

How to Be an Effective Mayor: Lessons Learned and Important Techniques

Whether you are serving a four-year term or a one-year term as Mayor or even a Village President, you have been selected to lead your governing body and municipality through the calm and the storms. This panel with mayors from New Jersey's many forms of the 12 municipal governments will share the do's and don'ts of successful leadership.

<u>Topic</u>	Time (minutes)
<p>Welcome by Mayor Conley (Mayor Buzby-Cope)</p> <ul style="list-style-type: none"> ● Bob's Notes <ul style="list-style-type: none"> ○ Welcome, in order to cover all the items a Mayor needs to know we will exceed the one hour session by 2 days and there will still be more to know ○ We have a panel that represents various sized municipalities, types of government and parts of the state. ○ They will start off with a brief an introduction and their "key tip" and then we will move into specific areas and wrap up with Q&A 	2
<p>Introductions (2 minute each)</p> <ul style="list-style-type: none"> ● Years in office ● Population ● Type of government ● Key tip <ul style="list-style-type: none"> ○ Brad Cohen <ul style="list-style-type: none"> ■ Residents want to see their Mayor ■ Need to be good Communicator, trusted for information ■ Willingness to be front and center ■ Find the right people for the jobs ■ Life as a Faulkner Act Mayor ○ Collette Kennedy <ul style="list-style-type: none"> ■ Need to "Show up" and be front and center, expected to be almost everywhere ■ Creation of a Leadership panel ○ Deborah Buzby-Cope <ul style="list-style-type: none"> ■ Putting issues to bed quickly don't let them fester and grow ■ Be Hands on but delegate ○ Dean <ul style="list-style-type: none"> ■ Life as a Committee Mayor <ul style="list-style-type: none"> ● How to make the most of one or two years 	10
<p><u>Round Table Questions</u> (Questions posed to panel)</p>	
<p>How do you manage public comment?</p> <ul style="list-style-type: none"> ● Avoiding confrontation ● Dealing with local "gadfly" ● Time limits on public comment <ul style="list-style-type: none"> ○ Announced and consistent ○ Comment, not discussion ● How to handle Q & A 	5

<u>Topic</u>	Time (minutes)
<p>How do you manage public comment? (continued)</p> <ul style="list-style-type: none"> ○ Not back and forth ○ Capture questions and answer (if appropriate) after speaker sits down ● Multiple comment periods? ● Collette Kennedy will share shift to fewer comment periods 	
<p>How can you manage agendas and meetings to avoid marathon meetings?</p> <ul style="list-style-type: none"> ● Agenda guidance ● Managing discussions ● Executive sessions <ul style="list-style-type: none"> ○ Timing - often after but mindful of lateness ● Robert rules and by-laws to control discussion etc. ● Manage ordinances and hearings ● Consent resolutions <ul style="list-style-type: none"> ○ Communicate items ● Agenda meetings in advance <ul style="list-style-type: none"> ○ Who to include? <ul style="list-style-type: none"> ■ Council President? ■ Administrator ■ Clerk ■ Other ● Review processes - Colette <ul style="list-style-type: none"> ○ le - raffles licenses etc.get off the agenda! ● Other <ul style="list-style-type: none"> ○ Moment of silence and not prayer ○ Join not stand for Pledge of Allegiance 	3
<p>None of us saw a pandemic on the horizon, what are some tips for leading during a crisis?</p> <ul style="list-style-type: none"> ● Communications <ul style="list-style-type: none"> ○ If you don't provide the information, someone else will and it won't be good ● Have team in place ahead of any challenge ● Coordination of response ● How do you expect the unexpected? ● Don't wait for a crisis to know your resources ● Sandy Experience (Deb) -& (Collette) <ul style="list-style-type: none"> ○ Dealing with redtape 	5
<p>How do you deal with the press/social media?</p> <ul style="list-style-type: none"> ● Responding to reporters <ul style="list-style-type: none"> ○ Quick and simple ○ Most dangerous question: "Is there anything else you would like to say?" ● Local Facebook groups (Parents, Concerned Citizens of..., etc.) <ul style="list-style-type: none"> ○ Stay clear ● Official Social Media Pages <ul style="list-style-type: none"> ○ Is it possible to maintain a private social media presence? 	5
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<u>Topic</u>	Time (minutes)
<p>Mayor is often called the toughest job in the world; you are always front and center whether it's in the grocery store, morning walk or eating at a restaurant, how do you balance the Mayor/Family/Personal life issues?</p> <ul style="list-style-type: none"> ● Make appointments, set vacations ● Deb - Grocery store story ● Delegate - use your professionals with a warm handoff (Dean) 	
<p>Speed Round Short quick answers as time permits (must leave at least 5 minutes for Q & A)</p>	
<ul style="list-style-type: none"> ● For Borough form - Are you really a weak Mayor? ● Committee Form - How do you make the most of your one year as Mayor? ● How can we use our role to inspire the next generation of leaders (students, scouts etc.) ● Working with other Mayors, who are your "kindred groups?" ● Tips on advocating for your residents and community. ● Tips on working with your Council or Commission <ul style="list-style-type: none"> ○ Does party affiliations matter? <ul style="list-style-type: none"> ■ Labor Day to Election Day ○ How do you manage internal conflict? 	
<p>Q & A</p>	5
<p>Closing</p> <ul style="list-style-type: none"> ● Hopefully you are leaving here with new insights on to how to be an effective Mayor ● Most importantly that there are no single correct answers outside of the legal guidance you may receive ● This panel of experts are your peers so remember you have over 500 resources out there to call ● Please send us your feedback so that if this becomes an annual workshop we can improve while we cover new topics 	2