

MMC/ADVANCED PROGRAM

Monday – Wednesday | October 5-7

Monday, October 5

Codification: Challenges, Successes, and Lessons Learned

8:00 a.m. – 10:00 a.m.

A well-maintained municipal code is essential to effective governance, legal compliance, and public transparency. This session explores the process of updating and maintaining your municipality's code, from adopting ordinances and tracking amendments to working with codification services and ensuring changes are accurately reflected in the published code. Participants will gain practical tips, best practices, and a better understanding of the Clerk's role in keeping the municipal code organized, current, and accessible. Whether you're managing routine updates or tackling larger code revisions, this session will help you confidently navigate the process and avoid common pitfalls.

Presenter: Camilla G. Pitman, MMC, Certified Professional Legal Secretary, City Clerk, City of Greenville, South Carolina

Everyday AI: How Real People Integrate AI into Their Daily Tasks, Projects, & Workflows

10:15 a.m. – 12:00 p.m.

Artificial intelligence is no longer a future concept. It's a practical tool that people use every day to save time, spark creativity, streamline projects, and work more efficiently. In this engaging session, you will explore real-world examples of how professionals are incorporating AI into their daily routines, from drafting emails and organizing information to managing projects, creating content, and solving everyday workplace challenges. Whether you're AI-curious or already experimenting with tools like ChatGPT, Copilot, or Gemini, this session will provide practical ideas, lessons learned, and actionable tips you can put to use right away. Discover what's working, what's not, and how AI can become a valuable partner, helping you work smarter, not harder.

Presenter: Randy Dean, MBA, CVP, The E-mail Sanity Expert®

Boards at Their Best: Advisory Boards Best Practices

1:30 p.m. – 3:15 p.m.

Join us for an engaging and candid conversation about the world of municipal advisory boards. Drawing from real-world experiences, best practices, lessons learned, and the occasional “what do we do now?” moment, this interactive session will explore the practical side of managing Advisory Boards—from recruitment and onboarding to training, engagement, compliance, and everything in between. This session is less presentation, more conversation. A significant portion will be devoted to Q&A and peer-to-peer discussion, giving Clerks an opportunity to share what works, compare approaches, troubleshoot common challenges, and maybe even discover that the “unique” Advisory Boards issue in your municipality isn’t so unique after all.

Presenters: Heather Bradman, MMC, Deputy City Clerk, City of Lakeland, Florida, and Lina M. Zapata, MPA, CMC, Deputy City Clerk, City of Sunrise, Florida

Surviving First Amendment Audits & Citizen Journalist Encounters

3:30 p.m. – 5:30 p.m.

Citizen journalists and First Amendment auditors are becoming increasingly common in public spaces, yet many public employees are still caught off guard when these encounters occur. When handled poorly, these interactions can damage public confidence, create unnecessary conflict, and expose

organizations to legal challenges. This session provides practical guidance for navigating these situations professionally and confidently. Participants will gain an understanding of current First Amendment considerations, effective communication techniques, and strategies for maintaining composure during challenging interactions. Attendees will leave better equipped to respond appropriately, protect the public trust, and represent their organizations with professionalism and confidence.

Presenter: Leith Harrell, Founder, Prokopton Training and Development

Tuesday, October 6

How Better Communication Builds Stronger Leaders

8:00 a.m. – 10:00 a.m.

Communication challenges can create tension, misunderstandings, and frustration in any organization, often because of how a message is delivered rather than the message itself. Effective leaders understand that people communicate, process information, and respond differently based on their individual styles and perspectives. This interactive workshop helps participants identify their own communication style and explore how it influences their leadership approach, strengths, and potential blind spots. Attendees will learn to recognize the communication styles of others and adapt their approach to build trust, improve collaboration, and reduce misunderstandings. Through practical examples and real-world applications, participants will gain tools to strengthen relationships, enhance team dynamics, and communicate with greater confidence and influence.

Presenter: Ricki Braswell, Founder & Owner, Beyond Coaching; CAE; Leadership and Strategy Coach

Emotional Intelligence for Effective Public Leadership

10:15 a.m. – 12:00 p.m.

In today's fast-paced and highly visible environment, leadership is not just about policy, it is about people. Effective public leaders must build trust, navigate conflict, and communicate with clarity and confidence, especially during challenging situations. This engaging session explores the role emotional intelligence plays in successful leadership and offers practical strategies for strengthening self-awareness, empathy, and interpersonal effectiveness. Participants will learn techniques for managing emotional responses, improving active listening, making thoughtful decisions, and addressing conflict constructively. Attendees will leave with practical tools to foster stronger relationships, create a positive workplace culture, and lead with greater confidence, influence, and impact.

Presenter: Ricki Braswell, Founder & Owner, Beyond Coaching; CAE; Leadership and Strategy Coach

Recall Elections & Other Monsters: Entering the Weeds

1:30 p.m. – 3:15 p.m.

Some challenges in local government require Clerks to navigate complex legal processes and high-stakes public scrutiny. This session takes a closer look at recall elections, citizen petitions, ballot initiatives, and other issues that can quickly become complicated. Through real-world case studies and practical examples, experienced Florida City Clerks will explore the procedures, timelines, and compliance requirements that often accompany these situations. Participants will gain a better understanding of their role, potential pitfalls to avoid, and strategies for staying organized and prepared. Whether anticipated or unexpected, these challenges require careful attention to detail and a steady hand.

Presenters: Lanelda D. Gaskins, MPA, MMC, FCRM, Town Clerk, Town of Highland Beach, Florida; Lisa-Marie V. Kennedy, City Clerk, City of Treasure Island, Florida; and Kelly S. Koos, MMC, City Clerk, City of Lakeland, Florida, FACC Past President

Recall Elections & Other Challenges: Surviving the Thicket

3:30 p.m. – 5:30 p.m.

When controversy arises, Clerks are often called upon to lead with professionalism, accuracy, and composure. Building on the concepts introduced earlier, this interactive panel discussion focuses on election-related controversies, and other high-pressure situations. Experienced Florida City Clerks will share lessons learned, practical advice, and strategies for navigating difficult circumstances while maintaining compliance and public trust. Participants will have the opportunity to ask questions and learn from the real-world experiences of their peers. The session concludes with an open Q&A designed to help attendees prepare for the unexpected and confidently handle challenges when they arise.

Presenters: Lanelda D. Gaskins, MPA, MMC, FCRM, Town Clerk, Town of Highland Beach, Florida; Lisa-Marie V. Kennedy, City Clerk, City of Treasure Island, Florida; and Kelly S. Koos, MMC, City Clerk, City of Lakeland, Florida, FACC Past President

Wednesday, October 7

Joint Session: What's New in Budgeting and Reporting: What Clerks Need to Know & Why It Matters

8:00 a.m. – 12:00 p.m.

Florida's budgeting and reporting requirements continue to evolve, making it more important than ever for City Clerks to stay informed and prepared. This session will highlight recent legislative changes, emerging financial reporting expectations, and key deadlines that impact local governments.

Participants will gain a practical understanding of the Clerk's role in supporting budget transparency, public notice requirements, and compliance throughout the fiscal year. The discussion will also explore how new state policies and regulatory trends may affect municipal operations and decision-making. Leave with valuable insights and resources to help your organization navigate change with confidence.

Presenters: Lorrie Brinson, CPA, CGFO, MBA/PA, James Moore & Co., and Sarah Campbell, ICMA-CM, City Manager, City of Fernandina Beach, Florida