

December 2020



**PROFESSIONAL
MANAGEMENT MATTERS**
e-Newsletter

Happy Holidays
from
FCCMA



Ethics Reminder

If you have not yet recorded your FY 2020 ethics training, please do so as soon as possible. **The deadline to record your training is February 1, 2021.**

2020-2021 Dues Invoices

FCCMA 2020-2021 dues payments must be paid by February 1, 2021.

If you did not receive your invoice, be sure to check your spam/junk folder. If you need the invoice emailed to you again, contact Carol Russell at crussell@flcities.com.

President's Message

Happy holidays everyone! It's a time of lights, trees, menorahs and social distancing – the usual stuff!! However, what may be more important is that we are hurtling towards 2021. We have so many great things coming up, so it's hard not to get excited.

On the heels of an excellent virtual Fall Symposium with record attendance, focused on Ethical Decision-making in a Crisis, we are preparing for another innovative event. We are hosting the first ever Virtual Winter Institute. The Winter Institute Planning Committee has been working hard to deliver the same great content we expect in this event, but in a way that balances both the professional and personal needs of our membership. This was not an easy feat, especially because the group planned both an in-person and a virtual event because we did not know where we would be from a COVID perspective.

To kick off the new year, we have another very exciting and very important effort that will begin in mid-January. This is our year to review the association's strategic plan, and your Board of Directors has been working hard to prepare themselves to shape the future of the association. To date, we have had four board meetings. In comparison, we normally have five in a year. However, this year is different, and the board has recognized the opportunities that accompany that difference. The work that the board and our committees are doing has given us a chance to redefine how we serve our membership, and you have a major role in helping us understanding what is and isn't working. If you have any ideas or feedback, please reach out to your district representative or a member of the committees (like me)! The more perspectives you share with us, the better this strategic plan, and the organization itself, is going to be!

I cannot thank you all enough for the support you have given to me over the year, and looking forward to 2021, the sky is the limit for our association. Stay safe this holiday season and I'll see a virtual representation of you in 2021!

Best Regards,



Micah Maxwell
Assistant City Manager, Clearwater

Member News and Updates

The following membership applications have been received:

- **Peter Cavalli**, MPA, District VII, Coordinator/Instructor, Public Works Academy, Pinellas Technical College, Affiliate Member.
- **Megan George**, District II, Master of Public Administration, Florida Gulf Coast University, Student Member.
- **Paul Larino**, District VIII, Town Manager, Town of Montverde, Full Member.
- **Kimberly Nicholls**, District VII, Human Resources Director, City of Safety Harbor, Full Member.
- **Laurel Varnell**, District VI, Management Analyst, ICMA Fellow, Sarasota County, Affiliate Member.
- **Stockton Whitten**, District III, City Manager, City of Cocoa, Full 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.

Members-in-Transition (MIT)

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

Member Articles

Overcoming Outreach Challenges During a Pandemic

by Emily S. Lewis, Deputy County Administrator, Charlotte County

The 1% local option sales tax is an important revenue stream in Charlotte County and has been consistently approved by our voters since 1994. Over the years, this has generated more than \$430 million and funded more than 120 projects. Our program was due to expire on December 30, 2020, and would only continue for the next six years with approval of our voters in a referendum on the ballot in November.

I was tasked, for the first time, with leading this process from the initial development of the projects that would be funded to outreach and education about the projects and the process to hopefully gain approval from our citizens at the election. The first part of this was a relatively smooth process and our list of projects was completed early this year. Moving into the outreach and education process, we had a great game plan. A speaker's bureau, visiting lots of associations and organizations, public meetings and a strong emphasis on in person communication. This had worked in the past and there was no reason to think this year would be any different — boy was I wrong!

COVID hit in March, just as we were getting our list of projects finalized and preparing our ballot language and I'll be very honest, my heart sank. How was I supposed to gain approval for a 1% sales tax in a time where so many of our residents and businesses were looking at closure or financial hardship for an indefinite amount of time? How could I communicate the good that this program does for our community without being able to get in front of people and talk to the people? How was I going to be successful in getting this initiative through with all the obstacles and what were the ramifications if it didn't pass?

