

## KLC CONVENTION 2008 >>>>>



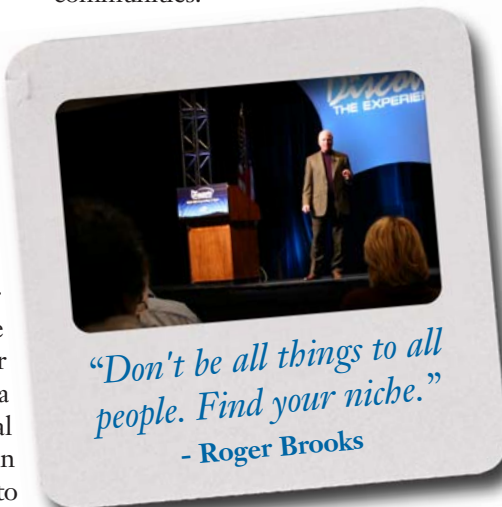
### Attendees Discovered an Experience at the 2008 KLC Convention & Expo in Louisville!

*Featured sessions focused on legislative issues, environmental and green practices and strategies on branding your city.*

Louisville Metro Mayor Jerry Abramson welcomed the 2008 Kentucky League of Cities Convention & Expo held October 16-19, at the Louisville International Convention Center. Nearly 700 city and state delegates left with a lot to think about as well as tools and ideas to use in their communities. Governor Steve Beshear and First Lady Jane Beshear were both in attendance as well as a number of legislators and special guests. As usual convention delegates cited the opportunity to meet and greet peers and discover new contacts as a benefit of the convention.

This year's featured speaker was Roger Brooks, CEO of Seattle-based Destination Development. Known as the "Dr. Phil of Tourism" Brooks hones in on what's unique

about places and develops successful branding and marketing programs for communities.



Brooks said first and foremost economic development is about cash. "Your goal is to intentionally bring people and businesses to your city." He said branding is not just brochures, logos and slogans. It is finding your niche by identifying

your "primary lure" and then building on it. He said you must have something that sets your community apart and be true to that in all you do. You have two choices: You can be the best at what you do (think Las Vegas for adult fun or Vail for skiing) or you can be different (think of how Asheville, N.C., reinvented itself as hip, artistic and cultural center).

Your city's brand is a marketing tool that can transcend everything you do in terms of traditional tourism as well as business recruitment and retention. Brooks said to successfully embark on branding, you should forget everything you thought you knew. To build a successful brand, everyone must be involved. "It takes a village to create a successful brand but it starts with one person, one event, one business. Remember that

*continued on page 5*

### WELCOME ABOARD!

(Above) New 2008-09 KLC Executive Board Officers are sworn in. From (l-r) Mayor Connie Lawson of Richmond, President; Mayor Mike Miller of Jackson, First Vice President; and Mayor Elaine Walker of Bowling Green, Second Vice President.

See page 5 for a complete list of the new KLC Board of Directors.

## LAW ABIDING >>>>>

### Annexation Ruling Favors Cities

*Court held that Consent to Annex Agreements cannot be opposed by landowners*

A recent court decision, *Jewell v. City of Bardstown* (260 S.W.3d 348), could make the annexation process a little easier for many Kentucky cities.

In January, the Kentucky Court of Appeals held that cities can contract with property owners to provide city utility services in exchange for the owners' consent to future annexation. Under these Consent to Annex Agreements, a property owner waives the right to remonstrate against any annexation by the city, as long as the agreements are properly recorded.

In the situation that led to this decision, the City of Bardstown began annexation proceedings regarding 400 acres of unincorporated property. A significant number of residents opposed the annexation and filed a petition in opposition, requesting a public referendum. However, many of these residents were subject to Consent to Annex Agreements made by the developers of a neighborhood, who had agreed to forego opposition to future annexation in exchange for

the city's promise to provide water and sewer services. These restrictions were to run with the land, which meant they applied not only to the original purchasers, but also all subsequent owners.

Based on these contracts, the Mayor of Bardstown disqualified the petition signatures of the property owners who were bound by the Consent to Annex Agreements. Once these signatures were

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**"Game On"**  
[www.sportscapitaloftexas.com](http://www.sportscapitaloftexas.com)

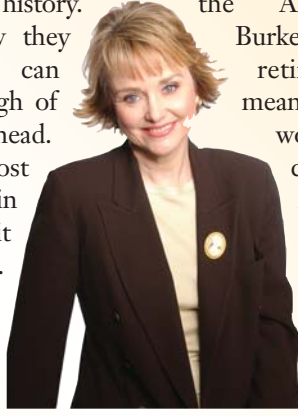
Check out Round Rock, Texas which created a brand around the community's collective passion for sports. They declared themselves the sports capital of Texas and put the brand to work to attract minor league teams, as well as races, youth sports tournaments and even competitive dog events.

The city attracts dozens of events each month. The brand started with city leaders and was adopted by the visitors and convention bureau. It now attracts businesses, jobs and sustains a spirit of pride among residents.

## FROM THE EXECUTIVE DIRECTOR >>>>>

### Remembering Why We Do it.

The elections are history. Regardless of how they voted, Americans can take a collective sigh of relief and move ahead. It was the most important election in a generation and it was a big deal. Both President Elect Obama and Senator McCain galvanized voters. They were clearly the right men at the right time.



Sometimes local elections have the same type of effect for a community. There are people who bring out the best in others and leave lasting legacies. I just said goodbye to one of them.

People often ask why I love working with mayors and other local elected officials. After all, I am told, these are people who have to be crazy to run. Others buy into what the media feeds us, the sensational negative stories instead of the countless untold citizen efforts that move communities forward each day. And finally, the assumption that tells us that nothing small is beautiful anymore. Big, bright and celebrity is the name of the game and little places just don't count.

I can sum up how wrong I think this is and why I love my work in just one name: Paul Smith, former mayor of Burkesville, Ky., who passed away this past week. Mayor Smith, an Adjutant General in

the Army, was from Burkesville, Ky. and later retired there. In the meantime, he traveled the world and had been in charge of a chunk of it.

From the stories I was told, he returned in retirement with his beloved wife Phyllis to care for his ailing mother. After her death, he tried without success to sell the house he and Phyllis had built overlooking the Cumberland River. They decided to stay - and he ran for and was elected mayor. But not only was he a darn good one - he donated his time and talent to improvement of our Commonwealth as well.

