

MUNICIPAL E-NEWS

JUNE 2021 | QUARTER 2 | ISSUE 100



New Resources

Sample Ordinance for Premise Identification | [VIEW](#)

MTAS on Subdivision Regulation | [VIEW](#)

Employee Performance Evaluations in Selected Tennessee Cities | [VIEW](#)

Live by the Sword: An Update on the Effects China's National Sword | [REQUEST](#)

New **Knowledgebase** materials can be found here: [VIEW](#)

New **MRLn** (MTAS Research Library Online) materials can be found here: [VIEW](#)

New **MORe** (MTAS Online Resource) materials can be found here: [VIEW](#)



**Municipal Technical Advisory Service
Institute for Public Service**

1610 University Ave.
Knoxville, TN 37921
Phone: 865-974-0411 | Fax: 865-974-0423

In This Issue



- 2 Where Were You in 2009? A Message from the MTAS Executive Director
- 3 100th Issue of the E-News ... Then & Now
- 4 Volunteer Firefighter Recruitment & Retention
- 5 Contracting for Design Professional Services
- 6 Do You Recognize Your Employees' Efforts?
- 7 MTAS Training News
'Word-of-Mouth' Worthy? We Need Your Input
Municipal Legislative Update
- 8 TREEDC 2009 Throwback & Current News
- 9 Celebrating Municipal Clerks & Recorders in 2021

Where Were You in 2009?

Welcome to the 100th issue of the MTAS E-newsletter! This format began in April of 2009. Do you remember where you were in 2009, and what the big news items were? I'll help you on the last half of the question: the top grossing movie in 2009 was *Avatar*, the most popular car (by sales) was the Toyota Camry, and the biggest news stories of the month were: same sex marriages were recognized by the states of Iowa and Vermont; for five days an American ship was hijacked by Somali pirates off the Horn of Africa; and newscasters reported that Rod Blagojevich, the former governor of Illinois, was charged with trying to sell President Obama's vacated senate seat.

A lot has happened since that very first issue of the E-News. The world has changed; we've all aged and hopefully grown wiser; and most of us get a little excited to think about entering a movie theater again after the pandemic. What hasn't changed is MTAS's commitment to you. We've been here for you since 1949, and we'll continue to be here for you for the next 100 E-News issues, and the next, and the next... MTAS is an organization full of dedicated public servants, just like you, who want to see Tennessee municipalities prosper and thrive.



Margaret Norris
MTAS Executive Director



Speaking of public servants, Public Service Recognition Week was May 2 – 8, and is celebrated the first week of May every year, starting on Sunday. I hope you took time to honor your coworkers

and that you felt appreciated by your community. If you weren't on the receiving end of a party, then please allow me to give you a big Hooray and Thank You! What you do every day truly matters for the residents in your municipality. I appreciate your service and respect you for doing a job that never seems to receive enough thanks.

Please continue to read this celebratory issue and call on us when you want or need a helping hand or piece of advice.

— Margaret Norris



MTAS 100th Issue ... What Was Hot in April 2009 for the E-News?

In 2009, then-executive director Mike Tallent charged the IT team at MTAS with producing a newsletter for customers and the first issue of the MTAS Municipal E-News was sent to cities and towns in April. It was first published as a monthly, but the frequency was changed to quarterly later on. It is still quarterly today.



Frances Adams-O'Brien
MTAS Librarian & Producer
of MTAS Municipal E-News



We had just created and offered the FIRST-ever Certified Municipal Finance Officer course in February 2009 and MTAS Finance and Accounting Consultant Dick Phebus, (now retired from MTAS) provided a summary of the inaugural course which was Government Environment. This program would go on to certify and positively impact municipal finance officers across the state for years to come.



We offered well-wishes to retiring MTAS legal and codes consultant Steve Lobertini and introduced management consultant David Angerer in our West Tennessee office.



One of the first topics covered was the American Recovery and Reinvestment Act of 2009. Remember that? The newsletter directed readers to the MTAS website for information on how cities could take advantage of federal stimulus money meant to boost economic recovery from the 2008 recession.



MTAS celebrated its 60th Anniversary in 2009 and the newsletter covered events that were planned to mark the event.



While hot topics are different today, the purpose of the E-News has not changed; to provide timely and important information to cities and towns to assist you as you serve your communities. We hope you enjoy the E-News and find every issue relevant and useful.

