



FMCA

Florida Municipal Communicators Association

2021 ANNUAL CONFERENCE

November 18-19, 2021
Luminary Hotel & Co. • Fort Myers, FL

MEETING ROOM WI-FI CONNECTION

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LETTER FROM THE PRESIDENT

Hello Fellow Communicators,

Welcome to the 2021 Florida Municipal Communicators Association Annual Conference in beautiful Fort Myers!

This conference is a great place to hear best practices, share innovative ideas and connect with your counterparts across the state. It features a variety of session formats to maximize learning, including the Idea Lab featuring exhibitors who cater specifically to communications professionals in the local government sector.

I'm excited to welcome our keynote speakers, who will, no doubt, motivate and inspire us. Andrea Owen is a motivational speaker, author and mentor who helps people maximize unshakeable confidence and master resilience. Communications and Media Coach Brenda Viola is a former award-winning PIO for a Philadelphia suburb. Her powerful messages were developed in the trenches, working with local government professionals.

Among the treasure trove of info, we're announcing the winners of this year's Outstanding Awards. Our awards program – designed and judged by your municipal communicator peers – recognizes creative, inspiring and results-focused initiatives. I look forward to celebrating our colleagues on their accomplishments over the year.

It has been a challenging year for communicators, but we've come out stronger by working together and learning from each other. This year, your hard work and dedication are a great reminder of how vital your role is in the community where you serve. Communication is more important now than ever.

As always, thank you for all you do to keep your community informed.



Sincerely,

A handwritten signature in black ink that reads "Josh Taylor". The signature is fluid and cursive, with the first name "Josh" and the last name "Taylor" clearly legible.

Josh Taylor
President, Florida Municipal Communicators Association
Communications Manager/PIO, City of North Port

CONFERENCE-AT-A-GLANCE

The meeting rooms are in the Caloosa Sound Convention Center adjacent/connected to the hotel; name badges must be worn to gain access to all conference events.

WEDNESDAY, NOVEMBER 17, 2021

5:00 p.m. - 6:00 p.m.

Board of Directors Meeting

The Workshop

THURSDAY, NOVEMBER 18, 2021

8:30 a.m. - 5:30 p.m.

Registration Desk Open

East Foyer

9:00 a.m. - 9:30 a.m.

Committee Member Meet and Greet

Galleria

9:30 a.m. - 12:45 p.m.

Pre-Conference Workshop/Lunch:

Diversity, Equity and Inclusion

(pre-registration required)

Salon E

1:00 p.m. - 2:15 p.m.

Opening Session/Business Meeting/

Keynote

Salon D

2:15 p.m. - 2:30 p.m.

Refreshment Break

Salon Foyer

2:30 p.m. - 3:30 p.m.

Idea Lab Session

Salon D

3:45 p.m. - 5:00 p.m.

The Art of Storytelling and

Message Delivery

Salon D

5:00 p.m. - 6:30 p.m.

Idea Lab Networking Reception

Salon E

7:00 p.m.

Dinner with New Faces

FRIDAY, NOVEMBER 19, 2021

6:30 a.m. - 7:15 a.m.

Sunrise Yoga

Poolside *(Meet in the hotel lobby at 6:15 a.m.)*

8:00 a.m. - 1:30 p.m.

Registration Desk Open

East Foyer

8:00 a.m. - 8:30 a.m.

Light Continental Breakfast in the Idea Lab

Salon E

8:30 a.m. - 9:30 a.m.

Latest and Greatest Tools for Communications

Salon D

9:30 a.m. - 10:00 a.m.

Hands-on Media Training

Salon D

10:00 a.m. - 10:30 a.m.

Refreshment Break

Salon A Foyer

10:30 a.m. - 12:00 p.m.

Effective Communication: A Partnership Between City Leaders & Municipal Communicators

Salon D

12:00 p.m. - 1:45 p.m.

Facebook/Instagram Presentation FMCA Awards Luncheon

Salon E

2:00 p.m. - 3:30 p.m.

