

Annual Report 2019

**NORTH CAROLINA LEAGUE
OF MUNICIPALITIES**

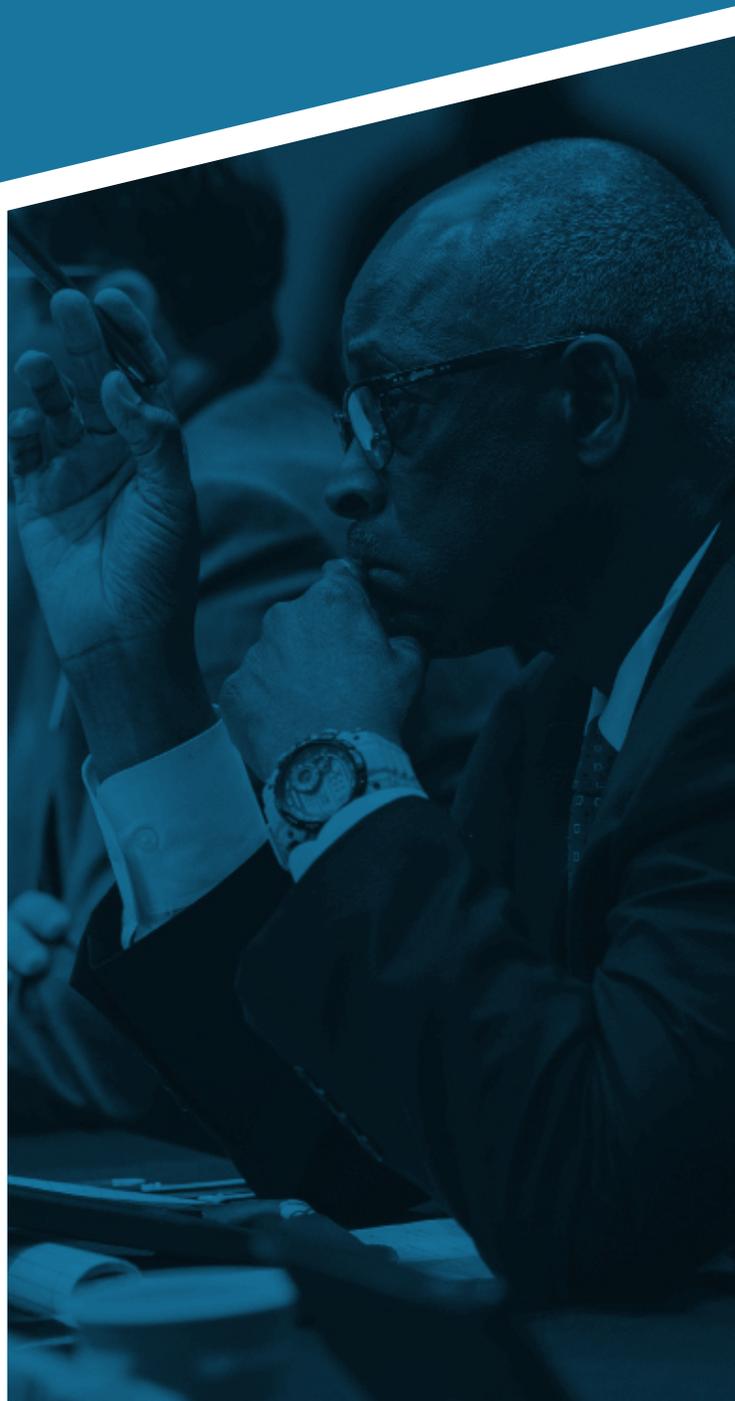


TABLE OF CONTENTS

Letter to Members	4
Board of Directors	5
Business & Membership Development Accomplishments	6
CityVision 2019	7
Public & Government Affairs Accomplishments	8
Town & State Dinner 2019	9
Here We Grow / WRAL Techwire	10
Our New Brand	11
Risk Management Field Services Accomplishments	12
Risk Management Claims Accomplishments	13
Risk Management Underwriting Accomplishments	14
Health Benefits Trust Accomplishments	15
Legal Services Accomplishments	16
Our New Home	17
NCLM Highlights	18

DEAR LEAGUE MEMBERS,

The 2018-19 Annual Report now in your hands (or on your screen) is chock-full of highlights from the fiscal year showing how your League of Municipalities has held to its continuing goal of better service and responsiveness to our cities and towns as times change. This is only ever accomplished through ongoing teamwork between League members and staff. Together, as always, we've recognized the challenges and crafted solutions that show we've envisioned a practical but inspiring future while emphasizing the role municipalities play in the state's big picture.

