

“City” Campaign First of its Kind in the Country

*New Communications Tools will
Create Overarching Message on
Why Cities Matter*



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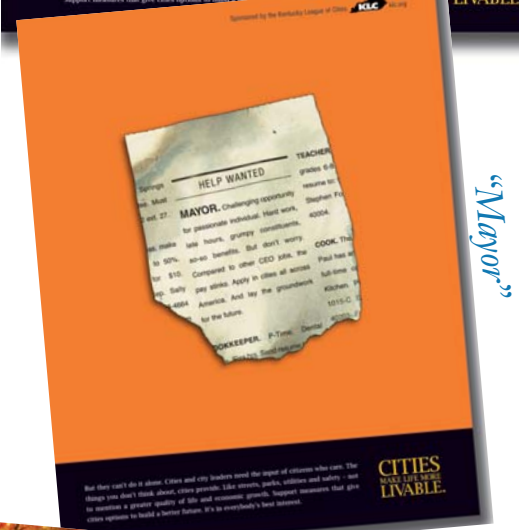
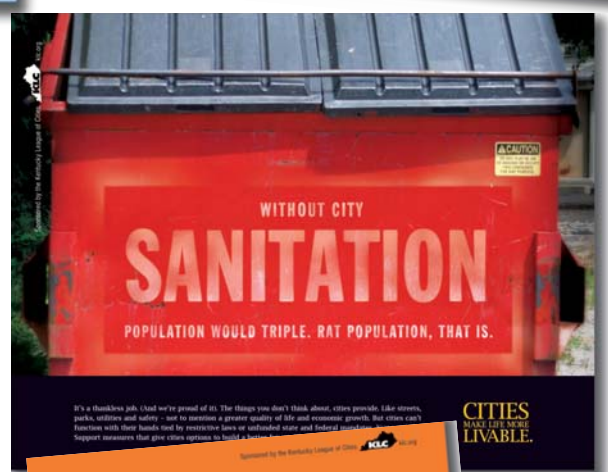
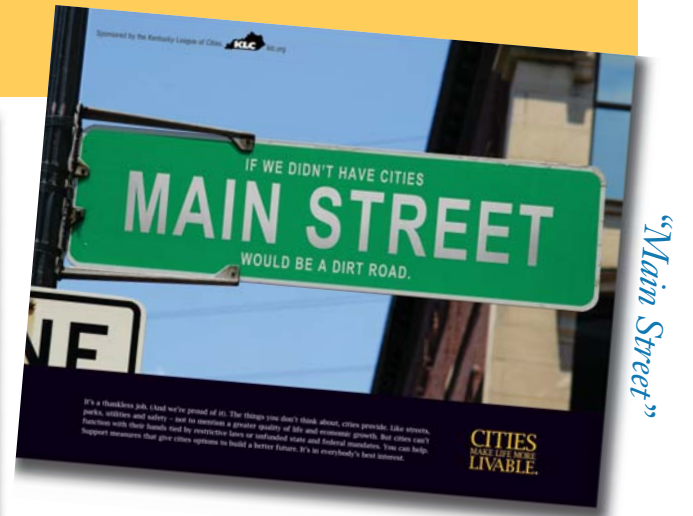
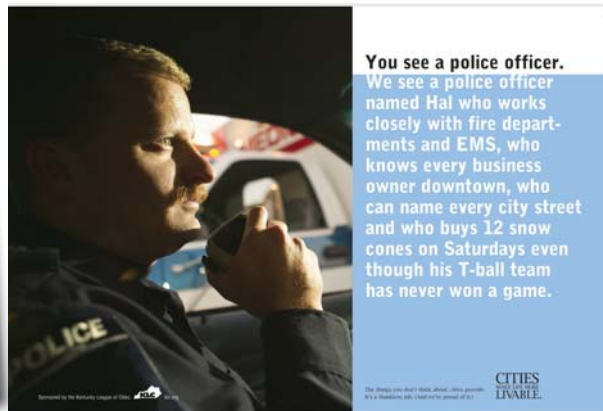
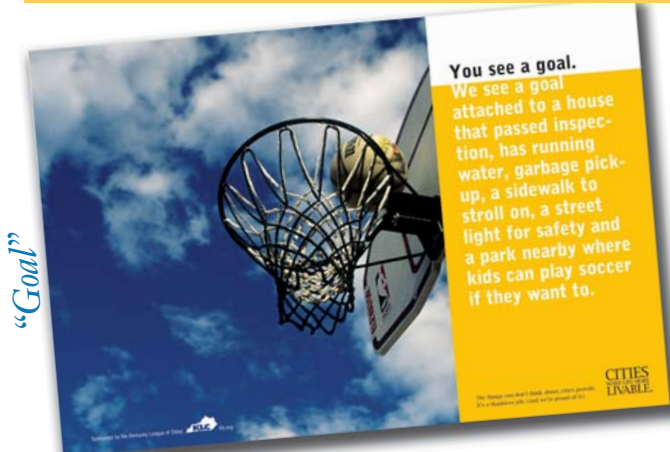
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FRONT PAGE NEWS