His mayoral accomplishments were many and he was determined to improve his tiny little town on the Tennessee border.

In his "spare" time, he became president of the Kentucky League of Cities. His demands for constant improvement were legendary. His yellow pen was ever present for KLC budget review both for KLC and for the insurance programs which he helped build into one of the nation's best self insurance pools for cities. His stubbornness was evident over and over - he would hold out on any question until he was satisfied that "doing the right and moral thing" won out. He

took pride in saying that politics would have nothing to do with his decisions - only what was right for the "people we serve."

But more than anything else, I claim him as one of my dearest friends. His exterior was tough but he was a "marshmallow" inside. In other words, he was deep and caring and at times emotional about his beliefs.

My husband, Bernie, and I and our two boys spent many a weekend "sailing" on the Cumberland River - hearing the tales of a unique and wonderful place on earth. Mayor Smith shared great advice with me including how to collect and tell the stories of the people and places that I am privileged to have come to know. He refused to schedule anything during "All My Children." More seriously, he taught me how to reserve time for what he called "mull" time - the time that I needed, as executive director, to think ahead of the curve - about what was coming - in order to better run KLC.

Reluctantly and sadly, I say farewell to this distinguished public servant. I humbly say his life was well lived and was very much a story of celebration. The passing of General and Mayor Paul Smith did not make the big news of the day. But he made a difference in countless lives.

## CITY REPORT >>>>>

### City Success

**Louisville Government's website** [www.louisvilleky.gov](http://www.louisvilleky.gov), which



gets about 14 million hits a month, has been named one of the top three city government sites in the country. It was recognized by the 2008 Best of Web and Digital Government Achievement Awards by e.Republic's Center for Digital Government.

**Owensboro Opts for Gas Sippers instead of Guzzlers.** The city of Owensboro is trading in some of its gas hungry public vehicles for gas sipping models instead. The city plans to replace some of the cars driven by city

employees - including police cruisers - for smaller, more fuel efficient ones. Officials say they can save \$1.4 million in fuel costs alone by 2019 through this effort and estimate additional savings of nearly \$900,000 over the next 10 years by switching to smaller vehicles.

The city also plans to save another \$500,000 through policy changes and workplace efficiencies. The changes will begin with the Owensboro Police Department, which will replace seven police vehicles and three detective vehicles with smaller cars by the end of the year. Beyond that, other departments such as fire inspectors and public works will downsize vehicles and police officers will take over some responsibilities while on patrol. All departments and employees were asked to be conscientious about trips and conservation.

For more information, contact Owensboro Operations Manager Tony Cecil.

**Hardinsburg in Top 10 for Wooden Bucket Award.** The City of Hardinsburg was one of 10 water and wastewater utilities nominated for the Kentucky Rural Water Association's Wooden Bucket Award for utilities that have made substantial and lasting improvements in customer service, high quality drinking water and wastewater services.

**Congratulations to Murray, recently named a Playful City USA.** The national recognition program honors cities and towns across America that create an agenda for play and commit to improving the healthy development of children through play.



## [CITY PEOPLE]

### MAYOR RUSHING HONORED

**H. Thomas Rushing** (pictured below), mayor for the City of Murray, recently received the honor of Citizen of the Year.



### MAYOR WALKER RECOGNIZED

The U.S. Conference of Mayors and the National Association of Realtors recently recognized **Bowling Green Mayor Elaine Walker** for her efforts in helping provide homeownership education and foreclosure counseling services to citizens in her community. The Ambassadors for Cities Award was also given to Asheville Mayor Terry Bellamy of North Carolina.

## [STAFF KUDOS]

### CONGRATULATIONS TO OUR KLC STAFF

KLC Controller, **Ryan Zavitz**, obtained his CITP (Certified Information Technology Professional) designation, recognizing CPAs with substantial dedication to experience, time and expertise in the information technology arena.

KLC Corporate Attorney, **Robyn Miller**, has been elected president of the Junior League of Lexington. She will lead the organization of more than 700 women through August 2009.

Paralegal **Andrea Shindlebower** has been appointed a board member of the Paralegal Advisory Committee for Morehead State University.

**Joseph Coleman**, KLC policy, research and federal relations manager, was recently elected to the board of directors of The Living Arts and Science Center (LASC) which provides creative and unique opportunities for exploration and education in the arts and sciences.

**Heidi A. Lynn**, AIS, KACSR, KLC administrator of member benefits received her CPIW (Certified Professional Insurance Woman) from the National Association of Insurance Women.

Senior Underwriter **Linda Shearer** and Loss Control Specialist **Howard Rosewell** have both received their Associate in Risk Management (ARM) certification which recognizes education in risk assessment, risk control and risk financing.

Senior Systems Administrator **Nick Harpe** has been accepted into the United Way of the Bluegrass "Get on Board" program which seeks to develop diversity on area community boards.

More than 700 attendees . . .

# Discovered

the education the energy the expo!

. . . at the 2008 KLC Convention & Expo



1) Delegates from Mayfield at the President's Banquet; 2) Paintsville Mayor Bob Porter with Winchester Mayor Ed Burtner; 3) Delegates learning to navigate the new [www.klcs.org](http://www.klcs.org) website; 4) Being "scanned" at a session; 5) A NewCities Institute presentation;

6) Louisville Metro Host Mayor Jerry Abramson; 7) Immediate Past President Mayor Glenn Caldwell of Williamstown; 8) Thursday night fun;

9) KLC Corporate Attorney Robyn Miller (center) with Paducah Commissioner Robert Coleman and wife, Connie; 10) First Lady Jane Beshear testifies during the Interim Joint Committee meeting;

11) Governor Steve Beshear addresses the convention; 12) Sylvia L. Lovely makes a point; 13) KLC past presidents in attendance; 14) Cracker barrel sessions were a big hit; 15) KLC President and Richmond Mayor Connie

Lawson;

16) Opening the exhibit hall - Mayor Jerry Abramson, DLG Commissioner Tony Wilder, Sylvia Lovely and Mayor Connie Lawson;

17) Exhibitors chat with delegates; 18-19) Rep. Harry Moberly and Sen. Ed Worley introduce incoming president and Richmond Mayor Connie Lawson; 20) Mayor Lawson shows off her new KLC street sign

## [AWARDS & HONORS]

### LEGISLATIVE LUNCHEON

Seven legislators were recognized as a "Friend of Kentucky Cities," including: **Representative Mary Lou Marizan** (D-Louisville); **Senator Damon Thayer** (R-Georgetown); **Representative Jim Glenn** (D-Owensboro); **Representative Dennis Horlander** (D-Shively); **Representative Ron Crimm** (R-Louisville); **Representative Johnny Bell** (D-Glasgow) and **Representative Kathy Stein** (D-Lexington). The "Friend of Cities" award is given by KLC to legislators who perform outstanding work in the legislature advocating for issues that impact cities across the state.



