

City Spotlight: Fayetteville



Located in Southern Middle Tennessee, Fayetteville is a charming community with a number of attractive qualities, featuring one of the most beautiful and economically vibrant downtown court-house squares in Tennessee. This area is certified by the state as an official Main Street District and is anchored by the largest fabric store in the Southeast, along with a classic sidewalk theatre.

Date of Incorporation:
1821

Population:
6,827

County:
Lincoln

Grand Division:
Middle Tennessee

Municipal Management Consultant
Dana Deem
dana.deem@tennessee.edu

MUNICIPAL TECHNICAL ADVISORY SERVICE

600 Henley Street, Suite 120
Knoxville, TN 37996-4105
Phone: (865) 974-0411
Fax: (865) 974-0423
www.mtas.tennessee.edu

MTAS Service Priority Survey Summary

Steve Thompson, MTAS Executive Director

In the past year, MTAS conducted two separate surveys of cities and towns. Last fall at my request as the new executive director, we conducted a survey focused on the specific products and services offered by MTAS. This spring, the bi-annual UT Institute for Public Service (IPS) customer satisfaction survey was conducted. This article will address some of the key findings from the fall MTAS products and services survey. Over the next few weeks, we will also evaluate the findings from the spring IPS customer satisfaction survey.



Steve Thompson

In brief, between October and December 2010, the UT Center for Applied Research and Evaluation (CARE) conducted a Web-based survey of city officials and MTAS stakeholders. MTAS administered a similar paper survey for municipalities needing this approach. The sample for this survey was comprised of city officials and stakeholders. The survey was distributed to both the mayor and chief administrative officer of the municipality, if different. This summary is based on and largely copied from the information in the report.

The sample for the Web-based survey included 472 individuals, 433 city officials and 39 other stakeholders. MTAS staff members were responsible for the distribution and tracking of paper copies. The Web-based survey was completed by 195 individuals, and 53 individuals completed and returned a paper copy of the survey for a total of 248 responses. These responses represent a total of 189 cities – 37.5 percent from the eastern grand division; 32.3 percent from the middle; and 30.2 percent from the western division.

One of issues that we were hoping to understand is whether the needs of the cities differ by population size and by region in the state. Although the full survey results provide greater detail, in summary, we found the following:

- Virtually all respondents reported using MTAS services in the past two years, and 96.6 percent rated the service as either “Good” or “Excellent.” We contacted the respondents who indicated dissatisfaction, and although the numbers are small, there are always ways to improve.
- Overall, respondents rely heavily on MTAS as their primary source of assistance with municipal management and codes and charters.
- MTAS services used most frequently are municipal management, legal and court services, and finance and accounting.

(continued on page 2)

MTAS Service Priority Survey Summary

(cont'd from page 1)

- Cities in the West are more likely to use MTAS for consulting on legal issues and water and waste water service than their counterparts in the Middle and East regions.
- MTAS is relied upon as the primary non-staff source of legal assistance for cities with a population less than 50,000.
- Fire management is the least utilized service, with cities between 5,000 and 25,000 being the most likely to use this service, but MTAS is still relied upon as the primary non-staff source of technical assistance for cities with populations between 5,000 and 50,000.
- Cities with populations less than 25,000 are more likely to rely on MTAS for assistance with codes and charters than cities with larger populations.

To further help MTAS discern what services are most important to Tennessee cities, respondents were asked to indicate the top five services to their cities in order of priority.

- Financial consulting is the most important service provided by MTAS for towns with a population size less than 5,000.
- Municipal management is the most important service provided by MTAS for cities and towns with a population between 5,000 and 50,000.
- Human resources service was rated equally in importance to municipal management as municipal management for cities with a population between 10,000 and 24,999.

We will continue to analyze these numbers and invite your comments to me at steve.thompson@tennessee.edu. A summary report can be found on the MTAS Web site at <http://www.mtas.tennessee.edu>.

New Training Management System in the Works

MTAS is pleased to announce the newest version of our online training system, Solution Point. Customers will experience a new look and feel as well as enhanced usability. We are confident these new features will improve your MTAS training experience. We will be sharing additional information with you in the near future.

STAFF HIGHLIGHT:

Elaine Morrisey



Elaine Morrisey

Elaine Morrisey, a member of the MTAS support staff, recently completed Level 1 training of Star Achievement at the University of Tennessee (UT). This three-part series of training modules is designed to assist UT's administrative professionals in building skills, attitudes, teamwork and personal development strategies that increase productivity and job satisfaction. Elaine means much to us, and she always takes great interest in personal and professional development. She is a star performer because she always reaches for the stars!