“City” Campaign First of Its Kind in the Country: New Communications Tools will Create Overarching Message on Why Cities Matter

KLC has developed strategies and media tools that cities can utilize locally to create an awareness of what cities do for citizens. “Template” ad designs and posters can be used by city leaders to educate local media and the public on city issues. The National League of Cities said this is the first public awareness city advocacy campaign of its kind among state leagues.

Specifically, KLC is developing messages around the daily revenue and funding choices city leaders make within the constraints of their existing options, and how these choices ultimately affect citizens.

In addition to helping cities educate their citizenry, KLC will focus much of its own media and advertisement placements on conveying the value of cities. “Discussions with our membership revealed that this was a natural way to expand our advocacy role for cities,” said Neil Hackworth, KLC Deputy Executive Director. KLC Communications works with the Legislative Advocacy, Membership Services and Policy and Development teams constantly to

create material cities can use to “case build” on key issues.

The idea is to build a statewide message in a very cost efficient way. If a number of cities carry the same message to legislators, we can build momentum, and in turn, the public gains an understanding of how complex local government issues and costs affect them personally. The other key tactic is to further educate legislators about how their past and future decisions affect local constituents - the good and the bad.

KLC Communications also offers the designs to cities in the form of posters and template ads that can be customized with city specific logos. We will customize the ads with your city’s logo. Hopefully, local newspapers, chambers of commerce or other organizations will run the ads at no cost to cities. They are available in black and white and color. All we need is some basic information.

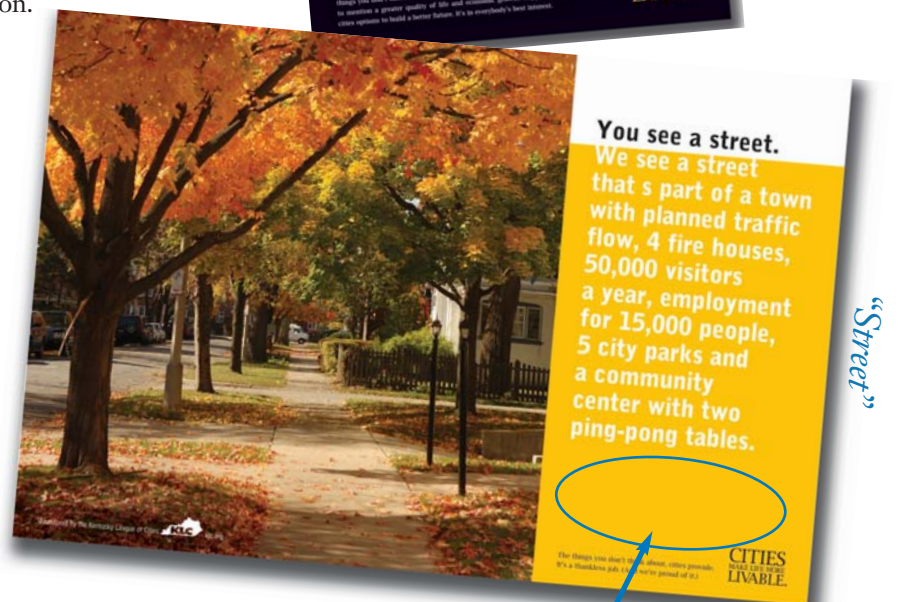
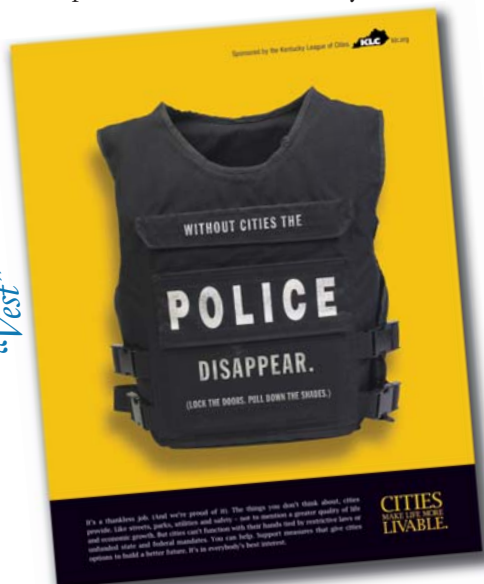
The poster series include:

- “Main Street”
- “Sanitation”
- “Mayor”
- “Vest”

Template ads include:

- “Goal”
- “Officer”
- “Street”

To order posters or customized ads visit www.klc.org or contact Terri Johnson, Senior Marketing and Communications Manager at tjohnson@klc.org or 800-876-4552, ext. 3784.



SAMPLE - Your city logo would appear here

Creating Sustainable Communities for the 21st Century: Building on the Foundations of Your Community
Renaissance Plantation Hotel, Ft. Lauderdale, Florida, January 26-28, 2006 (Co-Sponsored by the Florida League of Cities and the Kentucky League of Cities)

An upcoming National League of Cities leadership summit will examine how cities, towns and villages across the United States are struggling to make ends meet and provide more with either the same or falling revenues, in spite of rising energy, health care, and basic services costs.

How do cities build sustainable communities that thrive rather than just survive? And, how do we involve our constituents in the process? The session

will look at several key components to successful sustainability.

Featured sessions include “Change the Conversation, Change the Community” moderated by KLC’s own Sylvia L. Lovely.

For more information or to register, contact Crislyn Lumia at (202) 626-3128.

CITY CHRONICLES

Positioning Cities in 2006



Cities are what make life more livable...what a great message! I heard so many great stories while visiting with you in Louisville during the KLC Annual Convention, particularly on what you are doing in your own cities to make life better for your constituents. I'm still reeling over the energy that we had and at the tremendous talent each of you bring to your jobs! A special thanks to Mayor David Cartmell for his dedicated service as our outgoing President. A special welcome to our new officers, Mayor Brad Collins, incoming President, Mayor David Willmoth as 1st Vice President and Mayor Glenn Caldwell as our 2nd Vice President. I know we will enjoy working with each and everyone of you in the coming year.

One of the exciting elements of the convention was the opportunity to hear from Kentucky's highest ranking officials. We were quite honored to have Governor Ernie Fletcher, Lt. Governor Steve Pence, Acting Transportation Secretary Bill Nighbert, Commissioner Ellen Williams from GOLD and Jim Hunt, the incoming President of the National League of Cities, as special guests. I must say one of the most memorable moments of the convention was the Joint Legislative Committee Meeting that was held on Thursday. Your large presence at the luncheon and your rapt attention during the committee meeting relayed an important message to our legislators, that cities are important!

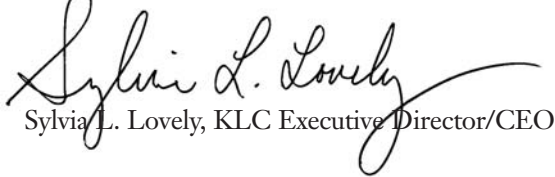
While we are wrapping up the year and preparing for the next, I'm pleased to note that your legislative committee has been hard at work preparing for the next general session. As usual there will be many issues on the table that will require our attention, particularly the Task Force on Local Government Taxation. We also heard a very clear message from you at convention about the scourge of drugs within our communities. You should have already received a summary update about all of the great ideas that were generated during that session. Our legislative team is already taking steps to move that agenda forward.