Building on previous years' work, and guided by the goals our cities and towns set under the member-driven Vision 2030 strategic plan, the League:

- Unveiled a major rebranding, with new, modernized League logos, colors and the tagline, "Working as one. Advancing all." Along with the rebranding, the Board of Directors realigned the mission and values statements;
- Worked with members to create a consensus list of advocacy goals, which became the basis of our successful work representing cities and towns at the General Assembly in 2019;
- Lobbied effectively throughout one of the longest legislative sessions in memory, ultimately tracking around 335 bills and concluding with numerous positives for cities and towns (detailed in our [2019 End of Session Bulletin](#) and [Addendum](#)) while keeping members informed on what bills may need their attention in 2020.
- Dispatched its Municipal Operations Consultants to hundreds of cities and towns to aid municipal staffers with finance issues, strategic planning and so on;
- Dramatically boosted the signal of [Here We Grow](#), the League's local economic development storytelling website at [herewegrownc.org](#), in striking a partnership with WRAL TechWire;
- Transitioned the CityVision annual conference to the spring after Hurricanes Florence and Michael forced the first-ever cancelation of the annual conference, and through the rescheduled event, kept members apprised and ready to face hometown challenges head-on with sharp, relevant programming that brought hundreds of members to 2019 host-city Hickory;
- Created a warm environment for municipal officials and state legislators to break bread together via the second-ever Town & State Dinner, a packed event held in Raleigh as the 2019 session was in its formative days;
- Helped launch and fund Lead for North Carolina, which pairs local governments with rising leaders from the college level.

We thank each of you for your contributions to these and many more achievements during the 2018-19 year. As we always say, the League is its members, and you make this success possible.



NCLM President,
William Pitt
Council Member, Washington

A handwritten signature in black ink, appearing to read "William Pitt".



NCLM
Executive Director,
Paul Meyer

A handwritten signature in black ink, appearing to read "Paul Meyer".

2018-2019 BOARD OF DIRECTORS



NCLM President,
William Pitt
Council Member,
Washington



NCLM First Vice
President,
Jennifer Robinson
Council Member,
Cary



NCLM Second Vice
President,
Karen Alexander
Council Member,
Salisbury



NCLM Immediate Past
President, Michael
Lazzara
Mayor Pro Tem,
Jacksonville

MEMBERS

- League District 1: Mayor Don Kingston, Duck
- League District 2: Mayor Dennis Barber, Newport
- League District 3: Mayor Walter Eccard, Shallote
- League District 4: Mayor Gloristine Brown, Bethel
- League District 5: Mayor Pro Tem Carl Ferebee, Roanoke Rapids
- League District 6: Council Member Liz Johnson, Morrisville
- League District 7: Mayor Lewis Weatherspoon, Angier
- League District 8: Mayor Bobby Kilgore, Monroe
- League District 9: Mayor Neville Hall, Eden
- League District 10: Council Member Ben Willis, Lenoir
- League District 11: Mayor Scott Neisler, Kings Mountain
- League District 12: Mayor Lynda Sossamon, Sylva

LARGE CITY SEATS

- Council Member Ed Driggs, Charlotte
- Council Member Mark-Anthony Middleton, Durham
- Council Member Sharon Hightower, Greensboro
- Council Member Johnny Dawkins, Fayetteville
- Council Member Jeff MacIntosh, Winston-Salem

PRESIDENT APPOINTMENTS

- Commissioner Kathleen Ferguson, Hillsborough
- Mayor Pro Tem Margaret Haynes, Wilmington
- Council Member Michael Bell, Wilson

AT LARGE/ELECTED OFFICIALS

- Mayor Ian Baltutis, Burlington
- Council Member Jennifer Parsley, Concord
- Council Member Owen Thomas, Lumberton

