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Smith Promotes U.S. Trade with Mexico



Left to right, USCM President Mesa Mayor Scott Smith, Mexico Undersecretary of Foreign Relations Sergio Alcocer and USCM CEO and Executive Director Tom Cochran on September 3 in Mexico City. See story on Page 7

In Birmingham, Mayors Laud Civil Rights Progress, Stress Work Ahead

Conference of Mayors Launches U.S. Coalition of Cities Against Racism and Discrimination

By Laura DeKoven Waxman and Mike Brown

Mayors from across the nation gathered in Birmingham September 12 to commemorate the 50th anniversary of the infamous bombing of the 16th Street Baptist Church that left four young girls dead, and that stands as a milestone in America's civil rights movement. In the church, the mayors assem-

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Mayors and USCM CEO and Executive Director Tom Cochran assembled on the steps with students from Auburn University following the sessions in Birmingham's 16th Street Baptist Church.



**September 18, 2013
Washington (DC)**

"But for Birmingham... we would not be here today." Those were the words of President Kennedy as he announced in The White House in June 1963 his proposal for sweeping civil rights legislation.

"But for Birmingham... we would not be here today." Fifty years later this past weekend with mayors, Birmingham citizens, and students assembled, I quoted President Kennedy while standing behind the pulpit of the Sixteenth Street Baptist Church of Birmingham.

But I went on to say, "But for Birmingham... we would not be who we are today" and I pointed to the diverse group of mayors assembled - women, men, Latino, African American, Asian, White, straight, gay - you name it.

1963 was Birmingham, Birmingham, Birmingham. 1963 was the turning point for the American people who had come out of the "happy days" of Eisenhower when the civil rights movement began to become active. There was Brown vs. Board of Education in 1954. There was Rosa Parks in Montgomery in 1955. And yes, there was the 1957 integration of Little Rock with federal troop protection.

So with this new turbulence and movement just in the Southern areas of the nation, many people in the West, Midwest, and the North were not as focused.

But on September 15, 1963 when on a Sunday morning, America woke up to the bombing and killing of four innocent girls, Addie Mae Collins, Denise McNair, Carole Robertson and Cynthia Wesley in Birmingham, the nation was changed. Places of worship - churches, cathedrals, synagogues, mosques - since creation, have been sanctuaries through political upheavals, revolutions, and wars. But on this day September 15, 1963 the four girls dressed in their best, on youth ser-

vice day, ready to lead 1,100 in an adult service, were killed by a bomb placed and set the night before.

This event rocked the nation. This event changed President Kennedy to become even more steadfast in his desire to pass the first civil rights legislation.

In the Sixteenth Street Baptist Church of Birmingham on September 12, 2013, representing The United States Conference of Mayors, I felt comfortable in this narrative of history over the last 50 years. For it was The United States Conference of Mayors in June 1963 that President Kennedy came to speak to in Honolulu at our Annual Meeting that year to announce and outline his five-point plan on civil rights. President Kennedy knew he needed the mayors. He wanted them, more than other officials, to stand with him. And he was smart enough to know that the mayors were and would be living with civil protests in the months ahead.

President Kennedy's assassination, two months after the Birmingham bombings killed the young girls, were connected. President Johnson pushed, in their memory, full passage of the 1964 Civil Rights Act.

In Birmingham this past week, Mayor William Bell did a most masterful job of reminding us of those days of 1963. The Birmingham Mayor talks about Birmingham and human rights in the same sentence as he mentions Tiananmen Square in Beijing or Nelson Mandela in cell #5 on Robben Island near Cape Town. Mayor Bell's eloquence and passion give you the feeling that the Sixteenth Street Baptist Church of Birmingham is sacred ground. Historians will point to this place as the place that America was awakened in the year 1963 - with the passage of the Civil Rights of 1964, the Voting Rights Act of 1965, and the Fair Housing Act of 1968. Whatever we are today and whoever we are today began in Birmingham. We listen to Mayor Bell. We hear him and we will not forget.

We reflect on our past and the mayors present on our panels and in our

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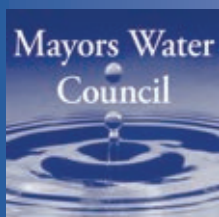
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discussions talked this past week about now, today, 2013. They ask the questions about economic justice and they raise the issue of racial intolerance knowing that it is the mayors who, today in 2013, must talk about things that nobody else wants to talk about.

As to the answer to discrimination and bigotry, Mayor Joe Riley, giving the brilliant summation in the church, focused in part on education and the children. He cited the discrepancies of education between black and white children that exist in our nation today. And he and our Vice President Sacramento Mayor Kevin Johnson both emphasize the fact that early pre-K education is key to all children rising above the albatross of discrimination and bigotry. Many, including former Secretary of State Condoleezza Rice, concluded that it may be a long time

before racial feelings are removed from our society. She and others emphasize the need for us not to forget the children's education as we are trying to solve the race problem. Many say we've come a long way, but there is still so much unfinished. The question is whether a renewed energy will come forth focused on the equality of education for all our children.

Two weeks ago the chief protector, lobbyist and spokesperson for American children, Marion Wright Edelman came to see me and we talked about the future, what we must do together for equality in education for our children. Her leadership and inspiration continues to grow and with her; it's about what we are doing today and tomorrow, not last week or 50 years ago, even though she is so much a part of our narrative.

This week I'm meeting with our new Education Task Force Chair Denver Mayor Michael Hancock. We have new energy within our organization and I feel that we will, we must, continue to be bold

and strong on these issues as we move forward.

A significant development as we move forward is the partnership I have agreed to with UNESCO. We thank our State Department for pointing us to UNESCO to be the Secretariat for the USA in the International Coalition of Cities Against Racism announced in Birmingham. Over 50 USA mayors have signed on to endorse our USCM 10-Point Plan of Action. For more information as to how you can sign on and join our efforts, contact Laura DeKoven Waxman at 202-861-6754 or lwaxman@usmayors.org

Certainly this past week in Birmingham and the discussions with the leaders I have mentioned is encouraging to me even though the pain I have had since 1963 is still with me. And I know that The United States Conference of Mayors will be at the forefront of these defining issues as we go forward.

RETIREMENT PROGRAM

FIDUCIARY CORNER WITH MARYILYN COLLISTER

IRS 457(b) Plan Audit Issues

Q. I understand that a recent webinar sponsored by the Conference of Mayors and hosted by Great-West Financial discussed the top IRS audit issues for governmental 457(b) plans. Would you please summarize the information presented in the webinar?

A. Absolutely. Topics covered in the webinar included the specific fiduciary responsibilities that come into play in preparing and handling an Internal Revenue Service (IRS) audit on a governmental 457(b) plan. We also discussed how to prepare for the audit, IRS 457(b) examination guidelines, the examination process, how to work with the auditor and the top IRS 457(b) audit issues. In this article I will discuss the fiduciary duties necessary to keep your plan compliant with 457(b) and how to prepare for an IRS audit. In upcoming editions of the Fiduciary Corner, I will take a deeper dive into the other topics covered in the webinar, including the top audit issues.

It is important for the plan sponsor to remember that it has fiduciary responsibility for keeping the plan updated for all law changes and for operating the plan in compliance with the Internal Revenue Code and the governing plan documents. If IRS representatives arrive at your door to perform a plan audit, they will review your plan document and any plan amendments to determine if it is up-to-date and in compliance with all Internal Revenue Code requirements. They will also review your plan policies and procedures to determine if you are operating the plan in compliance with the Code your plan's provisions.

Plan fiduciaries must make every plan-related decision in the best interest of the plan and participants. The IRS will be looking to ensure that you, the plan fiduciary, are making plan decisions prudently and following plan documents.

A good way to prepare for a visit from the IRS is to perform a self-audit. Read your plan document carefully – it is your manual for operating your plan. Review your practices, procedures, forms and participant communications to ensure that they match the plan document provisions. Gather all pertinent documents, including trust agreements, investment agreements, etc. into a “fiduciary file cabinet” so that they are readily available for audit. Missing or incomplete information will culminate in a bad audit result, and may even prompt the auditors to audit additional issues or additional employee plans. If you find any inconsistencies between the plan and the manner in which it is being operated, correct them immediately. Maintain detailed plan records to demonstrate your prudent processes and the basis for your decision making. If you think you may lack the expertise to represent the plan during an audit, consider having an attorney or other professional assist you.

Upcoming issues of the Fiduciary Corner will provide details on the IRS 457(b) examination guidelines, the examination process, how to work with the auditor and the top IRS governmental 457(b) plan audit issues, which include:

- Failure to hold plan assets in trust
- Failure to pay FICA tax on plan contributions
- Deferral agreements - 1st day of the month rule
- Failure to remit contributions in a timely manner

- Failure to limit elective deferrals
- Special §457 catch-up contributions
- Timing of distributions – can't be too early, too late, too small or too large
- Unforeseeable emergency withdrawals
- Loans

If you have a question for fiduciary expert Marilyn Collister, please email fiduciary@usmayors.org, or contact Jeanne Fanning with the Conference of Mayors at 202-302-6944.



Smith Carries Mayors' Priorities to Washington

By David Gatton, Judy Sheahan and Elena Temple-Webb

In a series of high-level meetings and wide-ranging press interviews, Conference of Mayors President Mesa Mayor Scott Smith promoted Conference of Mayors priorities in the nation's capital during the week of September 16. Key discussion points included passing the Marketplace Fairness Act (internet sales tax collection) in the House, reducing unfunded EPA mandates, promoting U.S. trade, protecting municipal bonds, and passing comprehensive immigration reform.

Exports: President Obama, Cabinet, CEO's

As a member of the President's Export Council, Smith attended its September 19 meeting in the White House where a series of trade and export recommendations to President Obama were approved. Discussion among the Council's public and private sector members included how to promote increased exports among small and medium-sized businesses, the importance of intermodal infrastructure, and the need for reauthorization of trade promotion authority. Jacksonville Mayor Alvin Brown, Chair of the

Conference of Mayors Metro Exports and Ports Task Force, accompanied Smith to the meeting.