**Representative Steve Riggs** (D-Louisville) (photo 1) and **Representative Mike Cherry** (D-Princeton) (photo 2) were honored with "Big Hitter" awards. The "Big Hitter" award is given by KLC to recognize legislators who help cities achieve major legislative victories by advocating for issues that impact cities across the state. Recipients receive an engraved Louisville Slugger baseball bat.



**Speaker of the House Jody Richards** (D-Bowling Green) (photo 3) and **Senator David L. Williams** (R-Burkesville) (photo right) received "Excellence in Legislative Leadership" awards on behalf of House and Senate leadership, respectively, for their work in the passage of pension reform.



### SURVEY DRAWING WINNER

Congratulations to **Wayne Thomas**, Municipal Utility Director for the City of Russellville, who won an iPod for completing the 2008 KLC Convention & Expo survey on-line. And, thanks to everyone that provided us with feedback!

## ENTERPRISE CITIES AWARDS >>>>>

### Enterprising Cities Demonstrate Innovation and Creativity

The cities of Greensburg, Russellville, Murray and Owensboro were named winners of the Enterprise Cities Awards by the Kentucky League of Cities (KLC) during its annual convention.

The Enterprise Cities Award, given since 1999, goes to municipalities that have demonstrated entrepreneurship, innovation and excellence in local governance and are judged in seven key areas:



innovativeness or creativity of the project; long-term value to the community; adaptability to other cities; use of public/private partnerships; ability to achieve

project benchmarks; community-citizen participation; and program efficiency.

"Cities learn from each other," said Sylvia L. Lovely, KLC executive director/CEO. "In these challenging times, it is a priority that communities are innovative and resourceful in order to maintain services for the citizens they serve. These cities have demonstrated the kind of initiative that can serve as examples for all Kentucky cities."

### City of Greensburg

**Mayor George Cheatam, II**  
(Population division 5,000 and under)



Greensburg's Streetscape and Downtown Redevelopment project has led to a sharp increase in economic development within the city. The initiative is using the city's historic district to revitalize the downtown and surrounding area and bring change to its economy. Before the program began there were 24 vacant buildings in downtown Greensburg. Now there are only six and over 70 new jobs have been created by these investments. This rejuvenation has captured the historic appeal and beauty of the Downtown Historic District's unique architectural features and provides a safe environment for residents and tourists to live, dine and shop.

water barrels which are being used to collect rainwater from buildings. The water is now being used for irrigation, landscaping, gardening and car washes. The mayor purchased over 25 rain barrels from a youth group which gave the proceeds to support a community food pantry for low-income Butler county residents. The project was recognized for its simplicity and innovation by conserving natural resources, helping residents reduce usage of city water thus reducing their bill and supporting local youth activities. It was also praised for partnering with a neighboring community's youth group in order to help address the issue of hunger in that community.

### City of Owensboro

**Mayor Tom Watson**  
(Population 40,000 and over)



Owensboro is capitalizing on the uniqueness of its waterfront location with its English Park Scenic Overlook and Boat Ramp. One of the high profile projects in Owensboro is the riverfront development brought on by renewed interest by city officials, the local chamber of commerce, other community organizations, general public and even young people. The city sees potential for increased riverfront amenities and has brought about change and planning downtown. The city has been able to secure \$50 million dollars in federal funds to carry out the riverfront enhancements. The third phase of the projects has just been completed and the Owensboro Boat Ramp and Scenic Overlook have added an aesthetic appeal and have increased property value in the downtown area. Ultimately, the hope is that the city's efforts will lead to cafes, shops and events for all to enjoy.

*Special thanks to our esteemed panel of 2008 ECA judges:*

*KLC Immediate Past President and Williamstown Mayor Glenn V. Caldwell; Pikeville City Manager Donovan Blackburn; Richmond Commissioner Robert Blythe; Henderson Mayor Thomas Davis; Jeffersonton Councilmember Anita Johnson; Crestview Hills Mayor Paul Meier; Carolyn Witt Jones, Special Assistant, New Cities Institute.*

### City of Murray

**Mayor Tom Rushing**  
(Population between 15,001 - 40,000)

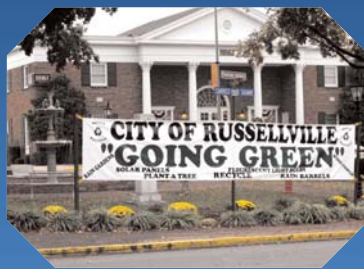


Murray was named one of the "100 Best Communities for Young People in America." The city received the honor for the third year in a row for its commitment to providing healthy, safe and caring environments for children and youth.

The award is sponsored by America's Promise Alliance, which was started in 1997 by Colin Powell. The "100 Best Communities" contest was launched by General Powell in 2005.

### City of Russellville

**Mayor Gene Zick**  
(Population between 5,001-15,000)



The city's Harvesting Rainwater Project was recognized for its use of plastic

## KLCIS 20th Anniversary Cities

At the 2008 KLC Convention & Expo, 24 cities were recognized for their 20-year commitment to the KLCIS program. Last year, KLCIS celebrated its 20th anniversary and will continue to recognize members as they reach their

20th anniversary with KLCIS. Listed to the right on page five are the 2008 KLCIS 20-year partners.

**INTERIM JOINT COMMITTEE >>>>>**

**KLC Promotes Legislative Agenda Before the Interim Joint Committee on Local Government**



KLC's legislative team testified on behalf of cities before the Interim Joint Committee on Local Government during convention. The 2009 legislative priorities for cities include:

- ◆ Continue CERS reform,
- ◆ Correct the \$22 million shortfall from the telecommunications tax
- ◆ Provide more revenue flexibility while protecting current revenue options

◆ Pursue fairness in charter county governments

For complete details on the 2009 legislative agenda, watch for the special legislative edition of *KLC Direct* in early January and visit [www.klc.org](http://www.klc.org) for resources.