As is noted elsewhere in this newsletter you should know that the KLC corporate headquarters will be moving by the end of this year to a new building in downtown Lexington. We're not going very far, just crossing the street from our current location. While there will be a minor address shift, the website, phone numbers and services will remain the same. It is our continual goal to provide you with quality service in a professional manner. We hope to have an announcement in the near future about an open house so you can visit the our new home.

From the NewCities front, we continue to work on our business plan for the new year. We also continue to carry the message of NewCities to other regions and states with speaking opportunities and educational workshops particularly in partnership with the National League of Cities. We are building relationships around the state and the country as people learn more about the NewCities principles. Be on the lookout as you will also be hearing about a new name change from Foundation to Institute. We have learned over the past few years that many individuals believe that because we are a foundation that we have money to give away. Of course the opposite is true, we're working very hard to obtain funds so that we can assist cities as they engage in the principles of city building. There will be more information coming out about our new name in coming months.

Our very best wishes to your family during this holiday season!

Sincerely,


Sylvia L. Lovely, KLC Executive Director/CEO

INSURANCE NEWS

We Can't Stop Thinking About . . .

The Kentucky League of Cities Insurance Services and Leadership Training Center offers a series of upcoming programs to serve city professionals in the areas of health, environmental and public safety. We just completed a successful Fire Department Safety program and will offer the following programs in January and March.

Law Enforcement Series: Use of Force and Firearms Training
January 25-26, 2006, 8:00 a.m. - 5:00 p.m. CST
Kentucky Dam Village State Resort Park, Gilbertsville, KY

Participants will be given exposure to the FATS (Fire Arms Training System). Participants will also be able to identify key issues and practices relating to unique challenges working in law enforcement, agency policies and procedures, threat level relating to use of deadly force, firearms training issues, and use of force options and latest equipment.

Who should attend? FATS training instructors, firearms instructors and officers interested in improving their individual training in the area of firearms and use of force.



SMOOTH SAILING: 7th Annual KMESHA Conference
March 1-3, 2006
Center for Rural Development, Somerset, KY

The Kentucky Municipal Environmental Safety and Health Association conference highlights include keynote updates on meth lab awareness, fireworks safety (with a demonstration) plus nearly 20 sessions on issues affecting municipal safety and health professionals. Mobile sessions include Somerset Houseboat Acquisitions, LLC and Playmart Playground Equipment.

Who should attend? Anyone with safety responsibilities, interests or concerns.

Registration information for either program can be found online at www.klc.org or by calling 800-876-4552.

KLC Direct

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The voice of Kentucky cities.

KLC Direct is published monthly by the Kentucky League of Cities (KLC). KLC is a voluntary association of nearly 400 cities and provides a multitude of services to assist in improving local government. Please address any correspondence to KLC Direct, Kentucky League of Cities, 101 East Vine Street, Suite 600, Lexington, Kentucky 40507-3700. Phone (859) 977-3700 or 1-800-876-4552. Fax (859) 977-3703. www.klc.org.

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Editor, Terri Johnson

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For a full list of KLC staff visit www.klc.org.

By providing pertinent information, the Kentucky League of Cities does not necessarily endorse the views, services, programs or initiatives described in the listed references or websites, nor is the Kentucky League of Cities responsible for any statements or material contained therein. This publication provides information and links as a service to readers for their consideration.

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www.performanceweb.org

Site to See

The Performance Institute is a private, non-partisan think tank seeking to improve government performance through the principles of performance, competition, accountability, and transparency. Based in Washington, D.C. and San Diego, the Institute serves as the nation's leading authority and repository on performance-based management practices for government.