President Obama addressed the Council and outlined the importance of exports in the economic growth of the nation's economy. He told the group that the growth in exports had outpaced other parts of the economy during the recovery and that export expansion and the

return of manufacturing would play a critical role in the economy's future. He also indicated that manufacturing and private business had benefitted significantly from record low rates of growth in health care costs over the last three years, a benefit he attributed in part to passage of the Affordable Care Act. He pledged to the group that his Administration would seriously consider new ideas to expand exports and he challenged the Council members to lay additional ideas on the table.

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Right to left, USCM President Mesa Mayor Scott Smith, U.S. Commerce Secretary Penny Pritzker and Jacksonville Mayor Alvin Brown at the President's Export Council Meeting.



At left, Representative Steve Womack (R-AR), lead sponsor of the Marketplace Fairness Act, and USCM President Mesa Mayor Scott Smith discuss strategy to pass the bill in the House.



At right, USCM President Mesa Mayor Scott Smith with The Walt Disney Company President and CEO Bob Iger in the White House following the President's Export Council meeting.

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Smith, in his conversations with the President following the meeting, encouraged movement on immigration reform and the importance of reducing bottlenecks at inland ports to ease the flow of exports.

In his remarks to the Council as a whole, Smith said that the nation's mayors understand the importance of expanding exports as key to economic growth and pledged to make it a priority during his presidency of the Conference of Mayors. He gave two examples, one of a small Mesa company which was exporting equipment to Saudi Arabia; the other, a company that was considering relocating its manufacturing facilities to the U.S. in order to export its products to Mexico. He said that with U.S. metros slated to grow by 85 million people over the next 30 years, expanded exports represent the key to more jobs and more economic growth, including increased trade to Mexico and Latin America.

The Council is chaired by Boeing CEO Jim McNerney and Vice Chair Xerox CEO Ursula Burns. Private sector members present included Disney CEO Bob Iger, Dow Chemical CEO Andrew Liveris, Marriott CEO Arne Sorenson, UPS CEO Scott Davis, Vermeer President Mary Andringa, among others.

They were joined by six cabinet Secretaries including Commerce Secretary Penny Pritzker, who serves as the Council's lead cabinet member, Transportation Secretary Anthony Foxx, Labor Secretary Tom Perez, Energy Secretary Ernest Moniz, Agriculture Secretary Tom Vilsack and U.S. Trade Representative Michael Froman. Council on Economic Advisors Chairman Jason Furman and National Economic Council Director Gene Sperling also gave briefings. In addition, former Anchorage mayor, Alaska Senator Mark Begich serves on the Council and participated in the meeting.

Mandates: EPA Administrator McCarthy

Smith met with the new Environmental Protection Agency (EPA) Administrator Gina McCarthy and the EPA Deputy



Left to right, EPA Deputy Administrator Bob Perciasepe, USCMA President Mesa Mayor Scott Smith, EPA Administrator Gina McCarthy, and USCMA CEO and Executive Director Tom Cochran at the Environmental Protection Agency.

Administrator Bob Perciasepe on September 17 at EPA's Headquarters.

Smith and McCarthy discussed the importance of working together as partners to promote environmental protection but to do it in a practical and pragmatic way. Smith pointed out that local governments are one of the biggest environmental stewards in the nation by investing in recycling and solid waste, brownfields redevelopment, energy efficiency projects, and water and wastewater infrastructure. In fact, Smith pointed out, local governments spent \$115.4 billion in water and wastewater in 2011 alone for operations and capital investment.

Smith also said that in some cases the problem is not with EPA headquarters but in the EPA regions where they do not seem as willing to be flexible and don't recognize the fiscal constraints on not just cities but of their citizens, particularly low and middle class.

McCarthy agreed saying how important local governments were to the goals of EPA. She said the affordability dialogue that local governments were engaged in with EPA was a very important step towards a more comprehensive and sustainable approach to improving the environment. She offered, and Smith

agreed, to hold a broader conversation between mayors and EPA to determine how to move forward together.

Major Media

Smith participated in a panel discussion with other elected officials at Governing Magazine's The Cost of Government summit on September 17. During the session, Mayor Smith discussed the prospect of "Paying for The America that Works" and innovative approaches to garner local support.

Smith also did a round of interviews with national media outlets including The Daily Rundown with Chuck Todd on MSNBC, The Washington Post, USA Today, U.S. News & World Report and Politico, talking sequestration, the debt ceiling and a possible federal government shutdown, municipal bonds, the fiscal condition of America's cities, immigration reform, the new Affordable Care Act and gun violence.



Smith Meets with Mexican Undersecretary of Foreign Affairs to Discuss Elevating Trade, Economic Opportunities Between Neighboring Countries

Conference Hits Ground Running on Smith Agenda to Increase Trade with Americas in Mexico, Brazil

By Evangelina Garcia

U.S. Conference of Mayors President Mesa Mayor Scott Smith traveled to Mexico's Capital City September 3 to act on his recent commitment to increase Trade with the Americas. During his visit, he met with Undersecretary of Foreign Relations for North America Sergio Alcocer to discuss multiple options for expanding trade and economic development opportunities between the two countries, which share nearly a 2,000 mile border.

Smith was joined by Conference of Mayors CEO and Executive Director Tom Cochran, and expressed to Alcocer that under his one-year Presidency at the U.S. Conference of Mayors, increasing Trade with the Americas – particularly with Mexico and Canada – will be a priority issue, as he announced during his inaugural speech at the Conference of Mayors annual meeting in Las Vegas in June.

During the meeting in Vegas, Smith also signed a Memo of Understanding (MOU) with Mayor Maguito Vilela from Aparecida de Goiania, Brazil, as a first-step in his increasing Trade with the Americas plan, and to forge a new partnership between the Conference of Mayors and the FNP – the National Association of Mayors in Brazil – signifying a new mutual agreement to create

cooperation and open communication between mayors in both countries.

At the meeting in Mexico City with the Undersecretary, Smith also emphasized his support for the Economic Dialogue bilateral meetings currently underway at the federal level, between the Obama and Peña Nieto Administrations.

Smith praised the Mexican government for the country's recent economic boom, especially in states like Queretaro and Monterrey, where they have experienced a rapid expansion of modern industrial parks, particularly centered in the aeronautics and manufacturing industries. Smith told Alcocer, "A prosperous Mexico is good for America."

Smith and Alcocer held a lock-step discussion about the severe lack of customs agents along the U.S.-Mexico border and Smith vowed to push the U.S. Congress for an increase in support. He said that

in his own state of Arizona, he would like to expand border facilities on both sides of the border.

Lastly, Smith concluded by telling the Undersecretary, "I'm committed to working with mayors and leaders in Mexico, my fellow U.S. mayors and other leaders in your country to help change the American focus, especially with our media – from talking only about Mexico as it relates to the war on drugs and immigration, to instead position your country as a strong, economic partner for the United States."

Following the meeting with the Undersecretary, Cochran met with Secretary General of the National Federal of Municipalities of Mexico (FENAMM) Sergio Arredondo Olvera, also in Mexico City, to discuss creating a first-ever partner-

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Left to right, São Paulo City Hall Municipal Secretary Leonardo Barchini, USCM CEO and Executive Director Tom Cochran and FNP Secretary General Gilberto Perre discuss transportation challenges in Brazil and U.S. and convening delegation of U.S./Brazilian Mayors in 2014.

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ship between the two organizations and to further Smith's commitment to increase Trade with our Mexican neighbors.

As a next step to Smith's signing of the MOU with the FNP in Brazil, Cochran traveled to the Brazilian cities of Brasilia, São Paulo and Rio de Janeiro earlier in the month, to solidify the new partnership and pave the way for a delegation of U.S. mayors to visit Brazil sometime next year.

Cochran met with the Secretary General of the FNP, Gilberto Perre in Brasilia and served on a panel with transportation leaders in São Paulo, to discuss common issues facing both countries, particularly relating to traffic, congestion and infrastructure challenges in large cities in both the U.S. and Brazil. "Mothers in the U.S. spend at least 75 minutes a day in their cars, in traffic with their children. This has to change and we need to figure out better solutions for decreasing congestion, gridlock and transportation barriers in our mega cities and metro areas," said Cochran.

Cochran also met with international relations staff for the cities of São Paulo and Rio de Janeiro to identify common concerns facing cities in the U.S. and Brazil and to identify areas where mayors of both countries can share challenges and



USCM CEO and Executive Director Tom Cochran speaks on panel with Brazilian transportation leaders in São Paulo.

success stories. In São Paulo, Cochran met with Leonardo Barchini, Municipal Secretary for the city to discuss the possibility of uniting U.S. and Brazilian mayors in the Spring, 2014.

São Paulo, a city with the largest population in the Americas and the world's seventh largest population, has openly battled severe traffic congestion and transportation challenges over the past decade. "As a city with the largest economy in Brazil and the largest economy in Latin America, we can certainly learn a lot from them," said Cochran. "But they're also facing overwhelming transportation challenges similarly to many U.S. cities,

so now is the time for our countries to come together and build on each others strengths and share what's working."

Cochran met with Rio de Janeiro Center of Operations Director Pedro Junqueira and Bilateral Cooperation Chief Adviser Gabriel Bello Barros, and received a tour and briefing of their Operations Center. Rio de Janeiro is in the midst of preparing for several upcoming mega events: the 2014 FIFA World Cup and the 2016 Summer Olympics and Paralympics, to be hosted by Rio de Janeiro Mayor Eduardo Paes.



At left, FENAMM Secretary General Sergio Arredondo Olvera with USCM CEO and Executive Director Tom Cochran meet for the first time in Mexico City to discuss forming a partnership between both organizations.



At left, Rio de Janeiro International Relations Chief Adviser Diego Blanc provides tour and briefing of upcoming mega events for USCM CEO and Executive Director Tom Cochran.

BIRMINGHAM

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bled to assess both the current status of civil and human rights in the nation and the work remaining to be done. Led by the Conference of Mayors Vice President Sacramento Mayor Kevin Johnson, Birmingham Mayor William A. Bell, Sr., and Conference of Mayors CEO and Executive Director Tom Cochran, the Birmingham program included the formal announcement of the establishment of the U.S. Coalition of Cities Against Racism and Discrimination. It also included two panels of mayors – one discussing progress in reaching economic justice, the other discussing progress in building tolerance – and concluded with a moving keynote address by Charleston Mayor Joseph P. Riley, Jr. Following the program, the mayors gathered for a press conference in front of the church and later toured the Birmingham Civil Rights Institute.

