

From: Florida City and County Management Association <crussell@flcities.com>
Sent: Wednesday, October 31, 2018 8:02 AM
To: Carol Russell
Subject: Professional Management Matters e-Newsletter

October 2018



Meet Your FCCMA Board President



Professional Management Matters

On October 4, 2018, FCCMA President Mike Cernech, city manager, City of Tamarac, presented the City of Clearwater with the ICMA Recognition Award in celebration of its 95th anniversary of the council-manager form of government. President Cernech was supported by several Pinellas and Sarasota area managers.

Pictured left to right (front and back row): Al Braithwaite, Oldsmar city manager; Matthew Campbell, Kenneth City town manager; Matthew Spoor, Safety Harbor city manager; Hoyt Hamilton, Clearwater councilmember; Ann Toney-Deal, Seminole city manager; David Allbritton, Clearwater councilmember; Bill Horne, Clearwater city manager; Doreen Caudell, Clearwater councilmember; Mike Cernech, FCCMA president and Tamarac city manager; Dr. Bob Cundiff, Clearwater councilmember; George Cretekos, Clearwater mayor; JP Murphy, Belleair town manager; Mark Cunningham, Sarasota County assistant county administrator; and Doug Hutchens, Dunedin deputy city manager.

Member News and Updates

FCCMA Member-in-Transition Program

Please take a minute to show your support of the FCCMA MITs by making a phone call or sending an email. [Click here](#) for the list of MITs and their contact information.

Also, consider hiring an MIT if you have an interim or permanent position in your organization.

The following membership applications have been received. If no current member comes forth with a reason why these applicants should not be approved as members, he/she will be invoiced for dues.

- **Maria T. Bassett**, District V, Finance Director/Deputy Village Manager, Islamorada, Village of Islands, Full Member;
- **Howard Brown**, Former City Manager, City of Bell, CA, Affiliate Member;
- **Cale Curtis**, District V, Assistant City Manager, City of Margate, Full Member;
- **Daniel Hoffman**, District VII, Assistant City Manager, City of Gainesville, Full Member;
- **Alvin Jackson**, District II, City Manager, City of Bunnell, Full Member;
- **Steve Kennedy**, District II, City Manager, City of Green Cove Springs, Full Member;
- **Michele Lieberman**, District VII, County Manager, Alachua County, Full Member;
- **Anthony Lyons**, District VII, City Manager, City of Gainesville, Full Member;
- **Martin Murphy**, District VI, County Manager, Glades County, Full Member.
- **Sasha Oliver**, District VII, Master of Public Administration, University of South Florida, Student Member; and
- **Alexis Santoyo**, District VII, Master of Political Science, University of South Florida, Student Member.

Featured Member

**Sharon Ragoonan, Assistant Manager,
Lauderdale-by-the-Sea**

How long have you been a FCCMA member?

I have been a member of FCCMA since 2012. I currently serve as the vice chair of the Professional Management Matters Committee (PMMC), and fortunate to work under the leadership of FCCMA President Michael Cernech, and PMMC Chair Matt Spoor, to promote the merits of local professional management. Previously, I held a seat on the Manager-In-Transition (MIT) Committee, which strives to provide resources and tools for FCCMA members who are in-between job appointments.

Are you an ICMA member and if so, how long?

My membership with ICMA dates back to 2015. I presently serve on the International Committee and Welcome Ambassador Committee. Thanks to the generous support of Town Manager Bud Bentley, I'm also enrolled in the Mid-Career Management Institute (MCMI), and City Manager John Titkanich is my MCMI mentor.

Please describe your areas of formal/advanced education.

I concentrated on business administration in community college and at the university. I possess a master's degree in Business Administration from Florida Atlantic University, bachelor's degree from Florida International University, and an associate's degree from Miami-Dade (Community) College-North Campus. My goal is to graduate from the ICMA MCMI next year, and receive a scholarship to obtain an Executive Certificate from the John F. Kennedy School of Government at Harvard Kennedy School in Cambridge, Massachusetts.

What got you interested in public service?

I fell in love with public service the first day on the job in May 1995. I credit Victor Biggs for giving me an opportunity to work in government in the Code Compliance Division when no one would give me a chance. Twenty-three years later, I'm passionate about the efforts we take to build stronger and sustainable communities. To read more, [click here](#).

Member Articles

Management Gone Wrong – Restoring Faith in a Local Government Manager's Office

By Bob Vitas, City of Lake Worth

Serving in the capacity as an interim manager can provide a unique opportunity for local government professionals. Whether the assignment is short-term or leads to a long term position, it can offer you an opportunity to explore new and unique challenges during periods of smooth or rough transitions, the prior of course, is preferable. Such is the ongoing situation in the Town of Pembroke Park, where the underlying principles of government transparency, accountability, and professional responsibility were, in large part, ignored and ultimately drawn into question.

