

Council Business Meeting

March 16, 2021

Agenda Item	Approval of a Contract for Professional Recruitment Services for an Executive Search for City Manager	
From	Tina Gray	Human Resource Director
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SUMMARY

The City was unable to reach a signed agreement with Peckham & McKenney for Executive Search services. After reviewing options, staff requests the City Council to engage with Wendi Brown Creative Partners (WBCP) to conduct the City Manager's executive search. Action by the Council will authorize the Human Resources Director to sign a Professional Services contract for \$26,900, allowing the recruitment to start immediately.

POLICIES, PLANS & GOALS SUPPORTED

City Council 2009-2021 Biennial Goals:

A. Prioritize "Essential Services"

E. Analyze various departments/programs to gain efficiencies, reduce costs, and improve City services.

PREVIOUS COUNCIL ACTION

In March 2020, City Administrator Kelly Madding resigned from the position. In April 2020, Mayor Stromberg appointed Assistant City Administrator Adam Hanks to Interim City Administrator. In the May 2020 Special Election, the Citizens of Ashland passed a Charter amendment dictating a shift in the City's leadership model from a strong Mayor/Council to one lead by a City Manager, effective January 1, 2021. In [July 2020](#), Council directed staff to create a job description for City Manager and outline a competitive recruitment and selection process for Council consideration. In [August 2020](#), staff outlined three options for the recruitment and selection of the City Manager. Council deferred the decision to the newly elected incoming Council. In [November 2020](#), Council approved Resolution 2020-22 clarifying the Interim City Administrator's transition to City Manager Pro Tem to meet the voter-approved Charter amendment structure and effective date of January 1, 2021. In [December 2020](#), at Mayor Stromberg's request, Council extended the contract for Adam Hanks to continue as Interim City Administrator/City Manager Pro Tem until September 1, 2021, or when Council appoints a permanent City Manager, whichever comes first.

Staff outlined and refined recruitment options with the newly seated City Council on [January 4, 2021](#). At the [January 19, 2021](#), Business Meeting, Council directed staff to engage with a professional recruitment firm to search for Ashland's first City Manager. At the [February 16, 2021](#), Business Meeting, Council approved a contract with Peckham & McKenney for professional recruitment services.

BACKGROUND AND ADDITIONAL INFORMATION

The all-inclusive fee of \$26,900 for WBCP includes Professional recruitment services, an 18-month placement guarantee, and all expenses associated with the recruitment and background and reference checks for the finalist selected for hire.

WBCP has previously conducted several searches for the City, including Parks & Recreation Director in 2014, Finance Director in 2017, and a partial recruitment for Finance Director in 2020. Wendi

Brown lives in the area and knows the Ashland community well; she is eager to get started and help the City find a City Manager.

Staff will coordinate an online public engagement survey about the City Manager to ensure the questions are useful to WBCP and the City Council. Staff will return to the Council for direction on the steps to be used in the final selection process once the recruitment is underway.

FISCAL IMPACTS

WBCP charges \$26,900 for an all-inclusive Executive Search. The professional fee for the search is \$19,500, with reimbursement for actual expenses. The \$26,900 is a not-to-exceed amount. Wendi delivered under budget in previous executive searches and is committed to reducing costs on behalf of the City. Staff did not predict a recruitment for City Manager in the adopted budget. Due to the pandemic, Human Resources has underspent the current budget and will work hard to accommodate the professional fee within budget.

In addition to the \$26,900 for Professional Fees, the City will incur other expenses for the semi-finalists invited to Ashland for an interview. Examples of costs include hotel accommodations, travel expenses, and meals, which will vary based on the number of semi-finalists and how far they are traveling. The interview process has some costs for panelist lunches and the reproduction of documents. Staff will reduce expenses and try not to require additional appropriations through a supplemental budget request. Relocation expenses for the candidate selected would not occur until after July 1, 2021. Staff can plan for those expenses in the upcoming budget process.

STAFF RECOMMENDATION

Based on earlier discussions with the City Council, Staff has returned with a recommendation of engaging with WBCP for professional help with the search for a City Manager. The City received six proposals, and all the responding firms are excellent. Once Peckham & McKenney declined to continue, staff reviewed the proposals a second time and believe WBCP will do an excellent job.

Based on prior discussion and at the City Council's request, staff will work with the recruiter to escalate the timeline to every extent possible with the hope of having a City Manager in-place following the budget process this summer. Typically travel to Ashland adds cost and time to the recruitment schedule; during the pandemic, technology has reduced the need for travel and may speed up the process favorably.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

- 1) I move to approve a contract with WBCP for Professional Recruitment Services to select a City Manager and authorize the Human Resource Director to sign a contract and start work on the recruitment immediately.
- 2) I move to approve a contract with another of the firms that responded to the City's RFP and authorize the Human Resource Director to sign a contract and commence work on the recruitment immediately.
- 3) I move to delay the contract for professional recruitment services and request that staff return with other City Manager Executive Search options.