U.S. Coalition of Cities Against Racism and Discrimination

Cochran told the church audience that the organization was proud to be announcing “a new effort which America’s mayors are undertaking – the establishment of the U.S. Coalition of Cities Against Racism and Discrimination.” Through the new coalition, he said, “We will join with our colleagues in other nations to work to eliminate racism and discrimination of all forms.”

Cochran explained that the Conference of Mayors has been working with the United Nations Educational, Scientific, and Cultural Organization (UNESCO) and the State Department to establish the U.S. Coalition, and that it will be part of the International Coalition of Cities Against Racism, a global network of cities working together to improve their policies to combat racism, discrimination, xenophobia, and exclusion. To date, the United States had not participated in this effort. UNESCO invited the Conference of Mayors to organize the U.S. Coalition

and serve as its secretariat.

Cochran said that the U.S. Coalition already included 50 cities, and that the mayors of those cities have signed onto a 10-point plan of action, which has been drafted by Conference of Mayors leaders – a commitment by those mayors to implement the plan both locally and nationally. “We have made a lot of progress since that tragic day 50 years ago, and we are acting today to make sure that we continue to make progress in the future,” he said. The plan and the list of the first 50 signatories are on the following pages.

In Birmingham for the Coalition announcement were Deputy Assistant Secretary of State Nerissa Cook and UNESCO Program Specialist Marcello Scarrone Azzi, who addressed the mayors at a breakfast before the program at the 16th Street Baptist Church. Commenting that the U.S. 10-point plan reflects “the better angels of our nature,” Cook told the mayors, “The United States has a long and difficult history of dealing with issues of racism, discrimination, xenophobia and exclusion,” and has “a long way to go before we can say we’ve got it right.” Still, she said, there are “a wealth of experiences to share with each other, and with other countries around the world. No one is better placed to share those lessons than you, the mayors and local officials who live among and work with citizens whose real-life issues and struggles you strive to address each and every day.”

Scarrone briefed the mayors on UNESCO’s International Coalition of Cities Against Racism and said how pleased his organization was that the U.S. Coalition was being launched by the Conference of Mayors. He commented that the U.S.



Left to right, USCM Vice President and Sacramento Mayor Kevin Johnson, Deputy Assistant Secretary of State Nerissa Cook, Birmingham Mayor William Bell, UNESCO Program Specialist Marcello Scarrone Azzi, and USCM CEO and Executive Director Tom Cochran.

10-point plan was a “really good plan,” and said that, with 50 cities already on board, the U.S. group had become their fastest-growing coalition.

Conference of Mayors History in Civil Rights

Johnson opened the mayors’ program in the 16th Street Baptist Church with a brief review of the Conference of Mayors long history of opposition to racism and discrimination and its support of civil and human rights. Following are excerpts of his remarks:

“Just over 50 years ago, President John F. Kennedy addressed The U.S. Conference of Mayors during its annual meeting in Honolulu on race relations, which he called “a national problem, but also a national challenge, a national responsibility, a national opportunity.” While he told the mayors that events in Birmingham “have stepped up the tempo of the nationwide drive to full equality,” he cautioned the mayors that, “Even with federal action, final responsibility will rest with you as mayors.” He called on the mayors to do five things:

- 1) establish a biracial human relations committee;

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- 2) ensure that local government ordinances and practices are constitutional;
- 3) follow non-discriminatory practices in the employment and promotion of municipal workers;
- 4) enact equal-opportunity ordinances to spell out the civil rights of those who live in the city, including rights to equal employment and access to public accommodation and to housing; and
- 5) lessen unemployment among low-skilled young people by reducing the number of drop-outs.

"I am proud to tell you the U.S. Conference of Mayors took President Kennedy's message seriously and since then has adopted strong policy in support of civil rights. We have supported voting rights, equal employment opportunities, fair housing and affirmative action; we have opposed discrimination of all forms, and we have taken strong positions against hate crimes.

"While our policy has been incredibly strong on racial and ethnic issues, we have moved on to include other groups who were being discriminated against. In 1984 we adopted policy opposing discrimination on the basis of sexual orientation – the first national organization of elected officials to do so. In 2009, we adopted policy, brought to us by West Sacramento Mayor Chris Cabaldon, in support of marriage equality for same-sex couples, the recognition and extension of full equal rights to such unions, and opposition to the enshrinement of discrimination in federal or state constitutions. We also have adopted strong policy over the years in support of the integration of new immigrants into our communities, recognizing their right to be here and the significant contributions they make to our cities."

In his welcoming remarks, Bell referred to the 16th Street Baptist Church as



Left to right, New Orleans Mayor Mitch Landrieu, USCM Past President Philadelphia Mayor Michael A. Nutter, Madison Mayor Paul Soglin, Tacoma Mayor Marilyn Strickland, and USCM Vice President and Sacramento Mayor Kevin Johnson in Birmingham's 16th Street Baptist Church.

"sacred ground," and said how grateful he was that the Conference of Mayors has joined forces with UNESCO to help stomp out discrimination and racism.

In his opening remarks, Cochran returned to President Kennedy, quoting his assessment of Birmingham's importance in the civil rights movement: "But not for Birmingham, we would not be here today."

Reaching Economic Justice

In his introduction to the four-mayor panel discussion on reaching economic justice, Johnson told the audience, "Fifty years after the Birmingham civil rights movement and the March on Washington for Jobs and Freedom, even while much progress has been made, most of the demands for economic justice have yet to be realized." Among his examples of shortcomings:

- African-Americans are three times as likely to live in poverty and twice as likely to be unemployed as their white counterparts.
- The minimum wage is still not a living wage. By inflation-adjusted standards, the minimum wage is actually lower than it was in 1963.
- Our education system, marked by a persistent achievement gap, is failing

to provide students the tools they need to transcend their social position.

Conference Past President and Philadelphia Mayor Michael Nutter concurred that, despite the accomplishments of the last 50 years, many challenges remain. Nutter discussed the impact that a high poverty rate is having on his city, its economy, and its people, and described efforts underway in Philadelphia to better manage the resources available within the city that could help to lift people out of poverty. He called education and access to education the true civil rights issue of the times – a theme echoed by other mayors throughout the program.

Madison Mayor Paul Soglin focused on the importance of access to achieve justice and equality, commenting, "We have opened doors, but haven't provided access." In his comments on the problem, Soglin called for greater access to the learning process for both education and jobs, and greater access to transportation, childcare, health care, and housing.

Tacoma Mayor Marilyn Strickland stressed the need to consider the things which help people to empower themselves, such as paid family leave, the

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availability of summer jobs for young people, and training in fields, such as building trades, which provide good jobs. Helping parents to be productive members of society is an effective way of helping young people, she said. In simple terms: "We do better by doing better."

Questioning the existence of a national strategy, purpose, and commitment to achieving economic justice, New Orleans Mayor Mitch Landrieu pointed out that economic justice is an issue of national security, not just a domestic issue. He quoted Council of Foreign Relations President Richard Haass, who said, "We cannot be strong abroad if we're not strong at home," and said that poverty and unemployment make us weak. "We're not beyond the issues of race and violence," Landrieu said, explaining how violence in New Orleans, particularly its child victims, "takes you to dropouts, poverty, and unemployment." Among the actions that will help to overcome these problems, he said, are greater cooperation among federal, state, and local governments, and the building of workforces that reflect their communities.

Building Tolerance

In his introduction to the three-mayor or panel discussion on building tolerance, Conference Past President Akron Mayor Donald L. Plusquellic commented, "The political dysfunction which we see in Washington today is in great part a reflection of the lack of tolerance which some have for those with different political beliefs. The expressions of hatred and discrimination which we at times see in our communities reflect a lack of tolerance for those who are different."

"As mayors it is our role to help to build tolerance in our cities," Plusquellic said, and he noted that several of the actions that the mayors have pledged to take as part of their 10-point plan to combat racism and discrimination are aimed at doing just that:

1) Use the bully pulpit to provide leader-



Left to right, West Sacramento Mayor Christopher Cabaldon, Louisville Mayor Greg Fischer, Rochester (MN) Mayor Ardell Brede, and Past President and Akron Mayor Donald Plusquellic in Birmingham's 16th Street Baptist Church.

ship on issues of concern, engage in the difficult conversations that may be needed, speak out against hate crimes and all discriminatory acts whenever they occur;

- 2) Work with the school system to promote education about differences, the importance of tolerance, and behavior that respects differences among people;
- 3) Facilitate the integration of immigrants and other new residents into the community; and
- 4) Encourage community activities, which celebrate diversity and educate city residents about the different cultures that compose a city's population.

Starting the panel discussion, Rochester (MN) Mayor Ardell Brede described growing up in a small community with minimal exposure to minorities. He said one of the challenges in Rochester, which has seen significant population growth in the last few decades, is that "some want it to be like it was." Brede described a number of efforts underway in Rochester to welcome all people to the community, encourage young people who drop out of school to return, and aggressively recruit additional minorities to serve in the city's police and fire departments.

Louisville Mayor Greg Fischer called

for embracing differences and suggested that "building tolerance" is not enough. We need to celebrate our differences as a people, not just tolerate one another, he said, and he noted that immigrants see the U.S. as a country that embraces differences. Fischer described the substantial effort underway to encourage compassion among Louisville's residents and institutions and to make the city the most compassionate in the nation. The mayor's role, he said, is to bring a city together, and "this is very much a work in progress." "Building tolerance strengthens a city and contributes to the collective good," Fischer said.

West Sacramento Mayor Christopher Cabaldon discussed how the civil rights movement affected his life personally, commenting that, at one time, his Filipino father and White mother would not have been permitted to marry in California. He said that marriage equality could not even have been conceived of if not for the civil rights movement, that before it, "...we didn't even have the language to use." Cabaldon pointed out that, while we need to build tolerance, for kids who don't get through high school and are caught in the criminal justice system, tolerance isn't even an issue.

Mayor Riley's Address

Charleston Mayor Joseph P. Riley, Jr., a Past President of the Conference of Mayors, is recognized as the "Dean of America's Mayors." A civil rights leader throughout his long public service career, Riley addressed the audience in the 16th Street Baptist Church at the conclusion of the Conference of Mayors program. Following are excerpts of three of the major themes contained in his address.