Primarily focused on national government, the website features a number of best practices models, strategies and reports on issues such as outcomes and performance measurement in government, assessing government's "customers," managing change and enhancing employee performance. Though the Institute's CEO has worked with both the Bush Administration and California Governor Arnold Schwarzenegger, the site strongly touts the Institute's nonpartisanship.

LEADERSHIP ADVANTAGE



Awaken the future leaders within your own school systems while celebrating City Government Month in January 2006. Team up with primary and middle school teachers across the commonwealth to promote citizenship with the program resources from the Kentucky League of Cities and NewCities Foundation.

KLC encourages city officials and teachers to combine their resources to bring civics lessons out of the textbook and in to the classroom. Suggestions for City Government Month include the following:

- ♦ host events at city hall, the fire department, police department or city office
- ♦ visit local schools and classrooms
- ♦ sponsor a letter writing/essay contest about citizenship
- ♦ get local media involved in aspects of your city government month program

Participating city officials are eligible to receive course credits from the Public Officials Essential Skills Institute in the Leadership Training Center.

To download free lesson plans, activity books, supply order forms and more visit www.klc.org or contact Rebecca Brickey at 1-800-876-4552, ext. 4171 or email rbrickey@klc.org.

MEMBERSHIP NEWS

Diversity in Government on the Rise!

Commonwealth of Kentucky Personnel Cabinet Secretary Erwin Roberts said the latest numbers in the semi-annual *Report on Female and Minority Employment* show some positive gains in female and minority employment.

"While minority hiring is at an all-time high, there are still opportunities for growth," said Roberts. The state now employs 8.63 percent minorities, the highest percentage in a decade.

To view the latest web-published *Semi-Annual Report on Minority Hiring from January 1, 2005, through June 30, 2005*, visit the Personnel Cabinet's website at personnel.ky.gov.

Small Business to Get Big Lift from State Loan Program

Governor Ernie Fletcher and Cabinet for Economic Development Secretary Gene Strong recently announced that the Kentucky Economic Development Finance Authority (KEDFA) is launching a program to assist businesses having 50 or fewer employees. The program allows loans of between \$15,000 and \$100,000.

To find out whether the small business loan program is appropriate for your business, contact the Cabinet's Financial Incentives Department at 502-564-4554 or visit www.thinkkentucky.com.

SHOW ME THE MONEY

Brownfield help is a phone call (or email) away!

The FY06 Guidelines for the Brownfields Assessment, Revolving Loan Fund, and Cleanup Grants have been posted online at www.epa.gov/brownfields.

Information: Contact Aaron Keatley, Kentucky Division of Compliance Assistance, at 502-564-0323 or 800-926-8111 or email Aaron.Keatley@ky.gov.

Lowe's Charitable and Educational Foundation Grants

Lowe's contributes to community projects where they have stores with grants up to \$25,000. Among the types of projects that 501(c)(3) organizations or public agencies can apply for are outdoor educational programs, landscaping, clean-up, painting, repairs and renovations to public school buildings.

Deadline: Open

Information: Local Lowe's store managers or www.lowes.com.

USGA Grants bring Golf to Disadvantaged and Disabled

The United States Golf Association (USGA) offers "For the Good of the Game" grants for developing golf programs and facilities for disadvantaged and minority youth, as well as

individuals with disabilities. Tax exempt organizations are eligible. The program seeks to bring people into golf who would typically not have access to play. The "Good of the Game" funding target areas include golf course and practice range access, golf instruction and equipment, and construction of alternative golf courses and facilities.

Deadline: January 20, 2006

Information: www.usga.org and click on "GRANTS" or call 719-471-4810.

Cities are Eligible for Land & Water Conservation Funds (LWCF)

Linking the connection between local recreation facilities and public health, the LWCF provides federal grant funds to protect important natural areas, to acquire land for outdoor recreation and to develop or renovate public outdoor recreation facilities such as camp grounds, picnic areas, playfields, boating and fishing facilities, trails, and passive parks. The maximum grant amount is \$75,000 through the 50% matching reimbursement program. Applications are reviewed and scored, then sent to the National Park Service (NPS) for final federal approval.

