Congressional City Conference

Community and Economic Development (CED) Committee

Marriott Wardman Park Hotel
Washington Room 2
Sunday, March 12, 2017
1:30 p.m. – 4:30 p.m.

Gerri Schroder, Chair
Councilwoman
Henderson, Nevada

Gyna Bivens, Vice Chair
Councilmember
Fort Worth, Texas

Johnnie Warren, Vice Chair
Council President
Oakwood Village, Ohio

Michael Wallace
Program Director
202-626-3025
Wallce@nlc.org
COMMUNITY AND ECONOMIC DEVELOPMENT
FEDERAL ADVOCACY COMMITTEE MEETING AGENDA

1:30 PM WELCOME, MEMBER RECOGNITION, AND MEETING OVERVIEW
  • The Honorable Gerri Schroder, Chair
    Councilmember, Henderson, Nevada

1:40 PM NEW MEMBER AND CORPORATE PARTNER RECOGNITION
  • The Honorable Gyna Bivens, Vice Chair
    Councilmember, Fort Worth, Texas

1:45 PM CED REVIEW OF 2016
  • The Honorable Johnnie Warren, Vice Chair
    Councilmember, Oakwood Village, Ohio

1:50 PM SETTING EXPECTATIONS FOR 2017
  • The Honorable Gerri Schroder, Chair
    Councilmember, Henderson, Nevada

    The Chair will lead a discussion on expectations for members appointed to NLC’s Community and Economic Development Committee.

2:00 PM OVERVIEW OF THE 2017 NLC FEDERAL ADVOCACY CAMPAIGN AND LEGISLATIVE PRIORITIES
  • Michael Wallace
    Interim- Director, Federal Advocacy, National League of Cities, Washington, DC

    Learn about NLC’s 2017 federal priorities and advocacy strategy, including NLC’s overall message to Congress during CCC.

2:20 PM PRESENTATION: SISTER CITIES INTERNATIONAL
  • Mary D. Kane
    President & CEO, Sister Cities International

    Sister Cities began as a program of the National League of Cities that became independent as a result of significant growth. Many know Sister Cities as a cultural exchange, however, this presentation will show other opportunities for cities looking to discover successful practices internationally in areas like economic development and project financing – including ways public private partnerships are structured around the globe.

2:40 PM PRESENTATION: ECONOMIC DEVELOPMENT INTERGRATION
EDA’s vision for Economic Development Integration (or EDI) is to improve the Federal government’s ability to serve as a constructive partner to local and regional economic development stakeholders. Through EDI, EDA is positioned to optimize the combined investment of federal, state and local economic development resources in support of high-impact projects that generate diverse, innovative economies, sustained growth and broad-based prosperity for communities across America.

3:00 PM PRESENTATION: FEDERAL ADVOCACY FOR ECONOMIC DEVELOPMENT

• Jeffrey A. Finkle, CEcD
  President & CEO, International Economic Development Council

IEDC is the world's largest membership organization serving the economic development profession. From public to private, rural to urban, and local to international, IEDC members represent the entire range of economic development experience. IEDC will share their federal legislative agenda for economic development, and talk about ways to coordinate and improve federal advocacy for economic development programs and funding.
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3:20 PM  NLC CITY SOLUTIONS AND APPLIED RESEARCH: ECONOMIC DEVELOPMENT RESEARCH UPDATE & DISCUSSION ABOUT MAKER BUSINESSES AND SMALL-SCALE MANUFACTURING

- Emily Robbins
  Principal Associate, City Solutions and Applied Research, NLC

- Graham Ashcraft
  Community Engagement and Advocacy, Etsy

- Ilana Preuss
  Founder, Recast City

At City Summit, the CED Committee provided feedback and direction on NLC’s economic development research and publications. During this session, NLC staff will present an updated economic development guidebook resulting from that session (What You Should Know 2.0: Local Elected Leaders and Economic Development.)

Following that, Graham Ashcraft from Etsy will discuss how NLC member cities can apply for the Etsy Maker Cities grant program.

Lastly, NLC staff will be joined by Ilana Preuss from Recast City to lead a feedback discussion to learn what your cities would like to know more about maker businesses and small-scale manufacturing opportunities.