Unfinished Work of the Civil Rights Movement

We come to this sacred place, a historic church, made sacred by the religious services that occurred in this beautiful sanctuary, but further consecrated 50 years ago this Sunday by the tragic death of four precious girls – the brutal work of racial bigotry and hatred.

This moved the conscience of our country. It produced the civil rights bill of 1963, passed in 1964, a bill that gave rights to all citizens that most people in America would have a hard time believing weren't naturally there to begin with. Hard to imagine that this was not always the law of the land. But this city, those girls, this church, played a major role in that achievement.

At this 50-year moment, this observation, we have so much to celebrate: Racial progress that even Dr. King could never have imagined has occurred. A distinguished black man is the mayor of this city. A black man is President of our country. And there are achievements in every city and hamlet in this land that would bring great pride to Dr. King and those who worked with him.

We cannot let the euphoria of this moment distract us from the clear fact that we are not finished. Dr. King's work remains, and it is ours, and those four little girls would expect us not to let up. We cannot let up. There is so much work to do. And that's why mayors of American cities have come together in this city to recalibrate, to rededicate ourselves to the complicated and uncompleted tasks

before us.

Like the fact that black children are three times more likely to be poor than white children. Like the fact that black children are twice as likely to die before the age of one than white children, because of lack of health care. Like the fact that black children and teenagers are 17 times more likely to die from gun homicide than white children. And there are many more statistics, but we see the reality in our communities, and we see it in our country.

The danger is that we see these problems as intractable. They are not. No more intractable than the challenges that Dr. King and his followers saw 50 years ago. Those challenges we overcame. These challenges we will overcome.

Mayors' Roles, Responsibilities

Why are mayors here to take up the challenge? Well, first, mayors lead. Fifty years ago, the only white politician who went to Washington, D.C. to testify for the civil rights bill was the white mayor of Atlanta, Georgia, Ivan Allen. That's what mayors do.

But also our job gives us the opportunity to get close to the people we serve. Ours is a personal job. It is our duty to make our neighborhoods safe, to protect our citizens and their children. It's our duty to have our neighborhoods clean, our duty to care for the children on our playgrounds. We hear our citizens' petitions. We come to feel their pain. We help wipe away their tears in times of sorrow. We celebrate with them joys of achievement, and we solve problems together.

Mayors know that our real power is the opportunity to leverage the energy and good will of our citizens – and that can move mountains of problems – to create new institutions, new initiatives to solve problems that only can be solved when people work together optimistically to finish the task before us. Like early childhood education....



USCM Past President Charleston Mayor Joseph Riley in 16th Street Baptist Church.

The goal should be that every child born in our cities, every child that's born in America, has the opportunity, and feels they have the opportunity, and is given the skills, and is given the wonderful intellectual challenge at a young age, to be able to succeed in school. The most important basic civil right in America should be the right to a quality education and the opportunity for a child to graduate from college.

Reporting to Girls Lost in Bombing

In conclusion, we all report to someone. Spoken or not, we report to our spouse, we report to our children, we report to our parents, even if deceased. We report to constituents, individuals or a group. We report to good friends....

In our "50 Years Forward" work, I believe we should report to Carole Rosamond Robertson. She was 14, a straight-A student, and an active member in the marching band and science club on that morning 50 years ago this Sunday

See RILEY on page 13

Press Conference

The press conference that followed the Conference of Mayors program held inside the 16th Street Baptist Church gave several of the mayors in attendance an opportunity to summarize their views on Birmingham's commemorative events 50 years after the killing of four young girls inside that church, and on the civil rights movement as a whole. Conference of Mayors Vice President Sacramento Mayor Kevin Johnson said at the start of the press event in front of the church, "We are here today to honor the memory and celebrate the legacy of four little girls who lost their lives here, but whose deaths at the hand of a domestic terrorist have helped change the course of our country, and will do so for many years going forward."

Johnson also announced that the Conference of Mayors was establishing a U.S. coalition of cities against racism and discrimination, "as part of our international coalition of cities and our global network," and he described the coalition's 10-point action plan against racism and discrimination, which was released to the public in the Birmingham event. At the time of its release, 50 mayors had already committed to it.



USCM Vice President and Sacramento Mayor Kevin Johnson, at podium, during mayors' press conference in front of Church Bulletin at the 16th Street Baptist Church. Left to right, Birmingham Mayor William Bell, Tacoma Mayor Marilyn Strickland, West Sacramento Mayor Christopher Cabaldon, USCM Past President Akron Mayor Donald L. Plusquellic, USCM Past President Philadelphia Mayor Michael A. Nutter, Louisville Mayor Greg Fischer, USCM Past President Charleston Mayor Joseph Riley, New Orleans Mayor Mitch Landrieu, and Madison Mayor Paul Soglin.

Host Mayor William Bell noted that when he approached Conference of Mayors CEO and Executive Director Tom Cochran about participating in the city's events, Cochran did not hesitate to respond. "In fact," Bell said, "Tom took it far beyond my imagination by inviting UNESCO to become a partner with us in commemorating the events of 1963." Bell added that by "joining forces with The U.S.

Conference of Mayors and coming here to Birmingham, the cradle of human rights and civil rights, they do us great honor."

Charleston Mayor Joseph P. Riley, Jr., who just moments earlier had delivered the closing keynote address of the Conference of Mayors program, said, "There is no city in America that has a more prideful story to tell about these 50 years

See PRESS on page 14

RILEY from page 12

at 10:22 when a bomb exploded in this church. She and her friends were going to hear a sermon, "The Love that Forgives."

We should report to Carol Denise McNair. She was 11. She organized an annual fundraising variety show in her yard to support muscular dystrophy research.

We should report to Addie May Col-

ins. She was the seventh of eight children born to janitor Oscar Collins and his wife. She loved playing softball.

We should report to Cynthia Wesley, the adopted daughter of Claude and Gertrude, both teachers. She excelled in reading, math, and playing in the band.

We report to them, not as 60-year-old citizens in the city of Birmingham. We report to them now in the heavens. Let's give them, in the years to come, a good report. Let's give them a report that our country has a colorblind society. Let's

give them a report that hope, real hope, and opportunity are available to all the citizens of our land, of all colors and all backgrounds and all persuasions.

Let's give them a report that will make us happy and make us proud. In the concluding words of the anthem sung in this beautiful church so many times: "Facing the rising sun of a new day begun, let us march on 'til victory is won."

Thank you.

PRESS

from page 13

than Birmingham, Alabama, and I congratulate Mayor Bell and the citizens of Birmingham for the way they have come together as, really, a model city for our country." Noting that while the 50th anniversary of the loss of the four girls' lives in the church bombing could be a time at which mayors could easily turn their attention to "persistent, protracted challenges," Riley said mayors were going to use the event as "an opportunity to rededicate ourselves to the unfinished work of the civil rights movement and to honor the legacy of these four precious girls."

Akron Mayor Donald L. Plusquellic, who moderated one of the two panels of mayors during the Conference program, focused on the church bombing as a seminal event within the nation. "What happened here drove the country to do things that many – maybe most, but not all – argue that we should have done earlier. But these events drove us in this country. And sometimes, as other speakers have said, it's events that drive us to do things that we otherwise might not have done," he said.

Philadelphia Mayor Michael A. Nutter spoke of being a beneficiary of the civil rights movement. "Everything that I've had an opportunity to do pretty much comes as a result of those who marched, those who walked, those who died, those who were beaten, those who were firehosed, bitten by dogs, prohibited from doing so many things," he said. "And today, we can do just about anything. But our work is not done. There is still more marching to do. There are those who are still locked up and locked out of economic opportunity. There are still those who are not getting the education that they deserve."

As we go back to our cities, Nutter said, "We must always give voice to the voiceless, we must see what others are not seeing and, through our work, give life and support to those who may have

given up hope, wondering whether anyone hears their cry."

Echoing earlier comments made by the mayors, Tacoma Mayor Marilyn Strickland said, "As we talk about the civil rights movement, it's not about the past. It's about today and the work that's still left to do. Education, prison reform, social justice – these are all important aspects of the civil rights movement of today."

"It takes courage to speak out, especially at a time when there are no longer laws that allow discrimination," Strickland said. "Because it's sometimes subtle and ingrained in systems, it's actually more brave to speak out now."

Louisville Mayor Greg Fischer focused on the role of the individual in advancing the civil rights agenda: "My request is simple," he said. "For each one of our citizens and each one of our cities and our city leaders: everybody commit to one action. Call on people in your community to volunteer, to work with people who don't look like them, in the trenches.

Know each other from the human level, not from apparent physical differences, but from the heart and from the soul. And lastly, in a moment of questioning, be compassionate. Simple. Being compassionate makes you happy. It's not really tough."

Concluding the press conference, New Orleans Mayor Mitch Landrieu said that the mayors were present in Birmingham to commemorate events there. "But we together come in unison and solidarity to recommit ourselves to the notion that we can, in fact, be a more perfect union, and the lives of these four young ladies harken to us to recommit all of what we have learned and all of what we know toward, in fact, making the cities in America, and America itself, a more just society. But it will take work; make no mistake about it. The hard work of governing in many ways has just begun. We, the people of America, have to recommit ourselves to do just that, and that is why we're all with you here today," Landrieu said.



The American Beverage Association sponsored a reception and dinner the evening before Mayors' Day in Birmingham. ABA Board Chairman Claude Nielsen, who is also Chairman and Chief Executive Officer of Coca-Cola Bottling Company United in Birmingham, briefly addressed the gathering and welcomed them to Birmingham. Left to right, USCM Past President and Akron Mayor Donald L. Plusquellic, USCM Vice President and Sacramento Mayor Kevin Johnson, Claude Nielsen, Birmingham Mayor William Bell, Past President and Charleston Mayor Joseph Riley, and USCM CEO and Executive Director Tom Cochran.

U.S. Coalition of Cities Against Racism and Discrimination 10-Point Plan of Action

In the 50 years since the murder of Medgar Evers in Jackson, the bombing of the 16th Street Baptist Church in Birmingham which killed four young girls, and the march on Washington led by Dr. Martin Luther King, Jr., much progress has been made in addressing past grievances and in assuring the civil and human rights of all Americans. Federal civil and voting rights laws have been passed and to a great extent implemented. But much remains to be done.