Deadline: February 1, 2006.

Information: Email Jodie McDonald at Jodie.mcdonald@ky.gov.

NEWCITIES NEWS

NewCities Principle in Action

A once vacant retail store in **downtown Danville** has been renovated and now contains Centre College's book store and a coffee shop. There is a plan to draw the student population downtown to be a major force in revitalizing it. There is a lot of activity in downtown Danville that deserves a look from an association/NewCities perspective.



NLC NEWS

Kentucky Youth Featured in PBS Documentary

The **Eastern Kentucky town of David** is the setting for a documentary to air in three segments on PBS television stations, on January 9, 10, and 11, 2006, including KET here in Kentucky. The film, *Country Boys*, highlights the growing national issue of older youth with tenuous ties to family, school, work, and the community and examines their goals and opportunities. Filmmaker David Sutherland spent three years documenting the lives of Chris Johnson, Cody Perkins, their families, and The David School. Themes of faith, mentoring, work, identity, and relationships resound throughout the film.

"Sutherland's exceptional film points to the need for a variety of systems and supports to help older teens living at the margins," says Cliff Johnson, Executive Director of the National League of Cities Institute for Youth, Education, and Families. "It also provides a reminder that youth disconnection is an issue facing urban and rural communities of all sizes."

Country Boys is accompanied by a national community engagement and mentoring campaign to build awareness and support systems for all young people. The campaign is sponsored by several partners including NLC. More information is available at www.itvs.org/outreach/countryboys or by contacting NLC's Andrew Moore at moore@nlc.org.

Did You Get Your Elected City Official Discount Card?



KLC recently mailed out **City Official Discount Cards** to all elected city officials in our member cities which can be used at hotels, rental car counters, and other businesses that offer a government rate to elected officials. We cannot guarantee that any business will honor the card, but it will serve as proof that the card holder is a duly elected city official.

So, the next time you travel on city business, be sure to ask for the government rate and present your City Official Discount Card. Hopefully, this will help save you and your city money.

With questions, contact Robyn Miller at 800-876-4552, ext. 3745 or email rmiller@klc.org.



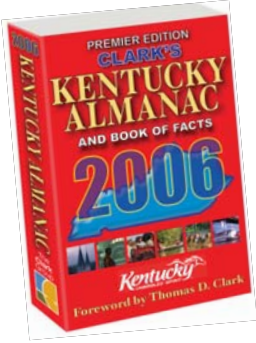
The Kentucky League of Cities is **MOVING** its office between January 4-6, 2006. After that time, please note this new address in your records:

**100 East Vine Street, Suite 800
Lexington, Kentucky 40507**

The KLC office will be closed January 4-6, 2006 with no telephone, internet or fax service. All services should be fully restored by Monday, January 9.

STAFF NOTES

Discounts for KLC Members - You've Got Connections!



Congratulations to KLC Executive Director/CEO and NewCities President **Sylvia L. Lovely** and Senior Writer **John McGill** for their contributions to the Clark's 2006 Kentucky Almanac. Sylvia wrote the introduction to the section on Kentucky cities and John served as sports editor of the Almanac. In addition, Maysville Mayor

David Cartmell wrote the section on Maysville, Kentucky.

Best of all, YOU get a discount. KLC members receive \$5 off the regular price of each copy. Call 800-944-3995 or visit www.kyalmanac.com and use the promotional code (05KLC) for your special price. NewCities will receive \$3 for each book sold.

KLC Member Services Manager, **Robyn Miller**, currently serves on the Executive Board as the Corresponding Secretary for the Jr. League of Lexington, which is an organization committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership.

MEET ME AT KLC



Staff Profile

Tammy Crawford
KLC Insurance Agency
Customer Service Assistant
Joined KLC February 1996

Tammy Crawford has recently received the distinction of a certified "Kentucky Accredited Customer Service Representative" (KACSR) in Commercial Lines from the Independent Insurance Agents of Kentucky. This certification program is designed to promote professionalism in the insurance industry and is a state continuing education program developed by the Independent Insurance Agents of Kentucky.