**“** *The internet has leveled the playing field. Web-enabled Baby Boomers use the internet 94 percent of the time in planning trips.* **”**  
 - Roger Brooks

**>>>>> CONVENTION (CONT. FROM FRONT)**

**Cover Story (cont.)**

branding takes time; you can't build it overnight."

The five major steps to branding:

- ◆ Determine the brand (Who are we?)
- ◆ Create the icon (the photo opportunity)
- ◆ Create the activities and facilities that will reinforce and grow the brand experience

◆ Create the identity and key marketing messages (logo and slogan)

◆ Develop the publicity machine (brand building)

Visit [www.klc.org](http://www.klc.org) to download Brooks' "25 Steps to Branding a Community" and "The Art of Branding a Community" powerpoint presentations.

**“** *Economic Development is about cash.* **”**  
 - Roger Brooks

**[WELCOME ABOARD!]**

**INTRODUCING THE 2008-2009 KLC EXECUTIVE BOARD OF DIRECTORS**

**PRESIDENT**



**Connie Lawson**  
Mayor, City of Richmond

**FIRST VICE PRESIDENT**



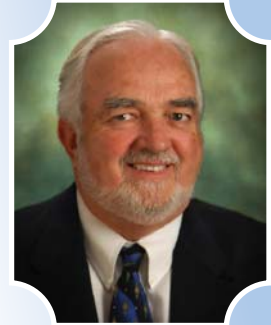
**Michael D. Miller**  
Mayor, City of Jackson

**SECOND VICE PRESIDENT**



**Elaine Walker**  
Mayor  
City of Bowling Green

**IMMEDIATE PAST PRESIDENT**



**Glenn Caldwell**  
Mayor  
City of Williamstown

**Jerry Abramson**  
Mayor, Louisville/Jefferson Co. Metro Gov.

**Susan Barto**  
Mayor, City of Lyndon

**Ed Burtner**  
Mayor, City of Winchester

**Arthur Byrn**  
Mayor, City of Mayfield

**Bill Ed Cannon**  
City Manager, City of Corbin

**Sylvia L. Lovely**  
Executive Director/CEO, Kentucky League of Cities

**Anthony Massey**  
City Manager, City of Frankfort

**Jim Newberry**  
Mayor, Lexington-Fayette Urban Co. Gov.

**Mary Pate**  
Mayor, City of Beaver Dam

**William Paxton**  
Mayor, City of Paducah

**Darrell Pickett**  
Mayor, City of Glasgow

**Tom Rushing**  
Mayor, City of Murray

Barbourmeade  
Brandenburg  
Hartford  
Hodgenville

Kevil  
LaCenter  
LaFayette  
Lebanon

Lebanon Junction  
Lewisburg  
Meadow Vale  
Morehead

Muldraugh  
Nicholasville  
Northfield  
Paintsville

Parkway Village  
Pippa Passes  
Russell Springs  
Sacramento

Union  
Vine Grove  
Warfield  
Warsaw

## Does your City or County need an Influx of New Money? *Work with Your Tourism Commission*

Guest column by Kim Collier, Harlan Tourism Committee Executive Director and President, Kentucky Association of Convention & Visitor Bureau

Five decades ago, Baby Boomers were children, and their parents were traveling with them throughout the nation and world. Cities "boomed" with a new influx of monies from vacationers and the tourism industry gained national recognition as a clean, no cost, and very lucrative industry.

*The question became:* How does a city or county tap into the vacationers' plans and attract them to visit and infuse new monies into their communities?

*The answer:* With the support of the hotel industry, The Kentucky legislature decided to fund local tourism initiatives by collecting a hotel tax. This tax income would flow directly to official city and county tourist commissions in order to hire a director and to advertise directly to potential visitors. Thus, KRS 91A.350 - 400 was passed into law. Mayors and county judges participated in the creation of local tourist commissions and CVBs (Convention & Visitors Bureau) and continue to make appointments to commissions according to the KRS guidelines.

These organizations are charged with promoting local

tourism and attracting an influx of new money into the local economy through funding from the new hotel tax. Mayors and county judges must assure that commissions are making the best policies and use of the hotel tax funds. Therefore, it is important that city and county leaders continually challenge their tourist commissions/CVBs to maintain the strength and beneficial economic impact of the tourism industry in their communities. Most tourism commissions across the state have a close relationship with their city and county governments. While these boards and commissions work independently of the appointing authorities they are responsible for carrying out their missions according to KRS and local ordinance guidelines.

The Kentucky Association of Convention & Visitors Bureau recommends that local governments work closely with their commissions to see that they are continuing to bring new money and jobs to their communities by:

1. Requesting quarterly or annual reports that include a breakdown of visitation numbers/where visitors are coming from, economic impact and number of jobs in the local

tourism industry.

2. Provide annual audits which reflect their success.
3. Suggest how city or county governments can assist industry endeavors to continue to be successful.

Tourism is the third largest industry in Kentucky, generating **\$11 billion dollars** and **employing over 176,000** Kentucky citizens in 2007. To determine the amount of tourism revenue that has benefited your county, **contact your local tourist commission or convention and visitor bureau.**

The Kentucky Association of Convention and Visitors Bureau (KACVB) is available to assist communities by providing education about Kentucky's tourism industry, the standards of operations and the laws that govern tourist commissions and convention & visitors bureaus. If your community is interested in forming a tourist commission, contact KACVB. You can contact Kim Collier, President of KACVB, at 606-573-4156 or e-mail [htcc@harlanonline.net](mailto:htcc@harlanonline.net).

*(Read more about branding what is unique about your city in the special convention section of KLC Direct.)*

## >>>>> LAW ABIDING (CONT. FROM FRONT PAGE)

### Annexation Ruling

disqualified, the minimum percentage of opposing residents required to hold the public referendum was not met, and the city was able to complete the annexation.

The Court found that the Consent to Annex Agreements were lawful, and that the provision of utility services stops the owner of the land from opposing annexation by the city. Therefore, Bardstown's annexation process was valid.

