



STATE OF THE ASSOCIATION

2015



FLORIDA CITY AND COUNTY MANAGEMENT ASSOCIATION

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President

Jill Silverboard, ICMA-CM
Assistant City Manager
City of Clearwater

May 27, 2015

President-Elect

Michael P. Pleus, ICMA-CM
City Manager
City of DeLand

Dear FCCMA Members:

Secretary/Treasurer

Robert (Bobby) Green
City Manager
City of Auburndale

It has been an honor to serve as your president this program year; and on behalf of the entire Board of Directors, I am proud to present this year's State of the Association report.

Past President

Russ Blackburn, ICMA-CM
City Manager
City of Gainesville

The Association is in excellent financial health with a Fiscal Year Ending September 30, 2014 fund balance of \$528,434. Much of that money is conservatively invested in accordance with FCCMA's Investment Policy. FCCMA remained fiscally sound throughout the rough years of the recession, and future Boards of Directors can move forward optimistically for the benefit of the membership.

District I Director

Lee Garner
City Manager
City of Chattahoochee

Our Association continued beneficial relationships with various affiliates as listed in the front of your membership directory. Through these affiliations, the Association is able to draw on talent, support and participation of the affiliate organizations in planning programs and initiatives. For example, the Center for Florida Local Government Excellence continues to be a valuable asset to our Association and instrumental in much of the training that was offered this past year.

District II Director

Sally Sherman, ICMA-CM
Deputy County Administrator
Flagler County

District III Director

Beth Anne Knight
Deputy County Manager
Osceola County

District IV Director

George S. Brown
Deputy City Manager
City of Boca Raton

The program year began with a new requirement for four hours of ethics training annually by all members. The Association offered several different venues for the membership to accomplish the required hours during the year and at the annual conference.

District V Director

Yocelyn Galiano, ICMA-CM
Village Manager
Village of Pinecrest

This year also produced a complete review of the Association By-Laws, a new Strategic Plan to carry the organization to May 2018, a concerted effort to promote professional management (which will continue next year), and the beginnings of discussions on diversity and inclusion.

District VI Director

Roger Reinke, ICMA-CM
Assistant City Manager
Naples

As the Program year 2014-2015 comes to a close, I thank you for this opportunity and wish the Association continued success.

District VII Director

Micah Maxwell, ICMA-CM
Town Manager
Belleair

Sincerely,

District VIII Director

Ryan Leavengood
City Manager
Lake Alfred

Directors-At-Large

Michael Cernech, ICMA-CM
City Manager
Tamarac

Jill Silverboard, President
Assistant City Manager, Clearwater

Jonathan E. Evans, ICMA-CM
City Manager
Haines City

Horace A. McHugh, ICMA-CM
Assistant City Manager
City of Oakland Park

AFFILIATIONS

The Alliance for Innovation: FCCMA has renewed its agreement with the Alliance for Innovation (AFI) whereby each organization has the benefit of the other's programs and trainings. Sallie Ann Burnett, the East Regional Director, has attended all board meetings where she has reported on AFI upcoming events and trainings. She has attended the Winter Institute and Conference. FCCMA sends an officer to the AFI conference to represent the Association.

Beth Rawlins, Inc.: Every August FCCMA reviews and renews its agreement with Beth Rawlins, Inc. as the corporate liaison. Beth and her associate, Dani Dahlberg, handle all corporate connections; i.e., booth sales, directory advertisements and sponsorships at conference. They continue to provide outstanding service to the Association.

Center for Florida Local Government Excellence: Dr. Bob Lee serves as the Executive Director for the CFLGE. An agreement between the *John Scott Dailey Florida Institute of Government* and FCCMA provides for the administration of the Center. Dr. Lee works very closely with the Professional Development Committee, the Conference Planning Committee, district directors and staff to develop the webinars, assist with the symposium and conference sessions, and the on-site (district) trainings that are conducted throughout the state.