Tammy joined KLC in 1995 as a receptionist after leaving a career in the travel industry. At KLC, she has worked in a number of areas including financial services and meetings and training. Now, as part of KLC insurance agency team, she continues to broaden her understanding of KLC's many facets. In her current position, she assists with the delivery of group health, life, dental and disability insurance to Kentucky cities and agencies.

Tammy is a native of Berea, Kentucky and lives with her husband, Randy, in Richmond.

All of us at KLC congratulate Tammy for her KACSR certification and applaud this exceptional professional achievement!



Welcome New Staff

Larry Dinsmore
Database Administrator/
Systems Analyst
Joined KLC August 2005

Larry can be reached at 800-876-4552, ext. 4113, or by email at ldinsmore@klc.org.



Greg Partin
Loss Control Specialist
Joined KLC October 2005

Greg can be reached at 800-876-4552, ext. 4183, or by email at gpartin@klc.org.

FROM THE FIELD

Richmond Gains National Spotlight as First Prepared Kentucky Community

Governor Ernie Fletcher, Lt. Governor Steve Pence and other state officials honored **Richmond** and **Madison County** as the Commonwealth's first-ever "Prepared Kentucky Community." Richmond was one of the first cities to go through the Kentucky Community Preparedness Program (KCPP).

KLC is a partner in the KCPP, a homeland security initiative that strengthens the security of Kentucky communities by locating and eliminating potential vulnerabilities. The honor was noted by national media sources



Madison Co. Judge Executive **Kent Clark**, Rep. **Harry Moberly**, Sen. **Ed Worley**, Richmond Mayor **Connie Lawson**, Governor **Ernie Fletcher**, Kentucky Office of Homeland Security Director **Alecia Webb-Edgington**, and Lt. Gov. **Steve Pence**.

including Government Technology. KCPP is funded by a \$2.4 million grant from the Kentucky Office of Homeland Security and funded the program in 60 small and medium-sized communities throughout the state. An additional \$1.2 million grant in 2005 will allow the program to continue through June 2006 and fund 30 additional cities. Congratulations to Richmond!

Photos courtesy of **Brian Moore**, Photography Supervisor, Office of Creative Services



KLC's Director of Membership Services **Robin Cooper** (right) greets Governor **Fletcher** in Richmond.

LAW ABIDING

Use the Right Tool for the Job!

We all know it is important to use the right tool for the job. Nobody would use a hammer when a screwdriver is needed. And, of course, one would not reach for a wrench when one needs a saw. City officials have some important tools in their toolboxes to help them lead effectively. **Ordinances, orders, and resolutions** are a few tools with very specific purposes. City officials must understand the differences between the three to make sure to always use the right tool for the job!

Ordinances are the most formal of these three tools. **Ordinances allow city officials to regulate citizens' conduct**, they are permanent in nature, and they have the force of law. Use an ordinance when establishing local laws and regulations, appropriating funds, and when use of an ordinance is specifically required by statute. Establishing city official compensation and adopting an annual budget are instances when ordinances are statutorily mandated. Officials must remember that ordinances are subordinate to state law, and ordinances are preempted and unenforceable when in conflict with state law. KRS 83A.060 sets forth the minimum requirements for enactment, and strict compliance is required. Consequently, if any requirement is not satisfied, the ordinance is unenforceable. Note that there is an exception allowing legislative bodies to expedite the ordinance enactment process in emergency situations. Amending or repealing an ordinance requires a subsequent ordinance. Ordinances can be enforced through criminal or civil penalties or administratively with, for example, a code enforcement board.

There are two types of orders. **An executive order is issued by the executive authority of the city and is binding only**



upon the municipal officers and employees and governmental agencies over which the city has jurisdiction. Executive orders should be used when, for instance, the mayor is establishing regulations applicable to officers and employees, making appointments to boards and commissions, and conveying administrative and executive decisions.

