



FCMA

2018

State of the Association



FLORIDA CITY AND COUNTY MANAGEMENT ASSOCIATION

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June 1, 2018

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Orange Park

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City Manager
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Micah Maxwell, ICMA-CM
Town Manager
Belleair

Dear FCCMA Members:

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.

The Association is in excellent financial health with a Fiscal Year Ending September 30, 2017 fund balance of \$656,181. Shorstein & Shorstein conducted its biennial audit and found the financial statements presented fairly the financial position of FCCMA for FY 2016 and FY 2017. Much of the Association money is conservatively invested in accordance with FCCMA's Investment Policy. FCCMA has remained fiscally sound, and a reserve has been established to pay for the costs of hosting the 2025 ICMA Conference in Florida. Future Boards of Directors can move forward optimistically for the benefit of the membership.

I had several priorities this year: increasing training available to FCCMA members; promoting professional management; developing the next generation; serving and reflecting our diverse membership; reviewing the charter and bylaws; and developing a new strategic plan. Staff and members on many committees provided outstanding service to the FCCMA over the last year. Following are some of the largest efforts. See the attached Report for many more.

The Professional Management Matters Committee recognized numerous cities and counties with the council-manager form of government while also highlighting the benefits of professional management. The committee did an outstanding job this year. You may have seen photos of these recognitions on our website, in our newsletter, and on social media.

The proposal to change Lakeland from a council-manager to a strong mayor form of government was soundly defeated. The citizens of Lakeland recognized the importance of professional management.

Training opportunities were increased substantially this year. The Professional Development Committee worked with Dr. Bob Lee to increase the number of webinars and we held two symposiums. The District Directors increased the number of onsite trainings as well.

The Fiscal and Administrative Policy Committee conducted a review of the bylaws, charter, and policies. The goal of the review was to ensure consistency between these documents while also streamlining the formatting of each. The committee reviewed our current strategic plan and developed the 2018 – 2021 strategic plan. The recommended changes to the charter, bylaws and strategic plan are scheduled to be approved by the full membership at the Annual Business Meeting on Friday, June 1st.

This year we rebranded the FCCMA newsletter, now called "Professional Management Matters," to emphasize the importance of the profession.

I am grateful for the ability to attend several of the district training opportunities, symposiums and other events around the state and visit with so many of you. As the Program year 2017-2018 ends, I thank you for this opportunity and wish each of you and the Association continued success.

Best wishes to Mike Cernech as he takes over as President.

Sincerely,

Jim Hanson, President

The following is a summary of FCCMA committee activities for 2017-2018.

Communications Committee

Michael Beedie, City Manager, Fort Walton Beach and John Titkanich, City Manager, Cocoa, co-chaired this committee.

- Monitored website monthly to keep the website up-to-date and to ensure that all the links work properly.
- Continuing from previous years, each committee member was assigned a month to submit an article to highlight an interesting story about his or her city/county. Committee members also submitted member profile articles.
- Increased the Association's use of social media. Recognition presentations, FCCMA trainings, and articles of interest were all posted on the FCCMA Facebook page.
- Developed a curriculum for media training that was approved by the Board. District III held an onsite training session using the new curriculum.
- Used photos from cities and counties to highlight their governments on the home page.
- Developed a social media policy for the Association.
- Produced 12 videos on various aspects of the Association.

Legislative Subcommittee

Mark Ryan, City Manager, Indian Harbour Beach and Jamie Titcomb, Town Manager, Ocean Ridge, co-chaired this subcommittee of the Communications Committee.

- Served as a fast-action response team for the Florida League of Cities and the Florida Association of Counties by providing near-instant feedback regarding the impact on local government of numerous bills during Florida's legislative session.
- Provided detailed responses to both associations which enabled FLC and FAC advocates to strengthen arguments for and against legislation with relevant, real-time information from cities and counties across the state.
- Testified at legislative committee meetings on various bills affecting local government.
- Monitored the Constitution Revision Committee and served in the same manner as it did for the legislative session.

Conference Planning Committee

Mike Cernech, City Manager, Tamarac and FCCMA President-Elect, chaired this committee. Jorge Gonzalez, Village Manager, Bal Harbour chaired the Host Committee.

