

TCMA City Managers of Tomorrow Committee
June 26, 2020, 9:00 a.m. - Noon
Web Conference

Members of committee present: Chair Austin Bleess, City Manager, Jersey Village; Ed Broussard, City Manager, Tyler; Mark Browne, City Manager, Schertz; John Cabrales, City Manager, Lake Dallas; Julie Couch, Town Manager, Fairview; James Earp, Assistant City Manager, Kyle; Brant Gary, Assistant City Manager, Fulshear; David Harris, City Administrator, Balcones Heights; James Hartshorn, Assistant City Manager, Pflugerville; Managers in Residence Kelly Kuenstler, City Manager, Leon Valley; Aaron Kulhavy, City Manager, Huntsville; David Moss, City Manager, Southside Place; Murvat Musa, Executive Director, Lubbock Reese Redevelopment Authority; Michelle Rivera, Assistant City Manager, McAllen; Scott Sellers, City Manager, Kyle; Paul Virgadamo, City Administrator, Conroe; Neal Wendele, City Manager, Todd Mission; Benjamin Williamson, Assistant City Manager, Farmers Branch

Guests: Managers in Residence Mike Land, City Manager, Coppell and Kent Myers, City Manager, Fredericksburg; Karen Daly, Mountain Plains Regional Director, International City/County Management Association; Kirsten Wyatt, Executive Director and Co-Founder, Engaging Local Government Leaders

University Representatives: Brian Collins, Associate Professor, University of North Texas; Robert Greer, Assistant Professor and Director of the Graduate Certificate in Public Management, Texas A&M University; Hee Soun Jang, PhD, Associate Professor, and MPA Program Coordinator, University of North Texas

Student Members: Sandra Bustamante, Student, University of Texas at San Antonio; Crayton Brubaker, Student, Texas A&M University; Breanna Higgins, Student, Texas State University;

Staff: Kim Pendergraft, Tristan Gideon, and Nick Smith

Committee Chair Austin Bleess called meeting to order at 9:05 a.m. and thanked committee members and guests for participating.

Subcommittee reports

- Intercollegiate Bowl. James Earp reported that the 2020 Intercollegiate Bowl was cancelled due to COVID-19. The 2021 Intercollegiate Bowl will include pre-conference social events and a spirit stick competition.
- Student Membership. Julie Couch reported there are 161 student members with 53 potentially graduating by the end of the summer semester. The Committee discussed how to maintain student interest and membership. Sandra Bustamante recommended creating a short video highlighting the benefits of student membership to share on the website and social media platforms. **Nick Smith will coordinate the creation of a short marketing video for student membership recruiting.** Crayton Brubaker suggested that maintaining student connectedness is key. Kim Pendergraft recommended Zoom meetings as a viable option to keep students connected.
- Website and Social Media. Scott Sellers reported that the subcommittee worked to develop a social media plan and hired Nick Smith as the social media coordinator. Nick Smith

introduced himself and shared goals from the Social Media Communication Plan: 1) Engage local government leaders, particularly through video content. 2) Continually push content, using the Committee as the main source for content and targeting. **Nick will work to convert the TCMA LinkedIn profile to a business account.**

- ELGL Inspire. Kirsten Wyatt provided an overview of the #ELGLInspire events. She reported that ELGL will not assume on-campus events for the fall semester of 2020 and would like to develop virtual events. Ideas generated included universities co-hosting a virtual event or hosting a virtual event as one class session. Tristan Gideon reported that Stephen F. Austin State University, The University of Texas at Rio Grande Valley, and University of North Texas have priority scheduling since their events were cancelled or did not find a suitable date. **Tristan will send an invitation to universities to host an event for the 2020-2021 school year.**
- Managers in Residence. The Committee stated that more opportunities for MIRs to connect to students should be created. Sandra Bustamante stated it would be helpful to develop a list of questions for students to ask MIRs. Rob Greer stated that the MIRs at Texas A&M University have created podcasts on various topics. Ed Broussard stated that the University of Texas at Tyler continues to discuss strategies on how to best connect with students since the program is online.
- Internships/Fellowship. James Hartshorn reported that the biggest struggle is the lack of internship presence on the TML Career Center. The spreadsheet listing internships has been helpful and should be updated. **TML staff will develop an internship survey and send to the membership.**

University updates

- Michelle Rivera reported that The University of Texas at Rio Grande Valley will finish their summer semester online and there will be an abbreviated fall semester.
- Brian Collins reported that the University of North Texas will utilize both online courses and in-person courses, contingent on the current public health situation.
- Muvat Musa reported that Texas Tech University will have a hybrid of online courses and in-person courses with plans of releasing students after Thanksgiving.

Student chapter and student leadership updates

- Crayton Brubaker reported that the Texas A&M University student chapter is currently focused on recruiting, while trying to make students feel connected during this difficult time.
- Breanna Higgins reported that the Texas State University student chapter is now officially recognized by the university as an organization and recruiting new officers for the chapter is its current goal.
- Sandra Bustamante reported that COVID-19 has slowed down recruiting efforts and she is actively recruiting from another organization with which she is affiliated.
- Brian Collins stated that the University of North Texas student chapter has elected Logan Thatcher as their new president and the chapter's primary focus is the 2020 TCMA Annual Conference and Intercollegiate Bowl.

Meeting is adjourned at 11:40 a.m.