If you have any suggestions for topics, articles, or other ideas for the E-News, please send them to Frances.Adams-Obrien@Tennessee.edu. We want to hear from you!



Volunteer Firefighter Recruitment & Retention

According to the [National Volunteer Fire Council](#), volunteers make up 67 percent of our nation's fire service. In Tennessee, volunteers account for 69 percent of all firefighters, but the number of volunteer firefighters in Tennessee is decreasing. There were 17,122 volunteer firefighters in Tennessee in 2013, and that number dropped to 15,833 in 2015.

Many communities today face volunteer recruitment and retention issues, as volunteers strive to balance work, home, personal time needs, and the fire department in a depressed economy when many people have more than one job or manage a single-parent household. Many people do not have a lot of free time, and if they spend their free time helping their community, they want to know that their time and effort has value.



Dennis Wolf
MTAS Fire Management
Consultant

Here are some examples of volunteer recruitment and retention efforts that have proven successful in communities across Tennessee. Not every idea will work in every community or situation, but these resources may provide ideas for programs that will work in your community.

To read the complete publication, click [HERE](#).

Contracting for Design Professional Services in Tennessee

T.C.A. § 12-4-107(a) requires that design professionals for public projects in Tennessee be selected through qualifications-based selection (“QBS”). Additionally, the Tennessee Board of Architectural and Engineering Examiners has adopted rule 0120-20-.02 {Proper Conduct of Practice} that precludes registered architects, engineers, and landscape architects from participating in any system that does not comply with T.C.A. § 12-4-107(a).

The basic premise of this requirement is that the procurement of professional services will be based on recognized competence, not on competitive bidding. Cost is always an important consideration, but it should not be the first consideration in selecting professional services.

Why Procure Design Professional Services?

T.C.A. § 62-2-107 requires that public works projects over \$50,000 have plans and specifications prepared by a registered architect, engineer or landscape architect.

T.C.A. § 12-4-107(a)(4) allows an exception to this process for any city, county, or utility district that has an existing satisfactory contractual relationship for architectural or engineering services. The city, county, or utility district may expand the scope of services via a contract so long as those services sought are in the technical competency of the firm under current contract.

Why Follow the QBS Selection Process?

- It is the law.
- To obtain the best professional services at a reasonable cost. As stewards of the people’s money, elected officials and staff must be concerned with spending public funds wisely.
- To establish a level playing field providing all qualified professionals with an opportunity



Sharon Rollins

MTAS Public Works
Consultant & Technical
Consulting Program
Manager

to be considered. Having a process in place provides equal opportunity for all professionals to be considered according to pre-determined criteria. It’s a good way to ensure the best firm and the best cost.

- To ensure compliance with the Sunshine Law. Having a written procedure — equally applied and open to public scrutiny — ensures fairness, openness, and acceptance of the firm or individual ultimately selected.
- To provide guidance for decision makers. Selecting professional services is both an objective and a subjective process. Having a process is helpful for city officials who must make difficult choices.
- To set up a framework based on qualifications rather than lowest cost.

Resources

[Qualification Based Selection: A Guide for Procuring Design Professional Services in Tennessee](#)

[Tennessee Department of Commerce and Insurance. Architects & Engineers](#)

Contact MTAS for Assistance

Knoxville – 865.974.0416

Sharon Rollins, P.E. MTAS Public Works Consultant
sharon.rollins@tennessee.edu

Jackson – 731.425.4785

John Chlarson, P.E. MTAS Public Works Consultant
john.chlarson@tennessee.edu

Do You Recognize Your Employees' Efforts?

Many organizations today struggle with the retention of trained and qualified employees. The question for leaders today is very often “How can I retain talent and accelerate the performance of my organization”? I would like to begin my discussion with another question. When was the last time that you were recognized for doing an outstanding job?

I want to stop and let that question sink in for a moment. There is a missing ingredient in many organizations today and that ingredient is Purpose-Based Recognition within the organization. Employees who report the highest morale at work when surveyed agree 94 percent of the time that their managers are effective at recognition. In contrast on the same survey, 56 percent of employees who report low morale give their manager a failing grade on recognition. Organizations that perform exit interviews with employees have found that 79 percent of employees cite a lack of appreciation as a key reason for leaving the organization. In another survey, 65 percent of workers report that they were not recognized in the least bit in the previous year. The culture in many workplaces has become toxic.