4:00 PM  DEVELOPING A COMMITTEE WORKPLAN FOR 2017

- The Honorable Gerri Schroder, Chair
  Councilmember, Henderson, Nevada

One goal of NLC’s strategic plan is to proactively drive federal policy within NLC and on behalf of cities and towns. Last year, the CED Committee developed a comprehensive federal legislative agenda for economic development. That agenda was captured in the CED Resolution “Supporting a Federal Agenda for Local Economic Development and Entrepreneurship”. This year, the Committee will consider a workplan for legislative advocacy for the NLC economic development agenda that is positioned for success in the current political landscape.

Next CED Committee meeting:
Summer Leadership Forum
Cleveland, OH
June 19-22, 2017
As a resource and advocate for more than 19,000 cities, towns and villages, the National League of Cities (NLC) brings municipal officials together to influence federal policy affecting local governments. NLC adopts positions on federal actions, programs and proposals that directly impact municipalities and formalizes those positions in the National Municipal Policy (NMP), which guides NLC’s federal advocacy efforts.

NLC divides its advocacy efforts into seven subject areas:

- Community and Economic Development
- Energy, Environment and Natural Resources
- Finance, Administration and Intergovernmental Relations
- Human Development
- Information Technology and Communications
- Public Safety and Crime Prevention
- Transportation and Infrastructure Services

For each of the seven issue areas, a Federal Advocacy Committee advocates in support of NLC’s federal policy positions. Members of each Committee serve for one calendar year, and are appointed by the NLC President.

**Federal Advocacy Committees**

Federal Advocacy Committee members are responsible for advocating on legislative priorities, providing input on legislative priorities, and reviewing and approving policy proposals and resolutions. Additionally, Committee members engage in networking and sharing of best practices.

Federal Advocacy Committees are comprised of local elected and appointed city and town officials from NLC member cities. NLC members must apply annually for membership to a Federal Advocacy Committee. The NLC President makes appointments for chair, vice chairs, and general membership. In addition to leading the Federal Advocacy Committees, those appointed as Committee chairs will also serve on NLC’s Board of Directors during their leadership year.

At the Congressional City Conference, Federal Advocacy Committee members are called upon to advocate for NLC’s legislative priorities on Capitol Hill, as well as develop the committee’s agenda and work plan for the year. Committee members meet throughout the year to further the plan, hear from guest presenters, discuss advocacy strategies and develop specific policy amendments and resolutions. At the Congress of Cities, Committee members review and approve policy proposals and resolutions. These action items are then forwarded to NLC’s Resolutions Committee and are considered at the Annual Business Meeting, also held during the Congress of Cities.

**Advocacy**

Throughout the year, Committee members participate in advocacy efforts to influence the federal decision-making process, focusing on actions concerning local governments and communities. During the Congressional City Conference, Committee members have an opportunity, and are encouraged, to meet with their congressional representatives on Capitol Hill. When NLC members are involved in the legislative process and share their expertise and experiences with Congress, municipalities have a stronger national voice, affecting the outcomes of federal policy debates that impact cities and towns.
Federal Advocacy in 2017: In a Year of Transition, Cities Seek Certainty and Opportunity

By Mike Wallace, Interim Director, Federal Advocacy, National League of Cities
January 18, 2017

In the nation’s capital, the remarkable success of the Republican Party in the 2016 election surprised many and started a fresh debate over the message voters wanted to deliver to Washington. Outside the Capital Beltway, Americans remain deeply divided in ways that could impact the division of power and authority within the intergovernmental partnership.

For a non-partisan organization like the National League of Cities (NLC), representing 19,000 cities of every size, such divisions are a concern for sure. Fortunately, NLC was not caught off guard by the election outcome because our 2017 Advocacy Agenda began taking shape two years ago, when our bipartisan leadership first started thinking about what a presidential transition would mean for cities.

In 2015, NLC convened a number of highly respected city leaders to form a Presidential Election Task Force with the goal of forging a truly bipartisan campaign platform for cities. The campaign, Cities Lead, was built on a platform of three issues important to every city: public safety, infrastructure, and the economy. City leaders around the nation used the Cities Lead Playbook to engage with the presidential candidates of both parties and to obtain assurances and commitments that areas of broad bipartisan consensus would remain on solid ground — regardless of the party in power.

Thanks to the work of that task force, NLC was able to create engagement opportunities during President-elect Donald Trump’s campaign and spotlight city leaders at the Republican National Convention (and Democratic National Convention). On election night, when the Trump campaign declared victory, NLC was there to congratulate him as the president-elect of the United States.

