

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM/STAFF REPORT

Meeting Date: August 8, 2023
To: Honorable Mayor and City Councilmembers
From: Mary Gourley, Assistant City Manager
Human Resources Attorney and Human Resources Consultant
Subject: City Manager Recruitment Brochure
Recommendation: It is recommended that the Council Approve the City Manager Recruitment Brochure
Funding: Currently Budgeted: Yes No Not Applicable

Account Code: 100-11-01-4230

Costs authorized in City Approved Budget: Yes (Finance Initialed AK) No (Finance Exempt)

INTRODUCTION/PURPOSE:

This item is to request that the City Council Approve the City Manager Recruitment Brochure for the Executive Firm Recruitment for City Manager.

BACKGROUND

After 36 years as the City Attorney and 12 years as City Manager/City Attorney for the City of Sebastopol, Larry McLaughlin has announced that he is retiring. In late October, City Manager / City Attorney Larry McLaughlin publicly announced his pending retirement.

Based upon that announcement, the City Council directed staff to conduct Request for Proposals for Executive Firms for Recruitment of City Manager and as part of the process to recruit for the position of City Manager, On June 6, 2023, the City Council received presentations from and interviewed search firms and on June 20, 2023, the City Council awarded an agreement to Avery and Associates for Executive Search services.

DISCUSSION:

The City Manager is the highest position in the City and serves at the pleasure of the City Council. The brochure language is being brought to City Council for approval to assure the Recruiter has captured the collective input of the Council. A comprehensive professional recruitment brochure that provides ideal candidates the most pertinent information concerning the position is necessary to produce a successful recruitment.

In order to develop the city manager recruitment brochure language, the Recruiter met individually with each Councilmember and City Management to solicit input on the most important characteristics, attributes and experience of the ideal candidate for City Manager. Using the Council's input, the recruiter developed a 'candidate profile' which is incorporated within the brochure and identifies the type of career experience and personal attributes the council felt were most critical for the recruitment process.

On behalf of Avery and Associates, staff is pleased to present the attached draft recruitment brochure and asks Council to receive it, approve the brochure for recruitment for the City Manager position.

CITY COUNCIL AND/OR GENERAL PLAN GOALS

Goal 5: Provide Open and Responsive Municipal Government Leadership

5.3.3. Encourage and increase public awareness of City Policies, decisions, programs, and all public processes and meetings, by investigating effective methods of communication and obtaining feedback from the community.

Goal 6: Maintain a highly qualified Staff that works to provide services to serve and protect the residents, visitors, and businesses of this community.

Action CHW 5c: Practice an open-door policy in City programs, and actively engage and encourage participation from all individuals regardless of ethnicity, race, religion, class, disability, sexual orientation, and gender.

ENVIRONMENTAL REVIEW

Approval of the recruitment brochure language is considered an administrative activity by a governmental agency and does not constitute a “project” pursuant to Section 15378(b)(2) of the CEQA’s Guidelines and therefore is exempt from CEQA review.

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, if staff receives public comment from interested parties following the publication and distribution of this staff report such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of the consent calendar.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours before the scheduled meeting date.

FISCAL IMPACT:

The contract with Avery & Associates was approved by the City Council on June 27, 2023 with a not to exceed amount of \$29,040. This item tonight is seeking the approval of the brochure and the cost of the brochure is included in the agreement with Avery and Associates to conduct the recruitment.

RECOMMENDATION:

That the City Council approve the Recruitment Brochure for City Manager Recruitment. Upon Council approval of the brochure language, the City Manager recruitment brochure will be completed and the application period opened.

ATTACHMENT(S):

Recruitment Brochure



7120

CITY HALL

The City of Sebastopol

invites your interest for the position of

CITY MANAGER

The Community of Sebastopol

Sebastopol is a gateway to the natural wonders of west Sonoma County: the wild Pacific coast, ancient and majestic redwood forests, and the popular Russian River recreation area. Located 56 miles north of San Francisco and 7 miles west of Santa Rosa at the convergence of the Gravenstein Highway (CA-116) and the Luther Burbank Memorial Highway (CA-12), Sebastopol also serves as a market center for the regional population of 50,000 residents in west county.