REFERENCES & ATTACHMENTS

Attachment 1: The City's RFP

Attachment 2: WBCP Proposal for recruitment services

Attachment 3: Truckee Recruitment Brochure Sample

WBCP SERVICE PACKAGES

OPTION 1

PARTIAL RECRUITMENT

ADVERTISING & HEADHUNTING

Total: \$9,400

(not to exceed)

\$4,900 for consulting services*; plus estimated advertising expenses between \$3,000–\$4,500 for the advertising plan and creative brochure.

***\$4,900 CONSULTING SERVICES INCLUDE:**

- ▶ Hiring authority and stakeholder meetings (1–2 hours for community/employee engagement)
- ▶ Develop ideal candidate profile
- ▶ Develop recruitment timeline
- ▶ Produce recruitment announcement
- ▶ Produce and implement advertising plan
- ▶ Headhunt (LinkedIn, past lists, databases, associations, etc.)
- ▶ Direct mail campaign (as needed)
- ▶ No guarantee
- ▶ No travel to client location
- ▶ No interview panel coordination
- ▶ No background or reference checks provided

OPTION 2

PARTIAL RECRUITMENT

UP TO INTERVIEWS

Total: \$17,000

(not to exceed)

\$12,500 for consulting services*, plus estimated expenses between \$3,000–\$4,500 for the advertising plan and creative brochure.

***\$12,500 CONSULTING SERVICES INCLUDE:**

Everything in Option 1, plus...

- ▶ Hiring authority and stakeholder meetings (up to 8 hours for community/employee engagement)
- ▶ Application screening
- ▶ Candidate selection
- ▶ Produce recommended interview questions
- ▶ Coordinate candidate scheduling and invitations
- ▶ No guarantee
- ▶ No travel to client location
- ▶ No interview panel coordination
- ▶ No background or reference checks provided

OPTION 3

FULL SEARCH SERVICES

Total: \$26,900

(not to exceed)

\$19,500 for consulting services*, plus estimated expenses of \$5,500–\$7,400 for the advertising plan and creative brochure; travel expenses; shipping; etc.

***\$19,500 CONSULTING SERVICES INCLUDE:**

Everything in Option 2, plus...

- ▶ Hiring authority and stakeholder meetings (two day community/employee engagement)
- ▶ Panel coordination
- ▶ Panel facilitation (throughout the selection process)
- ▶ Interview facilitation
- ▶ Background and reference checks
- ▶ Travel includes 3 trips to client
- ▶ 18 month guarantee



— HOURLY RECRUITMENT SERVICES —

SENIOR RECRUITMENT
CONSULTING SERVICES

\$150/hr.

ASSOCIATE RECRUITMENT
CONSULTING SERVICES

\$110/hr.

