

January 2021



**PROFESSIONAL
MANAGEMENT MATTERS**
e-Newsletter

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 Monday, February 1, 2021.**

2020-2021 Dues Invoices

FCCMA 2020-2021 dues payments must be paid by Monday, 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@flicities.com.

Thank you for your membership. We appreciate your continued support of FCCMA.



Save the Date

FCCMA 2021 Annual Conference

June 2-5, 2021

Hilton Orlando Bonnet Creek, 14100 Bonnet Creek Resort Lane, Orlando

Registration will open in March.

At this time it will be an in-person event. FCCMA is monitoring the situation and may switch to a virtual event if needed.



President's Message

Happy New Year, everyone! I know it seems like folks are more relieved that 2020 is over than looking forward to the possibilities of 2021, but I can tell you that the staff and the board of directors are genuinely excited about the opportunities ahead of us! And, what better way than to start off the year, but with an inaugural event! Well, I guess it's not inaugural by the strict definition, but I am talking about FCCMA's first ever virtual Winter Institute! It will feature some of the best in local government management and crisis communications, and the Winter Institute Committee worked hard to ensure that the networking opportunities are as close to an in-person version as they can be.


In other exciting news, FCCMA has partnered with VancoreJones Communications to give you The FCCMA Podcast! The initial podcasts were released on Monday, January 25th, and can be listened to [here](#). If you have not already tuned in, the first episode, **Overcoming COVID-19 Challenges**, stars your favorite virtual FCCMA president... me. In the episode, I discuss the strategies implemented in Clearwater to support our staff and community's mental and physical well-being during the pandemic. Now please don't judge things on the first episode, because then we have some real superstars, beginning with an episode titled **Women in Local Government**, which stars former FCCMA President Jill Silverboard. Jill will discuss the research that she, Sarah Hannah-Spurlock, and others have conducted on the barriers to women in CEO positions in local government. In the third episode, **Military Service Meets Local Government**, Shawn Sherrouse, City Manager, Lakeland, reflects on the impact of his service in the Marine Corp and how it shaped him, and many others, into a dedicated public servant. And last, but never least, is former FCCMA President Bobby Green in an episode titled **Mentoring the Next Generation**. Bobby will discuss the keys to strong mentorship, and the impact young professionals can have in an organization with involved mentors. I have listened to all of these, except my own (I tried, but the sound of my own voice... I just couldn't do it), and they are all wonderful opportunities to expand your perspectives by listening to some folks with unique experiences.

In closing, we are now receiving self-nominations for FCCMA Board of Directors positions. The Secretary/Treasurer position and one At-Large Director position are open, and the deadline for self-nominations is February 4, 2021. Whether you like or dislike the direction of the association, this is your opportunity to help shape our future and it's a wonderful experience.

Be safe, be well, and let's all do our part to ensure a great 2021!

Best Regards,





Micah Maxwell
Assistant City Manager, Clearwater

The FCCMA Podcast - Now Streaming!



The FCCMA has joined forces with VancoreJones Communications to bring you **The FCCMA Podcast**! In each episode, you will hear unique stories from public servants that make lasting contributions to their communities and the profession.

The first release features:

- **Overcoming COVID-19 Challenges** with FCCMA President Micah Maxwell, Assistant City Manager, Clearwater.
- **Women in Local Government** with former FCCMA President Jill Silverboard, Deputy County Administrator, Pinellas County.
- **Military Service Meets Local Government** with Shawn Sherrouse, City Manager, Lakeland.
- **Mentoring the Next Generation** with former FCCMA President Bobby Green, City Manager, Auburndale.

If you enjoy the podcast, please leave a review and share it with a friend or colleague. Stay tuned for the second release of The FCCMA Podcast!

[Listen Now!](#)

Member News and Updates

In Memoriam of Leslie "Les" R. Forney

Leslie Forney, former FCCMA member and former manager of Port Orange and Miami Shores, passed away on December 14, 2020, at the age of 91.

Norton Bonaparte, Sanford City Manager, recently served as a project advisor for an arts guide for city managers. Problem Solving Through Arts and Cultural Strategies is a comprehensive resource for those considering, launching or continuing a creative place-making journey with their staff and partners. Generously supported by [ArtPlace America](#), and developed in partnership with [Civic Arts](#) and a talented team of advisors, it explores how outside-the-box processes can offer new ways for government staff and community stakeholders to communicate, build trust and collaborate. It illustrates roles artists can play across a wide range of contexts, and provides guidance on navigating these processes from defining the opportunity to building the team to structuring and sustaining partnerships. The document is also full of case studies,

testimonials, links to tools and additional resources and prompts to help managers consider how these approaches might benefit their own communities.

