



August 19, 2015

Mr. Richard D. Spitler  
City Manager  
City of Calistoga  
1232 Washington Street  
Calistoga, CA 94515

Dear Mr. Spitler and Members of the City Council:

Thank you for the opportunity to express our interest in assisting you in the recruitment of the next City Manager for the City of Calistoga. We are fully prepared to present this opportunity to potential candidates and to team with the Mayor and City Council in order to ensure a successful outcome.

Bringing over 30 years of experience in local government and executive search as well as significant personal experience in conducting City Manager searches, I would serve as the City's Recruiter. I have personally conducted hundreds of searches for City Managers, County Administrators, City Attorneys, and other Council- and Board-appointed positions throughout the Western United States. In fact, within the past five years alone, I have conducted a total of 32 City Manager searches including the California cities of Burbank, Palos Verdes Estates, Escondido (Assistant), Encinitas, and San Clemente, among others. My candidate and contact database is active, current, and impressive, which will be very beneficial to the City of Calistoga in this important recruitment process.

The attached proposal includes more detailed information regarding my firm, the search process, timeline, fee and expenses, guarantee, and client references. I look forward to the opportunity to represent the City of Calistoga on this important search process. Please feel free to call me toll-free at (866) 912-1919 if you have any questions.

Sincerely,

***Bobbi C. Peckham***

Bobbi C. Peckham, President  
*President, Peckham & McKenney, Inc.*  
300 Harding Boulevard, Suite 106E, Roseville, CA 95678  
(866) 912-1919 toll-free; (916) 730-2014 (cell)  
[bobbi@peckhamandmckenney.com](mailto:bobbi@peckhamandmckenney.com)  
[www.peckhamandmckenney.com](http://www.peckhamandmckenney.com)

Attachment

## **TABLE OF CONTENTS**

<b><u>STATEMENT OF EXPERIENCE</u></b>	<b><u>1</u></b>
<b><u>ASSIGNED PERSONNEL</u></b>	<b><u>3</u></b>
<b><u>METHODOLOGY</u></b>	<b><u>5</u></b>
<b><u>PROPOSED TIMELINE</u></b>	<b><u>7</u></b>
<b><u>CLIENT REFERENCES</u></b>	<b><u>8</u></b>
<b><u>PLACEMENT GUARANTEE AND ETHICS</u></b>	<b><u>9</u></b>
<b><u>PROFESSIONAL FEES AND EXPENSES</u></b>	<b><u>10</u></b>
<b><u>PECKHAM &amp; McKENNEY – EXECUTIVE SEARCHES</u></b>	<b><u>11</u></b>

## STATEMENT OF EXPERIENCE

Peckham & McKenney provides Executive Search services to local government agencies throughout the Western United States and is headquartered in Roseville, California. The firm was established as a partnership in June 2004 and incorporated in 2014 by Bobbi Peckham and Phil McKenney, who serve as the firm's Recruiters and bring over 50 years' combined experience in local government and executive search. We are supported by an Office Manager, research specialists, marketing and design professional, web technician, and distribution staff. Ms. Peckham serves as the firm's President, and Phil McKenney serves as the Chief Operating Officer and Secretary/Treasurer. Either of the firm's principals may be reached toll free at (866) 912-1919.

Peckham & McKenney was established on the premise that an executive search and consulting firm must be dedicated to providing its clients and candidates with professional service, as well as a personal, hands-on approach. Our business philosophy centers upon the understanding that this is a "people" related industry and that attention to others' needs is the key to providing effective customer service. Not only are we committed to providing our clients with well-qualified candidates, but we also take pride in treating both our clients and candidates with utmost respect. This commitment has led to multi-year retainer agreements with a number of agencies, as well as numerous client and candidate testimonials to their experiences with us. We invite you to visit our web site at [www.PeckhamAndMcKenney.com](http://www.PeckhamAndMcKenney.com).

At Peckham & McKenney, we are committed to local government and sensitive to the challenges and issues faced by our clients. As such, we participate in the Cal-ICMA *Preparing the Next Generation* Committee and also serve as the Administrator for the Credentialed Government Leader program for the Municipal Management Associations of Northern & Southern California. In addition, we have provided workshops and training sessions in California and Colorado to up-and-comers on resume and interview preparation and general career guidance.