Florida Association of Counties: Chris Holley, past president of FCCMA and current FAC executive director, has worked with FCCMA to develop and maintain relationships with the county managers. FCCMA attends the manager workshops and roundtable discussions to keep abreast of what county issues the managers face. Mr. Holley is retiring in June, and Scott Shalley will be the new executive director. FCCMA will continue to strive to strengthen these relationships. FCCMA Senior Advisors staff a booth at the FAC conference to give out information on the Senior Advisor Program. FAC has a booth at the FCCMA conference and participates in the conference providing speakers for sessions and registering as attendees.

Florida Business Watch: FBW is "businesses for better government." FBW continues to grow and is proving to be a great asset to FCCMA. As of this writing, Florida Business Watch has 35 dues paying corporate members, 806 government members and an e-mail audience of 1524, who have requested FBW communications on issues facing Florida's local government professionals and elected officials. FBW was a sponsor of the 2015 Winter Institute and facilitated discussion on Florida's water challenges for the annual conference.

Florida League of Cities: The FLC maintains an agreement with FCCMA to provide all administrative services to FCCMA. For a fee, FLC provides all staff, publication assistance, legal assistance, financial (accounting) assistance, and meeting planning. All FCCMA offices are housed at the Tallahassee office, although Executive Director Lynn Tipton will be moving her office to the Orlando League offices in July.

International City/County Management Association: An affiliate agreement is maintained with ICMA outlining the responsibilities of each to the other. Both organizations assist with

membership recruitment, training opportunities, the promotion of professional management, and a presence at conferences. Randall Reid (past FCCMA president) services as the ICMA SE Regional Director, and Ken Parker (past FCCMA Board member) serves as the ICMA liaison. Both gentlemen have provided a direct connection between the two organizations and have kept FCCMA informed of important matters at ICMA.

SENIOR ADVISORS (FORMERLY RANGE RIDERS)

There were many changes to this program this year—especially a new name! Getting used to the term Senior Advisor has been difficult, but everyone is beginning to use it. FCCMA has been fortunate to have outstanding volunteers that work this program. The policy that directs the Senior Advisor Program has been revised, and it is available to anyone who would like to see it. Kurt Bressner has been acting as the Senior Advisor Coordinator and is responsible for giving out assignments and writing the reports for the FCCMA Board. In 2015, two Senior Advisors left the program—Sam Halter has achieved Emeritus status, and Peter Lombardi has “retired.” The approval of three new advisors was given by ICMA and FCCMA. They are: Bob LaSala, Oel Wingo and Craig Hunter. All three are past FCCMA Board members, and Mr. Hunter is a past president.

The Senior Advisors provide quarterly reports to FCCMA and are reimbursed for their expenses. They have had a very busy year. If any member wishes to see a report of the work being done by the advisors, please contact staff.

COMMITTEE REPORTS

Awards and Scholarships: The Program Year 2014-2015 Awards Committee, chaired and co-chaired by Ryan Leavengood and Micah Maxwell, oversaw the selection of the scholarship winners and the other FCCMA awards. The B. Harold Farmer and the Raymond Sittig academic scholarship applications were combined into one application for both to streamline the process, which worked very well. The Committee felt the award recipients could be better honored through a standalone session rather than as part of the Friday business luncheon, and they designed a program for Friday, May 29.

By-Laws Review Task Force: Chaired by Micah Maxwell, this task force looked at every segment of the By-Laws for accuracy, consistency and readability. The Board of Directors reviewed the proposed changes, and the new document was presented to the membership in April and adopted at the May Annual Business Meeting.

Communications Committee: Sally Sherman chaired this committee, which was split into subcommittees. The subcommittees worked independently on assignments and then reconvened to report back. This committee reviewed surveys before submitting to the membership, wrote articles for the newsletter, reviewed website content and spearheaded the marketing for the required ethics training.