There is a fair amount of uncertainty about the priorities of the next administration and the 115th Session of Congress, but we are certain of at least three areas of common ground between the incoming administration and cities: the need to create greater resources for infrastructure, a desire to help cities and neighborhoods reduce crime and grow opportunity, and a focus on creating and retaining jobs.

It is unfortunate that the president-elect too often relies on mischaracterizations of cities, and there appears to be an urgent need for city leaders to build relationships with stakeholders inside and outside of the new administration. That’s why NLC is taking the lead and focusing on what may be cities’ most important federal priority for 2017: promoting a positive narrative around cities to the Administration and new lawmakers in Congress.

In 2008, then-Candidate Barack Obama said along the campaign trail that “we need to stop seeing our cities as the problem and start seeing them as the solution.” There is little question
that, within the recent intergovernmental partnership, local governments were empowered by the
greater value placed on cities by the outgoing administration.

*Place-based programs* prospered across federal agencies and allocated federal funding directly
to local governments, including those programs strongly associated with NLC like the *My
Brother’s Keeper Community Challenge* and the *Mayors Challenge to End Veterans
Homelessness*. The appointment of multiple former mayors and city officials to lead federal
agencies, including the Department of Housing and Urban Development and the Department of
Transportation, sent a message about the value of local leaders and ensured a city point of view
inside the Obama Administration and at every cabinet meeting.

Of course, there were many actions taken by the Administration which drew criticism from NLC,
including President Obama’s repeated proposals to cap tax exempt municipal bonds to achieve a
balanced budget, and the $1 billion cut to the Community Development Block Grant (CDBG)
program early in his first term that has yet to be reversed.

The fact remains that, as the result of a strong relationship between local leaders and the White
House, the majority of decision-makers inside the Obama Administration understood that the
overall success of federal policies depends on good local input and leadership.

This, then, is our main advice to the incoming administration: gain local insight.
Alongside our Cities Lead Advocacy Agenda, NLC also remains focused on specific legislative
priorities. Our top asks for Congress this year are to protect tax-exempt municipal bonds, to
authorize the collection of sales tax on internet purchases, and to allocate funding for
infrastructure directly to local governments.

NLC has built a history of progress and success with both Democratic and Republican leadership
in Congress, and we are poised to continue that success. Over the previous session of Congress,
NLC helped deliver legislative victories for cities: a five-year transportation bill that puts more
money in the hands of local governments; a water bill that includes resources for cities with
contaminated water, like Flint, Michigan; a public health bill that significantly increases
resources to battle the opioid epidemic tearing through communities; and spending bills that have
largely maintained level funding for local priorities — just to name a few.

What’s most impressive is that Congress sent all of these measures to the president without
tampering with municipal bonds.

New challenges and opportunities await cities, and NLC, in the coming year. Yet, as a non-
partisan organization, NLC is the best-placed organization to build a new partnership for cities
with the incoming administration, to advance policies where we are aligned, and to express
opposition without fear of reprisal.

In turn, we are asking city leaders to help us in our mission by reintroducing their city to
members of Congress (and Congressional staff) in their district as well as to the new
administration officials in federal agencies overseeing the programs that matter most to their city.
2017 Community and Economic Development (CED) Committee Roster

Vice Chair

Gyna Bivens
Councilmember
Forth Worth, Texas

Chair

Gerri Schroder
Councilwoman
Henderson, Nevada

Vice Chair

Johnnie Warren
Council President
Oakwood Village, Ohio

Alabama
Jesse Matthews, Council Member, Bessemer, Alabama
Shelly Barnhart, Council Member, Lincoln, Alabama
Velma Johnson, Council Member, Midfield, Alabama
Levon Manzie, City Councilor, Mobile, Alabama
Ben Reed, Councilman, Gadsden, Alabama

Arizona
Gilbert Lopez, Development Services Director, Coolidge, Arizona
Kenneth Weise, Mayor, Avondale, Arizona
Daniel Valenzuela, Councilman, Phoenix, Arizona
Jon Edwards, Vice Mayor, Peoria, Arizona
Rachel Gray, Council Member, Sierra Vista, Arizona
Kevin Thompson, Councilmember, Mesa, Arizona
Christian Price, Mayor, Maricopa, Arizona

Arkansas
Frank Fogleman, Mayor, Marion, Arkansas

California
Neal Andrews, Deputy Mayor, Ventura, California
David Gordon, City Council Member, Burbank, California
Cecilia Hupp, Mayor Pro Tem, Brea, California
Samuel Kang, Mayor, Duarte, California
Lou La Monte, Mayor, Malibu, California
Donald Terry, City Council Member, Rancho Cordova, California

