

UMAST 2023

ANNUAL LEADERSHIP CONFERENCE

STRENGTHS + NUMBERS

WORKING TOGETHER **FOR A** STRONGER COMMUNITY





WELCOME • TO THE • UMAST 2023 ANNUAL LEADERSHIP CONFERENCE

The Conference Committee welcomes you to the *2023 UMAST Annual Conference* in Downtown, San Antonio. We have put together a full day of professional development, educational sessions, and networking opportunities for you to participate in. Our goal is that you not only learn from the various leaders in our community but that you leave with a greater understanding of how diverse individual strengths creates a mosaic of leadership skills that advances our collective ability to organize, adapt, and innovate to reach a shared vision.

Since the 1980's, *UMAST* has sponsored an annual conference that enables public sector professionals in our region to come together and discuss key issues, review major local governmental developments, exchange ideas, strategies, resources, and solutions for effective governance. This year's conference theme is **Strengths + Numbers: Working Together for a Stronger Community**. By understanding and capitalizing on our individual strengths we will be better equipped to work collaboratively and develop positive, sustainable partnerships that will foster impactful systems and policies for the communities we serve.

We appreciate the opportunity to host you and hope that you enjoy the conference!

Sincerely,
2023 UMAST Annual Conference Committee

SCHEDULE OF EVENTS

9AM – 10AM Breakfast Mixer • *UTSA Atrium*

10AM – 10:30AM Welcome & Introductory Remarks • *UTSA Conference Room*

10:30AM – 12PM Keynote Session With Interactive Work Session • *UTSA Conference Room*

12PM – 1PM Lunch & Networking • *UTSA Atrium*

♦ 1PM – 2PM • Breakout Session 1 ♦

Strategic Communication • *UTSA Conference Room B*
Jeff Coyle, Assistant City Manager, City of San Antonio

City of San Antonio's Good Neighbor Program • *UTSA Conference Room A*
María Villagómez, Deputy City Manager, City of San Antonio

Building Strong Community Partnerships • *Plaza de Armas, Culture Commons Gallery*
Perri Rosheger, VP of Community Engagement & Communications, H.E. Butt Foundation
Patricia Mejia, VP of Inclusive Engagement, Spurs Sports & Entertainment

2PM – 2:30PM Networking & Break

♦ 2:30PM – 3:30PM • Breakout Session 2 ♦

The Art of Negotiations • *UTSA Conference Room B*
Elizabeth Provencio, First Assistant City Attorney, City of San Antonio

Data-Informed Decision Making • *UTSA Conference Room A*
Dr. Golareh Agha, Chief of Informatics, San Antonio Metropolitan Health District

McCary's Leadership Playbook • *Plaza de Armas, Culture Commons Gallery*
David W. McCary, Assistant City Manager, City of San Antonio

3:30PM – 4PM Networking & Break

4PM – 5PM Closing Session Panel Discussion • *UTSA Conference Room*
Leveraging Relationships to Revitalize Downtown

Lori Houston, Assistant City Manager, City of San Antonio
Trish DeBerry, President & CEO, Centro San Antonio
Andres Andujar, CEO, Hemisfair
Jeffrey C. Arndt, President & CEO, VIA Metropolitan Transit

5PM – 6PM Happy Hour • *UTSA Patio*

CONFERENCE SPEAKERS



María Villagómez
Deputy City Manager
City of San Antonio



Jeff Coyle
Assistant City Manager
City of San Antonio



David W. McCary
Assistant City Manager
City of San Antonio



Perri Rosheger
VP of Community
Engagement & Communications
H.E. Butt Foundation



Patricia Mejia
VP of Inclusive Engagement
Spurs Sports & Entertainment



Elizabeth Provencio
First Assistant
City Attorney
City of San Antonio



Lori Houston
Assistant City Manager
City of San Antonio



Trish DeBerry
President & CEO
Centro San Antonio



Andres Andujar
CEO
Hemisfair



Jeffrey C. Arndt
President & CEO
VIA Metropolitan Transit



Dr. Golareh Agha
Chief of Informatics
*San Antonio Metro
Health District*

◆ MARISOL “MARI” WEYMOUTH, PHD ◆

KEY NOTE SPEAKER

Dr. Weymouth is a native San Antonian and accomplished Senior Executive with over 25 years experience in corporate and operations, in male-dominated industries.

She currently serves as the President & CEO of People Whisperer Solutions, a woman-owned business management consulting and implementation firm, offering 3 pillars of service:

- ◆ Strategy Execution & Performance Measurement
- ◆ Organizational Readiness and People Change Management
- ◆ Talent Management & Leadership Development

She delivers change-based services that transform, fuel growth and accelerate potential at the individual and organizational level.

She is a first-generation college graduate, and holds a Bachelor's in Computer Science, an MBA with a concentration in Finance, and a PhD in Leadership Studies. She also is a certified Gallup Strengths coach. She is passionate about change, leadership, mentorship and coaching those willing to meet her at the table.

