

# 2019 Municipal Leadership Institute

October 3, 2019

Marriott-Legends Hotel & Conference Center at Capitol Hill,  
Prattville, Alabama



*This Institute has been approved for six (6) Basic, Advanced or Emeritus hours and one (1) Emeritus point in the Certified Municipal Official Program. Any municipal official or municipal personnel may register for the Institute, but only elected officials will be awarded credit hours in the CMO Program.*

<b>8:00 – 8:30 a.m.</b>	<b>Registration and Break Service</b>	
<b>Morning Session Presider:</b>	<b>Mayor Ronnie Marks, Athens, ALM President</b>	
<b>8:20 a.m.</b>	<b>Welcome</b>	
<b>8:30 a.m. – 9:30 a.m.</b>	<b>Alabama’s Opportunity Zones</b> <i>Speaker: Alex Flachsbart, Founder &amp; CEO, Opportunity Alabama</i>	
<b>9:30 a.m. – 10:30 a.m.</b>	<b>Rural Development in Alabama</b> <i>Speaker: Joe Sumners, PhD, Founder &amp; Manager, Wicked Solutions, LLC</i>	
<b>10:30 a.m. – 10:45 a.m.</b>	<b>Break Service with Exhibitors</b>	Salon CDE
<b>10:45 a.m. – 11:45 a.m.</b>	<b>Optimizing Retail Recruitment</b> <i>Speaker: Matthew Petro, Chief Development Officer, Retail Strategies</i>	
<b>11:45 a.m. – 12:15 p.m.</b>	<b>Economic Development Incentives</b> <i>Speaker: Barry Staples, Shareholder, Maynard Cooper &amp; Gale</i>	
<b>12:15 p.m. – 12:45 p.m.</b>	<b>Luncheon &amp; Presentation</b> <b>Rural Broadband Deployment</b> <i>Speaker: R. B. Walker, Director of Legislative Affairs, Alabama Power Company</i>	Conference Room 1&2
<b>12:45 p.m. – 1:15 p.m.</b>	<b>Dessert with Exhibitors</b>	Salon CDE
<b>Afternoon Session Presider:</b>	<b>Mayor Leigh Dollar, Guntersville, ALM Vice President</b>	
<b>1:15 p.m. – 1:45 p.m.</b>	<b>Eco Tourism</b> <i>Speaker: Shane Smith, Clerk, City of Heflin</i>	
<b>1:45 p.m. – 2:45 p.m.</b>	<b>Main Streets and Downtown Revitalization</b> <i>Speaker: Mary Helmer, President, Main Street Alabama</i>	
<b>2:45 p.m. – 3:15 p.m.</b>	<b>Break Service with Exhibitors</b>	Salon CDE
<b>3:15 p.m. – 4:00 p.m.</b>	<b>Tourism is Economic Development</b> <i>Speaker: Tami Reist, President &amp; CEO, Mountain Lakes Tourist Association</i>	
<b>4:00 p.m.</b>	<b>Session adjourns</b>	