Following a multi-year investigation by the Office of the Inspector General (OIG) in Broward County, the OIG released a preliminary report in December 2017, and a final report in February 2018, charging the Town with official misconduct and gross mismanagement in the procurement of professional engineering services. The OIG determined that for 16 years the former town manager, who resigned on January 3, 2018, and two other top administrative officials engaged in gross mismanagement, misconduct, or both, in the procurement of engineering services from a private firm. These positions included the Town's interim engineer, consulting engineering firm, and for 12 years, its lobbyist or grant specialist. In the end, the town manager, finance and budget director, assistant town manager and several other employees left employment with the town, creating a large void in the administration and finance departments. To date, there are no less than 16 full-time vacancies in an organization with 36 full-time authorized positions (two positions are newly created to address OIG

recommendations).

In the wake of the OIG report, the town commission took immediate corrective action to begin addressing the numerous findings, conclusions and recommendations. Their first order of business was to retain outside consultants to assist in unraveling the significant mismanagement issues. In March 2018, a consultant was retained to prepare an organizational analysis to restructure the organization and to fully clarify the roles of both elected commissioners and appointed officials based on the OIG's recommendations. Next, this consultant prepared a Job Classification and Compensation Plan in July 2018 to address the identified gross overpayment of employee salaries totaling \$992,004 in FY 2018 (Town manager's salary alone was \$327,413). To read more, [click here](#).

Strategic Innovation for Local Governments

By Jason Lawrence, Finance Manager, City of Lake Helen

It's the all the rage in local government management. It's the newest buzzword thrown around in the city commission chamber. It's the dead horse beaten in the city manager's suite. Department heads live or die by it.

But what is strategic innovation, really?

At its core, strategic innovation is the ongoing practice of service improvement through the implementation of redesigned or reimaged business processes. And it can achieve a range of objectives depending on an organization's goals.

For local governments, this means prioritizing areas of service and program delivery perceived as notoriously deficient by the public – or creating new programs and services in which the organization wishes to brand itself.

That's the crux of it. How strategic innovation really takes shape is a bit more complicated, because it requires cooperation and engagement, both within and outside the organization. It may also come with administrative hurdles. Success in strategic innovation for local governments is unique because public organizations face inherent legal and fiscal constraints unheard of in the private sector. Overcoming these constraints, however, means local governments can become the standard by which state and federal partners measure themselves, and perhaps even private organizations providing similar services.

To read more, [click here](#).

From Our Partners

ICMA Coaching Program

[Click here](#) to access Career Compass No. 66, Lighten Up. Please share it with your employees.

USF School of Public Affairs Announces a New Graduate Certificate

Increasingly, public officials at all levels of government are demanding more rigorous, data-driven analytics to support the critical decisions that they are called upon to make. These quantitative tools can be quite powerful, offering insights that can make a difference between the success or failure of a particular public policy or program. However, all too often, these officials have to look elsewhere for the

expertise to conduct such analyses...until now.

To address this demand, the University of South Florida's School of Public Affairs is offering a new, cutting-edge graduate certificate program in Data Science for Public Administration. One of the first of its kind in the U.S., it is designed to prepare current and prospective public and non-profit sector professionals and degree-seeking MPA and Urban and Regional Planning graduate students who wish to enhance their quantitative and analytic skills. To read more, [click here](#).

Events and Training Opportunities

For more FLC training, FAC training, and Cal-ICMA training, click the links below:

Affiliate Training Opportunities

[FLC Training](#)

[FAC Training](#)

[Cal-ICMA Coaching Opportunities](#)

FCCMA Webinar

Crisis Management: The Boca Raton Experience

2:00 pm – 3:00 p.m., Eastern Time, Thursday, November 1

ICMA Practice Areas: 2, 4, 6, 9 and 14

The saying goes: "It's not if, but when, your city or county will be faced with a serious crisis." Social media has changed the manner which local governments respond to a crisis and the need for a plan and guiding policies has never been more important. Effectively managing information must be a priority if a local government is going to successfully navigate the maze of challenges that come with a crisis. In this FCCMA webinar, the City of Boca Raton will share their experiences and the lessons they've learned when dealing with A crisis. They will also offer a template for others to consider in order to prepare their agencies to respond to crisis. Whether you are the manager, deputy manager, communication director, chief information officer, or other key staff member who will be directly involved in crisis management, this is a must-attend webinar for you.

Presenters:

- George Brown, Boca Raton Deputy City Manager
- Chrissy Gibson, Boca Raton Communication and Marketing Manager

For information to access the webinar, [click here](#).

FCCMA 2018 Fall Symposium: Understanding and Preparing for the Cybersecurity Threat

November 8, 8:00 a.m. – 4:00 p.m.