She is married to retired Chief Master Sergeant, Greg Weymouth, and has two adult children, Jasmine and Aaron, and four fur-babies: "The Yorkies" Mia & Wylie and "The Aussies" Redford & Sofie.



BREAKOUT SESSION 1

1PM – 2PM

♦ Option 1 • UTSA Conference Room B ♦

STRATEGIC COMMUNICATION

Jeff Coyle, Assistant City Manager, City of San Antonio

Strategic communication begins with understanding your message and intended audience. In this session, you will learn best practices for gathering information, crafting your message, and delivering that message across multiple modes of communications. Whether you're presenting an idea to your supervisor, preparing one-pagers for a community event, or responding to a City Council data request, this session will give you the tools to effectively share your story.

♦ Option 2 • UTSA Conference Room A ♦

CITY OF SAN ANTONIO'S GOOD NEIGHBOR PROGRAM

María Villagómez, Deputy City Manager, City of San Antonio

The City of San Antonio developed the Good Neighbor program in 2023 to improve customer service to San Antonio residents. The program addresses single residential properties with repeat 911 and 311 calls through a multi-departmental, coordinated approach. Learn how the Good Neighbor Task Force is working across departments and using data to bring properties into compliance and connect individuals with services when needed.

♦ Option 3 • Plaza de Armas, Culture Commons Gallery ♦

BUILDING STRONG COMMUNITY PARTNERSHIPS

H.E. Butt Foundation; Patricia Mejia, V.P. of Inclusive Engagement, Spurs, Sports & Entertainment

We work better together. While leadership requires you to utilize your individual strengths and skillsets, it is impossible for one person or organization to make a meaningful impact alone. This session will explain how to build genuine, authentic partnerships where all parties are invested and working towards a shared goal. Attendees will learn from community leaders how they're working together for a greater collective impact.

BREAKOUT SESSION 2

2:30PM – 3:30PM

♦ Option 1 • UTSA Conference Room B ♦

THE ART OF NEGOTIATIONS

Elizabeth Provencio, First Assistant City Attorney, City of San Antonio

Negotiating can be uncomfortable, but it is a valuable skill that will translate across different areas of your life, both professionally and personally. Whether you're negotiating your salary for your next promotion or negotiating a contract as a first-time homebuyer, negotiation skills are key. This session will provide an overview of the negotiation process and the skills to set yourself up for success in your next negotiating agreement.

♦ Option 2 • UTSA Conference Room A ♦

DATA-INFORMED DECISION MAKING

Dr. Golareh Agha, Chief of Informatics, San Antonio Metropolitan Health District

As Chief of Informatics at the San Antonio Metropolitan Health District, Dr. Golareh Agha uses data to understand health challenges and inform programs and policies that improve health outcomes for San Antonio residents. Dr. Agha will share available resources along with population data that illustrates the challenges we face, areas for improvement, and what the City of San Antonio is doing to address those challenges.

♦ Option 3 • Plaza de Armas, Culture Commons Gallery ♦

MCCARY'S LEADERSHIP PLAYBOOK

David McCary, Assistant City Manager, City of San Antonio

Discover the ultimate playbook notes, designed to advance excellence in your professional career. David's Playbook was created to liberate your mind and enhance critical thinking skills to add to your professional portfolio. Not only does this first playbook series crack the code in leadership, it helps you in "Mastering Your Craft". Regardless of the department, environment, or position you hold, you will learn to never compromise your core values and instinctively come from a "Brave Space verses a Safe Space".

CLOSING PANEL DISCUSSION

4PM – 5PM • UTSA MAIN CONFERENCE ROOM



♦ LEVERAGING RELATIONSHIPS TO REVITALIZE DOWNTOWN ♦

Lori Houston, Assistant City Manager, City of San Antonio

Trish DeBerry, President & CEO, Centro

Jeff Arndt, President & CEO, VIA

Andres Andujar, CEO, Hemisfair

Downtowns and business districts are the commercial hubs of our communities. Not only do they generate sales and create jobs, but they also contribute to the quality of life as they serve the needs of residents, workers, and visitors. Downtowns offer a breadth of challenges and opportunities because of their wide range of attributes and assets. These differences all require a unique set of specific development goals and approaches. What is the key to accomplishing these goals? Relationships.

Assistant City Manager Lori Houston, President & CEO of Centro, Trish DeBerry, President & CEO of VIA, Jeff Arndt, and CEO of Hemisfair, Andres Andujar will discuss how to establish and leverage relationships to secure the long-term success of a downtown. This session will provide attendees with firsthand examples of strategies that build momentum, positively impact perception, and support economic development. It will reaffirm the importance of a vibrant city center to enhance livability and overall municipal success.



◆ THANK YOU ◆



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