For all of the progress we have made in civil rights in America, serious racial and ethnic disparities persist: Black and Hispanic Americans are more likely to be poor than their white counterparts. Black children are three times more likely to be poor than white children. Black children are one and one-half times more likely to be uninsured than white children and twice as likely to die before their first birthday. Blacks and Hispanics have a higher unemployment rate than the white population.

Crime disproportionately affects the black community, particularly black men and boys. African Americans account for 13 percent of the population, but nearly half of total homicide victims are black, and 85 percent of these are men. Black children and teens are 17 times more likely to die from a gun homicide than white children and teens. Racial and ethnic minorities are disproportionately represented in the prison population. Among male prisoners in state and federal facilities, 39 percent are black and 23 percent are Hispanic. Among state prisoners serving time for drug offenses, 65 percent are either black or Hispanic. Compounding the impact these incarceration statistics have on blacks and Hispanics are policies – in both the public and private sectors – which make it difficult, if not impossible, for people leaving prison to return to their communities, secure employment and housing, and become contributing members of society.

For decades America's mayors, through The United States Conference of Mayors, have taken a strong position in support of civil rights and in opposition to racism and discrimination of all kinds. The Conference's adopted policies have supported voting rights, affirmative action, fair housing, gay rights and same sex marriage, efforts to build tolerance and peacefully resolve conflict, and the integration of immigrants into our communities. They have opposed discrimination based on race, ethnic origin, religion, sexual orientation, disability, age, and gender. They have opposed discrimination in employment and housing. They have opposed hate crimes and encouraged mayors to speak out against them whenever they occur. In more recent years they have turned their attention to human trafficking and gender violence.

The Conference has called for policies and programs to reduce unacceptable rates of poverty in cities and the disparities affecting too many city residents: creating jobs that pay, and training people to fill them; providing safe, affordable child care so that parents are able to take advantage of the jobs available; improving education to provide young people the opportunity to succeed and fill the jobs of the future; assuring the availability of affordable, quality health care and nutritious food; revitalizing neighborhoods and assuring an adequate supply of decent, affordable housing; and reducing crime and violence – gun violence, in particular.

Individually, mayors and their city governments have worked to eliminate a broad range of discrimination in housing, employment, education, health care, city services, contracting, procurement, and other vital areas. As community leaders, many mayors have spoken out against discrimination and injustice when it has occurred and undertaken efforts to build tolerance and understanding within their local communities.

In recent years, cities have undertaken efforts to integrate immigrants into their communities and adopted a variety of policies to include fully and treat equitably their LGBT residents.

Again, much progress has been made, but much remains to be done.

Working with UNESCO and the U.S. Department of State, The U.S. Conference of Mayors is establishing the U.S. Coalition of Cities Against Racism and Discrimination. To join this coalition, mayors will pledge to undertake the following ten action steps:

Through the Conference of Mayors:

- 1) Continue collective efforts to speak out against racism and other forms of discrimination and propose solutions, and join with national civil rights organizations in this effort;
- 2) Advocate for inclusion and non-discrimination in all federal laws, policies, and programs;
- 3) Work toward sentencing and prison reform to reduce disparities between blacks and Hispanics and whites in sentences and incarceration rates;
- 4) Improve the ability of people released from prison, who are disproportionately black and Hispanic, to reenter their communities through increased federal support for Second Chance programs and changes in policies and procedures which make it difficult, if not impossible, to become productive members of society;
- 5) Continue calling for an expanded national effort to reduce poverty, which disproportionately affects minority communities, and create employment opportunities by increasing job creation, job training, child care availability, transportation availability, affordable housing, and other needed assistance.

In cities:

- 1) Ensure that city policies and procedures promote inclusion and do not

See 10-POINT PLAN on page 16

10-POINT PLAN

from page 15

- discriminate and that employees are provided the training needed to implement them;
- 2) Use the bully pulpit to provide leadership on issues of concern, engage in the difficult conversations that may be needed, speak out against hate crimes and all discriminatory acts whenever they occur, and provide comfort and assistance to victims of discrimination;
 - 3) Work with the school system to promote education about differences, the importance of tolerance, and behavior that respects differences among people;
 - 4) Facilitate the integration of immigrants and other new residents into the community;
 - 5) Encourage community activities which celebrate diversity and educate city residents about the different cultures that compose a city's population.

The U.S. Coalition is part of the International Coalition of Cities Against Racism and Discrimination, which was established by UNESCO in 2004 and is a global network of cities interested in sharing experiences in order to improve their policies to combat racism, discrimination, xenophobia, and exclusions. The U.S. Coalition joins other coalitions of cities that have formed in Canada, Latin America and the Caribbean, Europe, Africa, Arab nations, and Asia and the Pacific.

The 50 Mayors Signed onto the Plan at Time of Announcement:

Alabama

William A Bell, Birmingham

Arizona

Greg Stanton, Phoenix

Arkansas

Mark Stodola, Little Rock

California

John A. Mirisch, Beverly Hills
Kathleen DeRosa, Cathedral City
Gary Davis, Elk Grove
Eric Garcetti, Los Angeles
Kevin M Johnson, Sacramento
Patrick J. Morris, San Bernardino
Edwin M. Lee, San Francisco
Helene Schneider, Santa Barbara
Pam O'Connor, Santa Monica
Carol J Dutra-Vernaci, Union City
Christopher Cabaldon, West Sacramento

Connecticut

Michael Tetreau, Fairfield

Florida

Joy F Cooper, Hallandale Beach

Georgia

Teresa Pike Tomlinson, Columbus

Illinois

Elizabeth B Tisdahl, Evanston

Indiana

Karen M Freeman-Wilson, Gary

Iowa

Roy D Buol, Dubuque

Kentucky

Greg Fischer, Louisville

Louisiana

Melvin L Holden, Baton Rouge
Mitchell J Landrieu, New Orleans

Maryland

Stephanie C Rawlings-Blake, Baltimore

Michigan

William R. Wild, Westland

Minnesota

Ardell F Brede, Rochester

New Jersey

J. Christian Bollwage, Elizabeth

New York

Matthew T. Ryan, Binghamton
Paul A Dyster, Niagara Falls
Noramie F Jasmin, Spring Valley
Stephanie A Miner, Syracuse

North Carolina

William V Bell, Durham

Ohio

Don L. Plusquellic, Akron
Michael B. Coleman, Columbus

Oregon

Denny Doyle, Beaverton
Kitty Piercy, Eugene

Pennsylvania

Ed Pawlowski, Allentown
John A Linder, Chester
J. Richard Gray, Lancaster
Michael A. Nutter, Philadelphia
C. Kim Bracey, York

South Carolina

Joseph P. Riley, Charleston

Tennessee

Madeline A Rogero, Knoxville
A C Wharton, Jr., Memphis

Texas

Michael S. Rawlings, Dallas
Annise D. Parker, Houston

Vermont

Miro L Weinberger, Burlington

Washington

Mike McGinn, Seattle
Marilyn Strickland, Tacoma

Wisconsin

Paul R Soglin, Madison

Mayors may sign onto the Plan online at <http://usmayors.org/10-PointPlan>

Youth Participation Doubles in 2013 DollarWise Summer Youth Jobs Contest

By James Kirby

Over 1,250 youth from 109 cities participated in The U.S. Conference of Mayors 2013 DollarWise Summer Youth Jobs Contest – double the number of youth who participated in 2012. The contest provided prizes to youth who completed an online financial literacy curriculum, and was launched in collaboration with the Conference of Mayors Workforce Development Council. Participating youth held jobs in private companies, nonprofit organizations, and government agencies.

"DollarWise taught me how to save my money, to write checks and to budget," said a DollarWise Contest winner from St. Louis.

Mayors were invited to participate and personally present prizes won by youth in the Summer Youth Jobs Contest. Baltimore Mayor Stephanie Rawlings-Blake, Cincinnati Mayor Mark Mallory, Durham Mayor Bill Bell, Houston Mayor Annise Parker, Los Angeles Mayor Eric Garcetti, San Francisco Mayor Ed Lee, and St. Louis Mayor Francis Slay presented prizes to winners.

DollarWise also partnered with cities to create their own raffles based on the contest curriculum. DollarWise Wichita randomly selected participants, who had completed all of the DollarWise modules, to win laptops and an assortment of other prizes. DollarWise Baltimore created its own financial literacy curriculum and encouraged youth to open bank accounts for the opportunity to win prizes. Overall, 350 youth participated and opened bank accounts in Baltimore.

See DOLLARWISE on page 18



Houston Mayor Annise Parker with DollarWise winner.



San Francisco Mayor Ed Lee with DollarWise winner.



Los Angeles Mayor Eric Garcetti with DollarWise winner.



Baltimore Mayor Stephanie Rawlings-Blake with DollarWise winners.

DOLLARWISE

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To participate in the Summer Youth Jobs Contest, youth were required to go online to the DollarWise website and complete a set of brief financial education modules that provided information on financial planning, checking accounts, savings accounts, credit cards, and budgeting. They also provided information on important financial institutions headquartered in Washington (DC), including the Treasury Department, Federal Reserve, the Consumer Financial Protection Bureau (CFPB), and the Federal Deposit Insurance Corporation (FDIC).

Completing the contest modules automatically entered youth into a weekly raffle, held every Friday from June 28 until July 26. Three participants each week were picked to win an assortment of prizes including iPads, Kindles, and iPods. Cities and summer youth jobs programs across the United States were

invited to participate in the contest in an effort to promote financial education in summer youth jobs.

As a final component of the Summer Youth Jobs Contest, DollarWise also held a video competition. Youth were invited to submit a short video explaining how they used the money that they earned through their summer job to save for their future. Three winners were selected to win DollarWise prizes. The first, second, and third place winners were from St. Louis, Wichita, and Ansonia (CT).

The DollarWise Campaign is made possible through funding by the Bank of America Charitable Foundation. For future announcements on DollarWise,



St. Louis Mayor Francis Slay, left, with DollarWise winners and SLATE Missouri Career Center Executive Director Michael Holmes, right.

including its 2014 grants program, visit the website www.bedollarwise.org, or contact Program Manager James Kirby at jkirby@usmayors.org.