With a resident population of almost 7,400, Sebastopol is charming, quirky, and laid back, with a bohemian vibe and a colorful history. The community is highly engaged, active, and pleasantly unique. Surrounded by orchards and vineyards, Sebastopol features restaurants, cafes, wine tasting rooms, breweries, an award-winning art center and art galleries, and Victorian neighborhoods dotted with folk art. Its historic, highly walkable downtown is anchored at one end by a restored 1917 railway depot that's now a museum, and at the other end by The Barlow, a beautifully landscaped, industrial-chic, 12-acre outdoor market district. The city is also a hub of the local music scene. For outdoor enthusiasts, the nearby Laguna de Santa Rosa, comprised of a gorgeous mosaic of creeks, open water, and riparian forests, is the largest freshwater wetlands in Northern California. The region enjoys a moderate climate with summer high temperatures averaging 80 degrees, and winter's averaging 56 degrees.

Culturally, Sebastopol has a complex, eclectic personality with influences from being a farming town, a wine country destination, an artist's community, and a refuge for the migration of ex-urbanites from the Bay Area. The multiple influences have led to the area becoming a hub of organic farming, outdoor recreational activities, and a foodie and tourist destination known for its environmentalism, progressive politics, and its embrace of alternative lifestyles.

Sebastopol continues to be a vibrant, creative community. Its special qualities and unique geographical setting attract visitors and new residents alike, as well as new commercial and industrial businesses. The community continues to work together towards creation of a sustainable local economy. Whether you're a foodie, a wine, beer or spirits enthusiast, an art lover, a creative thinker, an environmentalist, or an outdoor adventurer, there's a certain charm in the way Sebastopol remains true to its identity. You will feel the magic in this hub of West Sonoma County living.

City Government

Sebastopol was incorporated in 1902 as a general law city with a Council-Manager form of government. The City Council is directly elected to alternating four-year terms with elections held during even-numbered years. The mayor is selected annually by fellow Council members to a one-year term.

The city operates with a FY 2023-24 budget of \$12.8 million and a staffing level of 90.5 FTE. City departments include City Manager, City Attorney (the two positions will be separated upon the hire of a new city manager), City Clerk, Administrative Services, Building & Safety, Planning, Public Works, Engineering, Police, and Fire.



The immediate future of Sebastopol is promising with several challenging issues to address. In partnership with a cohesive and well-functioning City Council, a dedicated city staff and a community spirit that's helping move the city forward, the new City Manager will be dedicated to upgrading a desirable, quality lifestyle that is enjoyed by all city residents. The city and the community remain leaders in efforts to address climate change, energy, and water conservation, and in the commitment to diversity, equity, and inclusion for all.

The Position and Ideal Candidate

The City Manager (CM) is appointed by City Council and oversees all aspects of city operations. The Manager will

work closely with the Council and city staff to ensure the city's goals are addressed and consistent with city priorities, community values and its inclusive culture.

Within Sebastopol, developing and maintaining a strong and effective working relationship with the City Council is critical to this role. Frequent, regular, and candid communication with all councilmembers will keep them informed of current issues/developments and will ensure the CM is in "lock step" with the strategic and operational direction and diverse perspectives of the Council and community. This ongoing dialogue will also provide the CM an opportunity to offer operational recommendations and guidance. In providing leadership to city staff, the manager is expected to actively engage in a collaborative, team oriented and empowering fashion in working with a team of highly motivated professionals. Utilization of the city's performance program will be a positive asset in providing city staff a feedback mechanism to ensure performance expectations are regularly established and evaluated.