The guide can be downloaded [here](#).



The following membership applications have been received:

- **Prasad Chittaluru**, District III, President & CEO, EPIC Engineering & Consulting Group, LLC, Corporate Member.
- **Mario Diaz**, District V, Village Manager, Village of Biscayne Park, Full Member.
- **Rachelle Graveline**, District VI, Master of Public Administration, Florida Gulf Coast University, Student Member.
- **Ralph Keith**, Director of Business Development, Rash Curtis & Associates, Corporate Member.
- **Todd Morley**, District III, City Manager, City of Cape Canaveral, Full Member.
- **Esmond Scott**, District V, City Manager, City of North Miami Beach, Full Member.
- **Dale Walker**, District II, City Manager, City of Lake Butler, Full Member.
- **Matthew Weidner**, District VII, Weidner Law Firm, Affiliate Member.
- **Larry Wheatcraft**, District II, Intern in ICMA Veterans Local Government Management Program, City of Ormond Beach, Student 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

The Vacation Rental Conundrum

by Casey Lucius, Ph.D., Assistant to the City Manager, City of Marco Island

Like many cities in the State of Florida, COVID-19 brought numerous unprecedented challenges for the City of Marco Island. One challenge that we were not expecting was the swarm of visitors utilizing vacation rental properties and creating a nuisance for many of our full-time residents. It was clear this was happening in cities throughout the state

when Governor DeSantis suspended vacation rental operations in late April 2020. One month later however, the Florida Department of Business and Professional Regulation (DBPR) allowed counties to develop a “COVID safety plan” for vacation rentals and by the end of May, vacation rental owners were back in business.

During the summer of 2020, our City Council members and the City Manager’s office received hundreds of emails from residents complaining of noisy parties, excessive trash on the beach, loud music, over occupancy in single family homes and consistent parking problems in residential neighborhoods, all of which they attributed to vacation rentals. Given that state law restricts municipalities from prohibiting vacation rentals or regulating the duration or frequency of rentals (Statute 509.032(a) passed in 2011), there was little the city could do to shut down these problematic properties. Some cities had regulations restricting vacation rentals in place prior to 2011, but for those cities that were not grandfathered, their actions (or reactions) are limited by state law.

In the City of Marco Island, we found ourselves limited by the state on the one hand, and on the other hand, we had hundreds or thousands of residents expecting us to take action to protect their neighborhoods. This led the city manager to create a team of employees to research and develop potential strategies to address problematic vacation rentals. Over the next several months we took a variety of steps that have made a positive impact for our residents. We are sharing these steps in the hopes that other cities may be able to apply similar measures to deal with vacation rentals while still minimizing government interference in private property rights. As a side note, our Planning Board and City Council had already taken a stab at developing a registration ordinance in 2007, 2009, 2014 and 2015. Given the pitfalls associated with such an ordinance, we realized we needed to be creative in developing a different course of action.

[Read more.](#)



Featured Member

Meet Jason McHugh, City Manager, City of Wildwood

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

I joined FCCMA in 2014 because I wanted to be part of a peer group of similar professionals. FCCMA membership offers an opportunity to network and learn from other leaders in local government.

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

I recently became a member of ICMA a few months ago. I’m interested in becoming an ICMA Credentialed Manager.

Please describe your areas of formal/advanced education.

I received my undergraduate degree in Geography and Regional Planning from Westfield State College in Massachusetts. After moving to Florida I obtained a Master of Science in Urban and Regional Planning from the University of Central Florida and later achieved certification through the American Institute of Certified Planners (AICP). To sharpen my management skills I then became a Certified Public Manager (CPM) through Florida State University in August of 2018.

Why did you select a career in public service?

I have always been fascinated with cities. SimCity was one of my favorite video games growing up. While in college I discovered the career of urban planning and fell in love with the idea that planners can influence decisions to make the

built environment a better place. As a certified planner, public service is a good fit for someone with my skillset and passion.

Have you always been in the public sector or have you had experience in the private sector?

I cut my teeth in the private sector and spent four years working at a small land-planning firm in Mount Dora. Experience in the private sector has helped me tremendously.

Please tell us about your current position and give a brief job description of your role.

I currently serve as the city manager for the City of Wildwood. Wildwood is a commission-manager form of government. The city manager is the chief administrative officer of the City and carries out the duties of the same as articulated in the city charter. I lead a team consisting of seven department heads, approximately 135 employees, and answer to a city commission consisting of a mayor-commissioner and four commissioners.