Colorado
Bonnie Finley, Longmont City Councilwoman, Longmont, Colorado
Phil Cernanec, Councilmember, Littleton, Colorado
Kathy Turley, City Council Member, Centennial, Colorado
Leah Johnson, City Councilor, Loveland, Colorado

Connecticut
Jeanette Herron, City Council Member, Bridgeport, Connecticut

District of Columbia
Anita Bond, Councilwoman, Washington, DC

Florida
Andy Amoroso, City Commissioners, Lake Worth, Florida
Clara Murvin, City commissioner, Pahokee, Florida
Joseph Scuotto, Commissioner, Sunrise, Florida
Mary R Wilkerson, Vice Mayor, Belle Glade, Florida
Tonya Davis Johnson, Councilwoman, Riviera Beach, Florida

Georgia
Joyce Sheperd, Councilmember, Atlanta, Georgia
Jacqueline Moore, Mayor, North Port, Georgia
Deana Holiday Ingraham, Councilmember, East Point, Georgia

Illinois
Jason Ashmore, Mayor, Sesser, Illinois
John Ostenburg, Mayor, Park Forest, Illinois
Michael Rogers, Village Trustee, Maywood, Illinois

**Kansas**
Becky Fast, City Councilor, Roeland Park, Kansas
James Clendenin, Council Member, Wichita, Kansas
Stephanie Meyer, Council President, Shawnee, Kansas

**Kentucky**
Jeffrey Edwards, Mayor, City of Monticello, Kentucky
Marianne Butler, Councilwoman, Louisville, Kentucky

**Louisiana**
Rose Roche', Director, Community Development, Port Allen, Louisiana

**Maryland**
Peter Kovar, City Councilmember, Takoma Park, Maryland
Emmett Jordan, Mayor, Greenbelt, Maryland
Reveral Yeargin, Council President, Seat Pleasant, Maryland

**Michigan**
Theresa Rich, Council Member, Farmington Hills, Michigan

**Minnesota**
Jeff Weisensel, Council Member, Rosemount, Minnesota
Anne Mavity, City Councilmember, St. Louis Park, Minnesota

**Mississippi**
George Thomas, Councilman, Meridian, Mississippi
Brian Ramsey, Alderman, Ridgeland, Mississippi

**Missouri**
Lee Barnes, City Council Member, Kansas City, Missouri
Quinton Lucas, City Councilman, Kansas City, Missouri
Scott Wagner, Mayor Pro Tempore, Kansas City, Missouri

**New Mexico**
Mary Homan, Trustee, Los Ranchos de Albuquerque, New Mexico
North Carolina
Cora Cole-McFadden, Mayor Pro Tem, Durham, North Carolina

Ohio
Patricia Britt, City Clerk, Clerk of Council, Cleveland, Ohio
Russel Neal, City Councilman, Akron, Ohio
Scotty Sly, Councilman, Trotwood, Ohio

Oklahoma
Lonnie Sims, Councilmember, Jenks, Oklahoma

Oregon
Jim Fairchild, Council President, Dallas, Oregon

Pennsylvania
Henry Pyatt, Small Business and Redevelopment Mgr., Pittsburgh, Pennsylvania

South Carolina
Mary Jeffcoat, City Council Member, Myrtle Beach, South Carolina
Boyd Jones, Councilmember, West Columbia, South Carolina

Tennessee
Fabian Bedne, Metro Councilmember, Nashville, Tennessee

Texas
Casey Thomas, Council Member, Dallas, Texas
Charlotte Moses, Councilwoman, Port Arthur, Texas
Douglas Athas, Mayor, Garland, Texas
Nancy Yingling, Councilmember, Coppell, Texas
Lana Wolff, Council Member, Arlington, Texas
Maher Maso, Mayor, Frisco, Texas
Rick Callahan, Council Member, Dallas, Texas
Shona Huffman, Frisco City Council Place 2, Frisco, Texas
Lila Thorn, Grand Prairie City Council, Grand Prairie, Texas

Utah
Mark Shepherd, Mayor, Clearfield, Utah
Derek Kitchen, Council Member, Salt Lake City, Utah
**Virginia**
John Chapman, City Councilman, Alexandria, Virginia

**Washington**
John Holman, Councilmember, Auburn, Washington

**West Virginia**
Paul Thornton, Director of Community Development, Vienna, West Virginia
Steve Williams, Mayor, Huntington, West Virginia