c a r e e r
o p p o r t u n i t y

TOWN MANAGER

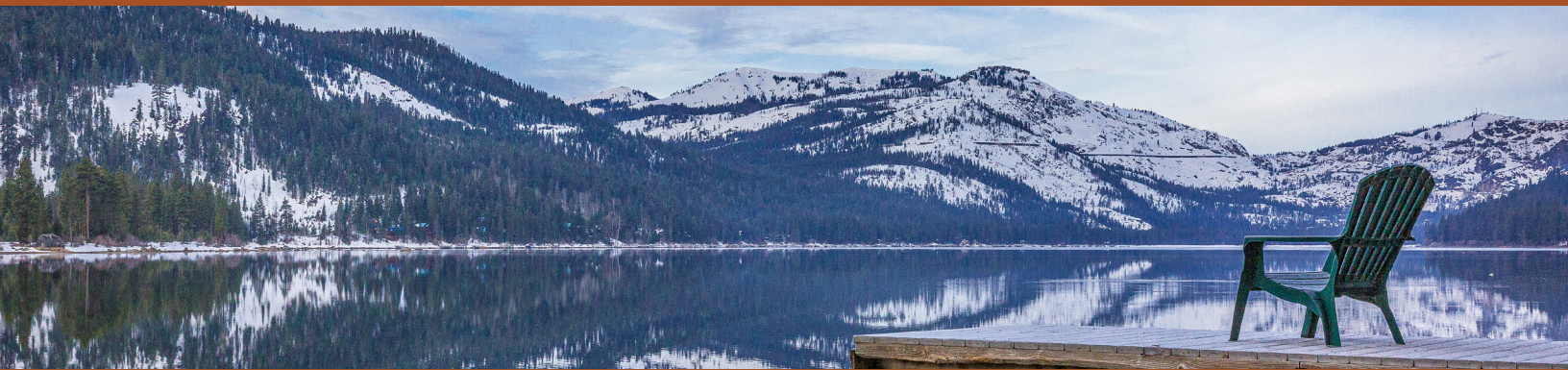
Town of Truckee

Annual Salary: \$152,864–\$206,366

THE TOWN OF TRUCKEE IS LOOKING FOR A TOWN MANAGER who is genuine, an empowering and respectful leader, who never leads with an ego, puts forth creative solutions, cares deeply about the community and people, and embraces what makes Truckee unique. The ideal candidate will also have experience serving a municipal organization and have a demonstrated understanding of municipal budgeting and core services, including public works, human resources, planning, economic development, public safety, planning, community development, housing, risk management, information technology, emergency management, etc. Our Town Manager will support our committed staff, engaged community and guide our steps on the road ahead, while embodying the “Truckee Way”—and our employee’s values of integrity, teamwork, accountability, commitment and excellence.

the TOWN/COMMUNITY

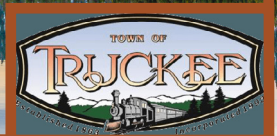
NESTLED JUST OVER THE SIERRA NEVADA MOUNTAINS, Truckee is bisected by interstate 80 and the Truckee River, and is just one and a half hours northeast of Sacramento, or 30 minutes from Lake Tahoe's north shore. The Town of Truckee's approximately 33 square miles are located in Nevada County, California. The Town has existed for over 150 years, and incorporated as a municipality in 1993 and today has evolved into a destination hot-spot for outdoor enthusiasts who enjoy year-round winter and summer activities. The Town has over 16,800 year-round residents (50% of Truckee's homes are occupied year-round, adding another 20,000+ residents in the summer and on holidays), and over 160,000 visitors annually.



Representing the town's constituency is an engaged **five-member town council** committed to maintaining an excellent quality of life for all who live here, and promoting a transparent, safe, responsible, inclusive government. Truckee staff work hard to accomplish the Council's goals, and keep community members informed and engaged, via numerous **boards, committees and commissions** where constituents have a say and make an impact on the community they live in. The Town of Truckee is not a full-service city but has five departments: Community Development, Administrative Services, Town Clerk/Communications, Public Works and Engineering, and Police and Public Safety. Additionally, the Town is served by several special districts including: electric and water service, sanitation services, waste disposal, a local airport, parks and recreation facilities, a hospital district, and a fire protection agency. For a link to more information regarding these districts, visit the Town's **Community Utilities and Services** page on the website.



RECENTLY LISTED ON THE NATIONAL REGISTER OF HISTORIC PLACES, Truckee's identity is rooted in its history as a logging town and settlement for construction of the transcontinental railroad in the 1860s, and the location of the infamous Donner Party tragedy. Today, its old western-style, quaint downtown is the site for a walkabout town with charming shops, superb restaurants, an artistic hub, historical sites, boutique gift and bookstores, and several galleries. Truckee is well known for its 245 sunny days per year (however has heavy snow in winter), an extensive mountain range (500 distinct peaks, over 12,000 feet high, and receives more snow than most other ranges in North America), beautiful lakes, hiking and biking trails (including the Emigrant Trail), road biking, several surrounding ski resorts, camping, fishing, and just about anything else that has to do with the outdoors. People of all ages have enjoyed living and raising their families in Truckee's wonderful Tahoe Truckee Unified School District with five elementary schools, two middle schools, and a comprehensive high school, as well as two alternative schools. *Become of part of Truckee life, and the Truckee Way.*



the JOB/IDEAL CANDIDATE

THE TOWN MANAGER WILL OVERSEE a total budget of about \$57M in expenditures, seven direct reports, and total staff of approximately 113 fulltime and 40 part-time employees. The Town Manager will become a part of our Truckee community, champion what makes Truckee great, and listen and engage staff and constituents alike. The successful candidate should be a seasoned public sector administrator, or have local knowledge and the business savvy and capacity to run a multi-million dollar municipal organization, including oversight of risk management, planning, public works and engineering, public safety, human resources, information technology, budgeting and finance, economic development, and housing. The Manager will support Councilmembers with policy development and provide staff tools to effectively manage the Town's business in accordance with the Council's policies. In addition, the Town Manager should have a strong understanding of local, state, and federal regulatory requirements.

