



2020

**STATE OF THE
ASSOCIATION**





FLORIDA CITY AND COUNTY MANAGEMENT ASSOCIATION

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President

Shannon Lewis, ICMA-CM
City Manager
Melbourne

President-Elect

Micah Maxwell, ICMA-CM
Assistant City Manager
Clearwater

Secretary/Treasurer

Horace McHugh
Assistant City Manager
North Miami Beach

Past President

Michael Cernech, ICMA-CM
City Manager
Tamarac

District I Director

Michael D. Beedie
City Manager
Fort Walton Beach

District II Director

Michael Grebosz
Assistant City Manager
DeLand

District III Director

Suzanne Sherman
Deputy City Manager
Palm Bay

District IV Director

Lori LaVerriere, ICMA-CM
City Manager
Boynton Beach

District V Director

William "Mac" Serda
Town Manager
Hillsboro Beach

District VI Director

Charles T. Chapman, ICMA-CM
City Manager
Naples

District VII Director

Matthew Spoor
City Manager
Safety Harbor

District VIII Director

Shawn Sherouse
Deputy City Manager
Lakeland

At-Large Directors

Daniel P. Clark
Town Administrator
Lake Clarke Shores

Brad Johnson
Assistant County Administrator
Sarasota County

Michael McNees
City Manager
Marco Island

May 29, 2020

Dear FCCMA Members:

It has been an honor to serve as your president this program year. 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, 2019, fund balance of \$796,933.63. Future Boards of Directors can move forward optimistically for the benefit of the membership.

My main priority this year was to continue FCCMA's tradition of excellence as an association. I focused on a few things to reach that goal: driving a culture of ethical behavior, enhancing professional management in local government, providing support to members at all career stages, promoting the principles of local self-governance and promoting research and analysis as a guide for improvement and innovation. Staff and committee members provided outstanding service to FCCMA this year. Following are some of these accomplishments. See the attached report for many more.

Despite the difficult decision to cancel our annual conference, our Conference Planning Committee planned a magnificent conference that we are all sad to be missing. The committee is collaborating with the Professional Development Committee to examine the possibility of a virtual format for some of the conference sessions.

Our members worked tirelessly to respond to the concerns of their communities during the coronavirus pandemic that occurred at the end of this program year. I would like to extend a sincere thank you to those who are actively serving their communities and representing FCCMA well.

To better serve our members, we instituted open forum webinar calls through Microsoft Teams. The calls were led by Alan Rosen and provided a place for members to discuss and solve complex tasks in local government. We saw great benefits in these calls.

I tasked Sarah Hannah-Spurlock and Jill Silverboard with researching and developing a Women in Local Government Training Program. They took great initiative in completing this project by setting up focus groups across the state to learn more about the strengths and needs of women in local government in our state. Sarah will present her findings to the membership in the near future.

The Professional Development Committee offered eight webinars, six onsite trainings and a symposium. The Winter Institute Planning Committee planned an outstanding Winter Institute. These events gave our members unique opportunities to network and master their skills in our profession.

I am grateful to the board and the committees for their hard work this year. As the 2019-2020 Program Year ends, I thank you for this opportunity and wish each of you and the association continued success.

Best wishes to Micah Maxwell as he takes over as FCCMA president.

Sincerely,

Shannon Lewis, President
City Manager, Melbourne

The following is a summary of FCCMA committee and partner activities for 2019-2020.

AWARDS AND SCHOLARSHIPS COMMITTEE



Terry Atchley
Chair
City Manager
Wauchula



Hector Flores
Vice Chair
County Administrator
Charlotte County

- Reviewed, interviewed and selected recipients for the B. Harold Farmer and Raymond C. Sittig scholarships.
- Reviewed and selected annual awards.

President's Award: Michael Sittig

If You Care, You Do! Award: Douglas Baber and Sarah Spurlock

Richard (Dick) Simmons Lifetime Achievement Award: Kurt Bressner

Michael J. Roberto Award for Career Development: Jill Silverboard

Award for Professional Management Excellence: Alexander Diaz

Assistant for Excellence in Leadership: T. Michael Stavres

FCCMA's Who's Who Under 40 Award: Michael Grebosz, Brad Johnson and Adam Reichbach

Lifesaver Award: Howard Tipton for hiring Mark Lauzier

B. Harold Farmer Scholarship: Brandon Henry

Raymond C. Sittig Scholarship: Lindsey Johnson

COMMUNICATION COMMITTEE



John Titkanich
Chair
Innovation and
Performance
Division Director
St. Lucie County



James Titcomb
Vice Chair
Town Manager
Loxahatchee Groves

- Reviewed website to ensure content was current, relevant and accessible.
- Provided articles for FCCMA's monthly newsletter regarding best practices, special interests or community highlights.
- Conducted a photo contest for cities and counties to submit photos of their communities to be featured on the FCCMA 2020 directory cover, the website and Facebook page for a quarter of the year.

