



Office of the Town Council

**Trip Report**

**Purpose:** 2014 National League of Cities University Annual Leadership Summit

**Date:** August 13 - 16, 2014

**Location:** Hilton Santa Clara Hotel  
Mountain View, CA

**Attendees:** Councilmember Mike Zinkin

**Summary:**

The National League of Cities' (NLC) University Annual Leadership Summit is the most in-depth exclusive personal leadership development workshop offered by the organization. Attendance is limited to 120 people in order for the participants to focus on their role as an agent of change and innovation in their communities. Councilmember Zinkin was selected to serve as a 2014 NLC University Leadership Fellow in November 2013.

Highlights of the three-day summit included:

- A personal leadership development session using the RAPID Innovation model
- Presentations on innovation in city government
- A presentation on supporting innovation in the local economy

Conference schedule is attached.

Report submitted to the Town Clerk on August 19, 2014

  
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Mike Zinkin  
Councilmember

## TRIP REPORT SUPPLEMENT

One of the most useful tools one gets from attending forums like the Leadership Summit is the ideas that other communities already have in place that might work in Oro Valley.

There is a software program called Accela that is being utilized in Salt Lake City that streamlines the permitting process. Ralph Becker, Mayor of Salt Lake, told me that they had a multi-million development project go through the permitting process without anybody coming, in person, to their offices. The entire process was done through the computer. Salt Lake had to make some “tweaks” to the program to adapt it for their purposes, and Mayor Becker advised me that would assist Oro Valley in their local adaptation. I have advised Greg of this and am awaiting a response.

Oro Valley prides itself on its bike trails. We even have a “It’s In Our Nature” tee shirt advocating biking. There are communities that have a “Bike Share” program. Google has “Google bikes” that employees can ride around their campus. Oro Valley can easily identify locations along the CDO Trail where there is public access. At these locations we can provide bike racks with 5 – 10 bikes. These bikes would be painted a unique color, so they can be easily identified. People can pick-up and return these bikes at any location sited along the trail. This program can be used by our citizens, as well as our visitors. Just pick up a bike....ride the trail....and return it to one of the racks provided. Periodically, Staff would have to redistribute the bikes, depending how they are scattered about. This program is not very expensive and will provide a huge benefit to citizens and visitors, as well as the very positive publicity that it would create.

Want to see what others are doing? Try [www.nationalresourcenetwork.org](http://www.nationalresourcenetwork.org)



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November 1st, 2013

The Honorable Michael Zinkin  
Town Councilman  
Oro Valley, Arizona

Dear Michael:

I am pleased to inform you that you have been selected to serve as a **2014 NLC University Leadership Fellow**. I am excited about the opportunity to have your expertise and commitment as part of the NLC family, and I look forward to working with you to shape the leadership development activities for our members this year.

I am looking to the Leadership Fellows to support the NLC University, and I have asked the following NLC members to serve as the leadership on the council:

- Chair, Rap Hankins, Vice Mayor, Trotwood, Ohio
- Vice Chair, Todd Kinsey, Councilmember, League City, Texas

Your appointment is contingent on your city's continued direct membership in the National League of Cities. Your term begins upon acceptance and lasts through the conclusion of the Congress of Cities & Exposition in Austin, Texas, in November 2014. My expectation of the Leadership Fellows program is to:

- Promote NLC University offerings.
- Cultivate leaders within the organization.
- Strengthen peer networking and support among leaders committed to professional development and lifelong learning.
- Increase connections to state municipal league educational programming.
- Field-test new educational platforms or learning models.
- Provide feedback on the overall program.

As a member of the Leadership Fellows, you are expected to gather annually immediately following the Leadership Luncheon during the NLC Congress of Cities. The Chair and Vice Chair will create short-term task forces as needed to achieve key goals. These work groups will meet during the two annual conferences, the Leadership Summit and/or by conference call.

NLC staff will send you detailed information about the upcoming Leadership Fellows meetings. Laura Lanford is the NLC staff liaison to the Fellows. She can be reached at (202) 626-3187 or by e-mail at Lanford@nlc.org.