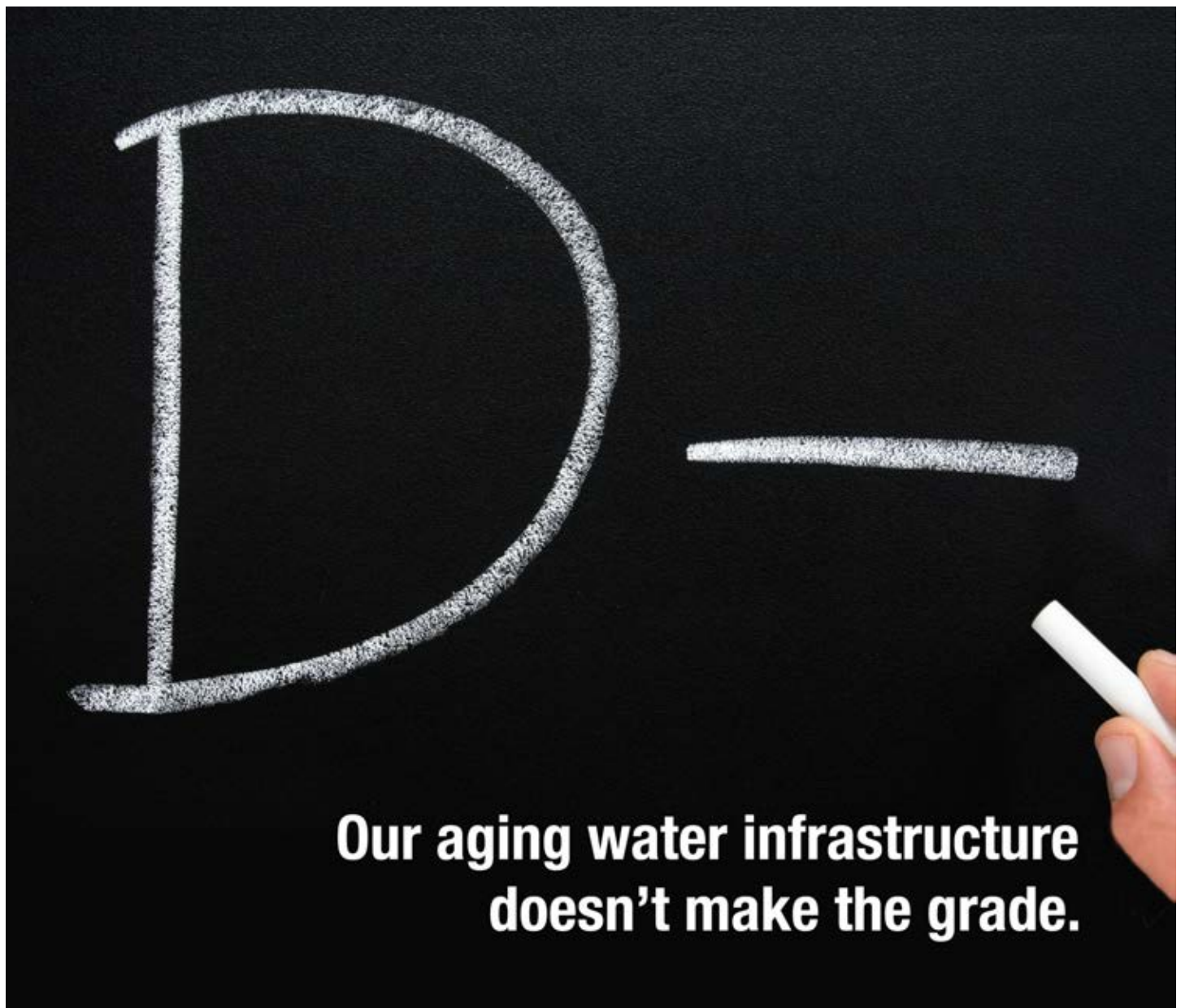


Durham Mayor Bill Bell with a DollarWise winner.



Cincinnati Mayor Mark Mallory with a DollarWise winner.





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Mayors Participate in Major Sports Business Summit

By Tom McClimon

Led by Conference of Mayors President Mesa Mayor Scott Smith, joined by Indianapolis Mayor Gregory A. Ballard, Chair of the Mayors Professional Sports Alliance, and Salt Lake City Mayor Ralph Becker, the mayors participated in a one day Sports Business Summit sponsored by Bloomberg News.

Held September 10 in New York City, the mayors were featured on a panel "The Tale of the City, The Team, and The Stadium." Moderated by Rick Horrow, Chairman of Horrow Sports Ventures and Contributing Editor and Host of "Sportsfolio" on Bloomberg Television, the panel discussed such issues as how cities finance stadiums and arenas, the economics of keeping a team in a city, and the pros and cons of having a major leagues sports franchise in a city. "The public and private sectors need to work together to keep a team," stated Smith. "Cities will continue to recognize the value of public-private partnerships." The mayor went on to discuss the role of public private partnerships in keeping the Chicago Cubs Spring Training

Facility in Mesa. "Sports franchises have shown their value to cities," stated Ballard. "They help to promote civic pride," he said.

The mayors were joined at the sum-

mit by sports luminaries such as National Basketball Association's Incoming Commissioner Adam Silver, Major League Soccer Commissioner Don Garber, National Hockey League Commissioner Gary Bettman, Ultimate Fighting Championship Chairman and CEO Lorenzo Fertitta, International Speedway Corporation CEO Lesa France Kennedy and New York Knicks NBA Player Carmelo Anthony.



Left to right, Salt Lake City Mayor Ralph Becker, Indianapolis Mayor Gregory A. Ballard, USCM President Mesa Mayor Scott Smith, and Rick Horrow, Host of "Sportsfolio" on Bloomberg Television.

Five Additional Mayors to Co-Chair Mayors for The Freedom to Marry Coalition

By Laura DeKoven Waxman

The national Freedom to Marry organization announced September 16 that mayors Julián Castro of San Antonio, Eric Garcetti of Los Angeles, Michael Nutter of Philadelphia, Kasim Reed of Atlanta, and Greg Stanton of Phoenix have joined mayors Michael Bloomberg of New York, Thomas M. Menino of Boston, and Annise Parker of Houston as co-chairs of Mayors for the Freedom to Marry, a bipartisan group of mayors who support ending marriage discrimination at all levels of

government.

At the same time, Freedom to Marry also announced the goal of reaching 500 mayors representing all 50 states. Mayors for the Freedom to Marry was launched in January 2012 during the Conference of Mayors Winter Meeting with 80 mayors. It now has more than 350 mayors representing 35 states and the District of Columbia.

"I've been a member of Mayors for the Freedom to Marry from the beginning because there's no better place to advocate for freedom and fairness than

in our own cities," said Parker. "Like more than 350 mayors from around the country, I stand for equality for all loving, committed couples, from our county clerks' offices to our state capitols to our federal government." Parker also serves as Chair of the Conference of Mayors Criminal and Social Justice Committee.

Information on Mayors for the Freedom to Marry is available online at <http://www.freedomtomarry.org/pages/mayors-for-the-freedom-to-marry>.

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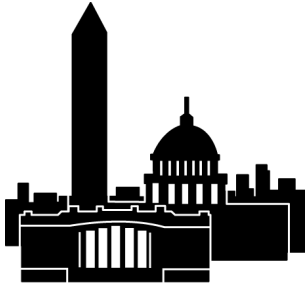
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Contact:

Jubi Headley, Managing Director
(202) 861-6798 telephone
jheadley@usmayors.org e-mail

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Additional Compliance Costs Will Impact Cities

By Judy Sheahan

The Environmental Protection Agency (EPA) is proposing possible changes for New Source Performance Standards (NSPS) and Emission Guidelines (EG) for Municipal Solid Waste (MSW) Landfills. Although EPA is required to review NSPS every eight years, their review and proposed changes are a result of lawsuit settlement filed against them by an environmental group. EPA is seeking comments on the various proposed options by November 8.

EPA is considering six different scenarios for new and existing landfills to reduce emissions for both NSPS and EG. Options include reducing emission thresholds, reducing allotted time for installation and expansion, reducing design size threshold, or some combination. The costs for implementing these various options for NSPS range from \$18,000–\$69,000 per landfill annually and for EG, the cost range from \$3,400–\$98,000 annually.

EPA has provided a power point outlining the various alternatives under consideration, the estimated reduction in emissions, contact people at EPA, and a list of

EPA Proposes New Clean Air Rules for Landfills



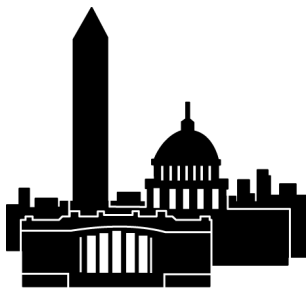
landfills that may be impacted. Many of these landfills are owned and operated by local governments. In the case where a city contracts out their garbage service, the landfill costs for the company owning the landfill will also go up to comply with these new proposed standards. The power point along with a list of state and local governments potentially subject to regulation can be found on our website at <http://usmayors.org/mwma/uploads/FederalismBriefingforLandfills9-9-13.ppt>

The consultation was held, under Executive Order 13132, on September 10 for associations that represent local and state elected officials. The federal government is required to do such a consultation if the state and/or local compliance costs \$25 million or more in one year nationally.

NSPS is a provision under the Clean Air Act (CAA) and impact stationary sources that “cause, or contribute significantly to air pollution which may reasonably be anticipated to endanger public health or welfare.” NSPS applies to landfills that commenced construction, modification, or reconstruction on or after May 30, 1991. EPA is supposed to review the standards every eight years and costs can be considered as a factor.

EG also is a provision under the CAA that regulates landfill gas emissions and applies to landfills that accepted waste after 1987.

Currently, out of the 2,000 active landfills in the United States, 729 are currently subject to either NSPS or EG.