President Installation Closing Keynote/Closing Remarks

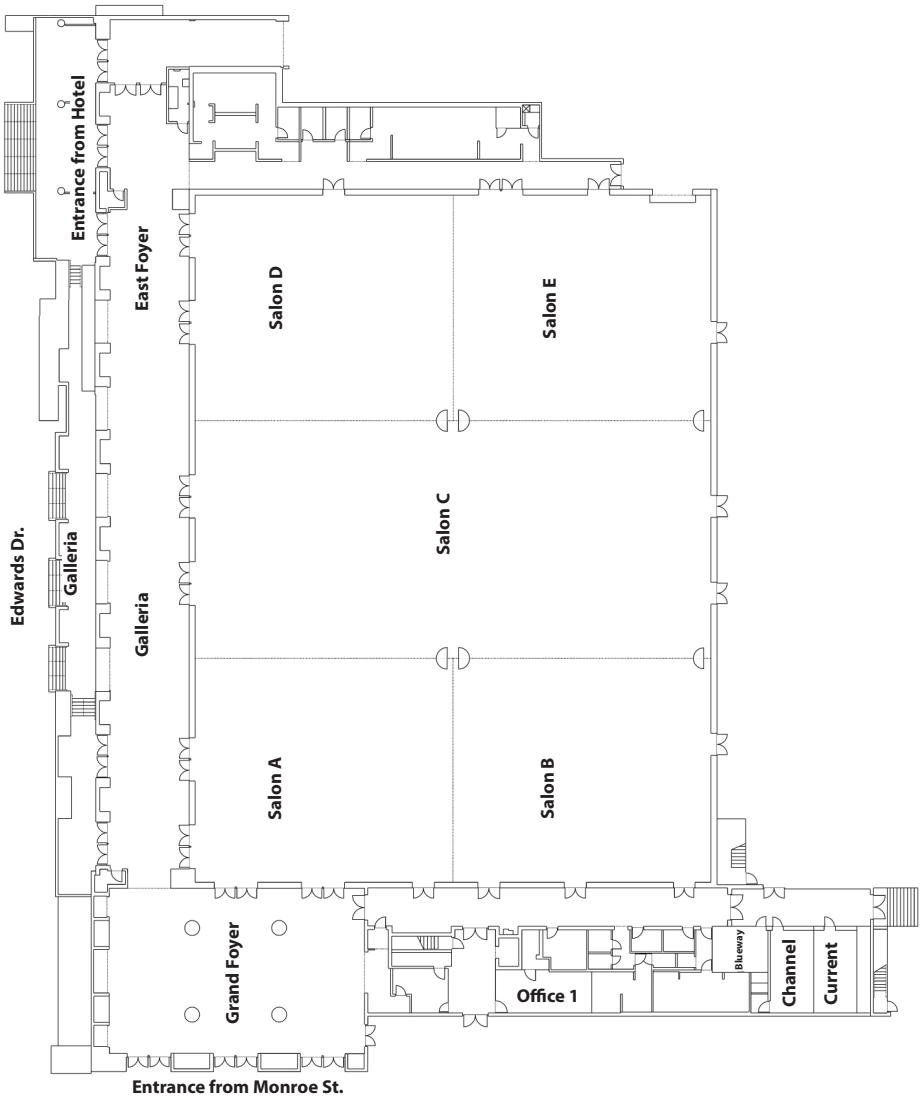
Salon D

3:30 p.m.

Conference Adjourns

MEETING ROOM LAYOUT

Caloosa Sound Convention Center (The majority of the conference's meetings are in the Caloosa Sound Convention Center adjacent/connected to the Luminary Hotel & Co. Name badges must be worn to access all conference events.)



CONFERENCE PROGRAM

The meeting rooms are in the Caloosa Sound Convention Center adjacent/connected to the hotel; name badges must be worn to access all conference events.

WEDNESDAY, NOVEMBER 17, 2021

5:00 p.m. - 6:00 p.m.

Board of Directors Meeting

The Workshop

THURSDAY, NOVEMBER 18, 2021

8:30 a.m. - 5:30 p.m.

Registration Desk Open

East Foyer

9:00 a.m. - 9:30 a.m.

Committee Member Meet and Greet

Galleria

9:30 a.m. - 12:45 p.m.

Pre-Conference Workshop/Lunch: Diversity, Equity and Inclusion

(pre-registration required)

Salon E

The headlines driving so much of the national conversation about race often come with a municipal dateline, putting municipal communicators at the very center of our nation's reckoning with our past and present, as well as our quest for a better future. Events become messages, defining individuals and communities for years to come.