The Court reasoned that enforcing the restrictions prevented landowners from gaining the benefit of the bargain without upholding their own obligations, and further noted that a person is never required to purchase land with such a restriction in place. It is the property owners' choice whether or not to buy the land, but if they choose to do so, they must comply with any properly recorded agreements in which

they give up their right to oppose annexation in exchange for city utility services. For Kentucky cities, these agreements could be an important advantage in avoiding roadblocks to annexation.

*For questions on annexation or other legal issues, please contact the Legal Department at 1-800-876-4552.*

## >>>>> CITY PEOPLE (CONT. FROM BACK PAGE)

### Officer Watts

practice at Woodhill and play at the Idle Hour fields in a Lexington Parks and Recreation League.

"It is a matter of getting these kids into an activity, in this case a sport and occupying their time while teaching them about how 'life' works," said Watts, a devoted husband and father, regarding his intentions with the teams.

He emphasizes the importance of homework and attending

practices. Watts hopes to keep the neighborhood kids involved year-round by offering football in the fall, basketball in the winter and tee-ball and baseball in the spring and summer. His long-term goals are bigger than baseball - keep the children involved, out of trouble and teach them some lessons about teamwork, self motivation and competition. His short-term goals are to win and have fun doing it.

Officer Watts said he wants to teach the kids that, in life, things aren't just going to be handed to them. But he does welcome donations to the teams.

"It's about people helping people," he said.

*For more information on Officer Watts and his programs, please contact KLC Member Services Associate Carson Kerr at [ckerr@klc.org](mailto:ckerr@klc.org) or call him at 859-977-4181.*

## [ASSOCIATION NEWS]

### KLC SPONSORS JOURNALIST FOR JUSTICE PROGRAM

Richmond Commissioner and Immediate Past President of the Kentucky Black Caucus of Local Elected Officials (KBC-LEO) **Robert Blythe** (center) talked with Pulitzer



Prize nominated journalist Jerry Mitchell (right) at an October 21 reception for Kentucky's minority officials. Following the reception, Mr. Mitchell presented a public lecture during which he reflected his career, chronicling stories he covered during the civil rights era. His newspaper reports led to a number of Ku Klux Klan convictions. Mitchell's appearance was sponsored by the Institute for Rural Journalism and Community Issues with co-sponsorship from several organizations including KLC.

## [UPCOMING EVENTS]

### CITY OFFICIALS ACADEMY

Mark your calendar for the 2009 City Officials Academy (COA) to be held January 12-14 in Lexington. The program will feature interactive training, expert presentations and extensive dialogue on critical city issues for 2009.

Go to [www.klc.org](http://www.klc.org) to download the brochure, get hotel information and register online.

### CITY OFFICIALS ORIENTATION

Before the academy, take advantage of KLC's City Officials Orientation (COO), a series of complimentary sessions offered in 10 locations throughout the state for newly elected officials or for those leaders and employees who would like a refresher on important and timely subjects.

#### Tuesday, December 2

Paducah, 9:00 a.m. - 11:30 a.m.  
Madisonville, 5:00 p.m. - 7:30 p.m.

#### Wednesday, December 3

Glasgow, 9:00 a.m. - 11:30 a.m.  
Elizabethtown, 5:00 p.m. - 7:30 p.m.

#### Thursday, December 4

Louisville, 9:00 a.m. - 11:30 a.m.  
Florence, 5:00 p.m. - 7:30 p.m.

#### Tuesday, December 9

Lexington, 5:00 p.m. - 7:30 p.m.

#### Wednesday, December 10

Morehead, 5:00 p.m. - 7:30 p.m.

#### Thursday, December 11

Prestonsburg, 9:00 a.m. - 11:30 a.m.  
London, 5:00 p.m. - 7:30 p.m.

## [REMINDER]

### ENFORCEMENT OF "RED FLAG RULES" DELAYED SIX MONTHS UNTIL MAY 1, 2009 (ORIGINALLY NOV. 1, 2008)

#### Municipal Utilities Required to Develop Identity Theft Prevention Program



The Federal Trade Commission announced on October 22 that it will delay enforcement of the new "Red Flag Rules" until May 1, 2009, to give creditors, including municipal utilities, and financial institutions additional time to develop and implement a written identity theft prevention program.

The rules require financial institutions and creditors that hold consumer accounts to develop and implement a written identity theft prevention program to detect, prevent and respond to patterns, practices or specific activities - known as "red flags" - that could indicate identity theft. The definition of "creditor" contained in the rules includes all utilities. Compliance with the rules was initially required by November 1, 2008.

The delayed enforcement date will provide additional time for municipal utilities to establish and implement appropriate identity theft prevention programs for covered water, electric, gas and garbage accounts. For more "red flag" information go to [www.klc.org](http://www.klc.org).

KLC will offer training on December 15 (see listing on right).

## [MEET ME AT KLC]

### WELCOME NEW STAFF



**Rhonda Dummit, Accountant**  
Joined KLC - September 2008

Rhonda is a transplant from Florida where she worked at an accounting firm. Contact Rhonda at [rdummit@klc.org](mailto:rdummit@klc.org).



**Laura Milam Ross, Legal Services Counsel**  
Joined KLC - September 2008

Laura comes to KLC from the Legislative Research Committee (LRC) in Frankfort. Contact Laura at [lross@klc.org](mailto:lross@klc.org).



**Becky Watts, Senior Accountant**  
Joined KLC - October 2008

Becky comes to KLC from Fazoli's headquarters in Lexington. Contact Becky at [bwatts@klc.org](mailto:bwatts@klc.org).



**SAFETY. STRENGTH. STABILITY.**



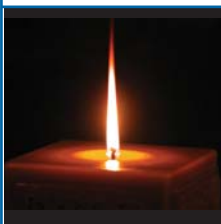
### NEW AND IMPROVED INSURANCE WEBSITE - [WWW.KLCIS.ORG](http://WWW.KLCIS.ORG)

The Kentucky League of Cities Insurance Services (KLCIS) built a user-friendly new website to make it easier and faster to get to the information you need. Check it out at [www.klcis.org](http://www.klcis.org) or link from [www.klc.org](http://www.klc.org).

## [CITY FACTOID]

**More than 3,000** American police officers' lives have been saved by body armor since 1975.

*(Source: Governing.com)*



### IN MEMORIAM

State Representative **Larry Belcher** died October 6, 2008.