AT LARGE/MANAGERS

- Andrew Havens, Town Manager, Apex
- Bob Boyette, City Manager, Marion
- Jeffrey Repp, Manager, Boiling Spring Lakes

AT LARGE/MUNICIPAL CLERK

- Jacquelyn Hampton, Town Clerk, Bolton

AT LARGE/MUNICIPAL ATTORNEY

- Dewitt "Mac" McCarley, Misenheimer

AT LARGE/AFFILIATE ORGANIZATION REPRESENTATIVES

- Tony McEwen, Assistant to the City Manager, NC Resort Towns & Cities, Wilmington
- Mayor Chuck Allen, Military Host Cities Coalition, Goldsboro

EXECUTIVE DIRECTOR

- Paul Meyer, Executive Director



BUSINESS & MEMBERSHIP DEVELOPMENT ACCOMPLISHMENTS

The League of Municipalities is a full-service organization—working for cities and towns, led by cities and towns. And to best accomplish our goals, we need also to be in cities and towns.

Through our Business and Membership Development (BMD) department, we are doing just that. As an in-person resource, our in-field staff traverses every corner of North Carolina to support our municipalities at home, providing invaluable consultation and building relationships that allow us to better understand and address issues. This past year, BMD had nearly 1,000 face-to-face visits, planned nearly 100 events, and assisted our cities and towns in collecting more than \$4.5 million of outstanding debt.

Additionally, BMD launched Advancing Municipal Leaders (AML), an exciting and much-needed education program geared specifically towards elected officials. Already attracting attendees from across the state, AML promises to hold practical, focused, accessible and continuous trainings and will be one of the League's flagship offerings in 2020 and beyond.



REGIONAL ROUNDTABLES

11 locations statewide



ADVANCING MUNICIPAL LEADERSHIP

New program launched to meet the needs of newly elected officials and offer continuing education to incumbents



BMD STATS

- 540 municipal members served by 5 field consultants
- 900+ face-to-face-visits
- 726 CityVision 2019 attendees
- 83 total meetings and events



DEBT SETOFF

\$4,549,742.65 delinquent debts collected for 350+ municipalities



CITY VISION 2019

Two full days. Hundreds of municipal officials. Engaging keynote speakers. Displays and demonstrations. Informative sessions giving attendees the tools to face the challenges in their hometowns head-on. CityVision 2019, the League’s annual conference held in May in host-city Hickory, was a rousing success with new features this year that added immediate, practical value for any municipality in attendance. Originally scheduled for September, an destructive hurricane season forced CityVision’s cancelation for the first time in League history. To avoid future disruptions, the Board of Directors rescheduled CityVision to take place in the spring moving forward.



129
 MUNICIPALITIES IN
 ATTENDANCE



726
 TOTAL
 REGISTRANTS



81
 MAYORS IN
 ATTENDANCE



22%
 FIRST TIME CONFERENCE
 ATTENDEES



25% ATTENDEES
 FROM POPULATIONS
 10,000 - 25,000



36% ATTENDEES
 FROM
 WESTERN NC



PUBLIC AND GOVERNMENT AFFAIRS ACCOMPLISHMENTS



In a word: results. The Public & Government Affairs (PGA) team’s work toward a secure and fruitful 2019 for municipalities began long before a majority of the General Assembly joined cities and towns for the memorable Town & State Dinner in February, the League’s goodwill event for harmony and relationship-building among the levels of government. But it was the perfect first milestone for the session as cities and towns sought a warm tone going into the legislative session. Speaking of tone, it was a short time later that the League publicly unveiled a roundly applauded rebranding, changing up and modernizing every last piece of the organization’s visual componentry, with a new tagline: “Working as one. Advancing all.” On that theme, the League’s staff lobbyists navigated a remarkably long legislative session in Raleigh — January through November — tracking 330 bills that affected cities and towns, more than 60 of those bills of critical importance, and shaping their trajectory in the interest of advocacy goals that cities and towns set for the session.