### City Manager Recruitment Experience (2010 – Present)

Bringing over 50 years' combined experience in local government and executive search, we have conducted hundreds of searches for City Managers, County Administrators, City Attorneys, and other Council- and Board-appointed positions throughout the Western United States. Within the past five years, we placed a total of 34 City Managers with California cities. Of those 34 individuals placed, only 4 have left for other career opportunities. A comprehensive list of these placements follows.

City of American Canyon, CA	Dana Shigley	2011 – Present
City of Anderson, CA	Jeff Kiser	2012 – Present
City of Antioch, CA	Steve Duran	2013 – Present
City of Arroyo Grande, CA	Dianne Thompson	2015 (recently appointed)
City of Auburn, CA	Tim Rundel	2014 - Present
City of Bell, CA ( <i>the reborn city</i> )	Doug Willmore	2011 – 2015
City of Belmont, CA	Greg Scoles	2010 - Present
City of Belvedere, CA	Mary Neilan	2012 – Present
City of Benicia, CA	Brad Kilger	2010 - Present
City of Brentwood, CA	Gus Vina	2015 – Present
City of Burbank, CA	Mark Scott	2012 – Present
City of Burlingame, CA	Lisa Goldman	2012 – Present
City of Campbell, CA	Mark Linder	2011 – Present
City of Carmel-by-the-Sea	Jason Stillwell	2011 - 2014
City of Cupertino, CA	David Brandt	2012 – Present
City of Encinitas, CA	Gus Vina	2010 – 2015
City of Eureka, CA	Greg Sparks	2013 – Present
City of Exeter, CA	Randy Groom	2010 – Present

City of Hughson, CA	Bryan Whitemyer	2010 – 2013
City of Indian Wells, CA	Wade McKinney	2013 – Present
City of La Palma, CA	Ellen Volmert	2012 – Present
City of La Quinta, CA	Frank Spevacek	2012 – Present
City of Mill Valley, CA	Jim McCann	2010 – Present
Town of Moraga, CA	Jill Kiemach	2010 - Present
City of Palmdale, CA	Jim Purtee	2015 (recently appointed)
City of Palos Verdes Estates, CA	Tony Dahlerbruch	2013 - Present
City of Piedmont, CA	Paul Benoit	2013 – Present
City of San Clemente, CA	James Makshanoff	2014 – Present
City of Santa Clara, CA	Julio Fuentes	2012 – Present
City of Tracy, CA	Troy Brown	2014 – Present
City of Tulare, CA	Don Dorman	2010 - Present
City of Waterford, CA	Tim Ogden	2010 - Present
City of West Sacramento, CA	Martin Tuttle	2012 – Present
Town of Woodside, CA	Kevin Bryant	2011 – Present

## ASSIGNED PERSONNEL

### Bobbi C. Peckham

Bringing more experience than any other local government Recruiter, Bobbi Peckham will serve as your Recruiter on this important search. She brings over 27 years as a Recruiter as well as 6 years of local government experience. Ms. Peckham is sought out and retained due to her high ethics, integrity, hands-on customer service, and unique ability to identify candidates that “fit” her client agencies and communities. Ms. Peckham is currently conducting the City Manager search for the City of Palmdale, due to the retirement of the Manager that she placed in 2011. In addition, she is conducting Assistant City Manager searches for the cities of San Rafael and Tracy and recently completed the Assistant City Manager search for the City of Escondido. She will be supported by the Peckham & McKenney team of professionals. Individual profiles follow.

Ms. Peckham began her career in local government in the City Manager’s office of the City of Naperville, Illinois, where she became familiar with all aspects of local government in the nation’s fastest growing community. Ms. Peckham was then recruited to join the Executive Search practice of a leading California recruitment firm. Later, she played an integral role in creating a national search business for what became the largest recruitment practice serving local government in the country. Here, she became Regional Director overseeing Northern California and a nine-state region. In 2004, Ms. Peckham formed her own search firm in partnership with Phil McKenney.

Ms. Peckham received a Bachelor of Science degree in Organizational Behavior from the University of San Francisco. She is a contributing member of the International City/County Management Association, Cal-ICMA, Women Leading Government, and Municipal Management Associations of Northern & Southern California. Ms. Peckham serves on the Planning Committee for the annual *Women’s Leadership Summit*, at which she coordinates and leads the highly regarded Executive Roundtable Discussions with over 30 female local government leaders. In addition, Ms. Peckham was instrumental in writing the ICMA’s *Job Hunting Handbook*.