Despite the fear of the local option sales tax not passing for the first time since 1994, I had no option but to put all I had into switching to a new plan and doing everything I could do to educate our citizens about the program.

Our team quickly developed a new communications plan together pulling in other partners and stakeholders from across the county. We needed to turn this into a grassroots, word of mouth effort and rely on alternative communications strategies to get our message across.

[Read more.](#)



Managing a City in a Pandemic

by Norton Bonaparte, City Manager, City of Sanford

There is no playbook for managing a city in a pandemic. From providing services to residents directed to stay home, to coping with sick employees, to closing City Hall to the public, everything can and does happen. This year's coronavirus pandemic has brought great challenges and an ever-changing landscape to my role as city manager of Sanford, Florida. Here are some of my experiences.

Sanford is located in central Florida, just north of Orlando, with a population of 60,000 residents and a City workforce of 540 employees. Our fiscal year 2020 budget totals \$190 million. It was March 12 when we issued a press release informing our residents that the City was taking the threat of the coronavirus very seriously and monitoring the rapidly evolving situation. On the afternoon of Sunday, March 15, I emailed the mayor and City commissioners, informing them that I had kept abreast of communications from federal, state, county and municipal officials throughout the weekend and that I would hold a special staff meeting the next day to assess the situation for our organization.

Following the staff meeting, I declared a state of local emergency that enabled me to take action, if I felt it necessary, to address emergency situations as a result of the pandemic and respond to day-to-day exigencies. The declaration authorized me to waive purchasing policies, enact curfews and establish emergency shelters, to name a few. We issued a press release cancelling all special events scheduled through April 30 — a date we later would extend—stopping consideration of future event applications. All programs, activities, leagues and classes were suspended as of March 17 until further notice; all scheduled city facilities rentals were canceled too.

On March 18, I sent the first of many emails to employees, assuring them we were monitoring communications at every level of government and would adjust our operations, as appropriate. We would work to minimize face-to-face interactions to combat COVID-19, while continuing our governmental operations. The next day, the City created a COVID-19 web page on its website, dedicated to such information as public meetings, programs, events, online access for utilities and permitting services.

[Read more.](#)



Featured Member

Meet Deborah Bowie, Assistant City Manager, City of Gainesville

How long have you been a FCCMA member and why did you join?

I joined in March 2020 to become more connected to municipal professionals across the state, learn from their experiences and to share what we are doing in the City of Gainesville.

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

I joined ICMA in 2019 to become more connected to municipal professionals across the country, learn from their experiences and to share what we are doing in the City of Gainesville. Associations are great ways to sharpen your skills and learn from peer-to-peer knowledge exchanges.

Please describe your areas of formal/advanced education.

I have an undergraduate degree in communications from Xavier University of Louisiana, an HBCU in New Orleans, which has served me well in my career path as a nonprofit and municipal executive. In my early career as a journalist, I covered municipal boards and legislative bodies as part of my beat as a City Hall reporter and that experience helped me to understand the complexity of local government and how local decisions impact the public. Later, I completed a public policy fellowship at Duke University, where I presented a research project on the intersection of media and its influence on policy formation. In 2012, I attended Harvard University's John F. Kennedy School of Government and worked with a cohort that was 40% domestic and 60% international in the study of collaborative governance. Currently, I am enrolled in the MPA program at the University of Central Florida.

Why did you select a career in public service?

I enjoy participating in local decision-making and working with others to solve complex challenges that benefit the entire community. Public service allows me to use all of my experiences to bring a vastly different viewpoint to the public sector and to bring others into the local arena who may not know how to engage with policy makers.

[Read More.](#)



Professional Management Matters

On December 8, 2020, FCCMA District II Director Mike Grebosz presented the ICMA Recognition Award to the City of Orange City Council and City Manager Dale Arrington in celebration of their 30th year as a Council-Manager form of government.

Left to Right (Back Row): Council Member Alex Tiamson, Council Member William O'Connor and Council Member Martin Harper.