MTAS on

Josh Jones, MTAS Legal Consultant

The Municipal Technical Advisory Service is now on LinkedIn. For those of you unfamiliar with LinkedIn, it is the world's largest online professional networking service. LinkedIn offers its 100 million plus users the ability to acquire and maintain the contact information of their connections, or persons or organizations, with whom a relationship exists. A user also has the ability to request an introduction to another user through a shared connection. MTAS has established a group on LinkedIn that other users can join and participate. The group page will be an efficient medium for sharing news, announcements, training schedules and other information. Furthermore, it will serve as a forum for communication among members on topics of municipal interest.

Current LinkedIn users can join the MTAS group by clicking on <http://linkd.in/iJHgZK>.

To create a free account or obtain further details, click here: <http://learn.linkedin.com/new-users/>.

Certified Municipal Finance Officer CPE/CEU

Kay Stegall, MTAS Finance Officer CPE/CEU

State law requires that once a person earns the CMFO designation, he or she must obtain 24 hours of continuing education units/continuing professional education (CEU/CPE) **each** calendar year. The requirements start in the calendar year following certifications. The recent graduating class completed the program requirements in the 2010 calendar year; therefore, the CEU requirements became effective for the 2011 calendar year.

The Division of Municipal Audit has developed guidelines for CEUs that are posted on its Web site —

<http://www.comptroller1.state.tn.us/ma/CEUguidelines.asp>.

Don't be confused by the use of CEUs versus CPE; for the purpose of CMFO training they are the same. According to the comptroller guidelines:

“One Continuing Education Unit (CEU) is equal to 50 minutes of training time. Self-study courses must be provided by NASBA approved sponsors and the hours listed as CPE are equivalent to CEUs for the CMFO program. When total training time is not equally divisible by 50, training time must be rounded down to the nearest half-hour. That is, 90 minutes of training would only qualify for 1.5 hours of CEU.”

Also, per the guidelines posted:

“Effective May 1, 2011, no further CEU will be preapproved. As long as the certificate holder demonstrates a good faith effort in matching future potential training to the acceptable course listing below, variances determined as a result of a CEU audit will not cause individuals to lose their active status as a CMFO. All CEUs approved through April 30, 2011, will be accepted and any training classes scheduled to be taken by April 30, 2011, will be factored in when considering the following guidelines.

All CEUs are to be categorized in two broad categories: Financial (F) and Other (O). Each year at least 16 hours of the CEU obtained must be in the “Financial” category, and no more than eight hours of the required 24 may be in the “Other” category. There is a phase-in period during the 2011 (January 1, 2011 through December 31, 2011) reporting cycle that takes into consideration CEUs already taken or registered for as of April 30, 2011. Documentation should be retained to demonstrate what continuing education meets the ‘registered for’ criteria.”

Go to www.comptroller1.state.tn.us/ma/CEUguidelines.asp for the detailed listing topic areas that will be acceptable for CMFO requirements and other requirements regarding CEU/CPE sponsor qualifications.



Parliamentary Procedure: Point of Order

Margaret Norris, Municipal Management Consultant

Have you ever been in a meeting and heard “Point of order!” and wondered, “What does that mean?” *Robert’s Rules of Order Newly Revised 10th Edition* describes a point of order this way:

“When a member thinks that the rules of the assembly are being violated, he can make a Point of Order (or “raise a question of order,” as it is sometimes expressed), thereby calling upon the chair for a ruling and an enforcement of the regular rules.” § 23, p. 240.

An example of this might be when the mayor states the question (repeats the motion that was made that then opens the issue to debate) but the motion was never seconded. It is important to raise the point of order at the time of the event, even if it means interrupting what is happening. The proper way to do so is to politely get the attention of the mayor and say either “I rise to a point of order” or simply “Point of order.”

The person who was speaking stops talking and the mayor then lets the alderman or commissioner state the problem or issue. It is then the mayor’s job to rule on the stated problem. If the mayor agrees that a mistake was made, then the point is “well taken.” If the mayor disagrees with the matter, then the point is “not well taken.” If the mayor doesn’t know how to rule on the point of order then he or she can let the council or board decide by taking a vote. The minutes should record the mayor’s ruling and the reasons given for the ruling. The ruling may be appealed if there is a motion and a second and a successful vote. The mayor also has the right to raise a point of order.

