

**August 2019**



**PROFESSIONAL  
MANAGEMENT MATTERS**

**e-Newsletter**

Have a best practice you want to share with the FCCMA membership? The FCCMA Communications Committee is asking for your help to make our newsletter better by sharing your success stories. There could be current best practices, vital local government issues and challenges, or evolving trends and issues. Each month the committee asks a member to submit an article highlighting something he or she is doing in their community that they want to share with the membership. Articles should be a minimum of 300 words and a maximum of 900 words. If you are interested in submitting an article, please contact [Carol Russell](#).

**FCCMA 2019 Fall Symposium**

**What Keeps Managers Up At Night**

**November 7, 2019**

**Lake Vista Recreation Center**

**1402 62nd Avenue S., St. Petersburg**

[Click here to register](#)

**President's Message**

Fellow FCCMA Members:

Below, you will find information related to the ethics requirements of FCCMA members, which was the original intention of this newsletter article. With Hurricane Dorian approaching the state of Florida as a major hurricane, I first want to wish all of you, your families and your communities well over the next few days. FCCMA members provide critical leadership and expertise in preparing for, responding to and recovering from emergency events, such as hurricanes. I know your communities can count on you to help guide them through this latest challenge. I will keep all of you in my thoughts. Stay safe.

Now, for the rest of the article...

Several years ago, the Board felt it was important to require ethics training of FCCMA members. Prior to this decision, the legislature had mandated that elected officials must complete four hours of ethics training each year. The Board felt FCCMA members should be held to the same standard, and the requirement demonstrates the value of local government management and the focus on ethics within the profession.

Florida has some of the strongest ethics, public meetings and public records laws nationally. When coupled with the ICMA

Code of Ethics, this requirement demonstrates that local public management employees have the strongest commitment to the code and to the laws of Florida.

This is an annual requirement and must be completed by September 30<sup>th</sup> each year. Members may use any ethics training (such as city and county ethics trainings) to count toward this requirement.

Members record their training when they pay their dues in the new fiscal year. If you are paying online, you can attest electronically that you have completed your four hours of training when you pay your dues. If paying by check, you will simply sign the dues statement attesting you have completed the requirement.

Please contact [FCCMA staff](#) if you have any questions regarding this requirement.



A blue ink handwritten signature of Shannon Lewis.

**Shannon Lewis**  
City Manager, Melbourne

## Member News and Updates

The following membership applications have been received:

- **Leanne Addy**, District VI, City Clerk/Treasurer, City of Anna Maria;
- **Kathy Bangley**, District VIII, Director of Development Services, City of Lake Wales, Full Member;
- **Kendyl Bass**, District III, Master of Public Administration, University of Central Florida, Student Member;
- **Marjorie Craig**, District IV, Affiliate Member;
- **Heather Croney**, District III, Master of Science in Urban & Regional Planning, University of Central Florida, Student Member;
- **Tanya Davis-Hernandez**, District V, Director of Development Services, City of Lauderdale Lakes, Full Member;
- **Michael Delk**, District VII, Assistant City Manager, City of Clearwater, Full Member;
- **Charles Hammond**, District VII, City Manager, City of Archer, Full Member;
- **Bryan Holmes**, District VI, Local Government Management, Florida Gulf Coast University, Student Member;
- **Angela Hughes**, District V, Master of Public Administration, Valdosta State University, Student Member;
- **Kaufman Lynn Construction, Inc.**, District IV, Contact: Jeff Zalkin, Vice President of Development, Corporate Member;
- **Edwin Lovett Jr.**, District VII, Criminal Justice Administration, University of South Florida, Student Member;
- **Gertrude McDaniel**, District VII, Master of Public Administration, University of South Florida, Student Member;
- **Michelle Orton**, District VIII, Senior Planner, Polk County Board of County Commissioners, Affiliate Member;
- **Robert Perry**, District VII, Affiliate Member;
- **Luis Reyes**, Master of Public Administration, Liberty University, Student Member; and

- **Matthew Wotowiec**, District VII, Master of Public Administration, University of South Florida, City of Largo, Affiliate Member

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.

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### **FCCMA Members Selected for Leadership Florida August 13, 2019**

Leadership Florida recently announced that Darren Gray, Clermont city manager and Antonio Jefferson, Gretna city manager, will be part of its Cornerstone Class 38 for 2019-2020. Leadership Florida participants represent the highest levels of leadership from Florida's many diverse sectors.

The Leadership Florida selection committee, comprised of Leadership Florida graduates from throughout the state, sought to identify people most likely to utilize their leadership abilities for the long-term benefit of Florida. Based in Tallahassee, Leadership Florida was founded in 1982 to bring together emerging and existing leaders from across Florida to challenge, prepare and inspire them to build a better Florida.