(Front Row): Mayor Gary Blair, Vice Mayor Kelli Marks, DeLand Assistant City Manager Mike Grebosz and Orange City City Manager Dale Arrington.



On December 8, 2020, FCCMA At-Large Director Mike McNees presented the ICMA Recognition Award to the Collier County Commission and County Manager Leo Ochs in celebration of their 45th year as a Comission-Manager form of government.

Left to Right: Commissioner Andy Solis, Commissioner Rick Rick LoCastro, Marco Island City Manager Mike McNees, Commission Chairman Burt Saunders, County Manager Leo Ochs, Commissioner Penny Taylor and Commissioner William McDaniel, Jr.



On December 15, 2020, FCCMA Member Rob Duncan presented the ICMA Recognition Award to the Temple Terrace Council and City Manager Charles Stephenson in celebration of their 65th year as a Council-Manager form of government.

Left to Right: FCCMA Member Rob Duncan, Mayor Andy Ross and City Manager Charles Stephenson.



FCCMA Academic Scholarship Program



FCCMA

THE 2021 FLORIDA CITY AND COUNTY MANAGEMENT ASSOCIATION (FCCMA) SCHOLARSHIP PROGRAM

Are you currently earning a degree in public administration and committed to pursuing a career in local government management? Check out these exclusive scholarship opportunities.

The FCCMA is committed to supporting students pursuing education and careers in Public Administration. We offer up to four academic-based scholarships: the B. Harold Farmer Scholarship (\$5,000), the Raymond C. Sittig Scholarship (\$5,000) and two Aspiring Professional Manager Scholarships (\$2,500 each). Recipients are chosen based on students' ability to demonstrate their understanding and support of local government management and the principles on which each of these scholarships were founded.

BACKGROUND

Initiated in 1992, the **B. Harold Farmer Scholarship** is given in honor and memory of B. Harold Farmer, an FCCMA past president, who served as a mentor for many Florida city and county managers. Mr. Farmer served as a city manager for nearly 25 years and was instrumental to the creation of Florida's Alliance for Innovation. This scholarship honors Mr. Farmer's commitment to professional local government management and the use of innovation to deliver services to Florida residents.

The **Raymond C. Sittig Scholarship**, initiated in 2014, is given in honor and memory of Raymond C. Sittig, longtime executive director of the Florida League of Cities (FLC) and champion of Home Rule powers. Ray came to Florida to become a city manager, but instead of working for one city, he was a champion for all cities. He served as the FLC executive director for 25 years. In 1978, Ray agreed to be the FCCMA's administrator out of respect for the profession and his desire to build a strong relationship between the FCCMA and the FLC.

Initiated in 2018, the **Aspiring Professional Manager Scholarships** are given to help individual students with a strong commitment to pursuing a career in local government management offset educational expenses.

THE AWARD

Recipients of the Aspiring Professional Manager Scholarships will each receive a \$2,500 scholarship; recipients of the B. Harold Farmer and Raymond C. Sittig Scholarships will each receive \$5,000. All scholarship recipients will receive an all-expense-paid trip to the FCCMA Annual Conference June 2-5, 2021, where they will be recognized for their achievements and given the opportunity to network with 200+ professional managers from across the state. The scholarships also include a one-year complimentary membership to the FCCMA and the International City/County Management Association (ICMA).

ELIGIBILITY

Students must be enrolled during the summer or fall of 2021 and be pursuing a bachelor's or master's degree in an accredited program that is administered through a campus in Florida with the intent of becoming a city or county manager. Qualifying students must submit a completed application and personal statement, official transcripts and letters of recommendation by March 1, 2021, to be considered for these awards. To apply, please visit fccma.org. For questions regarding the scholarships, contact Carol Russell at crussell@flicities.com.

[Download Flyer](#)

[Submit Application](#)

FCCMA Emerging Leaders Conference Scholarship



EMERGING LEADERS CONFERENCE SCHOLARSHIP

Want to advance your local government management career? You may be eligible to join us for free at the 2021 Florida City and County Management Association (FCCMA) Annual Conference.

