

22. Consideration of travel and training for specified City employees (City Manager's Office, Communications Division).



LEGISLATIVE MEMORANDUM

TO: Honorable Mayor and Members of the City Council

FROM: Suzanne Sherman, City Manager

THRU: City Manager's Office

DATE: July 11, 2024

RE: Consideration of travel and training for specified City employee (City Manager's Office, Communications Division)

SUMMARY:

The following request was not included in the September 20, 2023 Fiscal Year (FY) 2024 Approved Travel and Training spreadsheet for the City Manager's Office (CMO). The CMO Communications Division FY 2024 approved budget has travel and per diem for a PIO Symposium in 2024 that sold out before registration was completed; and therefore, there is available funding which can be reallocated for the below travel and training.

The Public Information Officer (PIO), Christina Born, is requesting City Council's approval for travel to Arlington, TX in September 2024 for the 2024 3CMA Annual Conference. The three-day conference will delve into the strategies and technologies that drive successful local government communication. Everything from traditional media to a myriad of social platforms, from cutting-edge innovations like AI-powered chatbots to tried-and-true print materials, crisis communications will be covered. The cost of the conference is \$645. Ms. Born would travel via roundtrip airfare with an estimated total of \$400. The hotel/lodging near the conference is estimated to be \$195 per night for four (4) nights for an estimated total of \$780, plus hotel tax estimated at \$143. Per diem is estimated to be a total of \$150. As Ms. Born will not be renting a vehicle, the estimated cost for ride share/Uber/Lyft will be \$100, and Ms. Born will be required to provide receipts for reimbursement.

REQUESTING DEPARTMENTS:

City Manager's Office

Honorable Mayor and Members of the City Council

Legislative Memorandum

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FISCAL IMPACT:

The total estimated cost of travel and training for travel to Arlington, TX is estimated at \$2,222.56 and will be available in the City Manager's Office, Communications Division, training account #001-1216-512-5501 (\$645) and 001-1216-512-4001 (\$1,577.56).

STAFF RECOMMENDATION:

Motion to acknowledge and approve travel for the Public Information Officer as noted above.

ATTACHMENTS:

1. Travel Advance
2. Conference Information

2024 Annual Conference Schedule

Note: Session times and topics are subject to change.

Tuesday – September 3, 2024

4:00 **Board of Directors Meeting**
p.m.

Wednesday – September 4, 2024

Pre-Conference

8:00 **Pre-Conference Registration**
a.m.

8:30 **Pre-Conference Sessions**
a.m.

- AT&T Stadium Tour
- TBD
- TBD
- TBD

Pre-Conference Luncheon

Sponsored by Cooksey Communications

Select Language 

11:0

0

a.m.

General Conference

11:0

General Conference Registration Begins

0

a.m.

12:0

Gathering for First Timers

0

p.m.

12:3

Opening Session

0

p.m.

2:00

Concurrent Sessions

p.m.

- To Be Posted
- To Be Posted
- To Be Posted
- To Be Posted

3:15

Networking Break

p.m.

3:45

Concurrent Sessions

p.m.

- To Be Posted
- To Be Posted
- To Be Posted
- To Be Posted

Welcome Reception

5:30

p.m.

6:30

Baseball Game and Restaurant Romp

p.m.

Thursday - September 5, 2024

7:30

Breakfast

a.m.

8:45

General Session - Innovation Forum

a.m.

Sponsored by FlashVote

9:45

General Session

a.m.

10:4

Networking Break

5

a.m.

11:0

Concurrent Sessions

0

a.m.

- To Be Posted
- To Be Posted
- To Be Posted
- To Be Posted

12:1

Savvy Awards Luncheon

5

Sponsored by Citibot

p.m.

2:00

Concurrent Sessions

p.m.

- To Be Posted
- To Be Posted
- To Be Posted
- To Be Posted

3:15 **Networking Break**
p.m.

3:45 **Concurrent Sessions**
p.m.

- To Be Posted
- To Be Posted
- To Be Posted
- To Be Posted

Friday - September 6, 2024

7:30 **Breakfast & 3CMA Business Meeting**
a.m.

9:00 **Concurrent Sessions**
a.m.

- To Be Posted
- To Be Posted
- To Be Posted
- To Be Posted

10:15 **Networking Break**
a.m.

10:45 **Closing Session**
Sponsored by Cablecast Community Media by Tightrope
Media Systems
a.m.

12:00 **General Conference Adjourns**

0

p.m.

Post-Conference Board Meeting

1:00

p.m.

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