Even in the absence of a headline, local governments are being tested. Those who speak for the city, who counsel those who lead the city and represent its residents, need perspective on the national conversation and tools to foster constructive expressions of that conversation. This workshop is designed to help meet those needs.

Workshop participants will:

- Gain a richer appreciation of the concepts central to constructive conversations around racial equity
- Learn ways of framing those concepts to help others engage constructively
- Acquire tools to help navigate emotionally charged interactions
- Have the opportunity to test their understanding and practice their skills.

Participants who complete the pre-conference workshop will receive a certificate of completion.

Facilitators: *Shwanda Barnette, J.D., Ambassador, Florida League of Cities; Scott Paine, Ph.D., Director, Leadership Development and Education, Florida League of Cities*

1:00 p.m. - 2:15 p.m.

Opening Session/Business Meeting/Keynote Salon D

Presiding: *Josh Taylor, President, FMCA, Communications Manager/PIO, City of North Port; Debb Vitraelli, President-elect, FMCA, Marketing Specialist/PIO, City of Oldsmar*

Master Resilience – Excel in Mental Tenacity to Bounce Back Stronger from Problems and Difficulties

Keynote: *Andrea Owen, author, global speaker and professional certified life coach*



Andrea Owen

*Motivational Speaker,
Author and Mentor*

Speaker. Life coach.
Author. Andrea Owen
helps people maximize

unshakeable confidence and master resilience. Her books have been translated into 18 languages and are available in 22 countries. Learn more about Andrea at andreaowen.com. Find her on Facebook and Instagram for more fun and wisdom.

2:15 p.m. - 2:30 p.m.

Refreshment Break

Salon Foyer

2:30 p.m. - 3:30 p.m.

Idea Lab Session

Salon D

The Idea Lab session will consist of the following Idea Lab vendors: Citibot, eSCRIBE, FlashVote, Granicus and Salesforce. Each will give presentations on their products with time for Q&A. See how these Idea Lab vendors can benefit you and your municipality!

Moderator: *Lisa Holder, Communications Officer, City of Sanford*



CONFERENCE PROGRAM

3:45 p.m. - 5:00 p.m.

The Art of Storytelling and Message Delivery Salon D

As newsrooms continue to shrink and more people get their information on social media, there is no better time to tell your own story. Through video, photos, podcasts and more, local governments can and should highlight their successes by sharing their best stories. Orange County Sheriff's Office Storyteller Jon Busdeker will discuss strategies and offer tools to incorporate storytelling into your operation.

Moderator: Candice Temple, Vice President, FMCA, Public Media Relations Director, City of Palm Beach Gardens

Speaker: Jon Busdeker, Orange County Sheriff's Office

5:00 p.m. - 6:30 p.m.

Idea Lab Networking Reception Salon E

Meet our Idea Lab vendors and sponsors as well as connect with your peers. Make sure your dinner plans start late enough to enjoy this opportunity for networking and fun!

7:00 p.m.

Dinner with New Faces

Build relationships with your peers and enjoy local fare.

FRIDAY, NOVEMBER 19, 2021

6:30 a.m. - 7:15 a.m.

Sunrise Yoga

Poolside (Meet in the hotel lobby at 6:15 a.m.)

8:00 a.m. - 1:30 p.m.

Registration Desk Open

East Foyer

8:00 a.m. - 8:30 a.m.

Light Continental Breakfast in the Idea Lab

Salon E

Use this opportunity to meet one-on-one with our Idea Lab exhibitors and sponsors while you enjoy a light continental breakfast.

8:30 a.m. - 9:30 a.m.

Latest and Greatest Tools for Communications Salon D

This rapid-fire panel will showcase app favorites used by your peers in various settings. You will view live examples and hear lessons learned plus tips to maximize your time creating and delivering content.

Moderator: Melissa Zayas-Moreno, Communications and Public Affairs Officer, City of Kissimmee

Panelist: Karyn Barber, Communications Manager, City of Orlando, Lizzy Kelley, Marketing and Public Information Manager, City of Tallahassee, Maureen Kenyon, Social Media Coordinator & Digital Storyteller, City of Port St. Lucie

9:30 a.m. - 10:00 a.m.

Hands-on Media Training Salon D

News conference tips and tricks from Brian Andrews with The News Directors in Miami. Your city is in the middle of a fast-moving breaking news story. It's reached the point that your Mayor and elected officials want to step before the world to talk. You'll enjoy this active 30-minute participation drill designed to get you thinking about all the "what ifs" of breaking news.