[Read More.](#)



From Our Partners

ICMA 2021 Local Government Excellence Awards

ICMA's [Local Government Excellence Awards](#) celebrate the value of professional management and honor creative contributions to professional local government leadership. These awards highlight public awareness of the value of professional management, and its impact on the quality of life in our communities.

[Click here](#) to learn more about awards categories and eligibility or to submit a nomination.

ICMA Coaching Program

[Click here](#) to access Career Compass No. 87, "Do Something!" Please share it with your employees.

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 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



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](#)

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@flicities.com.

[Download Flyer](#)

[Application](#)

Events and Training Opportunities

Public Records Management Live Webinar Series

February 24, March 3 & March 10, 2021, at 2 pm.

Series Fee is \$150.00 (Group Discounts Available)

Registration deadline: Monday, February 22, 2021



The **Public Records Management Live Webinar Series** has been designed to assist all public agency records custodians, Records Management Liaison Officers (RMLOs), management and staff better understand and meet the legal requirements to comply with the State of Florida Public Records Law.

This series covers many topics including the legal mandates of Florida's Public Records Law; life cycle of a record; understanding electronic records; managing public records requests; resources for records management; the protection of vital records and more.

[Click Here for Full Course Details & Registration Info](#)



CENTER FOR FLORIDA
LOCAL GOVERNMENT EXCELLENCE

COACHING WEBINAR

Florida Local Government Revenue Projections: A summary of some key findings from a Florida League of Cities' report due to be released in early 2021

March 4, 2021, 2:00 p.m. - 3:00 p.m. EST
ICMA Practice Areas: 8, 10, and 12

Program Summary:

One of the most important responsibilities of any local government is to effectively and accurately project revenues for future budgets. Although assumptions are being made about the impact the COVID-19 mandates could have on local government revenue in the next couple of years, there is very little research data to rely upon to make responsible projections. Rick Feiock has been researching and modeling this issue for the Florida League of Cities and he will be submitting a comprehensive report that provides revenue projections for the next couple of years for Florida's local governments. He will be able to show revenue detail that reflects revenue expectations by regions within the state; thus providing area specific projections for local governments to consider. In this webinar, Feiock will summarize his methodology and offer key results ahead of the release of the FLC report which is scheduled for early 2021. The FLC report will incorporate the most recent numbers from the state of Florida into Feiock's calculations. This webinar is certain to be helpful for local government officials responsible for assessing first quarter financial statements and for making projections for the remainder of the year, as well as subsequent years.

Presenter:

- Dr. Richard C. Feiock, Director, Local Governance Research LLC

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](#)

Jobs

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

ALACHUA COUNTY - Program Manager
ALACHUA COUNTY - Senior Assistant County Attorney
ALACHUA COUNTY - Senior Programmer Analyst
ALACHUA COUNTY - Senior Veterans Services Claims Counselor

HOLLYWOOD - Senior Purchasing Agent
HUTTO, TX - Director of Economic Development
JACKSONVILLE - Auditor III - Inspector General
JACKSONVILLE BEACH - CRA Coordinator
JOHNS CREEK, GA - City Clerk

ALACHUA COUNTY - Veterans Claims Counselor
BELLEVIEW - Public Works Director
BOULDER CITY, NV - City Manager
BRADENTON - Planning and Community Development Director
CAPE CORAL - Chief of Police
CAPE CORAL - Financial Services Director
DADE CITY - Planner II
DEFUNIAK SPRINGS - Public Works Director
DELRAY BEACH - City Manager
DORAL - Administrative Assistant II/Outdoor Events Coordinator
DORAL - Development Review Coordinator
DORAL - Planner
DORAL - Plans Reviewer
FORT MEADE - City Manager
HERNANDO COUNTY - Zoning and Code Manager
HIGHLAND BEACH - Senior Accountant

LARGO - Sr. Network Engineer
LAWRENCEVILLE, GA - City Engineer
MARGATE - Risk Manager
MIAMI BEACH - City Manager
NACOGDOCHES, TX - City Manager
NASSAU COUNTY - Assistant County Attorney
NEW SMYRNA BEACH - Director of Development Services and Coastal Environmental Resiliency
NEW SMYRNA BEACH - City Planner
PINELLAS COUNTY - Strategic Performance Management Analyst
PORT CHESTER, NY - Village Manager
PORT ORANGE - City Manager
SANTA ROSA COUNTY - Assistant Public Works Director
SANTA ROSA COUNTY - Enterprise IT Project Management Manager
ST. LUCIE COUNTY - Risk Analyst

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