Municipal orders, on the other hand, are issued by the legislative body of a municipality but are similar to executive orders to the extent that they are only binding upon city officials and employees and any governmental agency over which the municipality has jurisdiction. **Legislative bodies should use municipal orders when, for example, establishing rules of procedure governing legislative body meetings or establishing a holiday for city personnel.**

Resolutions are yet another tool available to city officials. Resolutions are less formal than ordinances and orders. There is no statutory definition for resolutions, and they have no binding effect. **A resolution is a mechanism for dealing with matters of special or temporary character.** For example, it is appropriate to use a resolution when honoring a group or individual, taking a formal position on an issue as a legislative body, or indicating the legislative body's intent to take future action.

It is important to remember that ordinances, orders, and resolutions are just as distinct as hammers, screwdrivers, and wrenches. Knowing how to properly use each one will help make sure city officials always use the right tool for the job!

Marty's Snapshot from Iraq on Wildcat Drive

Marty Nemes, KLCIA Marketing Agent, is in the middle of his 18-month tour of duty in Iraq, serving as a transportation specialist. He is always on our minds at KLC and we hope you continue to keep Marty's safety in your thoughts as well.



CALENDAR OF EVENTS

Educate, Celebrate, Participate

JANUARY 2006

25-27 U. S. Conference of Mayors 74th Winter Meeting
Capital Hilton Hotel
Washington, D.C.

FEBRUARY 2006

21 KLC City Night
Frankfort Convention Center
Frankfort, Kentucky

MARCH 2006

8-11 NLC Congressional Cities Conference
Washington, D.C.

Upcoming Event: The Performance Institute is hosting the 2006 City and County Government Technology Summit in Las Vegas, Nevada on March 6-8, 2006. The summit is intended to demonstrate how city and county governments can reduce costs and improve citizen services with the latest innovations in information technology.

For more information or to register online, visit KLC's website at www.klc.org/leadership. With questions, contact Karen Butcher at 800-876-4552, or kbutcher@klc.org.

We Want to Hear from You!

To submit a story or commentary for KLC *Direct* departments, please contact the KLC staff listed or go to www.klc.org. For overall feedback, contact Terri Johnson at 1-800-876-4552, ext. 3784, or tjohnson@klc.org.

FROM THE PRESIDENT

Home is Where the Heart Is



Greetings from your new president! Thanks to everyone who took part in helping prepare me for this significant honor and challenge. As we move into the next year, we will be facing issues that will have an impact on 2006 and beyond. With all of us working together, hand in hand, we can produce positive results.

One of my chief endeavors is to help further the cause of affordable housing across the state. I have witnessed the profound positive effect to folks in our own community when they are able to own and pay for a safe, sanitary, decent home. It can affect them in almost every aspect of their lives. And, as the year goes by, I'd like to help organize an exchange of ideas among mayors and city officials across the state to help stifle the growing problem of drug abuse in our communities.

The City of Morehead is also one of the cities selected to host a new program called Don't Borrow Trouble Kentucky, which is a collaborative effort between the Kentucky Housing Corporation, KLC, and the cities of Louisville and Lexington. This program is designed to help those who are being deceived by predatory lenders, especially our senior citizens and lower income home owners.

As always, we will also be continually investigating and evaluating any financial programs that could benefit our cities. Some of the most exciting possibilities are in the area of the KLC reverse auction program. This electronic sealed bidding process is an awesome way for cities to maximize procurement efforts and get competitive prices for important projects.

Because I will be serving dual roles this coming year, both as President of KLC and Chairman of the Kentucky Council of Area Development

Districts, I will be afforded a wonderful opportunity to visit our Area Development Districts and inform them of the many superb programs and projects made available for our communities.

As you can see, we have a lot of work ahead of us for the coming year. Please don't hesitate to let us know of any ideas or programs you may have in mind or if you would like to help in any way. Many important endeavors can be accomplished if we work together. Please accept my heartfelt appreciation to all of the cities for entrusting me to lead this wonderful organization for the next year.

Sincerely,

Mayor Bradley H. Collins
City of Morehead
President, KLC Board of Directors

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, 101 East Vine Street, Suite 600, Lexington, KY 40507-3700 • Fax: 859-977-3703 • www.klc.org

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