Former KLC President and former Burkesville Mayor **Paul Smith** died October 30, 2008.

## [MARK YOUR CALENDAR]

### 21ST CENTURY COMMUNITIES: NEW CHALLENGES - NEW SOLUTIONS

Thursday, December 4, 8:30 a.m. - 5:00 p.m., EST

North Broadway Business Center, 204 North Broadway, Berea  
\$199 Full Registration; \$189 KLC Members; \$149 KLCIS Members  
Trainer: Tad Long, Director of Business Dev., NewCities Institute  
Credit: 8 Hours POESI Credit; 8 Hours HB 55 Credit

Register online at [www.klc.org](http://www.klc.org) - click on the homepage calendar (event date)

### HB 55 & BEYOND

Tuesday, December 2, 9:00 a.m. - 3:30 p.m., CST

Calvert City Civic Center, 1445 5th Avenue SE, Calvert City  
\$199 Full Registration; \$189 KLC Members; \$149 KLCIS Members  
Trainers: Tad Long, Director of Business Dev., NewCities Institute  
Betty Whittaker, Assistant Executive Director, Kentucky  
Manufactured Housing Institute

Credit: 6 Hours POESI Credit; 6 Hours HB 55 Credit

Register online at [www.klc.org](http://www.klc.org) - click on the homepage calendar (event date)

### PUBLIC SERVICE COMMISSION WATER PERSONNEL TRAINING

Wednesday, December 10

Public Service Commission Office, Frankfort

Topics include Recent Developments in Utility Regulation, Open Records/Open Meetings Acts, Legal Issues in Water District Operations, PSC Regulation of Municipal Utilities and Issues in the Negotiation of Wholesale Water Contracts and Tariffs. For more information, visit [www.psc.ky.gov](http://www.psc.ky.gov) or contact Sonya Boyd at 502.564.3940.

### "RED FLAG PREPARATION" WORKSHOP

Monday, December 15, 9:00 a.m. - 5:00 p.m., EST

Central Bank Training Room, 9300 Shelbyville Road, Louisville

Presented by the Kentucky/Tennessee Section of the American Water Works Association

Online registration available at: [www.kytnawwa.org/workshops\\_seminars](http://www.kytnawwa.org/workshops_seminars)

## [KSI GREEN TIP]

### WHAT'S KSI?

The Kentucky Sustainability Institute (KSI) is a partnership between the NewCities Institute, the Kentucky Energy and Environment Cabinet - Division of Compliance Assistance and the Kentucky League of Cities, established to promote locally based conservation and energy stewardship in the Commonwealth through education and resources.

Find more resources by using the links available on the NewCities web site at [www.newcities.org/news\\_detail.asp?article=1150](http://www.newcities.org/news_detail.asp?article=1150).

For questions concerning the Kentucky Sustainability Institute please contact Tad Long, director of business development, NewCities Institute at [tlong@newcities.org](mailto:tlong@newcities.org).



## [CHECK IT OUT!]

### NEW TRAINING RESOURCE IN THE KLC LIBRARY - OCCUPATIONAL DISEASE PREVENTION FOR FIREFIGHTERS DVD

The KLC Library announces our newest training DVD "Occupational Disease Prevention for Firefighters," specifically designed for firefighters to ensure they are fully aware of the dangers they face. Firefighters may be exposed to a number of air contaminants and other environmental factors that can contribute to cardiovascular disease, cancer and noise induced hearing loss. This DVD discusses some of the common exposures firefighters face, and how they can reduce their risk of contracting occupational diseases. The need for occupational medical care, fitness and nutrition programs are highlighted, as well as personal protective equipment and incident management techniques.

This loss control resource, and hundreds of other titles, are available for lending free of charge to KLC Insurance Services members. Contact Barb Pace, resource librarian, or visit [www.klcis.org](http://www.klcis.org), log in, and click "Library."

STAFF FAREWELL >>>>>

KLC Wishes Two Employees Well

Paul Deines and Glenda Riley, known to many of our members, retired several weeks ago and were recently honored for their service to KLC with a reception.

"You can't say enough about Paul Deines. He is the kind of guy so full of knowledge and information that you may ask him for the time, and he'll tell you how to build a watch," said KLC Executive Director/CEO Sylvia Lovely.

He began with KLC in August of 1995, but his relationship with our organization had existed prior to his start date. Paul was the loss control consultant for KLC since the inception of the insurance program in 1987. Paul retired as the deputy director of insurance and loss control and contributed substantially to the program's tremendous success over the course of 21 years. He oversaw the successful transition to in-house services as well as restructuring and enhancing both insurance and reinsurance programs. He oversaw unprecedented member growth and buy-in and established the safety grant program which has provided more than \$2.6 million in member grants.

Paul and his wife, Nancy, live in Louisville with their nine-year-old daughter, Lauren and plan to travel and spend more time together.

Glenda Riley was always a person at KLC you wanted to befriend because she handed out the money. She began as an accountant at KLC in 1996, and handled accounts payable, general accounting functions and expense reports for staff and city officials.

But it's the things that you didn't know about Glenda that may surprise you. Glenda grew up in Paducah and after marrying moved to East Baton Rouge Parish, where she was a deputy sheriff, fighting crime. In 1995, she moved home to Kentucky and through a temp agency came to be employed at KLC. She has two daughters, Gwen and Stephanie, and loves to spend time with her three grandchildren. Now she looks forward to spending time with them as well as quilting, cooking, volunteering, catching up on exercise and completing home improvement projects. She said she absolutely loves Lowe's.



We want to thank both Paul Deines and Glenda Riley for their contributions to KLC and our membership and wish them the best in all they do.

(Above photo from l-r: KLC's Bill Hamilton, Neil Hackworth, Glenda Riley, Sylvia L. Lovely, Paul Deines and Paul's daughter, Lauren.)

CITY PEOPLE >>>>>

Lexington Police Officer Beat the Odds and Now Helps Kids be Winners



LFUCG Police Officer Kevin Watts instructs his team on baseball fundamentals.

It doesn't often happen in *KLC Direct*, but why not? Let's talk sports! Not the World Series game or college basketball.