One last note about point of order is that it should not be used as an underhanded method to interrupt, interfere or disrupt a meeting. Rather, Robert’s says: “In ordinary meetings it is undesirable to raise points of order on minor irregularities of a purely technical character, if it is clear that no one’s rights are being infringed upon and no real harm is being done to the proper transaction of business.” § 23, p. 243.



Innovation Edge: Local Government Use of the Latest Technology Webinar Reflection

The local government landscape is changing seemingly daily in this age of budget shortfalls, citizen discontent and a wariness of public spending. There has been a marked increase in the organizational, cultural and financial value technology provides, especially for those of us in the public sector. As budgets and staffs are reduced, we must discover new ways to provide the same level of services our constituents are accustomed to, while simultaneously finding new and innovative ways to produce these services. This includes local governments finding new methods of reducing its overhead by using utilizing technology to improve its internal operations. After all, we can only be as efficient providing our services as we are efficient in *developing and implementing* them from inside our organizations.

During the Alliance's February 23, 2011, *Local Government Use of the Latest Technology* webinar, our panel of experts broached the topic of how local governments can more effectively use technology within their organizations to improve internal infrastructure, communication process, employee training, collaboration, service delivery and more.

Mainly focusing on cost reduction, portability/mobility and ease of use, the following article highlights the use of Wikis and Google Apps and how they are helping transform the day-to-day operations of local governments.

At the opening of the Feb. 23 webinar, we posed two questions asking the audience to identify both their information technology (IT) departments and overall organizations likely willingness, ability and desire to use new technologies. Our survey results indicated that approximately 80 percent of participants' IT departments and entire organizations would be amenable to the possibility of using new technologies. While an enthusiasm gap existed (50 percent of respondents indicated they would be willing to test the waters slowly, whereas 30 percent of the respondents indicated a desire to jump right in), it is clear that local governments are anxious to find new ways to reduce costs and maintain or increase productivity through the use of technology.

Through case study examples, it is clear that technologies provide us a new window through which to collaborate and communicate. More than changing how we work, the advances in technology allow local governments the opportunity to find new cost savings and re-allocate staff time previously spent working with older technologies. Go to <http://transformgov.org/en/home> to read specific case study examples.

The Alliance is a network of local governments driving innovation throughout their organizations. You can learn more about the Alliance for Innovation and or the new joint Alliance and ICMA Knowledge Network at <http://transformgov.org/en/home> or contact Regional Director Toni Shope at tshope@transformgov.org.

Muscatello/Rodgers Benefit Golf Tournament



**Wednesday, June 8
Sevierville Golf Club**

**Play will begin at 11:30 a.m.
with a Shotgun Start**

The UT County Technical Assistance Service (CTAS) and Municipal Technical Advisory Service (MTAS), agencies of the UT Institute for Public Service, invite you to tee-off for a great cause on Wednesday, June 8 in Sevierville — the Paula Muscatello/Billy Rodgers Benefit Golf Tournament. For more information, click here: <http://www.mtas.tennessee.edu/News/golf2011.pdf>



TREEDC Holds Clean Energy Jobs Forum for West Tennessee Communities

Warren Nevad, MTAS Municipal Management Consultant The Tennessee Renewable Energy and Economic Development Council (TREEDC) held its second annual renewable energy forum for area farmers, elected officials and clean energy providers at the University of Tennessee West Research Center in Jackson on April 5.

Despite extreme stormy weather the prior day, 48 participants representing 11 cities, eight counties, five states and the country of Denmark joined to learn about job creation opportunities in the clean energy sectors of biofuels, solar energy, green diesel, compressed natural gas and biosolids gasification. The event was sponsored by TREEDC founding member Jackson Energy Authority and Jackson City Councilman Ernest Brooks II. UT MTAS crafted the agenda that consisted of presentations from Pathway Lending, 25x25 Initiative, 49 Green, Integrated Solar/Maupin Technologies, Efficient Energy of Tennessee, Clean Energy and an update from TREEDC President/Pikeville Mayor Greg Johnson. Attendees were afforded a tour of the state of the art solar generation facility at the American Drive Business Center in Jackson following the forum.



TREEDC President Joe Johnson and MTAS Consultant/TREEDC Founder Warren Nevad praised the Tennessee Valley Authority (TVA), Oak Ridge National Laboratory (ORNL) and the University of Tennessee for assisting the statewide TREEDC mayors with their initial outreach activities regarding the green power switch program, sustainable planning and community development. Nevad informed the attendees that as of April 2011, TREEDC had 51 cities and 19 counties as members to the advisory board. East, Middle and West Tennessee have mayoral coordinators who reach out to area stakeholders to bring regional economic development opportunities in renewable energy to their area.