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### **City Manager Selected Into Leadership Palm Beach County**

BOYNTON BEACH, FL --- (August 1, 2019) City Manager Lori LaVerriere, ICMA-CM, has been selected to participate in the 2019-20 Leadership Engage Program, a flagship program for Leadership Palm Beach County (LPBC). LPBC unites leaders to improve Palm Beach County and deepens their civic commitment and awareness of diverse issues and industries.

This highly competitive 10-month program offers participants a powerful new network and a transformative learning experience, with the intent to better Palm Beach County. Only 56 were selected for this esteemed program based on their leadership and service in both their professional and civic lives.

Lori will join other professionals, with diverse industries and backgrounds, to gain a deeper understanding of their own leadership styles and learn ways in which they can make significant improvements in the community. As a group, they will meet for one full-day each month from September to May and travel on a bus to all areas of the county, exploring program topics such as agriculture, education, public safety, and healthcare. Classmates will also form smaller groups to accomplish community engagement projects, benefiting local non-profits and aimed at tackling challenges facing the region.

[Read more.](#)

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### **Members-in-Transition (MIT)**

Please take a minute to show your support to the MITs by either emailing or phoning the MITs in your district. A phone call or an email can go a long way to help someone who is temporarily out of work. You can also help if you have any job opportunities or special projects available for which one of our MITs may be qualified.

With the current technology, the project could even be done from the MIT's home. Some of the Members-in-Transition have provided their resumes and have indicated their areas of expertise. The resumes and areas of expertise are now available on the [FCCMA website](#). Also, please keep your FCCMA staff informed of any FCCMA members who may be eligible for MIT status. You can email [Carol Russell](#).

## **Featured Member**

**Meet Lori LaVerriere, FCCMA District IV Director, City Manager, Boynton Beach**

**How long have you been a FCCMA member?**

I've been an FCCMA member since 1999.

### **Are you an ICMA member, why did you join, and how long have you been a member?**

Yes, I am an ICMA member. I joined ICMA in 2000. ICMA provides excellent professional development learning opportunities. Through their webinars, training sessions and conferences, you can find a multitude of topics about which you can grow your knowledge of local governance and become a stronger, more capable leader.

### **Please describe your areas of formal/advanced education.**

I obtained my Bachelor of Arts Degree from Florida International University in Marketing and International Business. Years later (married and pregnant with my second child), I attended Palm Beach Atlantic University and obtained my Master of Business Administration. It took three years (went part-time and had a child in between semesters!). I've been a credentialed manager for 11 years with ICMA.

### **Why did you select a career in public service?**

I didn't select a career in public service...it selected me. In my early twenties while looking for employment in my field of marketing, I was blessed with the opportunity to become a special projects coordinator for the Town of Lantana. My position involved planning numerous special events and programs in the Town. It was a dream job. It was then when I fell in love with the satisfaction of knowing you can make a direct positive impact on the lives of so many people in public service. I never looked back. I've since been serving local government for 30 years now.

[Read more.](#)



## **Member Articles**

### **Developing a Strategic Planning System**

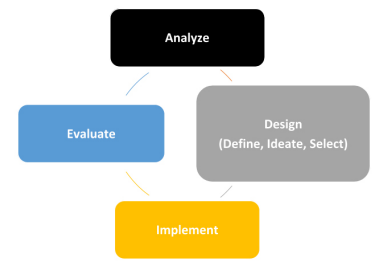
**By Russ Blackburn, City Manager and Kate Parmelee, Strategic Initiatives Director, City of Port St. Lucie**

Does your city or county have a strategic plan? If so – how do you use it? Is it seen as a task list, separate from your day-to-day work, or is it interwoven into the fabric of your organization?

Peter Senge once famously observed, “the world is made of circles and we think in straight lines.” He challenged our profession to think of opportunities in terms of interrelationships and identifying and developing the right systems to move our organizations forward.

Robust strategic planning – both citywide and at the department level – requires thinking about the interrelationships of the mandates and goals across our organizations.

[Read more.](#)



## Request for Information

Hillsborough County is seeking information from other governmental entities in Florida that currently may have active policies dealing with how they handle customers with Service Animals within their governmental facilities.

Contact [Carl Harness](#) via email or at (813) 272-1153 with any relevant information.

## Ideas for Capstone Projects

FCCMA needs your help in identifying topics of interest for capstone projects that are relevant to local government. Your submitted topics will be shared with MPA programs and contacts at our state universities.

FCCMA will collect topics throughout the year, so continue to submit topics as new challenges arise that present opportunities for research. Please submit topics to [Carol Russell](#).

## From Our Partners

### ICMA Coaching Program

[Click here](#) to access Career Compass No. 74, "How Do I Get Everyone's Commitment?" and Career Compass No. 75, "Patience is a Leadership Virtue." Please share it with your employees.