- Created questions for the "Perspectives" video series highlighting current city and county managers answering important questions about being managers in Florida.

LEGISLATIVE SUBCOMMITTEE



Mark Ryan
Chair
City Manager
Indian Harbour Beach



Roger Reinke
Vice Chair
Assistant City Manager
Naples

- 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 of pending legislation.
- Held a strategy session at the FLC Legislative Conference and highlighted ways to best advocate for local government at the state level.
- Testified at legislative committee meetings on various bills impacting local government at the federal, state and local levels.

CONFERENCE PLANNING COMMITTEE



Micah Maxwell
Chair
Assistant City Manager
Clearwater



Horace McHugh
Vice Chair
Assistant City Manager
North Miami Beach



Matthew Spoor
Host Chair
City Manager
Safety Harbor

- Planned an exceptional conference that included: a pre-conference "So You Want To Be a City/County Manager" session, four-hour ethics session and financial planning session; 14 breakout sessions and case studies; and three impressive keynote speakers.
- Unfortunately, due to the coronavirus, the Annual Conference was canceled. The committee plans to work with the Professional Development Committee to explore converting some of these to virtual sessions.

ETHICS COMMITTEE

- Ethics violation complaints are researched by this committee. All work done by the Ethics Committee remains confidential. Members include:
 - Jonathan Lewis appointed by President Michael Pleus (term expires 2020).
 - Jill Silverboard appointed by President Pleus (term expires 2020).
 - Faye Johnson appointed by President Bobby Green (term expires 2021).
 - Michael Pleus appointed by President Green (term expires 2021).
 - Yocelyn Galiano appointed by President Jim Hanson (term expires 2022).
 - Roger Reinke appointed by President Michael Cernech (term expires 2023).
 - Beth Knight appointed by President Cernech (term expires 2023).
 - President Shannon Lewis appointed Daniel Clark and Brenda Fettrow to four-year terms.

FISCAL & ADMINISTRATIVE POLICY COMMITTEE



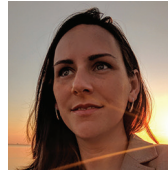
Lori LaVerriere
Chair
City Manager
Boynton Beach



Meridy Semones
Vice Chair
Performance and Budget Director
Lakeland

- Reviewed membership categories recommended by the Membership Committee.
- Rewrote subscriber member language to include students who have just graduated for up to two years following graduation. Submitted to the board for approval at the May meeting.

MEMBERSHIP COMMITTEE



Aubrey Phillips
Chair
Strategic Performance
Manager
Pinellas County



Mark Cunningham
Vice Chair
Assistant County
Administrator
Sarasota County

At the beginning of PY 2019-2020 there were 604 members, and as of April 20, 2020, FCCMA has 616 members. There is a net increase of 12 members, with 32 members waiting approval. The following is a summary of the committee's work for 2019-2020.

- Eighty-seven members joined during PY 2019-2020.
- Seventy members canceled membership during PY 2019-2020.
- Five members were suspended for not recording ethics training.
- Re-evaluated the members-in-transition program to create a better service to members.
- Conducted direct outreach to members-in-transition to check on their well-being, inform them of association benefits and to assist with employment in some cases.
- Reviewed membership categories and made a recommendation to the Fiscal & Administrative Policy Committee that will be submitted to the board for final approval.
- Distributed a membership satisfaction survey regarding the services the organization provided.
- Implemented an incentive offering \$100 off conference registration to new members if they completed an application by May 1 to increase new member recruitment.
- Conducted direct outreach to welcome new members and encourage new member applications.

PAST PRESIDENTS COUNCIL



Lynn Tipton
Staff Liaison
FCCMA Executive
Director Emeritus

- Unanimously decided to continue the Past President's Scholarship in 2020.
- Implemented a student mentorship program in which each past president will select a student, invite them to conference and provide on-site mentoring to them at the Annual Conference.
- Initiated the Memory Project to interview and collect stories from past presidents for FCCMA's permanent record.

PROFESSIONAL DEVELOPMENT COMMITTEE



Alan Rosen
Chair
Assistant City Manager
Port Orange



Sarah Campbell
Vice Chair
Town Manager
Orange Park

- Developed 12 monthly webinars on topics such as leadership culture, citizen engagement, homelessness, workforce collaboration, recruitment and retention of quality employees.
- Suspended regular webinars in April in favor of 30-minute weekly video/call conference with mostly open-ended discussions on COVID-19 topics.
- Assisted regional directors with onsite trainings.
- Planned the Fall Symposium with the theme "What Keeps Managers Up at Night?" located in St. Petersburg.
- Created a toolkit for local internship programs.