How can we change the culture in the workplace? One way that a leader can begin to change the culture in a workplace is a simple but transformative act of expressing appreciation to a person in a meaningful and memorable way. Purpose-Based Recognition is one of the most dramatic accelerators of human potential available to leaders today. Purpose-Based Recognition is something leaders can use to inspire and motivate an employee. It is something to be desired and it tops the lists of things that employees say they want from their employers. When employees know that their strengths and potential will be praised



Dana Deem
MTAS Municipal
Management Consultant

and recognized, they are significantly more likely to produce value for the organization.

One argument that I often hear when I work with leaders of municipal governments is that we don't have the money to pay additional salary or offer performance bonuses. Money is not as powerful a reward as many people think. Pay and bonuses must be competitive to attract and retain talented employees but smaller amounts of cash, anything short of \$1,000, will never make the best rewards because they are so easily forgotten. In fact, studies have shown that 30 percent of people you give a cash award to will use that money to pay bills, another 20 percent won't have a clue in a few months where they spent the money or even how much they received. The reality is that most workers are locked into a routine of sameness, paycheck to paycheck. A 200,000-person study by HealthStream Research¹ found that the central characteristic of truly effective management is a manager's ability to recognize employees' talents and contributions in a purposeful manner.

Want to know more about Purpose-Based Recognition and how you can use this recognition to change the culture in the workplace? Pick up the book [*The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance*](#). It is an easy read and contains lots of ideas for leaders who are looking to change the culture of the workplace and start down the path to continuous incremental improvement in employee performance.

¹ According to the authors, HealthStream Research provided “much of the quantitative research” for the book. Readers are referred to the HealthStream website: <https://www.healthstream.com/>.



MTAS Training News

'Word-of-Mouth' Worthy?

Recently, upon the recommendation of a trusted friend, I subscribed to a meal kit service and I love it! So much so, that I recommend them to anyone who will listen. The company has a great referral program but even if there were no perks, I'd still share how great it is!

Studies show that we value recommendations from people we know and trust; in fact, Nielsen reports that, 92 percent of people trust recommendations from friends and family over any other type of advertising.

It got me to thinking. Do our customers feel the same way about MTAS training? A 2020 research study by Dr. Chris Shults, MTAS grants and training specialist, showed that 98 percent of survey respondents indicated that MTAS training met or exceeded expectations, but how much of that translates to word-of-mouth recommendations?

MTAS training is developing a training referral program to reward participants for recommending MTAS training opportunities to others. This is a new development for MTAS and we need your help. Please [complete this brief survey](#) as a first step in better understanding what you look for in a referral program.



Yolanda Dillard
MTAS Training Consultant

2021 Municipal Legislative Update Coming in June

The 2021 Tennessee Legislative Session recently adjourned and there's a lot to unpack! Make plans to attend one of our upcoming virtual sessions on Tuesday, June 15 or Wednesday, June 16 from 8:30-10:30 AM CT/9:30-11:30 ET.

MTAS Legal Consultant Elisha Hodge will provide a straightforward summary of legislation passed by the Tennessee General Assembly that will impact every aspect of municipal operations. An investment of \$50 reserves your space.

Register at kate.tennessee.edu/MTAS or contact Doug Brown at (865) 974-9140.

Throwback to 2009 for TREEDC

2009 was also a big year because TREEDC held its first forum at Fall Creek Falls State Park! Solar energy, biomass, sustainability, biodiesel recycling, and many other topics were on the agenda for the inaugural forum of the Tennessee Renewable Energy and Economic Development Council. Amongst those in the photo here are University of Tennessee President Emeritus Dr. Joe Johnson (center left) and Warren Nevad, TREEDC executive director and MTAS municipal management consultant (second from right).



Tennessee Renewable Energy & Economic Development Council News

Mark Your Calendar: TREEDC Announces 2021 Annual Conference

Tennessee Renewable Energy and Economic Development Council (TREEDC) will hold its annual conference at Tennessee Tech University on December 9-10, 2021. The theme of our conference will be Post-Pandemic Economic Recovery for our cities, counties, businesses and colleges and universities. We will have panel presentations and discussions relating to economic recovery resources available to our members, COVID-19 assistance programs from our business members, and lessons learned from our mayors during the pandemic. We will also have our annual awards presentations, exhibitors, networking opportunities, and introduce members to our start-up companies that are part of the TREEDC network.