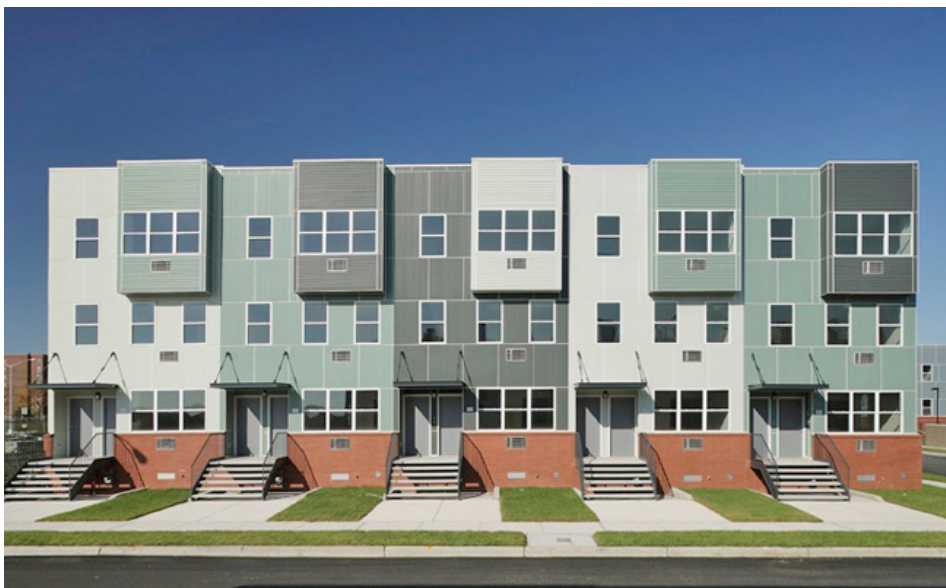
By Eugene T. Lowe

National Organizations Representing Elected, Appointed Local Officials Comment on HUD Proposed Fair Housing Rule

The U.S. Conference of Mayors, the National Association of Counties (NACo), and the National Association of Local Housing Finance Agencies (NALHFA) endorsed comments developed and submitted by the National Community Development Association (NCDA) and the National Association for County Community and Economic Development (NACCED), on the proposed rule regarding "Affirmatively Furthering Fair Housing" on September 17. The legal authority for the rule is the Fair Housing Act, Title VIII of the 1968 Civil Rights Act. This statute, along with other legislation, "directs HUD's program participants to take steps proactively to overcome historic patterns of segregation, promote fair housing choice, and foster inclusive communities for all."

HUD said of the proposed regulatory action: "The fair housing elements of current housing and community development planning are not as effective as they could be, do not incorporate leading innovations in sound planning practice, and do not sufficiently promote the effective use of limited public resources to affirmatively further fair housing." To improve the process, "the rule refines the current requirement that program participants complete an Analysis of Impediments (AI) with a more effective and standardized Assessment of Fair Housing (AFH) through which program participants would evaluate fair housing challenges and goals using regional and national benchmarks and data tools to facilitate the measurements of trends and changes over time."

Some of the comments of the national groups to the rule included a call for HUD to issue an interim rule so as to allow for additional comments. The national groups also felt that it was difficult to comment on the AFH without the template (not included in the rule) upon which the assessment will be based. The comments recommend another proposed rule on the template or an interim rule before issuing a final rule. The comments are very strong on the redundancy HUD creates by having both an AFH and a Consolidated Plan. The comments call on HUD to incorporate the AFH into the Consolidated Plan. This, it is argued, would "more directly and effectively incorporate fair housing planning into the comprehensive housing and community development planning that grantees undertake through the Consolidated Plan." The comments also question the requirement that communities examine data surrounding access to education, employment, low-poverty, transportation, and environmental health. The national groups recommend that such data elements be listed "as an option for program participants to use in their AFH, not a requirement." The comments urge HUD to designate the Office of Community Planning and Development as the entity to review and approve the Assessment of Fair Housing (AFH) for CDBG, HOME, ESG, and HOPWA grantees since these programs fall under its jurisdiction.





Chairman Goodlatte Releases Principles for Developing an Online Sales Tax Bill

By Larry Jones

During a series of meetings with congressional staff and stakeholders on September 17, House Judiciary Committee Chairman Bob Goodlatte (VA) discussed a set of principles that he will use to develop a bill that would allow online retailers to collect state and local sales taxes. He told those in attendance that he would not use a similar Senate measure (the Marketplace Fairness Act, S. 743), which passed last May by a strong bipartisan vote of 69-27, as a starting point for developing his bill. Although he did not elaborate in detail on his concerns, in previous discussions Goodlatte has expressed concerns that the Marketplace Fairness Act would be too burdensome to small businesses, subject online retailers to multiple state audits, and complications that may evolve from giving states the power to enforce its tax laws on businesses in other states.

Goodlatte's principles, on the surface, seem to be in line with what most stakeholders believe could be used to develop good legislation. In a document released on September 18, Goodlatte explained the guiding principles he will use as follows:

- 1) Tax Relief—Selling goods over the Internet should not create new or discriminatory taxes not faced by businesses that do not sell goods over the Internet.
- 2) Tech Neutrality—Brick and mortar, exclusively online, and Brick and Clicks businesses should all compete on equal footing. And the sales tax compliance burdens on Internet retailers should neither be less, nor should it be greater than on similarly situated local retailers.
- 3) No Regulations Without Representa-

tion—Those who would bear state taxation, regulation and compliance burdens should have direct recourse to protest unfair, unwise or discriminatory rates and enforcement.

- 4) Simplicity—Governments should not stifle businesses by shifting onerous compliance requirements onto them; laws should be so simple and compliance so inexpensive and reliable as to render a small business exemption unnecessary.
- 5) Tax Competition—Governments should be encouraged to compete with one another to keep tax rates low and American businesses should not be disadvantaged vis-à-vis their foreign competitors.
- 6) States' Rights—States should be sovereign within their physical boundaries. In addition, the federal government

should not mandate that states impose any sales tax compliance burdens.

- 7) Privacy Rights—Sensitive customer data must be protected.

Goodlatte's plan is to widely circulate the principles to members of Congress and stakeholders in order to get input and build consensus for writing a bill. A hearing is planned for later this fall, not on a bill, but on the issues relative to online sales tax legislation. No target date has been set for releasing or marking up a House bill.

The Conference of Mayors, along with a strong coalition of state, local and main street business organizations, strongly supports the House version of the Marketplace Fairness Act (H.R. 684) sponsored by Representative Steve Womack (AR), former mayor of Rogers (AR).



Planning Ahead, Contacting Mortgage Lender Are Key to Disaster Recovery

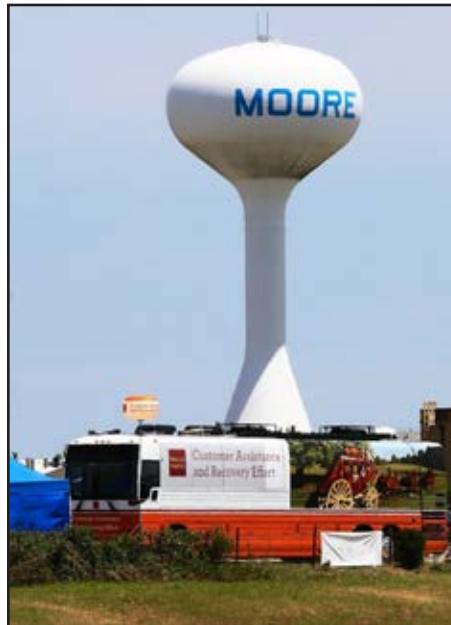
Tornados, such as one that recently devastated Moore, OK, Hurricane Sandy in the northeast, and wildfires in the west each have created dramatic challenges for cities and their residents across the country.

With an active or extremely active hurricane season looming, according to the National Oceanic and Atmospheric Administration, being prepared and knowing what to do to recover from disasters are essential to help get life back to normal as quickly as possible.

Preparing for a disaster

For residents of local municipalities, to prepare in the event of a disaster it is critical for residents to:

- Maintain homeowner insurance: check with your insurance provider to make certain your homeowner insurance policy is current and comprehensive enough for your needs.
- Keep documents safe: protect copies of critical documents such as birth certificates, social security cards, and insurance policies in a protected location such as a safe or safe deposit box.
- Make a plan for your family: since cell phone lines may be overwhelmed at times of disaster, it is important for families to plan ahead for a meeting place.
- Build a disaster readiness kit: basic needs such as water, food, a flashlight, and a radio are critical in the first several hours following a disaster. American Red Cross chapters have a variety of emergency preparedness kits available at www.redcross.org.
- Contact your home mortgage lender, if you have sustained damage to your home: to expedite recovery efforts, it's essential to contact your mortgage lender about options available that can help. America's largest home mortgage lender, Wells Fargo provides a disaster assistance hotline at 888-818-9147 to help mortgage customers expedite their recovery.



In Moore (OK), Wells Fargo dispatched a customer assistance mobile hub that has helped more than 250 homeowners expedite their recovery from a tornado that struck the community in May 2012.

How homeowners can recover from a disaster

After a storm passes or a wildfire is extinguished, steps for recovering from a disaster begins. After ensuring family, friends and loved one's are out of harm's way, one of the next priorities for homeowners is to rebuild their homes if they have been impacted by a disaster.

As soon as possible after a disaster, homeowners should contact their insurance agent who will evaluate the damage to the home according to the homeowner's insurance policy. Then homeowners should contact their financial institution to advise the situation and in FEMA-declared emergencies determine what relief options may be available.

"We are committed to assisting customers who are impacted by the effects of disasters by providing them with direct access to specially trained team members who will help them get the aid they need," said Mike Rizer, head of Wells Fargo community relations. "We focus on

helping our customers find the best solutions."

Wells Fargo makes the recovery process as easy as possible for its mortgage customers to assure that they get the help they need. Wells Fargo customers may obtain assistance and disaster relief information in local bank stores, by phone, and online at Get Help with Disaster Recovery on the www.wellsfargo.com website.

Depending on the extent of the damage left in the wake of a disaster, such as after the tornado that struck Moore, OK and Hurricane Sandy that ravaged the Northeast, Wells Fargo dispatched mobile customer assistance care hubs to help customers. For instance after Hurricane Sandy, Wells Fargo assisted more than 2,000 customers in New York and New Jersey with claim check endorsement, insurance claim processing and payment assistance through mobile hubs. A mobile hub also arrived in Moore, OK days after a tornado struck the community and provided one-on-one assistance to more than 250 local homeowners through the month of June.