PGA also dispatched its team of Municipal Operations Consultants — career experts assembled by the League to consult with towns on finance and budgeting, utility system integrity, strategic planning and other needs. They’ve visited with and are making a difference for hundreds of cities and towns to date.

Other highlights this year: regional meetings to keep members apprised of statewide efforts like broadband expansion; revenue reports issued with new, interactive formatting; hosted a webinar with more than 200 participants about pension plan requirements; and worked with numerous affiliate and partner groups advancing awareness points.

TOWN & STATE DINNER 2019



The League's second annual Town & State Dinner was a resounding success, not just as an opportunity for our members and legislators to meet and discuss common issues, but also as a chance to elevate our municipalities' great achievements on a statewide stage.

From the various sessions, to the speeches from then-League President Michael Lazzara, to the comments from prominent lawmakers, the underlying theme of the event was clear: Unity behind a growing and changing state.



“CITIES AND TOWNS PLAY A VITAL ROLE IN PROVIDING CORE SERVICES TO MILLIONS OF NORTH CAROLINIANS,” SAID SENATE LEADER PHIL BERGER. “I APPRECIATE THE GREAT WORK THAT OUR LOCAL ELECTED OFFICIALS DO EVERY DAY.”

- Senate Leader, Phil Berger

HERE WE GROW

WRAL TECHWIRE PARTNERSHIP

The importance of the work being done in our cities and towns can hardly be overstated. It builds and sustains our hometowns, brings businesses and opportunity, and makes North Carolina a great place to live.

That work is also, sadly, often overlooked.

We're working to change that. Through [Here We Grow](#), an initiative done in partnership with WRAL Techwire, we are shining a light on the great work taking place across our municipalities—from infrastructure improvements to downtown redevelopments and everything in between.

We've further utilized that partnership to publish several longer feature stories that dig further into the planning, strategy and execution that goes into place-making. In Mebane, we looked at the long-term planning efforts, which allowed for both a robust industrial environment and a quaint, charming downtown. In Hickory and Wilkesboro, we saw how towns can breathe new life into once-forgotten downtowns. These stories are happening in every corner of the state, and we will continue to share them in the coming year.



● **MEBANE**



● **STATESVILLE**

● **WAYNESVILLE**



● **CREEDMOOR**

● **WILKESBORO**



OUR NEW BRAND

For more than a century, the North Carolina League of Municipalities has been the trusted voice for cities and towns. That's why today more than 540 municipal governments of all sizes stand together as League members.

But a lot has transpired since the League's founding as a federation of cities in 1908, and our collective success is rooted in our ability to evolve with the times. We're still the League you know and trust, but with a fresh approach for today. It comes with a new logo, a new tagline, and a strengthening of values.



Our logo is a visual representation of the League's purpose. It conveys energy and progress while remaining true to our sense of stability and strength. The overlapping squares of various sizes represent the diversity of cities and towns, working together to achieve their goals and improve life for all in North Carolina.

Our tagline is a brief encapsulation of our purpose. It demonstrates the value of League members' shared resources and recognizes that we are stronger when we work together. Through a variety of services, the League's ultimate goal is to be one voice working for a better North Carolina.



**WORKING AS ONE.
ADVANCING ALL.**



THE REBRANDING PROCESS

The rebranding process began last year with a comprehensive look at the League's history, standards, services and what they mean for municipalities today. We worked with award-winning branding professionals, conducted in-depth research, and involved municipal leaders to best capture what our members, and the state as a whole, expect from us.

This research guided our brand strategy and helped us zero in on the messaging and look and feel that represents our diverse collective of cities and towns.



RISK MANAGEMENT FIELD SERVICES ACCOMPLISHMENTS



Risk Management Field Services enjoyed an active 2019, complete with new workshops, new trainings and new challenges.

Our work touches hundreds of municipalities and thousands of municipal employees, and our cities and towns are safer and more prepared as a result.