TREEDC also announced plans for a future forum sponsored by the City of Franklin on June 24 and announced upcoming presentations and events including a reception at the annual Tennessee Municipal League Conference in Murfreesboro on June 12.

Other information presented included:

- Al Campbell with Pathway Lending discussed details regarding a low interest revolving loan fund program to finance energy efficiency projects for Tennessee facilities.
- Brent Bailey with the 25x25 Initiative discussed biomass feedstock opportunities to convert into cellulosic ethanol and biodiesel.
- Henning Bollerslev of 49 Green explained its revolutionary Danish process of converting municipal and agricultural wastes into green diesel as an emerging alternative transportation fuel for European vehicles.
 - Billy Gibson with Integrated Solar/Maupin Technologies urged cities to look at using wastewater sludge to create syngas that can power their wastewater facilities.
 - Greg Martin with Clean Energy advised the audience

that replacing one diesel municipal garbage truck with one that operates on natural gas has the same emissions benefits as taking 325 cars off the road per year. Martin stressed that increased petroleum demand in China and India, turmoil in Egypt and the earthquake in Japan have propelled natural gas as a potential leading replacement in fossil fuel.

- Mary Speight with Efficient Energy of Tennessee advised attendees that Hemlock, Wachter Chemie, Sharp Solar and AGC Flatglass were critical components of the solar supply chain in Tennessee.

For sponsorship opportunities at future TREEDC events and/or details regarding TREEDC's testimony to the Agriculture Committee of the General Assembly, contact warren.nevad@tennessee.edu.

MTAS Training Events and Conferences

- June 7 Certified Municipal Finance Officer: Internal Controls, Columbia
- June 7 Certified Municipal Finance Officer: Internal Controls, Jackson
- June 7 Certified Municipal Finance Officer: Internal Controls, Morristown
- June 10 Elected Officials Academy, Level II, Murfreesboro
- June 11 Elected Officials Academy, Level II, Murfreesboro
- June 15 Certified Municipal Finance Officer: Internal Controls, Lebanon
- June 15 Certified Municipal Finance Officer: Internal Controls, Loudon
- June 15 Certified Municipal Finance Officer: Internal Controls, Martin
- June 23 Certified Municipal Finance Officer: Internal Controls, Jackson
- June 23 Certified Municipal Finance Officer: Internal Controls, McMinnville
- June 28 Negotiation Skills, Knoxville
- June 30 Negotiation Skills, Franklin

For more information on these classes, contact Elaine Morrisey at elaine.morrisey@tennessee.edu.

Other Events

MARK YOUR CALENDARS!

- June 5 – 8 Public Risk Management Association Conference (Portland, Ore.)
- June 6-7 Tennessee Association of Utility Districts (Murfreesboro)
- June 12-14 Tennessee Municipal League Annual Conference (Murfreesboro)
- June 17 – 21 U.S. Conference of Mayors Annual Conference (Baltimore, Md.)

TENNESSEE TRANSPORTATION ASSISTANCE PROGRAM

- June 1 and 30 Asphalt Pavement Maintenance (Bristol and Chattanooga)
- June 7 Introduction to Traffic Signals (Bristol)
- June 15 and 22 Signal Timing (Nashville and Chattanooga)
- June 28 Geometric Design of Two-Lane Roads and Streets (Nashville)

The *Municipal E-News* is produced by the Municipal Technical Advisory Service, an agency of the University of Tennessee Institute for Public Service, in an effort to meet the challenge of providing timely, valuable information and assistance to Tennessee cities to build better communities.

The University of Tennessee does not discriminate on the basis of race, sex, color, religion, national origin, age, disability or veteran status in provision of educational programs and services or employment opportunities and benefits. This policy extends to both employment by and admission to the university.

The university does not discriminate on the basis of race, sex or disability in its education programs and activities pursuant to the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act (ADA) of 1990.

Inquiries and charges of violation concerning Title VI, Title IX, Section 504, ADA or the Age Discrimination in Employment Act (ADEA) or any of the other above referenced policies should be directed to the Office of Equity and Diversity (OED), 1840 Melrose Avenue, Knoxville, TN 37996-3560, telephone (865) 974-2498 (V/TTY available) or 974-2440. Requests for accommodation of a disability should be directed to the ADA Coordinator at the UTK Office of Human Resources, 600 Henley Street, Knoxville, TN 37996-4125.
MTAS1580 • E14-1050-000-053-11