### Cyber Florida at USF Publishes Free Guide to Ransomware Prevention

Two recent and costly ransomware attacks perpetrated against Florida cities have raised renewed concerns about this pernicious cyber threat among Florida's municipalities and businesses. To help mitigate this ongoing threat to Florida's businesses and organizations, Cyber Florida at the University of South Florida has published a free [Guide to Ransomware Prevention](#).

"Ransomware is a national concern, and it is not going away," remarked Sri Sridharan, director of Cyber Florida at USF. "This guide offers a few critical, yet highly cost-effective steps that organizations can implement to help reduce their risk of becoming a victim of ransomware."

[Read more.](#)

### Thriving Earth Exchange

The American Geophysical Union (AGU) is recruiting communities to participate in their [Thriving Earth Exchange](#) (TEX). AGU's TEX program matches communities with pro bono scientists to solve local challenges related to natural resources, climate change and natural hazards. Several ICMA member-led communities are participating. Communities that have received assistance include Evanston, IL; Berlin, MD; Las Vegas, NV; Kennedale, TX; Boulder, CO; and Durango, CO. If your community is interested in pursuing a partnership, apply [here](#).

## **Northern District Court Order Dismisses ADA-based Complaint**

Attached is a recent Northern District Court Order dismissing the Plaintiff's (Gil) ADA based Complaint against the City of Pensacola with prejudice (lack of standing). This order refers to both the Ocala and Longboat Key orders referenced below. [Attachment](#)

Attached are two recent Middle District Court Orders dismissing the Plaintiff's ADA based Complaint:

1. Price v. Ocala (lack of standing as there is no threat of immediate future injury). [Attachment](#)
2. Price v. Longboat Key (lack of standing as there is no injury-in-fact, and because of Defendant's accommodation, providing information on a flash drive, Plaintiff failed to state a claim). [Attachment](#)

Both cases were dismissed without prejudice.

Attached is a recent Southern District Court Order dismissing Plaintiff's (Sierra) ADA based Complaint against the City of Hallandale Beach without prejudice (lack of standing). [Attachment](#)

These orders may prove helpful if your city is also facing a website ADA violation claim.

The Florida League of Cities will continue to provide you with significant developments in this area.

## **ICMA Conference**

### **Prepare for Your Role as a First-Time Administrator**

**October 21-22**

**2019 ICMA Annual Conference**

**Music City Center - Nashville, TN**

Are you a first-time administrator? When starting out as a first-time administrator (FTA), especially in a new community, you have a lot to remember and accomplish. Right out of the gate there are big things on your to-do list, including establishing your relationship with council members and laying out your vision on how you want your community to be run.

The First-Time Administrator's Program at the [2019 ICMA Annual Conference](#) provides an educational orientation that will allow FTAs to gain skills in areas that aren't traditionally covered in academic programs or in organizational succession planning and to strengthen their network of peers.

Regardless of whether you've just been hired as a first-time administrator or have plans to hold the role some day, join us for sessions that will help you go from first-timer to exceptional leader.

[Click here](#) to see what ICMA has to offer.

## **Events and Training Opportunities**

### **IOG Fall Webinar Series: Personal Empowerment for Public Service**

**Webinar Series**

**September 3, 17 and October 1, 2:00 p.m.**

**Registration Deadline: August 27**

**Series Fee \$150 (Group Discounts Available) or \$60 per webinar**

Can you hear the sigh when someone says they have to go to any government office? Do you sometimes feel the same way when you think about going to work? Rekindle your passion for public service with this webinar series designed exclusively for YOU, the often overlooked and overstressed public servant.

We know that interacting with others can present challenges, particularly if you are dealing with people who are tired,

frustrated, or feeling unheard and uncared for. This webinar series will provide you with proven tools and strategies to enhance your organization's service levels in ways that both empower you and honor those you serve. Make your organization a place where you enjoy working and others enjoy visiting!

### **Customer Service in Public Service**

September 3, 2:00 p.m. – 3:30 p.m.

### **The Gentle Art of Verbal Self Defense**

September 17, 2:00 p.m. – 3:30 p.m.

### **Minimizing Drama at Work**

October 1, 2:00 p.m. – 3:30 p.m.

[Click here](#) for details and registration information.

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## **FCCMA Webinar**

### **Leadership and Changing Organizational Culture: The Pasco County Experience**

**September 5, 2:00 - 3:00 p.m.**

**ICMA Practice Areas: 1, 3, 4, 6, 8, 10, 13**

#### **Program Summary**

During the last six years, Pasco County, like most organizations, has experienced staff changes, succession planning needs and a need to adapt to generational challenges. With changing leadership styles, a focus on hiring the best employees possible and implementation of creative processes, Pasco County has improved employee performance and creativity. The county administrator and his chief of staff will walk webinar attendees through their cultural evolution and the tools and strategies utilized to increase trust and openness within the work force and improve employee morale.