WORKPLACE SAFETY TRAINING

- Flagger Training: 14 classes, 20 municipalities in attendance
- Driver Training: 16 classes, 10 municipalities in attendance
- Evac/Trenching Training: 2 classes, 6 municipalities in attendance
- OSHA 10-hour: 4 classes, 38 municipalities in attendance

LAW ENFORCEMENT TRAINING

- Dangerous Crossroads Training: 5 classes, 93 municipalities in attendance
- Use of Force Risk Management Training: 5 classes, 68 municipalities in attendance
- Active Shooter Training: 6 municipalities and the Managers Conference in attendance

HUMAN RESOURCES CONSULTING SERVICES

- 3 classes, 100 Municipalities in attendance
- Employment Practices Liability Legal Mitigation Program established to provide up to five free hours of legal advice for human relations issues

RISK MANAGEMENT CLAIMS ACCOMPLISHMENTS

The strength and long-term experience of the League's Property & Casualty Trust ensured it made impressive strides and enjoyed a successful year.

The number and severity of natural disasters in North Carolina in fall of 2018 put a great deal of pressure on the League's claims staff. They responded valiantly. By mobilizing and setting up Cat Teams, we timely and professionally resolved claims related to Hurricanes Florence and Michael, all while maintaining a high level of service in our normal operations. All told, the League handled more than 530 property and inland marine claims from 81 members related to the hurricanes in 2018.

This claims staff consists of nine adjusters and a claims manager. This highly-skilled unit handles claims in various lines of coverage, including General Liability, Business Auto, Public Officials, Employment Practices and Employee Benefits Liability, and Police Professional Liability and Property, among others. Most notably, this team resolved several severe, high-dollar liability claims, involving pool operations, mobile equipment in roadways, festivals, and employment related issues.

We will continue to face challenges in the coming year, both storm related and otherwise. One notable hurdle has been presented by new case law which has expanded areas of liability and affected previous protections afforded to municipalities. Nevertheless, given the effectiveness of our staff and the strength of our pools, we will be prepared to protect our membership in 2020 and beyond.

NUMBER OF CLAIMS HANDLED:

Property	638
Auto, Physical Damage	787
Auto, Liability	734
CGL	1,172
Employment	36
Law enforcement	62
Public Officials	54

Total Claims Received
3,483

Total Claims Paid
\$11,079,764.31





RISK MANAGEMENT UNDERWRITING ACCOMPLISHMENTS

With immensely strong pools, exceedingly competitive costs and plans geared specifically towards municipalities, insurance from the N.C. League of Municipalities is almost always the most attractive coverage option. That assertion is borne out by the numbers.

Moving forward, those offerings will be even more attractive, as the League introduced several new features to the underwriting system in 2019. These improvements will both increase the efficiency of the underwriting process and make for an enhanced experience for the members.



- \$22M Total Premium Booked as of 7/1/2018
- 99% Renewal Retention
- 469 Workers' Compensation Trust Members



- \$22M Total Premium Booked as of 7/1/2018
- 99% Renewal Retention
- 403 Property and Casualty Trust Members
- Total Insured Values increased 14.81%, from \$7.2M to \$8.3M



HEALTH BENEFITS TRUST ACCOMPLISHMENTS



League offerings are, by design, robust. We aim to provide support from as many angles as possible.

That same approach certainly applies to the Health Benefits Trust, which saw two of its specialized programs enjoy great success in 2019: Teladoc and Complementary or Alternative Medicine (CAM).

Teladoc, a telehealth provider, allows members to speak with a doctor, therapist, or medical expert anywhere by phone or video. In 2019, more than 1,500 members of the Health Benefits Trust utilized this service, resulting in the avoidance of hundreds of trips to urgent care and the emergency room. In total, \$787,296 in net claims was saved.

CAM, which provides access to treatments such as acupuncture and massage therapy, also enjoyed solid participation.

Next year will feature the rollout of an additional benefit—the new Diabetes Management Program. This offering will help employers save money and employees stay healthy and manage their diabetes.



LEGAL SERVICES ACCOMPLISHMENTS



Among a litany of achievements and member-dedicated work, this year marked an especially successful stretch in the history of our Judicial Advocacy Program. The program involves both the filing of amicus curiae, or friend of the court, briefs on issues of statewide importance to municipalities, and a range of technical assistance, including legal research and strategy formulation, designed to help municipalities enhance their arguments for eventual success.

Under this program, the League provided substantial guidance and support to a number of member towns.

