



Broomfield City Council Training and Travel Report

Elected Official Name: *Greg Stokes Ward 4*

Date of Travel or Training: *December 2nd and 3rd, 2010*

Description of Travel or Training : *Attend NLC's Congress of Cities in Denver
NLC is the National League of Cities*

Total Amount Expended:	\$325 conference registration
(include airfare, hotel,	\$0 Airfare
registration, and	\$0 Hotel
<u>all</u> other reimbursements)	\$0 Parking
	\$0 Meals

How this Travel or Training Benefitted the Citizens of Broomfield:

Short Version: Since it was local, I chose to use this event for the purpose of gaining insight into the NLC organization and its programs. I was looking for specific and educational forums that are relevant to Broomfield. I see direct benefit to Broomfield through the opportunities to learn firsthand from the experiences of other city leaders, and to bring those best practices to Broomfield for discussion. I detailed those below.

Long Version: The National League of Cities (NLC) holds an annual Congress of Cities. Broomfield participates in the Colorado Municipal League (CML) which is the local affiliate of NLC. I serve as Broomfield's alternate representative to CML, which is an Advocacy Group that helps provide a voice for Cities in Colorado to lobby appropriately for state and federal legislation that is favorable for the operation of cities. I am not sure we will always agree specifically with what the entire group is proposing so that is why we need to stay current and have our input through attendance and through Broomfield staff participation and monitoring. CML and NLC also provide an information conduit and training that individual cities may not have. I value Broomfield's participation in these organizations. In the capacity of CML alternate, I determined that my role is to learn about the organization and be prepared to step in to become Broomfield's CML representative when others are term limited. Since this conference was in Denver and is not likely to be local again during my term in office, I chose to participate this year.

My overall perception of the conference is that it was large and impersonal, but offered a variety of educational opportunities. I saw moderate value in the Exhibition Hall, where there were displays on everything from new Ambulances, High Speed internet, public financing to recycling services to trash haulers, playgrounds and Denver's shared bicycle program. Having a general awareness of trends in these areas is of some importance as the city makes decisions on new capital investments, maintenance and growth. It is important to keep up on trends.

There were large general sessions each morning. The NLC President and Former Senator Chuck Hagel (NE) - I found interesting during the speech but not specifically memorable. The second day opening session was a presentation from sociologist and lawyer Hunter Lovins regarding her book *Natural Capitalism*, and her concepts of restoring natural and human capital.

Her advocacy is Sustainable Development, so I was very interested in the subject because it is timely for Broomfield. She spoke with very little science and lots of platitudes, but I did appreciate her passion for the subject. It has caused me to re-read Broomfield's proposed Sustainability plan with a new perspective. (That of being careful regarding true science and looking at costs and a bigger picture view)

I did not attend the Saturday general session, which was a discussion by former Governor Jeb Bush and Harvard Professor Robert Putnam regarding "*Immigration Integration*" I did read the account of this session. Both oppose Arizona's Immigration Law and both think that cities have a big role in pushing for Federal Immigration reform. They agree that language is a key component of integration. There were also officer elections for next year's NLC officers and awards for participation in NLC educational opportunities.

It is very much up to the participant to find value by the appropriate selection of events and opportunities. I chose to attend the entire "Economic Development" track that consisted of five 90 minute sessions on Thursday and Friday. I missed the final session Friday evening so that I could be back in Broomfield to attend the Mayor's Christmas Tree Ceremony with the rest of City council.

These workshops:

Growing Your Own- Support for Local Businesses (see additional comments)

The Global Economy: Why you need to Care and What You Can Do About It

People Based Economic Development (see additional comments)

Managing your Commercial Property Market

The two segments of presentation that I found particularly interesting were in the "Growing Your Own" session, and the People Based Economic Development. There was a presentation regarding "Economic Gardening" and how boosting support for Entrepreneurial efforts can help grow smaller companies into companies that bring revenue in from outside our community. This was offered by our neighboring city Littleton. I have forwarded the presentation to our in-house Economic Development Director (he was already familiar with the process and has implemented similar programs) and I plan to pursue discussions on this in more detail. The second segment that I found specifically relevant was a presentation from Mesa Mayor Scott Smith. Although it was within the "People Based ED" session, I was particularly interested in how Mesa analyzed its strengths and established a map of the community and its competencies to be used to attract an entire corridor of complementary businesses that can strengthen and grow the community. Mesa's "Pillars" of Economic development were selected as Healthcare, Education, Aerospace and Tourism (HEAT). Mesa is a very large city but often in the shadow of Phoenix, and they have used these concepts to develop their "Power Knowledge Corridor" to strengthen these elements. Broomfield is working on something similar regarding research.

I plan to use these opportunities to help shape some opinions as I serve as council's representative to BEDC and shape other policies regarding Economic Development in Broomfield. I did have lengthy discussions with one council member from Brighton, and two from Missouri. I'm not sure it qualifies as networking, but being able to compare and contrast local economies and understand them is interesting.

I found \$325 worth of value for Broomfield in this particular training opportunity.

Please contact me with questions: gstokes@broomfieldcitycouncil.org