#### **Presenters**

- Pasco County Administrator Dan Biles
- Pasco County Chief of Staff Paula Baracaldo
- Pasco County Assistant County Administrator Public Services Cathy Pearson

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

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## **ICMA Webinar**

### **Grappling with Gnarly Issues: How Local Government Can Help**

**September 11, 1:00 - 2:30 p.m. ET**

**ICMA Practice Areas 6, 7, 9, 10**

#### **Program Summary:**

Communities want their local governments to take action on tough issues, sometimes even when a local government may not be the primary entity responsible. Learn about successful efforts by local governments to tackle gnarly issues like environmental challenges, opioids and homelessness. Gain insights and approaches you can use to address the tough issues your agency faces.

#### **Webinar Topics:**

1. What difficult issues like environmental challenges, opioids, and homelessness are currently facing local government?
2. What are some innovative and effective ways in which local government agencies are making a difference?
3. What resources are available to help local governments successfully address their own tough issues?

#### **Presenters:**

- **John Crumpton**, County Manager, Lee County, NC
- **Marie Peoples**, Deputy County Manager, Coconino, AZ
- **Susie O'Hara**, Assistant to City Manager, Santa Cruz, CA, and

- **Chris Richardson**, Chief Program Officer, Downtown Streets, CA

Registration is FREE - [Advance registration is required](#).

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### **The Road to Leadership: Don't Just Survive – Thrive!**

**September 13, 9:30 a.m. – 3:45 p.m.**

**Registration Deadline: September 12**

**Sheraton Raleigh Hotel, 421 S. Salisbury Street, Raleigh, NC**

**Price: \$25**

Join ICMA, The League of Women in Government and Cigna for this one-day leadership event to hear successful women in local government share their journeys to success. This workshop is designed to help women at any career stage to be even more successful. At this workshop you will:

- Build leadership capacities while participating in a day of encouragement and renewal.
- Hear how women in top leadership positions took control of their success.
- Learn how simple lifestyle changes can make a dramatic change to quality of life and longevity without sacrificing any of the fun!

[Click here](#) to register. Contact [crainwater@icma.org](mailto:crainwater@icma.org) for more information.

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### **Public Sector Workforce 2030 Summit: Planning for the Next Generation of State and Local Government Employees**

**Broward Center for the Performing Arts, Fort Lauderdale**

**September 26-27**

The Center for State and Local Government Excellence, the National League of Cities and ICMA Retirement Corporation will be hosting a reception on September 26, and a full-day summit on September 27, in Fort Lauderdale at the Broward Center for the Performing Arts that will center around the theme of planning for the public sector workforce of the future.

The summit is complimentary, but seating is limited, so [register](#) today to guarantee your spot.

## **Jobs**

Following is a list of active FCCMA job advertisements accessible on our website. [Click here](#) for details.

SARASOTA COUNTY - Physical Security Program Administrator  
SARASOTA COUNTY - Director, Sarasota County Area Transit (SCAT)  
BROWARD COUNTY - Budget and Management Analyst  
ALACHUA COUNTY – Safety Officer  
JACKSONVILLE – Public Works Project Manager  
BLAINE, MN – HR Director  
MOUNT PLEASANT, TX - City Manager  
DADE CITY - Engineer - Public Works Director  
ALACHUA COUNTY - Senior Social Service Coordinator  
ALACHUA COUNTY - Senior Environmental Specialist  
ALACHUA COUNTY - Mobile Response Team Coordinator Crisis Center  
RIVIERA BEACH - Director of Human Resources  
RIVIERA BEACH - Director of Procurement  
MCKINNEY, TX - Assistant City Manager  
PLANT CITY - Human Resources and Risk Management Director

PLANT CITY - Assistant City Manager SPRINGS – Planning Coordinator  
NORTH HAYS COUNTY EMERGENCY SERVICES DISTRICT #1 – Emergency Services District Administrator  
PINELLAS PARK – Planning & Development Services Director  
FORT MEADE - Management Analyst  
ST. LUCIE COUNTY - Chief Medical Examiner  
SEWALL'S POINT - Town Manager  
ALLEN, TX - Deputy City Manager  
CHARLOTTE COUNTY - Transportation Engineer  
CLARK COUNTY, NV - Chief Information Officer  
ALACHUA COUNTY - Marketing & Events Coordinator  
VENICE - Assistant Utilities Director  
HOLLYWOOD - Grants and Special Projects Manager  
HOLLYWOOD - Community Development Division Manager  
SUGAR LAND, TX - City Manager  
KILLEEN, TX - City Manager



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