment of first-time attendees and scholarship recipients.

9:00 a.m. - 11:30 a.m.

Spouse/Guest Tour: Round Butte Dam Tour

Don Krause from PGE will be the presenter. See the beautiful scenery and learn the history of the dam. (*Join mayors for lunch at Cascade Lavender Farm*)

9:00 a.m. - 11:50 a.m.

Were We Ready?

President: Sandy Toms, Metolius; OMA President

Invited Presenter: State of Oregon Public Affairs Coordinator

Speakers: Jacque Betz, Assistant City Manager, Florence

Harold White, Mayor, Aumsville

Gary Milliam, City Manager, Brookings

Lon Kellstrom, Mayor, Sisters

Eileen Stein, City Manager, Sisters

Does your city know what the process is for declaring an emergency, who the first contact is and how state/federal resources are allocated? Learn from officials and managers first-hand what did and did not go well in dealing with the tornado in Aumsville, the tsunami warning in Brookings triggered by the Japanese earthquake and tsunami, and the wildfires in Sisters.

12:00 p.m.

Mayors Board the Buses for Lunch at Cascade Lavender

12:30 p.m. - 2:00 p.m.

Lunch with Spouses/Guests at Cascade Lavender

2:00 p.m.

Mayors and Spouses/Guests Board the Buses for Return Trip to Inn at Cross Keys Station

2:30 p.m. - 4:00 p.m.

Social Media: Successful Social Behavior

President: Keith Mays, Sherwood; OMA President-Elect

Speaker: Taylor Ellwood, Social Media Manager, Imagine Your Reality
Business and Social Media Consulting

Are you a newly-elected official? Are you new to social media? Whether or not you are new in your position or new to social media, this interactive discussion will provide you with essential social tools. Taylor Ellwood will discuss what successful social media behavior is and why it is important for elected officials who are using social media. Social media is not a one-way

platform, but instead is a conversation occurring between many people, and knowing the etiquette of social media is essential for creating an effective online presence. You will learn: social media do's and don'ts; how to create a record of social media interactions; when to move the conversation offline; and how to use social media to monitor what's happening in your city. Social media isn't just technology. It's a social medium that constituents use to communicate about issues in the community.

4:15 p.m.

FREE TIME

5:30 p.m.

Mayors and Spouses/Guests Board Buses to Maragas Winery

6:00 p.m. - 8:30 p.m.

Wine Tasting & Dinner at Maragas Winery

Everyone will be sure to enjoy the ambiance and wonderful wines available at the Maragas Winery while dining on a delicious meal presented by Cloe's Catering. The Maragas family has been making wine in the U.S. and Europe for generations. They believe that great wine, adventure, organic farming and enjoying life go hand in hand. We think you will, too. Entertainment will be provided by a youth jazz band from Sisters Middle School.

8:30 p.m. - 8:45 p.m.

Mayors and Spouses/Guests Board Buses to Inn at Cross Keys Station

Saturday, August 6

6:30 a.m. - 10:00 a.m.

Complimentary Breakfast

Breakfast comes with your sleeping room at Cross Keys Station! If you are staying at a different location, you can still join the group for breakfast. Just let us know on your conference registration form and we will provide you with a ticket(s).

8:00 a.m. - 11:30 a.m.

Registration (*Inn at Cross Keys Station*)

8:00 a.m. - 9:30 a.m.

OMA Business Meeting and LOC Legislative Report

Presider: Sandy Toms, Metolius; OMA President

Speaker: Craig Honeyman, LOC Legislative Director

9:00 a.m. - 11:30 a.m.

Spouse/Guest Tour (*Transportation provided*)

Come join us for a piece of Jefferson County's Indian History—a tour of the Warm Springs Museum and presentations from the Indian Culture, then join the mayors for lunch at Sahalee Park.

9:30 a.m. - 10:00 a.m.

BREAK

10:00 a.m. - 11:30 a.m.

Media Relations – Hands-On Training

Presider: Keith Mays, Sherwood; OMA President-Elect

Speakers: Mike Corwin, Assistant Vice President, Public Relations and Business Development, OSU Federal Credit Union

Judy Corwin, Director of Public Relations and Marketing,
The Corvallis Clinic

John Marler, Professor, Oregon State University

Are you prepared to work efficiently with today's changing media? Are you ready to respond to the media in a crisis situation? This interactive session explores do's and don'ts to remember when confronted by a television, radio,

print or online media professional. Attendees will step in front of a camera for a spontaneous interview and be critiqued by professionals.

11:50 a.m. - 12:15 p.m.

“If I Were Mayor, I Would...” Contest Awards Presentation

12:20 p.m.

Mayors Board Buses for Sahalee Park

12:30 - 1:30 p.m.

Lunch with Spouses/Guests at Sahalee Park

Enjoy lunch in Madras’ most recent park enlargement. After lunch you’re free to explore what vendors have to offer at the Saturday Market or enjoy a leisurely walk along Willow Creek Trail.

1:30 p.m.

Mayors and Spouses/Guests Board Buses for Inn at Cross Keys Station

1:45 p.m. - 2:45 p.m.

Nuts and Bolts of Economic Development

Speakers: Mike Morgan, City Manager, Madras

Nick Snead, Community Development Director, Madras

Gus Burril, Assistant City Administrator and Public Works Director, Madras

Wayne Pearson, Manager, Economic Development of Central Oregon, Deschutes County

Whether it is the biggest city or the smallest town, every community expects the mayor to deliver on “economic development”—spelled J-O-B-S. This panel will discuss how they have brought jobs to their community in the worst of economic times and at the same time enhanced the non-economic livability of the community. Using readily available tools, this workshop examines how mayors can best direct those tools to produce both an environment that is attractive to growth and investment and that enriches the livability of the community.

2:45 p.m. - 3:00 p.m.

BREAK

3:00 p.m. - 4:30 p.m.

General Session: Mayors Open Forum

This facilitated open forum discussion provides mayors the opportunity to discuss any topic or issue of concern prevalent in their city and to seek potential solutions. All questions are considered important—large or small, old or new. If you have a sensitive issue to discuss and wish to remain anonymous, write it down on a card provided at conference registration and place it in the question box by Friday afternoon. Questions received from delegates in advance of the session will be addressed and potential solutions will be discussed. Questions will also be taken from the floor. The goal is to provide practical solutions that could be used in a variety of cities.

5:30 p.m.

Mayors and Spouses/Guests Board Buses to Kah-Nee-Ta

6:30 p.m. - 10:30 p.m.

Annual Awards Banquet at Kah-Nee-Ta

President: Sandy Toms, Metolius; OMA President

- **Mayors Leadership Award Presentation**
- **Closing Remarks**

8:30 p.m. - 10:00 p.m.

Staging of Buses Back to Inn at Cross Keys Station

First Bus: 8:30 p.m.

Last Bus: 10:00 p.m.