Ideally, the next Town Manager will love what Truckee has to offer—great people, community, mountains, snow, nature—and possess an indomitable will to serve the best interests of our community, and achieve **Council's goals**:

- ▶ Increase availability of affordable and achievable housing.
- ▶ Work collaboratively with community partners to develop solutions and strategies to support community resilience, disaster preparedness and forest stewardship.
- ▶ Achieve the Town's adopted goals for renewable energy and reduced carbon footprint.
- ▶ Continue to revitalize the Downtown and the Truckee River corridor, key mixed-use corridors (such as Donner Pass Road), and neighborhoods.
- ▶ Develop a long-term strategy involving appropriate community partners to support a diverse economic employment base.
- ▶ Develop policies and programs and leverage resources to provide alternatives to the use of private automobiles (expand bicycle and pedestrian opportunities, fund public transportation, etc.).
- ▶ Expand upon the "Keep Truckee Green" brand and established programs with an emphasis on sustainability, open space preservation, recycling/reuse, natural resource conservation, and ecological restoration.
- ▶ Work collaboratively with appropriate agencies and organizations to enhance desired community services, such as a new library, mental health services, senior services, parks and recreational opportunities, etc.



The Ideal Candidate for Town Manager will...

- ▶ Lead with humility, heart, and spine, be a bridge builder and focus on “we” and align behind a collective vision for the future of our community, while delivering exceptionally on Town needs.
- ▶ Have a strong team orientation, experience as a dynamic organizational leader, and be an exceptional verbal and written communicator, and more importantly an exceptional listener.
- ▶ Value good ethics, integrity, and honesty.
- ▶ Be a calm leader who is an effective mentor, values relationships, and empowers and truly cares about staff.
- ▶ Be personable, someone others can relate with, and have a strong community and external awareness.
- ▶ Set goals, provide clear expectations, and hold themselves and others accountable.
- ▶ Be A-political, and not have a personal agenda, or support one person’s view, but will support the collective direction of the Council.
- ▶ Be a strategic thinker and bring creative solutions, while being an adept problem solver.
- ▶ Be collaborative, inclusive and engaging.
- ▶ Understand public service principles, municipal budgets, finance, and administrative services.
- ▶ Understand the challenging issues related to law enforcement, appreciate diversity and inclusion and social concerns, while respecting and supporting the good work the Town’s dedicated law enforcement personnel are doing.
- ▶ Successfully manage an organization and community during challenging times (pandemic, natural disasters, retirements, social change, etc.).
- ▶ Be welcoming to people of different ethnicities and backgrounds, and lead with Latinx and other diverse populations in mind.
- ▶ Be a committed public servant, who sees themselves serving in Truckee for a long time.
- ▶ Effectively serves Councilmembers, while providing guidance through defined roles and responsibilities.
- ▶ Demonstrate the emotional intelligence to adjust communication style to be effective and influential.
- ▶ Build consensus, while being decisive, and be highly effective in producing results.
- ▶ Respond promptly and effectively to highly sensitive issues.
- ▶ Seek out opportunities to build partnerships with other municipalities and districts.

EMPLOYMENT STANDARDS

Any combination of experience and training that would provide the required knowledge, skills and abilities would be qualifying, however a typical way of obtaining these are:

- ▶ Nine plus years of administrative experience in municipal government involving the development, evaluation and recommendation of services and policies including five years of management and supervisory experience, and
- ▶ Equivalent to a bachelor’s degree, from an accredited college or university, with major course work in political science, business administration, public administration, planning, or related field.

Preferred: master’s degree.

SALARY+BENEFITS

The salary range is: \$152,864–\$206,366 annually, salary will be negotiated depending upon qualifications and experience. Benefits include: retirement, medical/dental/vision insurance, and paid holidays.

CALPERS RETIREMENT

PLAN: 2.5% @ 55 for Classic PERS members, 2.0% @ 62 for new PERS members. (The Town participates in Medicare, but not in Social Security).

HEALTH, DENTAL, & VISION

premiums paid by the Town for employee and any dependents.

DEFERRED COMPENSATION

457: Opportunity for Town contribution.

RETIREE HEALTH SAVINGS:

Employee contributes 1% base pay, with 1% Town match.

LONG TERM DISABILITY

INSURANCE: Employee paid, currently .89% of base pay.

LIFE INSURANCE:

Premium paid by the Town, \$50,000 coverage limit.

ADMINISTRATIVE LEAVE:

2 weeks per year.

VACATION LEAVE:

starting at 2 weeks per year, increasing to 3 weeks at beginning of the 5th year of service, and 4 weeks at the beginning of the 12th year of service.

SICK LEAVE:

96 hours a year.

HOLIDAYS:

13 paid.

VEHICLE ALLOWANCE:

Opportunity for Town contribution.

HOW to APPLY

*This is an open continuous recruitment; however, for first consideration, apply by **AUGUST 21, 2020** by completing an application and attaching your cover letter and resume at: wbcpsc.com/job-board*

SECURE THE DATES

Interviews dates are **SEPTEMBER 14 + 15, 2020** (candidates selected to interview will need to be available for both days).

Please contact your recruiter, Wendi Brown, with any questions: **866.929.WBCP (9227)** toll free or **541.664.0376** (direct) or wendi@wbcpsc.com

The Town of Truckee is an Equal Employment Opportunity Employer