Operational priorities include a focus on the city's budget. As is the case with most city governments, Sebastopol projects significant financial shortfalls to occur this fiscal year continuing into the near term. This will require continuous attention on operational efficiencies and potential revenue enhancement opportunities. Immediate challenges include ongoing funding for the volunteer Fire Department and Enterprise Funds for water and wastewater infrastructure. The financial issues are especially crucial as existing staff is extended and key decisions related to service levels must be addressed. Knowledge of and comfort with small town budgets and the proven ability to seek out grants, loans, and other funding options will be essential in this role. Economic vitality initiatives will also assist towards lessening adverse budget impacts. In the end, the desire is to provide quality city services while strengthening the city's reserve position impacted by the current budget deficit.

The new CM will offer exceptional leadership skills in creating an environment of trust, mutual respect, and credibility with all constituents, while exhibiting a value system that embodies ethics, integrity, and an uncompromising dedication to the city and community. The ideal candidate will be a resourceful problem solver that provides creative and timely solutions to priorities, projects, and services, while operating in a flexible and adaptable fashion. The position also requires a strategic thinker that is flexible and adaptable while operating with a high level of diplomacy and political acumen without being political. Additionally, a positive, energetic, and "get-it-done" spirit will offer a new sense of vitality to the city.

This position requires a hands-on, effective public sector executive with a strong financial, budget, and administrative foundation who has a passion for public service and organizational excellence.

As the sense of community in Sebastopol is exceptionally strong, the successful candidate is expected to relate to the challenges of a small town, including an ability to address the "human" issues that evolve within an educated, engaged, and participative constituency. The expectation is for the new CM to fully immerse him/herself into the community fabric and embrace all that is Sebastopol. The new CM will also reflect a demonstrated cultural competency within a proven ability to work with people regardless of cultural differences or circumstance including race, ethnicity, religion, language, gender identity, age, marital and family status, sexual orientation, diverse physical and learning abilities, socioeconomic status, and other identities. The expected background includes previous experience as a public-sector executive with staff and budget management experience along with a bachelor's degree in public or business Administration or a related field. An MA/MS and an ICMA credentialed manager or candidate designation for credentialing is desirable.



Compensation and Benefits

The City of Sebastopol offers an attractive and competitive compensation and benefits program. The annual salary range for this position is open and negotiable based on the experience and skills of the selected candidate. The benefit package includes:

- ◆ Health Insurance: PPO or HMO (Anthem Blue Cross Health Insurance or Kaiser) for employee and dependents.
- ◆ Dental and Vision Plans: City funded plans for employee and dependents.
- ◆ Life Insurance: \$50,000 for employee. Increased coverage may be purchased by employee.
- ◆ Short/Long Term Disability: Basic Employer paid Lincoln Life Financial.
- ◆ Retirement: California Public Employee Retirement System. PERS Pension Plan (2% @ 55 for Classic Members. 2% @ 62 for PEPRAs Members (hired after 01/01/13).
- ◆ Deferred Compensation Plans: ICMA-RC.
- ◆ Employee Assistance Program: Basic Employer paid.
- ◆ Administrative Leave: 100 hours annually.
- ◆ Vacation: 120 hours annually and increase with longevity, Sick Leave: 120 hours annually, Holidays: 15 paid holidays.
- ◆ Longevity Pay: completion of 5 years @ 2%, increment of 2% every 5 years, maximum of 10%.
- ◆ Payroll Direct Deposit.
- ◆ Mileage Allowance & Business Travel expense reimbursement.
- ◆ Please refer to your Memorandum of Understanding for a comprehensive list of benefits and services.



The Process

To be considered for this exceptional career opportunity, please visit the Avery Associates Career Portal on our website at www.averyassoc.net/current-searches/ to upload your letter of interest, resume and contact information, including email addresses for five work-related references (who will not be contacted until after an interview takes place).

Paul Kimura or Bill Lopez
 Avery Associates
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 Los Gatos, CA 95030
 E-mail: jobs@averyassoc.net



The final filing date for this position is September 8, 2023.

Please contact Paul Kimura at paulk@averyassoc.net or 408.399.4424 or Bill Lopez at williaml@averyassoc.net or 408.888.4099 if you have any questions related to this position.