Instead, KLC let's talk "real" sports! Remember the passion, the excitement, but most importantly

the ability of sports to build relationships, mold lives and instill confidence. Picture a frustrated 15 year old living out his days within the concrete canyons of his tough Chicago neighborhood. Society has written him off as a loss, but he had a secret.

Picture him now; he lives in Lexington, Ky. and serves as a Community Law Enforcement and Response (CLEAR) Officer who "on the clock" protects and serves and "off the clock" just plain serves. **Lexington-Fayette Urban County Government Police Officer Kevin Watts** was that teenage kid who was saved by sports. Watts has been with the LFUCG police department for eight years.

Officer Kevin Watts patrols Lexington's Woodhill neighborhood while on duty, and returns to the area while off duty to coach neighborhood kids. He has established tee-ball and little league teams which was no small task as Watts had to both secure funding and support for the teams by completing paperwork and face-time required for the team. He helped a lot of the team members get their paperwork completed and signed by their parents. He had help



from Lexington Councilwomen K.C. Crosbie as well as Community Partners Protecting Children. Fellow officers agreed to help out as coaches.

Then, through a door-to-door, grass roots recruiting effort with 17 children signing up for tee-ball and 19 signing up for little league it was clear that the interest was there. But the transportation was not. So he contacted a local community service agency LexLinc who agreed to allow him to use their van for transportation of the teams. With all hurdles behind him it was time to play ball.

Registration covered jerseys, equipment and now transportation to and from the games. The kids

*continued on page 6*



KLC Direct is designed internally to save our members money.



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KLC Direct is a monthly publication of the Kentucky League of Cities. Any comments or article suggestions should be forwarded to: Kentucky League of Cities, 100 East Vine Street, Suite 800, Lexington, KY 40507-3700 859-977-3700 • 1-800-876-4552 • Fax: 859-977-3703 • www.klcc.org

PAID U.S. POSTAGE PERMIT #879 LOUISVILLE, KY PERMIT #879

# REPORT TO MEMBERS

The Kentucky League of Cities (KLC) and the Kentucky League of Cities Insurance Services (KLCIS) celebrated another successful year. Founded in 1927, the Kentucky League of Cities (KLC) is a membership organization of more than 380 cities across the Commonwealth. A staff of 80, headquartered in Lexington with an office in Frankfort, provides a range of services to cities and municipalities. KLC is considered by its peers as one of the most innovative and successful leagues in the nation.

*This report was provided to the Kentucky League of Cities Board of Directors on October 16, 2008, as a summary of our success over the last year on behalf of Kentucky cities.*

## LEGISLATIVE

- ♦ Worked for the passage of historic insurance premium tax reform and several other KLC initiatives that will save local governments time and money, including legislation on:
  - compensatory time
  - municipal cemeteries
  - election procedures
  - special meeting notices
- ♦ Monitored hundreds of bills of interest to cities and protected cities from more than 30 dangerous bills that would have reduced city revenues and restricted local decision making.
- ♦ Worked diligently on CERS reforms throughout the 2008 regular session and achieved passage of several reform proposals during the special legislative session.

## FINANCIAL SERVICES

- ♦ Nearly \$50 million has been loaned for cities and city utilities in the last 12 months.
- ♦ Equipment and vehicle purchases, new water and sewer plants, convention centers, bridge and road projects have been financed through KLC's loan program.
- ♦ In July 2008, KLC kicked off its newest \$50 million bond pool with the City of Williamstown. If demand continues, a new pool is expected by spring.
- ♦ As a result of the "Wall Street crisis," the financial markets are under tremendous stress. In fact, it is extremely difficult, if not impossible, to issue bonds in this market. That goes for taxable corporate bonds as well as tax exempt municipal bonds. The market has simply ground to a halt. Fortunately for KLC, that is not the case. Because we use a "pool" format, our bonds have already been issued and are in the market. The bonds are backed not by bond insurance, but by a letter of credit. U.S. Bank provides our letter of credit. U.S. Bank is currently considered one of the two strongest banks in the country. Currently we have approximately \$25,000,000 to loan out for public projects. Additionally, unlike a typical bond issue, our loans can either be at a variable interest rate or a fixed interest rate. KLC's bond pools are audited by an independent accounting firm on a yearly basis. We are proud to say that they have all been given a "clean bill of health." Copies of the financial audits are available upon request.
- ♦ Linda Wickliffe, with experience at National City Bank and U. S. Bank, joined the team. Her experience and knowledge has been a great asset to administration and back office functions.

## LEGAL

- ♦ Handled over 2,000 legal inquiries from members since last June.
- ♦ Provided training for city officials and city attorneys through workshops, Host City trainings and one-on-one guidance.
- ♦ Participated and assisted with appellate court cases on annexation, firefighter overtime and environmental issues.

## ACCOUNTING & IT

- ♦ Continued to streamline applications and staffing.
- ♦ Created enhanced online registration system, KLC employee online tools and website features.
- ♦ Created business continuity plan and enhanced information backup system.

## MEMBER SERVICES

### Publications and Marketing

- ♦ Developed copy and design for more than 350 individual print projects ranging from flyers, signs and postcards to *KLC Direct* newsletter, detailed brochures and reports, 250-page handbooks and display units (more than 70 percent printed in-house).

### Media

- ♦ Responded to or generated more than 600 media hits. Established KLC and Sylvia Lovely as resource for information.
- ♦ Generated cover story in *The Lane Report* about KLCIS and several other articles.
- ♦ Met with *The Courier-Journal* and *Lexington Herald-Leader* editorial boards concerning legislative agenda.

### Convention

- ♦ Led and managed all aspects of the 2008 KLC Annual Convention & Expo.

### Cornerstone Partners Program

- ♦ Continued to grow the program to current roster of 61 Cornerstone business partners.

### Website/Blog

- ♦ Managed [www.klc.org](http://www.klc.org) content and launched the Sylvia L. Lovely blog.

### Upcoming Projects

- ♦ City Officials Orientation (COO) scheduled for December throughout the state.
- ♦ City Officials Academy (COA) to be held January 14-16, in Lexington.

## POLICY DEVELOPMENT & RESEARCH

- ♦ Received, tracked and responded to about 400 policy and research inquiries.
- ♦ Published the *Wage and Salary Survey of Kentucky Cities* with almost two in three member cities responding.
- ♦ Surveyed the KLC Board of Directors on policy issues and priorities for the 2009 General Session.
- ♦ Maintained the only statewide financial database of cities and assisted member cities with the conversion to a new and improved reporting form.
- ♦ Managed a library of over 11,000 records most of which are available to members free of charge.