A registration link will be created later this Spring. If you are interested in giving a presentation at the annual conference, please contact MTAS Municipal Management Consultant Warren Nevad at 865-974-9839.

TREEDC Participates in Tennessee City Management Association Conference

Recently TREEDC organized a panel titled Exciting Times in Renewable Energy at the Tennessee City Management Association (TCMA) Spring 2021 Conference in Murfreesboro. MTAS Management Consultant/TREEDC Director Warren Nevad gave an overview of renewable energy in Tennessee since 2008, which was also the year that TREEDC was established. A panel of experts discussed best practices in renewable energy in Tennessee. Panelists were Dave Adams, Wilmot Strategies; Jonathan Overly, East Tennessee Clean Fuels Coalition; and Erik Schmidt, Chattanooga Sustainability Director. For more information, visit their website at tncma.org.



Warren Nevad
MTAS Management
Consultant/TREEDC Director



TREEDC News, Continued

TREEDC Participates in Fulbright Research Program at UTM

TREEDC International Affairs Director/Pasig City University President Dr. April Alcazar traveled to UT Martin to research the Tennessee Promise program which provides Tennessee high school graduates the opportunity to attend a community or technical college free of tuition. Alcazar’s Fulbright Research Program will view the adoption of the community college concept in Tennessee and attempt to replicate Tennessee’s successes in higher education in the Philippines. The output of the research will attempt to enable new legislation in the Philippines to establish and fund community colleges in that country. Alcazar will



L to R: Warren Nevad, MTAS; Dr. Keith Carver, TREEDC Chairman/UTM Chancellor; Dr. April Alcazar, TREEDC International Affairs Director/Pasig City University President

also partner with TREEDC to highlight Tennessee’s best practices in energy management that can be replicated in the Philippines through outreach and technical assistance.

Celebrating Municipal Clerks & Recorders in 2021

Professional Municipal Clerks Week was May 2-8. MTAS congratulates the many recorders and clerks who were recognized around Tennessee throughout the week. *Here are just a few!*



L to R: Sweetwater Vice Mayor Buster West, Commissioner Bill Stockton, Commissioner Lamar Hughes, City Recorder Jessica Morgan, Mayor Doyle Lowe, Commissioner Sam Moser and Commissioner Alan Richeson



L to R: Kimball Town Attorney William Gouger, Jr., Alderman John Matthews, Alderman Johnny Sisk Town Recorder/CMFO Tonia May, Mayor Rex Pesnell, Administrative Clerk/Court Clerk Sharon Case, Vice Mayor Jerry Don Case and Alderman Teresa Loftly



L to R: Nolensville Commissioner Joel Miller, Vice Mayor Wendy Cook-Mucci, Mayor Derek Adams, Town Recorder Montique Luster, Commissioner Halie Gallik and Commissioner Lisa Garramone

UPCOMING CONFERENCES

TENNESSEE ASSOCIATION OF MUNICIPAL CLERKS & RECORDS

Spring 2021 Conference | June 2 - 4, 2021 | Murfreesboro

Fall 2021 Conference | September 15 - 17, 2021 | Franklin

TENNESSEE CITY MANAGEMENT ASSOCIATION

Fall 2021 Conference | September 1 - 3, 2021 | Chattanooga

TENNESSEE MUNICIPAL LEAGUE

2021 Annual Conference | September 18 - 21, 2021 | Chattanooga

TENNESSEE PUBLIC RISK MANAGEMENT ASSOCIATION

2021 Annual Conference | November 3 - 5, 2021 | Franklin

TENNESSEE STORMWATER ASSOCIATION

2021 Annual Conference | October 19 - 21, 2021
Montgomery Bell State Park (Burns, TN)

Municipal Technical Advisory Service
Institute for Public Service

1610 University Ave.
Knoxville, TN 37921
Phone: 865-974-0411 | Fax: 865-974-0423
MTAS.tennessee.edu



Municipal Technical
Advisory Service

INSTITUTE *for* PUBLIC SERVICE