### Phil McKenney

Phil McKenney has over 35 years’ management experience and is very familiar with local government agencies, having led a county organization and having worked with numerous city governments and special districts. Mr. McKenney began his career in the resort and hospitality industry and served as General Manager for Mattakesett Properties on the island of Martha’s Vineyard. He then relocated to Keystone Resort in Colorado, which is now acknowledged as a premiere all-season resort with special recognition for its level of guest services.

Mr. McKenney later took over the helm of the Summit County Chamber of Commerce as their Executive Director. This hybrid-Chamber was the only countywide organization responsible for marketing all of Summit County, Colorado, home to Breckenridge, Keystone, and Copper Mountain resorts. Through his leadership and collaborative style, and working with the cities and county within Summit County, he led the Chamber to being a readily recognized and well-respected organization within Colorado and the Western United States.

Mr. McKenney was then selected by Placer County, California to lead the merger of the North Lake Tahoe Chamber of Commerce and the North Tahoe Visitors and Convention Bureau into the North Lake Tahoe Resort Association. As Executive Director of this new county organization, he represented the Tourism industry for all of North Lake Tahoe. The Resort Association is now a proactive, nationally recognized organization whose model of governance is being replicated in numerous resort communities across the western United States.

Mr. McKenney joined Ms. Peckham in executive recruitment in January 2003 and has since conducted hundreds of national recruitments throughout the Western states, including Colorado, Arizona, Idaho, Wyoming, Oregon, and California. Mr. McKenney has an undergraduate degree in Recreation from Slippery Rock State College as well as a Master of Business Administration from the University of Denver.

**Joyce Johnson**

Joyce Johnson joined Peckham & McKenney in 2005 and serves as the firm's Office Manager. Ms. Johnson is complimented regularly on her strong customer orientation working with both clients and candidates alike. She oversees internal administration of the firm as well as directing contract administrative support in the areas of advertising and design, web posting, and duplication and mailing services. Prior to joining Peckham & McKenney, Ms. Johnson oversaw internal administration in the Western Region headquarters of two national management consulting and executive recruitment firms. She has over 30 years' experience in the field of administrative and executive support for all aspects of the executive recruitment process. Ms. Johnson holds an Associate of Arts degree from American River College.

**Cathy West-Packard**

Cathy has provided her design and marketing skills to Peckham & McKenney recruiters even before the firm's formation. She is the firm's "go-to" professional for all advertising and brochure design and creation.

**Kevin Johnson**

Kevin has been a member of the team since 2009 and currently serves as a Research Assistant. He supports the firm's Recruiters through his research of local government agencies and networks, potential candidates, and current candidates prior to recommendation to our clients. Kevin mastered his researching abilities while obtaining a Bachelor of Arts in Economics from Willamette University.

**Bradley Frank**

The newest member of the Peckham & McKenney team, Bradley holds the official title of Technology Guru as he expertly oversees the firm's web site as well as responding to all technology questions from the firm's principals. He is currently studying Material Sciences & Engineering at the University of California, Merced.

## **METHODOLOGY**

While it is our intent to customize the search and project schedule to fit the City's specific needs, the search process typically includes the following key actions. Projected time frames have been included within our Proposed Timeline (page 7).

**Project Organization** – Prior to beginning the recruitment process, Ms. Peckham will discuss with City representatives the recruitment process, listen to specific desires and expectations, and respond to any questions or concerns. We will discuss expected parameters of the search, the search timeline, and schedule future meeting dates.

**Development of Candidate Profile (on-site #1)** – This phase provides for the development of a detailed Candidate Profile. Ms. Peckham will meet individually with the Mayor and members of the City Council, as well as senior management staff, to discuss the current and future issues and challenges facing the City of Calistoga. The desired background and experience, leadership style and personality traits, skills and abilities of the ideal candidate will be discussed. We will also discuss expectations, goals, and objectives that will lead to the success of the new City Manager.

**Recruitment** – Advertisements will be placed in the appropriate industry publications and websites, and our firm will assume responsibility for presenting your opportunity in an accurate and professional manner. Full information on the position will be posted on our firm's web site as well as the City's site. In addition, an attractive brochure will be prepared to market the organization and position to potential candidates. This brochure will be mailed to 300-400 industry professionals, and it will also be available on our firm's web site. Copies of the brochure will also be made available to the City.

The main focus of our outreach, however, will be direct phone contact with quality potential candidates. With nearly 30 years of executive search experience, we have developed an extensive candidate database that is continuously utilized and updated. Our recruiting efforts will focus on direct and aggressive recruiting of individuals within the search parameters established during the Candidate Profile Development phase. We believe direct recruiting produces the most qualified candidates.