- The theme for the Annual Conference was "The Future Starts Today." The conference was divided into three tracks: leadership, sustainability and hot topics. Keynote speakers included: Dr. Natalie Stavas, Amy Holloway and Eugene Robinson.
- A four-hour ethics session was held May 30, 2018.
- A city/county session focusing on emergency management was a free pre-conference session held May 30, 2018.
- The first ICMA Student Chapter Summit was held May 31, 2018 bringing together students, professors and mentors from chapters across the state.
- A past presidents' breakfast was added to the conference and held May 31, 2018.

- A spouses' gathering was held June 1, 2018.

Ethics Committee

Ethics violation complaints are researched by this committee. All work done by the Ethics Committee remains confidential. Joyce Shanahan completed her term on the committee. President Hanson appointed Yocelyn Galiano, Pinecrest Village Manager, to a four-year term.

Fiscal and Administrative Policy Committee

Micah Maxwell, Assistant City Manager, Clearwater and Dan Clark, Town Administrator, Lake Clarke Shores, co-chaired this committee.

- Conducted a review of the bylaws, charter, and policies. The goal of the review was to ensure consistency between these documents, while also streamlining the formatting of each.
- Conducted a membership satisfaction survey, in collaboration with the Membership Committee, to help develop the strategic plan.
- Developed a strategic plan for 2018 – 2021 that was reviewed and approved by the FCCMA Board of Directors.
- The revised bylaws and charter were sent to the membership as stated in the bylaws.
- Per FCCMA's current process, the recommended changes to the charter, bylaws and strategic plan were voted on by the full membership at the Annual Business Meeting on Friday, June 1.

Membership Committee

Charles Chapman, County Administrator, Hendry County and Suzanne Sherman, Assistant City Manager, Satellite Beach, co-chaired this committee.

At the beginning of PY 2017-2018 there were 605 members and as of May 1, 2018, FCCMA has 608 members. There is a net increase of three members with 26 pending members waiting on approval. The following is a summary of the committee's work for 2017-2018.

- Sixty members joined during PY 2017-2018.
- Fifty-seven members canceled membership during PY 2017-2018.
- Eleven members were suspended for not recording ethics training.
- Conducted a membership satisfaction survey, in collaboration with the Fiscal and Administrative Policy Committee, to help develop the strategic plan.
- Added affiliates on a two-year trial period to the MIT list (without providing other MIT benefits).
- Revised the membership brochure for soliciting new members.

Professional Development Committee

Horace McHugh, Chief Administrative Officer, Plantation, chaired this committee.

- Increased the number of webinars from eight to 12 monthly.
- Worked with Dr. Bob Lee and the Center for Florida Local Government Excellence (CFLGE) to develop monthly webinars, such as: becoming a credentialed manager, ERP and systems integration, coaching and mentorship, retirement planning strategies for all career stages, debt instruments and financing alternatives, fundamentals of ad valorem taxes and alternative revenue sources, state legislation and the impact on local government, and so you want to be a city manager.
- Assisted directors with the onsite training sessions. The number of onsite training sessions increased to 10 this year with the President's priority.
- Planned and assisted in two symposiums: one in the fall on ERP and systems integration and one in the spring on ad valorem taxes and alternative revenue sources.
- Created a new manager boot camp which will be held in October at the FLC University.
- Created a page on the FCCMA website listing ethics training opportunities.

Awards and Scholarships Subcommittee

Mike Staffopoulos, Assistant City Manager, Largo and Danielle Judd, City Manager, Green Cove Springs, co-chaired this subcommittee. The following is a summary of the subcommittee's work for PY 2017-2018.

- Increased the amount of the B. Harold Farmer and Raymond C. Sittig academic scholarships from \$2,500 to \$5,000, and made selecting a scholarship recipient optional, depending on the qualifications of the applicants.
- Created two additional academic scholarships at \$2,500 each.
- Reviewed, interviewed, and selected recipients for the B. Harold Farmer Scholarship, Raymond C. Sittig Scholarship, the two additional academic scholarships, and three Emerging Leaders Scholarships.
- Created a new award: FCCMA's Who's Who Under 40 Award which will be implemented in 2019 Awards.
- Updated the Awards and Scholarships Policy.
- Reviewed and selected awards to be given at the Annual Awards Program.