STUDENT COUNCIL



Jeff Tillman
Chair
Assistant City Manager
Auburndale



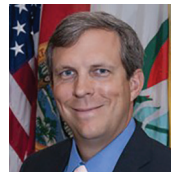
Brandon Henry
President
ICMA Student Chapter at
University of South Florida

- Continued to strengthen the association's relationships with the state's universities and other educational institutions.
- Served as contact/liaison with the universities.
- Disseminated FCCMA updates to universities.

PROFESSIONAL MANAGEMENT MATTERS COMMITTEE



Sharon Ragoonan
Chair
Assistant City Manager
North Miami Beach



Matthew Campbell
Vice Chair
Town Manager
Kenneth City

- Demonstrated the value of professional management by the adaptation of managers to the challenging conditions brought on by the COVID-19 pandemic.
- Offered an ethics training in Pinellas Park allowing managers to show their commitment to ethics.
- Through the reporting done by elected officials, they informed citizens how their communities have grown and adapted through the assistance provided by a professional manager.

WINTER INSTITUTE PLANNING COMMITTEE



Daniel Clark
Chair
Town Administrator
Lake Clarke Shores

- The theme for this year was “What Does the City/County of the Future Look Like.”
- Larry Schooler facilitated the event, and Richard Hadden and David Houle were the keynote speakers.
- Feedback from the sold-out event was very positive.
- Session addressed:
 - Employer: How does the employer create a great place to work? How will you recruit talented people to your organization in the future?
 - Citizen: What will the external stakeholders (citizens, businesses, etc.) expect from government?
 - Employee: What skills will employees need to work in the city/county of the future?

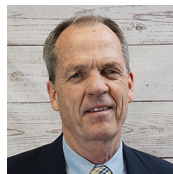
SENIOR ADVISORS



Pam Brangaccio
Treasure Island



Kurt Bressner
Vero Beach



Edwin (Buz) Eddy
Gulf Breeze



George Forbes
Winter Park



Jim Hanson
Atlantic Beach



Dan Kleman
Port St. Lucie



Bob LaSala
Dunedin



William (Bill) Neron
Fruitland Park



Kenneth (Ken) Parker
Port Orange

The Senior Advisors serve in many capacities. Tasks include:

- Contacting members in crisis.
- Providing confidential guidance to members.
- Contacting new chief administrative officers or new members.

- Advocating membership to non-members.
- Attending/supporting district manager meetings.
- Attending conference and regional trainings.
- Assisting members-in-transition.
- Supporting activities related to council/manager form of government.

The Senior Advisors continue 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 and assisting with searches and placement, this year saw opportunities for the advisors to help with charter reviews and form-of-government questions in newly forming municipalities and support members-in-transition.

PARTNERS

FCCMA values its relationships with its partners: The Alliance for Innovation; Beth Rawlins, Inc.; Business Watch; Center for Florida Local Government Excellence; 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



Kim Bradford is the chief operating officer for the Alliance for Innovation. She became FCCMA's liaison to the Alliance in 2019. 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.

BUSINESS WATCH, INC.

Business Watch continues to be very supportive of FCCMA by sponsoring the winter institute and conference. Business Watch provides a \$5,000 sponsorship to the association, and its members participate in webinars, district trainings and the Fall Symposium. Business Watch renews its contract with FCCMA every August.

CENTER FOR FLORIDA LOCAL GOVERNMENT EXCELLENCE



The administration of the center is handled by the John Scott Dailey Florida Institute of Government, which signed an agreement with **Bob Lee** to continue as CFLGE's executive director. Bob worked closely with FCCMA's Professional Development Committee to provide webinars and develop a program for the symposium. Bob also worked with the district directors to develop at least one onsite training in each district. Unfortunately, many of the onsite trainings were canceled this year due to COVID-19.

FLORIDA LEAGUE OF CITIES

Through an agreement with FLC, all administrative responsibilities are handled by League staff: **Casey Cook** serves as executive director, and **Carol Russell** (full-time) with **Chelsea Rosasco** (part-time) and **Nykierama Cooper** (part-time) serve as administrative assistants. **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



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



Jeff Hendry is the IOG executive director and oversees the administration of the CFLGE.

FCCMA STAFF



Casey Cook
FCCMA Executive Director



Carol Russell
FCCMA Executive Assistant



Linda Bridges
FLC Director of Association Services



Chelsea Rosasco
Executive Assistant,
Association Services



Nykierama Cooper
Administrative
Assistant, Association
Services