Wells Fargo team members provided local, face-to-face support for customers affected by the disasters through specially trained staff at the mobile hubs, in Wells Fargo bank stores and Wells Fargo Home Mortgage branch offices. Customers also received home recovery checklists and tips on how to select a contractor to make home repairs.

Wells Fargo also consistently supports the American Red Cross with donations to assist relief efforts in local communities.

When they occur unexpectedly, disasters can be devastating for communities and their residents. Planning ahead to be prepared and knowing what to do to recover from a disaster can help get life back to normal sooner.

Wells Fargo Home Mortgage Disaster Assistance Hotline: 888-818-9147 or www.wellsfargo.com

Sacramento Mayor Johnson Welcomes Mayors' Institute on City Design for 56th National Session

The Mayors' Institute on City Design (MICD) was hosted in Sacramento August 7-8 for its 56th National Session. Hosted by Conference of Mayors Vice President Sacramento Mayor Kevin Johnson and the city, the event was attended by Miami Gardens (FL) Mayor Oliver Gilbert, III; Ponce (PR) Mayor María Meléndez Altieri; Tempe (AZ) Mayor Mark Mitchell; Newport News (VA) Mayor McKinley Price; Laredo Mayor Raul Salinas; and Fontana (CA) Mayor Acquanetta Warren. Experts in architecture, landscape architecture, urban planning, real estate finance, economic development, transportation, and urban design joined the

mayors in the two-and-a-half-day discussions and offered pragmatic advice on how the mayors could approach the urban design challenges facing each of their cities.

The 56th National Session began with a walking tour of downtown Sacramento led by the Downtown Sacramento Partnership. The tour showcased the California State Capitol and several local projects. Later that evening, the opening reception and dinner were held at the historic Crocker Art Museum Ballroom. Johnson welcomed participants to Sacramento after remarks were made by the MICD Director Trinity Simons, National

Endowment for the Arts Design Director Jason Schupbach, American Architectural Foundation President and CEO Ron Bogle, and Conference of Mayors CEO and Executive Director Tom Cochran.

Mitchell initiated design discussions the following morning by presenting his city's efforts to rehabilitate the iconic Hayden Flour Mill. The city would like to articulate a vision for the site by strengthening the language that stipulates redevelopment options and uses in the RFP. The resource team emphasized improving access and connectivity of the project to downtown and Arizona State University campus through Mill Avenue.

Price followed with a presentation on a superblock parcel located at the heart of historic downtown near the tip of the Virginia peninsula. Recognizing the development potential of the site, the city intends to use the superblock to jumpstart downtown revitalization and attract new

See MICD on page 27



Left to right, Mithun Chairman and CEO Bert Gregory, Detroit Collaborative Design Center Executive Director Dan Pitera, MICD Senior Program Manager Radhika Mohan, NEA Design Director Jason Schupbach, Miami Gardens (FL) Mayor Oliver Gilbert III, American Architectural Foundation President and CEO Ron Bogle, Ponce (PR) Mayor Maria Meléndez Altieri, Jair Lynch Development Partners President and CEO Jair Lynch, Fontana (CA) Mayor Acquanetta Warren, Laredo Mayor Raul Salinas, MICD Director Trinity Simons, USCM Vice President Sacramento Mayor Kevin Johnson, Urbsworks Principal Marcy McInelly, PolicyLink Associate Director Anita Hairston, Tempe (AZ) Mayor Mark Mitchell, David Baker + Partners Architects Principal David Baker, Gustafson Guthrie Nichol Founding Principal Jennifer Guthrie, USCM Managing Director Tom McClimon, Newport News (VA) Mayor McKinley Price, LSU Coastal Sustainability Studio Director Jeff Carney, American Architectural Foundation Program Intern Jeff Jamawat, and USCM CEO and Executive Director Tom Cochran.

MICD from page 26

investments and mixed-use housing to the area. The resource team offered advice on how to integrate the nearby shipyard into the local urban fabric and transform downtown into an attractive destination in the Hampton Roads region.

Warren concluded Thursday's discussions with a presentation on the Sierra Avenue and Valley Boulevard intersection. The city would like to transform the overburdened site into a vibrant gateway to Fontana and increase pedestrian activities and safety on the streets. The resource team stressed the importance of streetscapes in making this vision a reality and advised the mayor to improve upon the existing land use study commissioned by a regional governing body.

Salinas commenced discussions on the final day of the Institute by presenting his city's efforts to develop a 350,800-square-foot outlet shopping mall at the U.S.-Mexico border. Upon completion in 2015, the outlet will serve as the premier retail destination in south Texas and northern Mexico. The resource team encouraged the mayor to build a context-sensitive development that takes into account the local network of streets and alleyways in downtown Laredo where the site is located.

Gilbert presented his city's efforts to develop a 40-acre parcel south of the Miami Dolphins' Sun Life Stadium. A successful project will strengthen the local economy by capturing game-day crowds and attracting new investments to the 27th Avenue redevelopment corridor. The resource team gave guidance on appropriate uses for the site and how the city could use the development to provide amenities for the nearby communities.

Altieri concluded the Institute by presenting her city's efforts to create and promote the "La Playa" neighborhood as a tourist destination. The building stock on this oceanfront site has good bones and the potential for historic preservation. The resource team advised the Mayor to coordinate various projects in the surrounding neighborhoods and implement a program that offers activities for tourists who visit the site.



Joining the mayors at this National Session was a distinguished group of resource team members: David Baker, FAIA, LEED AP, Principal of David Baker + Partners Architects; Jeff Carney, AICP, Director of LSU Coastal Sustainability Studio; Bert Gregory, FAIA, LEED AP BD+C, Chairman and CEO of Mithun; Jennifer Guthrie, ASLA, PLA, Founding Principal of Gustafson Guthrie Nichol; Anita Hairston, AICP, Associate Director of PolicyLink; Jair Lynch, President and CEO of Jair Lynch Development Partners; Marcy McNelly, AIA, Principal of Urbsworks; and Dan Pitera, FAIA, ACD, Executive Director of Detroit Collaborative Design Center.

MICD is a National Endowment for the Arts leadership initiative in partnership with the American Architectural Foundation and the United States Conference of Mayors. The 56th National Session was sponsored in part by United Technologies Corporation. Since 1986, the Mayors' Institute has helped transform communities through design by preparing mayors to be the chief urban designers of their cities. MICD conducts several sessions each year. For a list of upcoming events, past attendees, or for more information, visit www.micd.org.



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ABOUT THE MAYOR



Allentown Mayor **Ed Pawlowski** has announced that he will seek the Democratic nomination for Governor of Pennsylvania. Pawlowski made the announcement on the MSNBC Melissa Harris-Perry show September 8.

Pawlowski, who has been mayor of Allentown since January 2006, said that if elected Governor, his priorities would be: growing the state economy and attracting good-paying jobs; strengthening public education system so every child has access to a quality education; providing individuals and families access to quality health care and other essential services; increasing government accountability and reaching across the aisle to find solutions to address the state's challenges; and facilitating strong fiscal management that ensures taxpayer dollars are spent responsibly.

The primary will take place May 20, 2014.

South Bend Mayor **Pete Buttigieg** has announced that he has been called to active duty and will be deployed to Afghanistan next year. The mayor was commissioned as an officer in the U.S. Navy Reserve in 2009 and holds the rank of Lieutenant Junior Grade. He will be on active duty from February 28, 2014 to September 30, 2014.

Under Indiana Law, a mayor who is called to active duty is not considered to have vacated office and can name a deputy mayor to take over in his or her absence.

Buttigieg has named City Controller Mark Neal as the Deputy Mayor for the duration of his deployment.

The mayor also said he will stay in frequent contact with the city. "I expect that I will have pretty good communications access and so I will take advantage of that to remain in touch with my team as much as possible. I certainly will be

using e-mail; I will be checking on all of your respective news websites; and, where possible, I will be using video conference capabilities as well to remain in touch even more closely with home," said Buttigieg.

Former Long Beach Mayor **Beverly O'Neill** was presented with the League of California Cities 2013 Past Presidents' Lifetime Achievement Award on September 18 during the League's Annual Conference and Expo. O'Neill served as mayor of Long Beach from 1994-2006, President of the California League of Cities from 2001-2002, and President of The U.S. Conference of Mayors from 2005-2006. She worked to improve the economy hit hard by the downsizing of the military and aerospace industries, improved public safety, enhanced economic development and job creation, and more.

Former Detroit Mayor **Dennis Archer** is using his leftover campaign contributions to pay back his community. Archer, who served as mayor of Detroit from 1994 to 2001, is donating \$1 million in scholarship money to both of his alma maters. Recipients of the scholarship money will be minority students who are attending either Western Michigan University or Wayne State University. "For young people, I understand the need to work 10 or 20 hours a week in order to help yourself get the education that you're after," Archer said. "I decided that would be something that I would try to make a difference in."



Calendar of Events

(Updated 09/18/13)



October 9-10

Mayors Water Council Meeting, Alexandria (VA). Contact: Rich Anderson randerson@usmayors.org / 202-861-6795. Registration Open

October 22-23

Mayors Cybersecurity Summit, Washington (DC). Contact: Laura DeKoven Waxman lwaxman@usmayors.org / 202-861-6754; Sponsorship: Geri Powell gpowell@usmayors.org / 202-861-6774. Registration Open

2014

January 22-24

82nd Conference of Mayors Winter Meeting, Washington (DC). Contact: Carol Edwards cedwards@usmayors.org / 202-293-7330; Sponsorship: Geri Powell gpowell@usmayors.org / 202-861-6774. Registration Available Fall 2013

April 25-27

Tourism, Arts, Parks, Entertainment and Sports (TAPES) Committee Meeting, New Orleans. Contact: Jocelyn Bogen jbogen@usmayors.org / 202-861-6727. Registration Available Winter 2014

June 20-23

82nd Annual Conference of Mayors, Dallas. Contact: Carol Edwards cedwards@usmayors.org / 202-293-7330; Sponsorship: Geri Powell gpowell@usmayors.org / 202-861-6774. Registration Available Spring 2014

For updates or changes,
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