Florida Institute of Technology, Melbourne

Has your organization ever been hacked? Would you even know? More importantly, does your leadership team understand the strategic business implications to your constituents, suppliers, employees of a data breach? We've learned (sometimes painfully) that a cyberattack can threaten the very existence of any organization. It doesn't matter whether it's public or private...we're all at risk. Inadequate cybersecurity can jeopardize everything, from your revenue stream to your reputation. As a consequence, your leadership team needs to know enough about cybersecurity to assess and manage its risks before that happens... and how to lead the response and recovery afterwards. For more information, [click here](#).

ICMA Coaching Webinar: Gaining Project Support from your Team, Elected Officials and the Public

November 14, 11:00 a.m. - 12:30 p.m. PT (2:00-3:30 p.m. ET)

Advance registration required for this webinar: [Click here](#) to register.

Webinar Topics:

1. What's key to presenting your idea or project effectively?
2. How can everyone play a role in leading and supporting productive change?
3. What can we learn from case studies about how to navigate and serve successfully?

For more information, [click here](#).

International City/County Management Association at Florida International University (ICMA@FIU) invites you to an evening celebrating public service. The purpose of the event is for FIU students to learn more about our local government officials and their roles in our community. It is also an opportunity to showcase your expertise and network with other local officials.

Please let us know at your earliest convenience if you will be able to attend. The event details are as follows:

November 27, 6:30-8:00 pm

FIU Graham Center 243
11200 SW 8th Street,
Miami, FL 33199

To RSVP for the event, please visit: icmafiu.eventbrite.com; the event password is: ICMA.

For more information, please contact Abdul Samad: asama023@fiu.edu.

Florida Stormwater Association 2018 Winter Conference

The Florida Stormwater Association will hold its 2018 Winter Conference from **December 5-7** at The B Resort, 1905 Hotel Boulevard in Lake Buena Vista. There will be two days of preeminent stormwater education presented by accomplished stormwater professionals from around Florida. This year there will also be two pre-conference events - the biennial "DEP Day" co-sponsored by FDEP and the required "Laws and Rules" for professional engineers. [Click here](#) to register.

For Your Information

Business Watch is a statewide organization offering educational training and networking opportunities designed to build partnerships, foster understanding of local government and robustly advocate for Florida's cities and counties. Business Watch membership consists of elected officials, management professionals, and individuals/companies associated with Florida's local governments.

Jill Silverboard currently serves on the Business Watch Board, but her term will come to an end on December 31 of this year. Business Watch would like to hear from managers interested in Board service. The time commitment is minimal, but the opportunity for input is great. If you are interested in serving on the Business Watch board, please email Beth Rawlins at rawlins@businesswatchinc.com no later than November 12.

Jobs

[ALACHUA COUNTY – Public Relations & Marketing Manager](#)
[ALACHUA COUNTY – Critical Facilities Manager](#)
[PORT ORANGE – Utilities Engineering Manager](#)
[PORT ORANGE – Budget Analyst](#)
[FAIRBURN, GA - City Administrator](#)
[KENNETH CITY – Management Analyst](#)
[ST. LUCIE COUNTY – Business Navigator](#)
[ST. LUCIE COUNTY – Building Official/Building Codes Administrator](#)
[CAMERON, MO - City Manager](#)
[HAINES CITY - Fire Chief](#)
[JACKSONVILLE - Chief of Housing and Community Development](#)
[CUTLER BAY - Building & Code Compliance Director](#)
[MARGATE - Contracts Administrator](#)
[HIGHLAND BEACH - Assistant to the Town Manager](#)
[MARION COUNTY - Environmental Services Director and Deputy Director](#)
[SUNRISE - Economic and Community Enrichment Manager](#)
[INDIAN RIVER SHORES - Town Manager](#)
[HOLLYWOOD – Procurement Contracts Officer](#)
[CRESTVIEW – City Manager](#)
[PINELLAS COUNTY – Planning and Zoning Director](#)
[ALACHUA COUNTY – Growth Management Director](#)
[ALACHUA COUNTY – E-Learning Content Developer position/ODT](#)
[TEMPLE, TX – Assistant City Manager](#)
[JACKSONVILLE – Attorney IV](#)
[JACKSONVILLE – Attorney II](#)
[PINELLAS COUNTY – Total Rewards Manager](#)
[KILLEEN, TX - Assistant City Manager](#)
[VENICE - Senior Planner](#)
[LADY LAKE - System Analyst](#)
[HOLLYWOOD - Budget Division Director](#)
[MARION COUNTY - Utilities Engineer](#)
[MARION COUNTY - OCE Engineering Project Manager](#)
[MARION COUNTY - Animal Center Veterinarian](#)
[PORT ST. LUCIE - Public Works Director](#)
[INDIANTOWN – Village Manager](#)
[UNION COUNTY, NC – County Manager](#)

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