Throughout this active search process, we will regularly notify the Mayor and City Council of the status and share questions, concerns, and comments received from potential candidates as they consider the opportunity. By doing so, we will "team" with the City to ensure that all issues and concerns of candidates are discussed and understood thereby eliminating "surprises" once the resume filing deadline has occurred.

As resumes are received, they will be promptly acknowledged, and we will personally respond to all inquiries. Once the resume filing deadline has passed, the City will be once again updated on the status of the recruitment, the number of resumes received, and our intent for preliminary interviews.

**Preliminary Interviews** – As resumes are received, supplemental questionnaires will be sent to candidates who appear to meet the candidate profile. Following the resume filing deadline and a thorough review of the resumes and questionnaires received, Ms. Peckham will conduct preliminary interviews with those individuals most closely matching the candidate profile. An Internet search will be conducted as well as preliminary reference and background (credit and criminal) checks.

**Recommendation of Finalists (on-site #2)** – A written recommendation of finalists will be personally presented to the Mayor and City Council by Ms. Peckham in a one- to two-hour meeting. The City will receive a full listing of all candidates who applied for the position, as well as the cover letters, resumes, and supplemental questionnaires of the recommended group of candidates for further consideration.

Once a group of finalists has been selected by the City Council, all candidates will be notified of their status. We will prepare a finalist interview schedule and notify finalist candidates accordingly. If necessary, finalists will make their own travel plans and reservations. It is customary that the City reimburse finalists for round-trip airfare, car rental, and lodging necessary to attend the interviews with the City. We will confirm this with the City at our meeting to recommend finalists.

**Final Interviews/Selection (on-site #3 and #4, if necessary)** – During this phase, finalists will be interviewed by the City Council. Ms. Peckham will provide on-site advice and facilitation assistance during the final interview process. Interview materials, including suggested interview questions, evaluation and ranking sheets will be provided for the City's convenience.

An orientation session will be held with the Council prior to the finalist interviews, and we will work with the City Council through a ranking process and discussion of the finalists at the end of the day. Ms. Peckham will assist the Mayor and City Council in coming to consensus on the leading two to three finalists for further consideration, and we will provide recommendations on next steps, including additional meetings or social engagements with each finalist to learn more of the "fit" they may bring. In the past, our clients have chosen to conduct subsequent interviews, roundtable discussions, meals, or receptions with these finalists. Ms. Peckham will provide the City Council with recommendations and options for this process.

**Qualification** – Once the final candidate has been selected by the Mayor and City Council, our firm will verify professional work experience; degree verification; and criminal, civil, credit, and motor vehicle records (beyond industry-standard seven years). Second "tier" references will also be contacted. This comprehensive process ensures that only the most thoroughly screened candidate is hired. In addition, negotiation assistance will be provided as requested by the City.

Our ultimate goal is to exceed your expectations and successfully place a candidate who "fits" your organization's and community's needs now and into the future.



## PROPOSED TIMELINE

<u>ACTIVITY</u>	<u>TIME FRAME</u>
I. Project Organization <ul style="list-style-type: none"><li>• Discussion of recruitment process with City representatives</li><li>• Formalize project schedule</li></ul>	Pre-Recruitment
II. Development of Candidate Profile <ul style="list-style-type: none"><li>• On-site meeting with Mayor and City Council and senior management staff to discuss candidate profile</li><li>• Develop Candidate Profile/Marketing Brochure and obtain approval from City</li><li>• Develop advertising and recruiting plan</li></ul>	Two Weeks
III. Recruitment <ul style="list-style-type: none"><li>• Advertise, network, and electronically post in appropriate venues</li><li>• Send marketing brochure to 300-400 industry professionals</li><li>• Post opportunity on firm's web site as well as City's site</li><li>• Search for/identify/recruit individuals within the parameters of the Candidate Profile</li><li>• Respond to all inquiries and acknowledge all resumes received</li></ul>	Six Weeks
IV. Preliminary Interviews/Recommendation <ul style="list-style-type: none"><li>• Review candidates' resumes and supplemental questionnaires</li><li>• Conduct preliminary interviews with leading candidates</li><li>• Conduct Internet research, first-tier reference checks, and credit/criminal checks</li><li>• Present written recommendation of finalists to City Council</li><li>• Notify all candidates of search status</li></ul>	Three Weeks
V. Final Interviews/Selection <ul style="list-style-type: none"><li>• Schedule finalist candidate interviews</li><li>• Design process and facilitate finalist interviews with City</li><li>• Assist City throughout process and provide recommendations</li><li>• City Council selects candidate or leading 2-3 candidates for further consideration</li><li>• City conducts second interview process.</li></ul>	Two Weeks
VI. Qualification <ul style="list-style-type: none"><li>• Conduct thorough background checks and second "tier" references on leading candidate</li><li>• Negotiation assistance</li><li>• Exceed expectations and successfully place candidate who "fits."</li></ul>	Two Weeks

