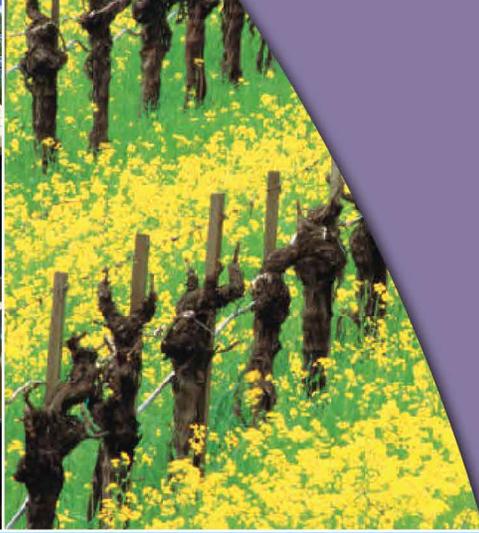


CITY OF HEALDSBURG, CA

INVITES YOUR
INTEREST IN
THE POSITION OF

CITY MANAGER



**BOB MURRAY
& ASSOCIATES**
EXPERTS IN EXECUTIVE SEARCH

THE COMMUNITY

The City of Healdsburg is located 69 miles north of San Francisco on Highway 101 in the heart of Sonoma County wine country and nestled among three lush valleys. Incorporated in 1867, Healdsburg's 4.1 square miles is surrounded by more than 60 wineries and their beautiful vineyards, including some of Northern California's finest regional appellations. Healdsburg retains a small-town ambience while providing easy access to the amenities of a large metropolitan area.

The City's approximate 12,500 diverse and highly engaged residents enjoy a lively, appealing downtown experience centered around the Spanish-style Healdsburg Plaza—a shopping, dining, and art gallery hub for visitors and residents. The downtown plaza represents one of the few examples of early California town planning. Historic storefronts and homes enhance the sense of Healdsburg's rich heritage and community events throughout the year and ground the city's family-oriented sensibility.

Established in 1841 on a Mexican land grant, Healdsburg has always been influenced by Latinx culture. Today, more than 30 percent of Healdsburg's community members are of Latinx heritage. Their cultural and economic contributions have enriched Healdsburg since its inception, and continue to do so today.

The wine industry is a driving economic force providing jobs, visitor appeal, and an attractive lifestyle for the community. Numerous businesses and industries benefit including retail, restaurant, and lodging which help boost Healdsburg's attraction as a visitor destination. Other industries including agriculture, manufacturing, healthcare and technology round out the city's economic base.

The region has relatively mild year-round temperatures which allow for varied outdoor recreational opportunities. Healdsburg is probably most beloved by cycling enthusiasts. The city offers enrichment opportunities throughout the year for both children and adults, while nature lovers can enjoy picnics under the redwoods in one of the city's many parks. Swimming, canoeing, and fishing the nearby Russian River or taking a hot-air balloon ride over the valley are other highly desirable outdoor activities. A short drive outside the city leads to the Pacific Coast's beaches to hike and watch for migratory whales or to San Francisco for the large city's shopping, art and cultural experiences. The scenic beauty of the area and safe neighborhoods provide an unmatched setting for raising a family or simply settling into a more balanced way of life.

Educational opportunities in the area include a traditional and a vocational high school, Santa Rosa Junior College, and Sonoma State University.

Healdsburg retains a small-town ambience nestled between lush vineyard valleys and redwood-covered hills while providing easy access to the amenities of a large metropolitan area.

THE ORGANIZATION

The City of Healdsburg operates under a Council-Manager form of government. The City Council is comprised of five members elected at-large by the voters of Healdsburg to serve four-year terms. Each year, the Council elects, by a majority vote, one of its members to serve as Mayor for a one-year term. The Council is the governing body of the City and is responsible for setting the policy for the City and adopting a biennial budget. The Council also appoints the positions of City Manager and City Attorney.

The City provides municipal services through eight departments including Administrative Services, City Manager's Office, Community Development, Community Services/Parks & Recreation, Fire, Utilities, Police, and Public Works. Healdsburg is a full-service city, providing electrical, water, and sewer and Police and Fire services to residents and businesses. The City has 135 full-time employees and a FY 2019-20 total operating budget of approximately \$85 million. The City's budget includes multiple funding sources such as general, water, sewer, electric and airport funds.

THE POSITION

The City Manager's Office provides professional leadership in the management of the City and is responsible for the coordination of all municipal programs and the executive supervision of all City departments and agencies. Working in a collaborative environment with a team-based approach, the City Manager implements the vision of the City Council. The City Manager assists the members of the City Council in formulating policies and responds to City Council issues and concerns, either directly or through



various City staff members, to recommend options and potential solutions.