The awards and scholarships given at the Annual Awards Program:

President's Award - Gene Strickland, former City Manager, Lakeland

If You Care, You Do! - Mark Cunningham, Assistant County Administrator, Sarasota County; and Mark Ryan, City Manager, Indian Harbour Beach

Richard (Dick) Simmons Lifetime Achievement Award - A. William Moss, City Manager, Naples

Michael J. Roberto Award for Career Development - Carl Schwing, City Manager, Bonita Springs

Award for Career Excellence - Roger Desjarlais, County Manager, Lee County

Assistant for Excellence in Leadership - Kelly Shoemaker, Deputy County Manager, Charlotte County

Lifesaver Award - Ralph Bentley, Town Manager, Lauderdale-by-the-Sea for hiring Sharon Ragoonan

B. Harold Farmer Scholarship - Maylee De Jesus, Assistant to the Town Manager, South Palm Beach; and Masters of Public Administration, Florida Atlantic University

Raymond C. Sittig Scholarship - John Christopher Meyer II, 911 Database Analyst, Lee County; and Masters of Public Administration, Florida Gulf Coast University

Academic Scholarships - Charlotte Bingham, Masters of Public Administration, Florida Gulf Coast University; and Jaime Tirado, Masters of Public Administration, Florida Gulf Coast University

Emerging Professionals Scholarships - Karla Gibbs City Manager's Office Manager, Naples; Kristina King, Business Manager, Solid Waste Department, Sarasota County; and Renee Long, Public Policy Management Associate, Seminole

Student Council

Jeff Tillman, Assistant City Manager, Auburndale, chaired this subcommittee.

- Participated in four university job fairs: Florida International University, University of North Florida, Florida Gulf Coast University and the University of Central Florida.
- Created and developed the program for an ICMA Student Chapter Summit which was held on May 30, 2018 at the FCCMA Annual Conference.
- Updated the university contact list.
- Disseminated FCCMA information to university contacts.

Professional Management Matters Committee

Matt Spoor, City Manager, Safety Harbor and Mark Cunningham, Assistant County Administrator, Sarasota County co-chaired this Committee this year.

FCCMA members attended several council meetings between June and November to complete the 2017 anniversary recognitions. From December 2017 to May 2018 FCCMA members presented anniversary certificates recognizing the council-manager form of government for 2018 anniversaries. Two local governments celebrated milestone anniversaries this year: Kissimmee celebrated 95 years and Ocala celebrated 100 years of ICMA recognition of the council-manager form of government.

The Committee also:

- Added more members to the Committee in parts of the state not already represented on the Committee.
- Reached out to governments celebrating anniversaries of 25 years or more in 2018 to set up presentations.
- Reviewed materials used in the presentations for possible updating.

- Identified local governments who offer internships to disseminate to Florida's universities and posted information on the FCCMA website.
- In March, participated in a discussion with the Student Council Chair on Outreach to Universities.
- Completed the Sustainability Plan which was approved by the Board in April 2018.

Winter Institute Planning Committee

Shannon Lewis, Deputy City Manager, Melbourne chaired this committee which planned the 2018 Winter Institute.

The Winter Institute was held February 15-16, 2018 in Tampa. The theme was Leading Through Conflict.

Dr. Farnez Namin from the Center for Work Life in Orlando and Ron Holifield and Mike Mowery from Strategic Government Partners (SGR) were the speakers. Attendees participated in assessments, case studies, break out groups and general discussion—all focused on the manager or assistant's role in managing conflict with employees, community groups and council members. Participants evaluated their conflict style, worked on collaborative problem solving and learned the characteristics of healthy governance systems that allow for effective conflict management.

Each participant received an individual I-OPT (Input-Output Processing Template) Report that identified behavioral traits and preferences common to their strategic style.