Conference Planning/Winter Institute: This committee was chaired by President-Elect Michael Pleus who was primarily responsible for the conference and co-chaired by Secretary/Treasurer Bobby Green who spearheaded the Winter Institute. This year the decision was made to draw on the talents and expertise of the other professional associations that are members of the Florida Local Government Coalition. T. Michael Stavres, a member of both FCCMA and FRPA, took the lead in planning and facilitating the Winter Institute. The Associations submitted ideas for sessions at both the Winter Institute and Conference from which the committee made its selections for workshops. Keynote speakers for the conference were selected in August, and Ian Hill was selected to speak at the Winter Institute. Beth Rawlins was once again instrumental in obtaining sponsorships, exhibitors and assisting with a special Florida Business Watch session at conference.

Ethics Committee: Members of the Ethics Committee serve four-year terms (staggered), and new members are appointed by the outgoing president as other members are termed out. Ethics violation complaints are researched by the committee and are strictly confidential. The new ethics requirement became effective October 1 whereby all members must complete four hours of annual ethics training. To assist members with reaching that goal, FCCMA offered two on-site trainings addressing ethics, a four-hour pre-conference session, a webinar and a session at the Symposium.

Fiscal and Administrative Responsibility Committee: Chaired and co-chaired by George Brown and Beth Knight, this committee reviewed the fiscal policies of the Association and assisted with the budget preparation. The Committee recommended lowering the required "reserve" percentage from 35 percent of annual revenue to 17 percent. As the Association has no other assets, it was felt the money should be able to be used for programs that benefit the membership. Every year the State of the Association Report will have a summary of the fiscal health of the Association, including the fund balance increase or decrease.

Legislative Committee: Several members of this committee traveled to Tallahassee in January to meet with committee staff directors. This effort is done to build relationships and to offer the assistance to the Legislature where an explanation of impact to cities or counties may be needed. The Committee is also responsible for a session at conference. Thank you to Chairman Lee Garner and Co-Chair Roger Reinke for your leadership.

Membership Committee: This committee under the leadership of Yocie Galiano and Jonathan Evans met monthly via conference call to approve new members. In addition, members of this committee reviewed the By-Laws affecting membership and serving on the Board of Directors and made recommendations on changes. They reviewed the membership endorsement process and recommended changes to that process. Membership recruitment and retention were priorities, and membership numbers have remained steady at over 600.

MIT Committee: Ryan Leavengood and Ken Fields served as chair and co-chair. This committee arranged for a time for the MITs to meet at conference. They also designed a conference session on employment agreements. The number of MITs decreased this year as jobs have

opened up, but this committee will continue to reach out to the members who find themselves out of a job.

Professional Development Committee/Student Council: This committee was split into Professional Development and Student council. Horace McHugh and Michael Cernech headed up the professional development side; Mike Grebosz and Shawn Sherrouse worked with the students. The Student Council encouraged student participation and ICMA student chapters. There was no formal meeting schedule this year, but that will be reinstated next year. Two students were chosen to “volunteer” at the May conference in exchange for a complimentary registration; this is rotated each year from one university to another.

The Professional Development Committee planned the So You Want to Be A City/County Manager conference session, worked with Dr. Lee to plan the webinars and designed the fall symposium. All events were successful.

Professional Management Task Force: This task force worked with an external consultant and Executive Director Tipton on a campaign to promote professional management. This started under President Blackburn, and continued with President Silverboard. It is going forward as a standing committee under President Pleus in Program Year 2015-2016. This program created Ambassadors in an initial region that will be duplicated statewide—managers willing to give their time to speak to organizations and tell the differences made by professional managers. It complements the ICMA Life, Well Run campaign. They meet monthly via conference call with the consultant to plan each phase of the program. Jim Hanson serves as the chair.

Strategic Planning Task Force: This task force was appointed by Presidents Blackburn and Silverboard to develop the next three-year plan. Chairman Jonathan Lewis split the Task Force into three sub-groups; Joyce Shanahan led one, Francine Ramaglia led another, and Jon took the third. After each group did its section, the group re-convened and wrote the new strategic plan. It was presented to the Board of Directors and approved *in concept*. The incoming Board will approve the final document and its associated action/work plan.