

TCMA Advocacy Committee
October 15, 2021
Virtual Meeting Room

Members present: TCMA Advocacy Committee Chair Ed Broussard, City Manager, Tyler; Vice Chair Carey Neal, Assistant City Manager, Lancaster; Marcia Bentley-German, Chief Deputy City Secretary, Midland; Ben Brezina, Assistant City Manager, Frisco; Clay Caruthers, City Manager, Hurst; Robert Eads, City Manager, Laredo; Darrek Ferrell, Assistant City Manager, Victoria; Paulette Hartman, Deputy City Manager, North Richland Hills; Mark Israelson, City Manager, Plano; Robbin Kersey, Regional Client Service Leader, KSA; Caitlin Krobot, City Secretary, New Braunfels; Andrew Munoz, Assistant City Manager, Weslaco; Pam Rambo Sexton, Administrative Services Manager, Fort Worth; Lauren Rose, Director of Strategic Services, Sachse; Kent Souriyasak, Assistant to the City Manager, Lucas; Scott Swigert, Assistant City Manager, Mont Belvieu; Jennifer Wichmann, Deputy City Manager, Arlington; Steve Williams, Assistant City Manager, Conroe; Steve Williams, City Manager, Carthage

TML staff: Kim Pendergraft

Ed Broussard called the meeting to order at 10:00 a.m. and thanked everyone for participating and reviewed the TCMA Strategic Plan objectives for the Committee.

The Committee provided feedback on the TCMA booth at the Texas Municipal League Annual Conference and Exhibition to promote the Campaign for Professional and Ethics City Management. There was consensus the booth provided good exposure to promote the Campaign and TCMA should consider hosting a booth each year. Feedback included:

- Booth provides an opportunity to connect with councilmembers and educate new councilmembers.
- Booth provides an opportunity to recruit new members.
- Create a FAQ for membership criteria.
- Consider purchasing booth space that provides more visibility.
- Schedule three members for each time slot.
- Consider asking TCMA members of state assistant groups to help in the booth.
- Share social media posts with university partners.
- Consider video series with focus on major challenges.

The Committee discussed ideas to keep the Campaign fresh and relevant including:

- Develop a PowerPoint presentation to be used for presentations at universities and civic groups.
- Update videos at least every two years.
- Push out on social media.

The Committee discussed ideas to introduce TCMA, promote the profession, and recruit new members:

- Create videos of city managers to be shared on TCMA social media and share links with university partners.
- Consider non-traditional paths to city management and recruit deeper within the city organization.

- Schedule a podcast for those who followed a non-traditional path. Steve Williams, Scott Swigert, and Clay Caruthers were suggested.
- Offer to speak at TML affiliate educational events about succession planning and opportunities to advance. **Kim Pendergraft will reach out with an invitation.**
- Invite leadership of TML affiliates to the TCMA Annual Conference.
- Schedule an annual meeting between the TCMA president and TML affiliate leadership.
- Develop a bundle membership packet with other TML affiliates.
- **Kim Pendergraft will reach out to TML staff and offer assistance at TML region meetings and educational events.**

The Committee discussed TCMA publications. James Thurmond, retired city manager and director for the MPA program at University of Houston, updated the *Guidelines for Recruiting a City Manager* and has requested it be proofed. **Kim Pendergraft will create a schedule for volunteers. The deadline to submit comments is December 10. Mark Israelson and Kent Souriyasak will consider ideas to update *City Government that Works*. Lauren Rose, Steve Williams, and Pam Rambo Sexton will review *Our Town, Texas*.**

The Committee adjourned at 11:40 a.m.