Moderator: Doug Rainer, Public Relations Manager, City of Fort Walton Beach

Speaker: Brian Andrews, The News Directors

10:00 a.m. - 10:30 a.m.

Refreshment Break Salon Foyer

10:30 a.m. - 12:00 p.m.

Effective Communication: A Partnership Between City Leaders & Municipal Communicators Salon D

Learn how it works behind the scenes and what tips you can use to build bridges with elected officials and remain in lockstep on message.

Moderator: Kate Moretto, Senior Director, External Customer Service, Town of Jupiter

Speakers: Benjamin J. Kirby, Communications Director, Mayor's Office, City of St. Petersburg; Lauren Fatkin, Communications Strategist, City of Largo

CONFERENCE PROGRAM

12:00 p.m. - 1:45 p.m.

Facebook/Instagram Presentation FMCA Awards Luncheon

Salon E

Facebook and Instagram for Florida's Local Governments: What's New and Next

Speaker: Adán Chávez, Facebook, U.S. Politics & Government Outreach, Florida Representative

Facebook and Instagram continue to enhance their platform with new ways to engage audiences. Our Florida representative, Adán Chávez, will explore how these changes impact local government pages, offer tips for maximizing the newsfeed, and provide updates on local alerts. A facilitated Q&A will follow.

Municipal communicators play a valuable public service role in engaging residents.

To do this job well, you need to be creative, inspiring and results-focused. We seek to recognize those outstanding efforts through our awards program – designed and judged by your municipal communicator peers. Let's honor and celebrate your colleagues on their accomplishments over the year.

2:00 p.m. - 3:30 p.m.

President Installation Closing Keynote/Closing Remarks

Salon D

The Public Servant's Survival Guide

Keynote: *Brenda Viola, Communications and Media Coach*



Brenda Viola
*Communications
and Media Coach*

Former award-winning
PIO for a Philadelphia
suburb. Author of

Municipal Education (ME) courses and ME Seminars. Brenda Viola's powerful messages were developed in the trenches, where she worked with local government professionals. Viola is a former news anchor and reporter who writes an inspirational blog and has a 10,000-plus Facebook community (@BrendaViola722).

3:30 p.m.

Conference Adjourns



IDEA LAB AND SPONSOR LISTING



City-County Communications
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3CMA (Conference Bag Sponsor)

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Contact: Scott Lehtonen

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Josh Taylor

Communications Manager/PIO, City of North Port

PRESIDENT-ELECT

Debb Vitraelli

Marketing Specialist/PIO, City of Oldsmar

VICE PRESIDENT

Candice Temple

Public Media Relations Director, City of Palm Beach Gardens

IMMEDIATE PAST PRESIDENT

Todd DeAngelis

Director of Communications, City of Parkland

DIRECTORS

VACANT - (Term 2020-2022)

Kevin Hogencamp

Deputy City Manager, City of Atlantic Beach
(Term: 2018-2021)

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Communications Officer, City of Sanford
(Term: 2018-2021)

Lizzy Kelley

Marketing & Public Information Manager, City of Tallahassee
(Term: 2018-2021)

Nina Mahmoudi

Marketing Director, City of St. Petersburg
(Term: 2020-2022)

Melissa Zayas-Moreno

Communications and Public Affairs Officer, City of Kissimmee
(Term: 2020-2022)

Kate Moretto

Senior Director, External Customer Service, Town of Jupiter
(Term: 2020-2022)

Doug Rainer

Public Relations Manager, City of Fort Walton Beach
(Term: 2018-2021)

CONFERENCE PLANNING COMMITTEE

Samantha Senger, Assistant to the City Manager/Public Information Officer, City of Cocoa (Chair)

Maryemma Bachelder, Communications Director, City of St. Cloud

Jacob Board, Communications Manager, City of Jacksonville Beach

Jennifer Dexter, Communications Coordinator, Town of Fort Myers Beach

Liz Nunez, Public Information Officer, Village of Wellington





P.O. Box 1757
Tallahassee, FL 32302-1757
850.222.9684
info@fmcaonline.com
fmcaonline.com

Executive Director, FMCA: Jenna Tala, *jtala@flcities.com*
Executive Assistant, FMCA: Selina Smith, *ssmith@flcities.com*