Partners

FCCMA values its association with its partners: The Alliance for Innovation; Beth Rawlins, Inc.; Business Watch, Inc.; the Center for Florida Local Government Excellence (CFLGE); the Florida Association of Counties; the Florida League of Cities; the International City/County Management Association (ICMA); and the John Scott Dailey Florida Institute of Government. Reports from these partners are included.

Alliance for Innovation (AFI)

Sallie Ann Burnett continues to make a distinct effort to reach out to, and meet, as many Florida managers as possible with personal visits and attendance at the FCCMA Board meetings, Florida events at the ICMA conference and through other methods. FCCMA sends an officer to the AFI conference to represent the Association. FCCMA welcomes Ms. Burnett's participation.

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.

Business Watch, Inc. (Formerly Florida Business Watch)

Business Watch has been very supportive of FCCMA through its support of the Winter Institute

and Conference. Business Watch provides a \$5,000 sponsorship for up to ten seats, and if available, can purchase up to five additional seats, at the Winter Institute. At the 2018 Conference, Business Watch conducted a session on the Future of Pace. Business Watch members participate in webinars and attend regional trainings and symposiums. Business Watch renews its contract with FCCMA every August.

Center for Florida Local Government Excellence (CFLGE)

The administration of the Center is handled by the John Scott Dailey Florida Institute of Government who signed an agreement with Dr. Bob Lee to continue as CFLGE's Executive Director. Dr. Lee worked closely with FCCMA's Professional Development Committee to provide webinars and develop programs for two symposiums. The spring symposium was held at Florida Gulf Coast University where Dr. Lee is an assistant professor. The number of webinars was increased from eight to 12 this year. Dr. Lee also worked with the district directors to develop at least one onsite training session in each district.

Florida League of Cities (FLC)

Through an agreement with the FLC, all administrative responsibilities are handled by League staff: Casey Cook serves as Executive Director and Carol Russell is the Executive Assistant (full-time FCCMA). Linda Bridges, FLC Director of Association Services, assists FCCMA as needed with day-to-day operations and special projects.

FLC also serves as the office headquarters for the Association. Michael Sittig is the FLC Executive Director.

International City/County Management Association (ICMA)

FCCMA has an agreement with ICMA that outlines the responsibilities and benefits for each entity. Both organizations work closely on membership recruitment and promoting professional management. Randy Reid is the ICMA Southeast Regional Director. In addition, the Senior Advisors are under the auspices of both organizations and ICMA pays some of the related expenses.

John Scott Dailey Florida Institute of Government (IOG)

Jeff Hendry is the IOG Executive Director and oversees the administration of the Center for Florida Local Government Excellence.

Senior Advisors

During the last year, the number of Senior Advisors was increased to 10. Due to the size and shape of Florida, there is still a gap in coverage in the NE and SE sections of the state. There is adequate coverage in the Central, Palm Beach/Treasure Coast/Space Coast, SW and NW portion of the state. The Senior Advisors have made excellent use of email and phone contact to maintain a statewide presence. Edwin (Buz) Eddy and Ken Parker were approved in February as senior advisors.

Oel Wingo is the Senior Advisor Coordinator. Lynn Tipton, FCCMA Executive Director Emeritus, provides administrative help.

The current Senior Advisors are:

- Oel Wingo, Reddick
- Kurt Bressner, Vero Beach
- Mark Durbin, Kissimmee
- Edwin (Buz) Eddy, Gulf Breeze
- Craig Hunter, St. Petersburg
- Dick Kelton, DeLand
- Dan Kleman, Port St. Lucie
- Bob LaSala, Dunedin
- Bill Neron, Fruitland Park,
- Ken Parker, Port Orange

The Senior Advisors serve in many capacities including:

- Contact members in crisis
- Confidential guidance to members
- Contact new CAOS or new members
- Advocate membership to non-members
- Attend/support district manager meetings
- Attend conference and regional trainings
- Assist members-in-transition
- Support activities related to council/manager form of government
- City manager placement activities

The Senior Advisors continued to be an excellent resource for every city and county member, as well as to the elected officials in those governments. In addition to the counseling aspects, assisting with searches and placements, this year saw opportunities for the Advisors to help with job fairs (assisting the Professional Development Committee), charter reviews, form of government questions in newly forming municipalities, and continuing to support members-in-transition.