FCCMA offers an Emerging Leaders Conference Scholarship to public administration students and entry-level city and county management staff members interested in continuing their academic and professional development as local government administrators. Participating in the FCCMA annual conference provides emerging leaders with continuing education and networking opportunities with 200+ professional managers from across the state.

This year, one of the scholarships will be awarded to a qualifying veteran.

THE AWARD

The scholarship includes complimentary registration to the annual conference and hotel accommodations, plus a one-year complimentary membership to the FCCMA. Scholarship recipients will be honored and recognized during the conference. The scholarship is awarded to individuals once per lifetime. The conference will be held June 2-5, 2021.

ELIGIBILITY AND CRITERIA

Scholarships will be awarded to public administration students and entry-level professionals (budget analysts, management analysts, interns and assistants) on the basis of commitment to city/county management, career goals, affiliation with FCCMA and financial need based on salary or the organization's ability to support the cost to attend the annual conference.

A completed application must include:

- An application form.
- A typewritten copy of your resume.
- A double-spaced, typewritten page in response to the following questions: "Tell us what you have accomplished in your education or professional career, what you would like to professionally achieve in the future and why receiving this assistance is important to you."

Applicants must submit a completed application, resume, professional endorsement and personal statement detailing why receiving assistance is important by 5:00 p.m. on March 1, 2021, to be considered for this award. To apply, please visit fccma.org. For questions regarding the scholarship, contact Carol Russell at crussell@flicities.com.

[Download Flyer](#)

[Apply for Scholarship](#)

2021-2022 FCCMA Membership Directory Photo Contest

2021-2022 FCCMA MEMBERSHIP DIRECTORY PHOTO CONTEST

In 2021, the Florida City and County Management Association is hosting its second annual photo contest. This contest offers a unique opportunity for a community to be featured on the cover of the 2021-2022 FCCMA Membership Directory, as well as on the FCCMA website and Facebook page.

Submit your photo before the **January 29 deadline**, and members of the committee will select a winning photo to feature. It's that simple! Runners-up will be featured quarterly on the FCCMA Facebook page and website.



PHOTO REQUIREMENTS:

- All submissions must be digital photos.
- The submitted photo should be the applicant's original work and not previously published in any format before its submission to this competition.
- Include the name you would like listed as the photo credit.
- Participants may edit their pictures minimally, e.g. cropping, but you cannot use filters other than for sharpening or noise reduction.
- Digital images should be horizontal or vertical and saved as a 300 PPI jpg file (about 7 inches or larger).
- Do not watermark, digitally sign or digitally date stamp the image.

DEADLINE TO SUBMIT PHOTOS:
JANUARY 29, 2021

SUBMIT TO: crussell@flcities.com



[Download Flyer](#)

[Submit Photos](#)

FCCMA 2021 Awards Program



Each year, the FCCMA recognizes leaders in the profession who have demonstrated professionalism and service within the field of public administration. Nominated and selected by their peers, award recipients are all recognized during the annual conference.

Nominees for each award must submit a completed application, cover letter and any supporting materials by **5:00 p.m. ET on March 8, 2021**, to be considered for these awards. For specific selection criteria and required documentation and to complete the application, please visit fccma.org. For questions, please contact Carol Russell at crussell@flcities.com.

[Download Flyer](#)[Application](#)

Events and Training Opportunities



COACHING WEBINAR



CENTER FOR FLORIDA
LOCAL GOVERNMENT EXCELLENCE

The Altamonte Springs COVID Predictive Model: Predicts COVID Upticks Before Positive Tests

January 7, 2021, 2:00 p.m. - 3:00 p.m. EST
ICMA Practice Areas: 4, 8, 9, 10 and 11

Program Summary:

The city of Altamonte Springs is earning national attention for its break-through model that predicts COVID Upticks before positive tests! The city's model accurately estimates two important things relating to the amount of COVID-19-infected people in a given service area: First, it quantifies the total number of people within their sewer service area who are infected, regardless of whether they are symptomatic or asymptomatic, and regardless if they have been tested yet; second, it predicts upticks in positive cases seven days in advance of the positive manifestation. Many utilities are testing for the presence of COVID in their sewer systems. The Altamonte Springs' protocol and model describe not only the presence of the virus, but also how many people have it at a given time in a given zip code. It's like the "Doppler Radar of Coronavirus." According to the Department of Health, the Altamonte Springs model is the only one of its kind in Florida that can accurately estimate the number of infected persons at a zip code level of specificity.