## LEADERSHIP CENTER

- ♦ Awarded Public Officials Essential Skills Institute (POESI) awards to 64 city officials.
- ♦ Trained a total of 240 city officials at various workshops and conferences throughout the state.
- ♦ Graduated 16 students in the inaugural Leadership KCTCS on April 24, 2008. The class studied the 4 P's (people, place, prosperity and perspective) that encompass the 12 Principles of Community Building and observed the principles in action. The class convened in Covington at KLC's annual convention, Versailles, Somerset, Bowling Green, and Louisville.

## INSURANCE AND FINANCE PROGRAMS

The most recent renewal cycle completed in July was arguably the most competitive in the history of the KLC insurance program with at least seven companies writing property and casualty and four writing public entity workers' compensation.

In spite of the competitive market, KLC sustained market dominance and began an aggressive strategy to retain and capture business, and promote the unparalleled benefits of KLC's program. When given the opportunity to compare coverage with customers face-to-face, all accounts remained with KLC.

### ▶ Current Accounts and Quoting Opportunities (as of 9/22/08)

- ◆ Twelve renewals currently processing.
- ◆ New accounts are Wheelwright Utilities, City of Sparta and City of Madisonville.
- ◆ "Pipeline" includes these notable sized premiums - City of Frankfort, Northern Kentucky Water District and Georgetown Water & Sewer.

### ▶ Agency, Account Management, Marketing and New Programs

- ◆ City Relationship Visits (began September 2008) - More than 70 member visits by KLCIS staff are scheduled between September 2008 and Spring 2009 as customer "touch points" and intake/service feedback sessions. Other visits will be scheduled based on request or special need.
- ◆ Drug Free Workplace Certification Program (launched August 2008) - Members are able to realize a five percent discount on WC premium by becoming certified as Drug Free by the Commonwealth Department of Insurance. KLCIS is assisting members in the certification with the first year of employee and supervisor training at no cost. The assistance and training are being provided by Gary Moberly & Associates with whom KLCIS has an exclusive contract. A supplemental branding program is also providing KLCIS "drug free" door stickers and general materials as well as positive media relations.
- ◆ Agility-Disaster Recovery Services - KLC has formed a partnership with Agility Recovery and insurance members are reaping the benefits. Within 48 hours of an interruption in business Agility will deliver any or all of the four key elements of recovery: power, technology, space and connectivity. The program has been piloted in six Kentucky cities already: Paducah, Owensboro, Bowling Green, Nicholasville, Ashland and Pikeville.
- ◆ KLCIS Online University (launched October 2007 with 30 courses)
  - Currently includes 211 courses - 80 health/safety and 131 human capital management.
  - Eighteen KLC/KLCIS member organizations participate in the program.
  - These organizations have made available over 5,000 health/safety and human capital management courses to their employees.
  - Revenues from marketing this program now total over \$15,000 and our commitment is to reinvest these proceeds in continual expansion of course offerings.
  - Upgrades, local access and streamlining continue giving members this wise use of municipal resources, saving both time and travel, to educate employees on health and safety issues, customer service techniques and their awareness of diversity issues and management skills.
- ◆ Construction Insurance Program - Continued to work with Sanitation District No. 1, our probable initial customer. Recently completed third round of procedural questions and policy clarifications and stayed in contact with various sectors of the marketplace (medical, education, government) to gauge acceptability to and use of KCIP.

### ▶ Underwriting

- ◆ Total written premium for the entire book of business is approximately \$41.4 million.
- ◆ New premium written effective 6/30/08 to present is approximately \$1 million.
- ◆ Business lost to competition was approximately \$2.6 million.

### ▶ Reinsurance and MGA

KLCIS currently has an A+ rating for liability, workers' compensation and property lines with the following reinsurers:

- ◆ Munich Re-Munich Re-America: one of the largest reinsurers in the world, provides long-term security and support. Four years with KLC. Ratings - A+ -Superior - A.M. Best; Very strong - S & P; Excellent- Moody's.
- ◆ ACE: one of the world's largest commercial property and casualty companies with strong emphasis on public entity, \$72 billion in assets. Ratings - A+ - Superior- A.M. Best.
- ◆ PEPiP: Public Entity Property Insurance Program is a proprietary property program created by Alliant Insurance Services, Inc. and provides coverage to more than 6,500 public entities in 45 states. PEPiP is the single largest property placement in the world. Depending on individual placement, it can carry from 12-15 all are rated "A" by A.M. Best.

### ▶ Product Development (MGA - Brokerage)

Currently, we offer Aviation, Accident & Health and Bond products and are working on Pollution Liability, Builders Risk, Excess Liability & Umbrella.

- ◆ Other Placements Include: City of Lexington/LFUCG - Liability (large retention specialty placement), Workers' Comp, Property (PEPiP), Aviation, Bonds, Garage Liability
- ◆ Large Excess Placements
  - Benton Gas - \$11 million
  - SD-1 - \$ 26 million
  - Northern KY Water - \$35 million

### ▶ Loss Control: New and Ongoing Programs

- ◆ Special Safety Surveys: Loss control representatives have completed a special swimming pool/ATV/skate park survey; training 68 members who have one or more of these exposures on the safe operation, training and construction of these facilities.
- ◆ Law Enforcement Model Policies Project: Five statewide training sessions have been completed. This joint KLC/KACo program provides current police policies to all departments and shares all developmental, training and publishing expenses.
- ◆ Safety Grants: All \$250,000 has been allotted for 2008 grants. Over 120 members have applied for and received grants. The 2009 Grants Program will open for applications in January 2009. Grants were awarded for TASERS, police in-car video equipment, reflective vests and training to name a few. More than \$2.5 million in funding to date.

### ▶ General Marketing

- ◆ Fiscal year calendar was mailed to members with solicitation of local photography and special dates for future projects.
- ◆ An annual report is being distributed to members after convention.
- ◆ The new KLCIS website, [www.klcis.org](http://www.klcis.org), was launched at the convention. The new site is linked to the existing [www.klc.org](http://www.klc.org) site.
- ◆ A second edition of the resurrected topical quarterly *Coverage Line* went out in September.