The League filed an amicus curiae brief in *Boles v. Town of Oak Island*, a case involving a local government's procedural prerequisites to representation by counsel, and provided guidance to Winston-Salem's filing of an amicus curiae in a case seeking reversal of an adverse Appellate Court decision. League attorneys also lent substantial technical assistance to Gastonia and Asheville, and, as a first for the League, used a new mechanism, the petition-brief, to support the Town of Albemarle.

Each of these cases, as well as the many others the League assisted on, dealt with legal matters that directly concern municipalities. As such, support from the League is critical.

Our attorneys fielded 200+ legal consultations from 120 cities and towns.

NCLM HAS A NEW HOME (AGAIN)

The word “home” gets thrown around a lot these days at the North Carolina League of Municipalities.

That’s because it’s more of an elusive concept for the organization that’s lived in temporary headquarters since 2017, when a historic, five-alarm fire in downtown Raleigh devastated the League’s longtime campus.

Having run out its time at its temp home — the Wells Fargo Capitol Center on Fayetteville Street in the Oak City — the League moved again, this time right down the street to the BB&T skyscraper formally known as Two Hannover Square.

“The BB&T building is a great move for our organization,” said League Executive Director Paul Meyer.

Meyer pointed out how fundamentally difficult it is to pick up and move an organization of the League’s size within downtown Raleigh.

“Demand is high for office space, and opportunities disappear quickly,” he said. “But thanks to our very hardworking staff here at the League, we’ve moved into a space that enables us to best serve our member cities and towns.”

Standing at 29 stories, the BB&T building now houses the League on floor 19. Insurance services, public and government affairs, and other internal operations will fill out the space.

The move began in mid-April — coinciding with planning and execution of the League’s annual conference, CityVision, held this year in Hickory on a new, springtime schedule.

But it wouldn’t be the first time the League was deep in the throes of major event-planning during a big move. It’s exactly what happened in March 2017, when the fire displaced the organization. The fire came just a few days before Town Hall Day, at the time the League’s biggest advocacy event. (Thankfully, it was a major success.)

The League Board of Directors, as of this writing, continue to work with original campus co-owners, the N.C. Association of County Commissioners, on redevelopment.



NCLM HIGHLIGHTS

2019

LEGAL

200+ legal consultations from 120 cities and towns



WORKERS' COMPENSATION

- \$22M Total Premium Booked as of 7/1/2018
- 99% Renewal Retention
- 469 Workers' Compensation Trust Members



BUSINESS & MEMBERSHIP DEVELOPMENT

- 540 municipal members served by 5 field consultants
- 900+ face-to-face-visits
- 726 CityVision 2019 attendees
- 83 total meetings and events
- \$4,549,742.65 delinquent debts collected for 350+ municipalities



NATURALLY SLIM

108 HBT members who signed up for Naturally Slim classes in 2019 lost a total of 444lbs



TELEDOC

1,668 individuals have used Teledoc in 2019



PUBLIC & GOVERNMENT AFFAIRS

- Represented cities and towns on 330 bills filed, with over 60 of them critical
- Town and State Dinner: 96 legislators and 373 League members
- Rebrand: all new League collateral
- Municipal Operations Consultants: consulted with cities and towns on finance and budgeting, utility system integrity, etc.



PROPERTY & CASUALTY

- \$22M Total Premium Booked as of 7/1/2018
- 99% Renewal Retention
- 403 Property and Casualty Trust Members
- Total Insured Values increased 14.81%, from \$7.2M to \$8.3M



LAW ENFORCEMENT TRAINING

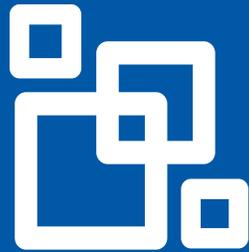
- Dangerous Crossroads Training: 5 classes, 93 municipalities
- Use of Force Risk Management Training: 5 classes, 68 municipalities
- Active Shooter Training: 6 municipalities



RISK MANAGEMENT CLAIMS

3,483 total claims received in 2019





WORKING AS ONE. ADVANCING ALL.

www.nclm.org | (919) 715-4000