Presenter:

- Franklin W. Martz, II, City Manager of Altamonte Springs

To ensure your system is ready, please use the GoToTraining Attendee System Check:

<https://support.goto.com/training/help/system-requirements-for-attendees-g2t010003>.

Register Now

2021 FCCMA Winter Institute



WE WILL DISCUSS
COMMUNITY
COMMUNICATIONS

FCCMA 2021 Virtual Winter Institute

February 3-4, 2021

Due to concerns regarding rising COVID-19 case reports and the uncertainties surrounding vaccine availability, FCCMA has made the decision to convert February's Winter Institute to a completely virtual event.

Here are a few important things to know about this transition:

1. **The registration fee has been reduced to \$200.** If you have already registered at the original price of \$290, the difference will be refunded to you. Please have patience while we do this, as it will take our accounting department a little bit of time to complete all the transactions.
2. **Everyone who's already registered will automatically be included in the virtual event.** If you **do NOT** wish to participate virtually and would like a full refund, please send an email to mhowe@flcities.com no later than **Monday, December 21**.
3. **The dates for the event have changed. The Winter Institute will be held Wednesday, February 3, 2:00 p.m. – 5:00 p.m., Thursday, February 4, 2:00 p.m. – 6:00 p.m. and Friday, February 5, 8:00 a.m. – 11:15 a.m.** Thursday's agenda includes a social hour from 5:00 p.m. to 6:00 p.m. and Friday's agenda includes a coffee hour from 8:00 a.m. to 9:00 a.m.. Complete instructions regarding how to access the virtual platform will be sent to you closer to the event.
4. **Registration for the event is still open.** Click the button below to sign up if you are not already registered.

The FCCMA Winter Institute is an intense, interactive workshop for Florida's city and county managers and assistants. The cost for the training is \$200 per person. Space is limited. Registration is not final until payment is received. Cancellations received prior to January 25 will receive a refund; however, a \$25 administrative fee will be charged. No refunds will be given after the deadline, but other FCCMA members may be substituted to fill the slot.

Jobs

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

CAPE CORAL - Risk Manager
CAPE CORAL - Utilities Collection and Distribution Manager
CAPE CORAL - Utilities Extension Manager
CAPITAL AREA OF TEXAS REGIONAL ADVISOR COUNCIL (CATRAC) - Executive Director
CLERMONT - City Manager
CRESCENT CITY - Finance Director
DAYTONA BEACH - City Manager
DELRAY BEACH - Finance Director
DELRAY BEACH - Utilities Professional Engineer
JACKSONVILLE - Auditor III - Inspector General
KEY BISCAYNE - Village Manager
LAKE COUNTY - Financial Coordinator
LUBBOCK, TX - Director of Internal Audit
MARION COUNTY - Environmental Services Fiscal Manager
MARION COUNTY - Environmental Services Fiscal Manager

NEWNAN, GA - City Staff Engineer
NEW PORT RICHEY - Planning & Community Development Director
NEW PORT RICHEY - Program Manager - Sport Turf Management
NORTH LAUDERDALE - Purchasing & Contracts Manager
PARKLAND - City Engineer
PARKLAND - Project Manager
PARKLAND - Public Safety Advisor
PASCO COUNTY - Director of Building Constructions Services Administration
SARASOTA COUNTY - Library Manager - North Port Library
SARASOTA COUNTY - Library Manager - Shannon Staub Library
SEWARD, AK - City Manager
ST. LUCIE COUNTY - Assistant Building Official - Building Codes Administrator
TALLAHASSEE - Manager - Financial Services - Payroll Office

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@FCCManagers

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