Essential job functions of the City Manager may include, but are not limited to, the following:

- Develop, plan, and implement City goals and objectives; recommend and administer policies and procedures.
- Coordinate activities between departments and with outside agencies and organizations; provide staff assistance to the Mayor and City Council; prepare and present staff reports and other necessary correspondence.
- Direct, oversee and participate in the development of the City's work plan; assign work activities, projects, and programs; monitor workflow; review and evaluate work products, methods, and procedures.
- Supervise and participate in the development and administration of the City budget; direct the forecast of additional funds needed for staffing, equipment, materials, and supplies; monitor and approve expenditures; implement mid-year adjustments.
- Select, train, motivate and evaluate personnel; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures; maintain discipline and high standards necessary for the efficient and professional operation of the department.
- Ensure that the community is provided with desired and mandated services in an effective, cost-efficient manner.
- Provide overall policy guidance working through City management staff; set standards for program evaluation on a Citywide basis; work closely with the Mayor, City Council, boards, commissions, other organizations, and citizen groups to solve identified problems.
- Represent the City in contracts with governmental agencies and others doing business with the City, either directly or through City staff.
- Represent the City to outside groups and organizations; participate in outside community and professional groups and committees; provide technical assistance, as necessary.
- Research and prepare technical and administrative reports and studies; prepare written correspondence as necessary.
- Build and maintain positive working relationships with City staff and the public using principles of good customer service.



- Foster an environment that embraces diversity, integrity, trust, and respect.
- Be an integral team player, which involves flexibility, cooperation, and communication.
- Perform related duties as assigned.

THE IDEAL CANDIDATE

The City of Healdsburg seeks a City Manager that is an experienced administrator, a forward-thinking visionary who is capable of handling economic development while ensuring the long-term financial stability of the City. The City has an active and highly engaged community and council, exceptional interpersonal skills are essential for a candidate's success in this search. The ideal candidate will be a public executive with a record of demonstrated leadership in success-

The candidate should have the tenacity to work through complex, long-term and often difficult issues and projects and the courage to make tough decisions when necessary.

fully guiding a full-service local government under a Council-Manager form of government. The candidate should have the tenacity to work through complex, long-term and often difficult issues and projects and the courage to make tough decisions when necessary.

The ideal candidate should be a collaborator that is transparent and comfortable working with a diverse population that is over 30% Latino. An individual who can think analytically and act strategically, is energetic, communicates openly, values the experience and knowledge of the City's staff, and maintains accountability throughout the organization will be valued. The incoming City Manager must also be technologically

savvy, recognizing the value of integrating, planning, designing, and optimizing technology for employee, City, and community advantage. An individual with strong business acumen who is politically astute, yet apolitical, is sought.

The incoming City Manager must have knowledge of the principles and practices of the management and administration of municipal governmental functions and organizational management; principles and practices of program development, planning, goal setting, oversight, project management, implementation, contract administration, policy development, and internal controls; principles and practices of leadership, motivation, team building and conflict resolution; pertinent local, state and federal laws, rules and regulations; organizational and management practices as applied to the analysis and evaluation of programs; principles and practices of organization, administration and personnel management; and principles and practices of budget preparation and administration.

Candidates must possess ten (10) years of increasingly responsible experience in municipal government, including five (5) years of administrative and management responsibility. A bachelor's degree in management, business, public administration, or closely related field. A master's degree is highly desirable.

THE COMPENSATION

The salary for the City Manager is dependent upon qualifications and experience. Deferred compensation is negotiable. The City also offers an attractive benefits package including:

Retirement – Membership in the CalPERS 2% at 60 for classic/legacy members and 2% at 62 for new members. Employees pay the employee contribution on a pre-tax basis. The City does not participate in Social Security.

Insurance – Dental and vision care insurance premiums for employee and dependents paid by City. The City provides low to no cost medical insurance, where employees pay their portion of the medical premiums on a pre-tax basis. Current medical plans offered include Kaiser, Sutter Health Plus and Anthem Blue Cross. In Lieu Medical Coverage paid at \$477 per month. Other insurance paid by City includes Employee Assistance Program, \$100,000 life insurance and long-term disability insurance.

Executive Leave –
100 hours per year

**Management
Incentive Pay** –
\$500 per month



Paid Holidays – 12 days per year

Paid Vacation – 10 days per year, with established increases for years of service

Paid Sick Leave – 12 days per year, with established increase based on years of service

Longevity Pay – Available after five years of service

TO APPLY

If you are interested in this outstanding opportunity, please visit our website at www.bobmurrayassoc.com to apply online.

Filing Deadline:
July 26, 2020

(Prior to filing deadline, the City will conduct an online community survey that will gather input from the public to guide the City Manager recruitment. There will be a virtual town hall meeting to showcase the results and provide an additional opportunity for public input.)

Following the closing date, resumes will be screened according to the qualifications outlined above. The most qualified candidates will be invited to personal interviews with Bob Murray and Associates. Candidates will be advised of the status of the recruitment following finalist selection. Finalist interviews will be held with the City of Healdsburg. A select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval.

If you have any questions, please do not hesitate to call Mr. Gary Phillips at:

(916) 784-9080