My congratulations and best wishes to you for a very successful year.

Sincerely,

Christopher B. Coleman  
First Vice President, National League of Cities  
Mayor, St. Paul, Minnesota





★ 22<sup>ND</sup> ANNUAL LEADERSHIP SUMMIT ★

LEADING THROUGH INNOVATION

The Hilton Santa Clara Hotel; Mountain View, CA

August 13-16, 2014

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**Wednesday, August 13, 2014**

- Summit Participants arrive at The Hilton Santa Clara Hotel*
- 9:00 am - 5:00 pm **Summit Registration** - The Hilton Santa Clara Hotel
- 1:00 pm - 5:00 pm **Opening Session** - The Hilton Santa Clara Hotel, Sierra Ballroom
- ★ **Welcome & Introductory Remarks** – Clarence Anthony, Executive Director, NLC
  - ★ **Personal Leadership Development: New Ways of Thinking for RAPID Innovation** – Patrick Ibarra, Mejorando Group
  - ★ **Innovation Spotlight** – Jose Cisneros, City of San Francisco
- 6:00 pm - 8:00 pm **Welcome Reception** - The Hilton Santa Clara Hotel, Lobby

**Thursday, August 14, 2014**

- 9:00 am - 5:00 pm **Summit Registration** - The Hilton Santa Clara Hotel
- 7:45 am **Breakfast** – The Hilton Santa Clara Hotel, Sierra Ballroom
- 8:30 am – 11:50 am **General Session** – The Hilton Santa Clara Hotel, Sierra Ballroom
- ★ **Innovation in City Government, Part I** – Stephen Goldsmith, Harvard Kennedy School, and Neil Kleiman, NYU Wagner Innovation Labs
- 12:00 noon – 1:20 pm **Lunch** – The Hilton Santa Clara Hotel, Sierra Ballroom
- ★ **Special Speakers** – Mayor Ralph Becker, Salt Lake City, UT, and Wendy Spencer, CEO, Corporation for National and Community Service
  - ★ **Special Presentation** – Seth Shostak, SETI
- 1:30 – 5:00 pm **General Session** – The Hilton Santa Clara Hotel, Sierra Ballroom
- ★ **Innovation in City Government, Part II** – Neil Kleiman, NYU Wagner Innovation Labs
- 6:00 pm – 9:00 pm **Reception** – Levi's Stadium, Home of the San Francisco 49ers

**Friday, August 15, 2014**

- 9:00 am - 5:00 pm **Summit Registration** - The Hilton Santa Clara Hotel
- 7:45 am **Breakfast** – The Hilton Santa Clara Hotel, Sierra Ballroom

- 8:30 am – 11:50 am    **General Session** – The Hilton Santa Clara Hotel, Sierra Ballroom  
    ★ **Supporting Innovation in the Local Economy** – Amy Holloway, Avalanche Consulting
- 12:00 noon – 1:20 pm    **Lunch** – The Hilton Santa Clara Hotel, Sierra Ballroom  
    ★ **Special Speakers** – Carl Guardino, The Silicon Valley Leadership Group  
    ★ **Special Presentation** – LinkedIn
- 1:30 pm – 5:00 pm    **Google Headquarters Tour and Reception** – Google campus, Mountain View, CA

## **Saturday, August 16, 2014**

- 7:45 am – 9:30 am    **Working Breakfast** – The Hilton Santa Clara Hotel, Sierra Ballroom  
    ★ **Reflections and Action Agenda** – Patrick Ibarra, Mejorando Group
- 9:30 am                **Leadership Summit program concludes**

### **IMPORTANT WEB LINKS**

**SUMMIT EVALUATION:** <http://bit.ly/2014SummitEvaluation>

**SUMMIT MATERIALS:** <http://bit.ly/2014SummitMaterials>

**CERTIFICATION PROFILE ERROR LOG:** <http://bit.ly/CPERrors>