## CLIENT REFERENCES

Please feel free to contact any of the following current and recent clients to inquire about their experience with Bobbi Peckham. In addition, we would be pleased to furnish the client contact and phone numbers for any past clients of Ms. Peckham or Mr. McKenney listed in the Attachment.

**City of Auburn, CA – City Manager (2014)**

Bridget Powers, Mayor; Keith Nesbitt, Vice Mayor; or Tim Rundel, City Manager  
(530) 823-4211; [trundel@auburn.ca.gov](mailto:trundel@auburn.ca.gov)

**City of Brentwood, CA – City Manager (2015)**

Bob Taylor, Mayor; or Gus Vina, City Manager  
(925) 516-5440; [btaylor@brentwoodca.gov](mailto:btaylor@brentwoodca.gov)

**City of Burbank, CA – City Manager (2013)**

Emily Gabel-Luddy, Council member; or Mark Scott, City Manager  
(213) 280-5784; [egluddy@aol.com](mailto:egluddy@aol.com)

**City of Escondido, CA – Assistant City Manager (2015)**

Clay Phillips, City Manager  
(760) 839-4577; [cphillips@ci.escondido.ca.us](mailto:cphillips@ci.escondido.ca.us)

**City of Indian Wells, CA – City Manager (2013)**

Wade McKinney, City Manager  
(760) 346-2489; [wmckinney@indianwells.com](mailto:wmckinney@indianwells.com)

**City of Palos Verdes Estates, CA – City Manager (2013)**

Jim Goodhart, Mayor; or Tony Dahlerbruch, City Manager  
(310) 378-0383; [jgoodhart@pvestates.org](mailto:jgoodhart@pvestates.org)

**City of San Clemente, CA – City Manager (2014), Assistant City Manager (2013),  
and Community Development Director (2015)**

James Makshanoff, City Manager; Erik Sund, Assistant City Manager, or Sam Penrod, Human Resources Manager  
(949) 361-8321; [penrods@san-clemente.org](mailto:penrods@san-clemente.org)

**City of Santa Clara, CA – City Manager (2013)**

Jamie Matthews, Mayor; Julio Fuentes, City Manager  
(408) 482-7713; [lizbrown@santaclaraca.gov](mailto:lizbrown@santaclaraca.gov)

**City of Tracy, CA – City Manager (2014)  
and Assistant City Manager (current)**

Brent Ives, former Mayor, (209) 740-6779; Troy Brown, City Manager, (925) 321-5531; [Troy.brown@ci.tracy.ca.us](mailto:Troy.brown@ci.tracy.ca.us)

## PLACEMENT GUARANTEE AND ETHICS

Our placement record is particularly strong in that 87% of the candidates we have placed since 2009 continue in those positions today. In the unlikely event, however, that a candidate recruited and recommended by our firm leaves your employment *for any reason within the first year* (except in the event of budgetary cutbacks, promotion, or position elimination), we agree to provide a one-time replacement at no additional charge, except expenses.

Time and again, we receive unsolicited comments from clients and candidates relating to our integrity and high ethics.

- First, we believe in honesty. No client should ever appoint an individual without being fully knowledgeable of the candidate's complete background and history. Conversely, no candidate should ever enter into a new career opportunity without full disclosure of any organizational "issues."
- We strive to keep everyone involved in a recruitment process informed of the status. Not only do we provide regular updates to our clients, but we also have a reputation for keeping our candidates posted, even to the extent of informing them as to who was eventually selected.
- As recruitment professionals, we do not recruit our placements -- *ever*. Should a placement of ours have an interest in a position for which we are recruiting, they may choose to apply. However, if they become a finalist, we ask that they speak to their supervisor (Council member or Manager) to alert them of their intent.
- We do not recruit staff from our clients for another recruitment during an active engagement. Nor do we "parallel process" a candidate, thereby pitting one client against another for the same candidate.
- We are retained only by client agencies and not by our candidates. While we have a reputation for being actively involved in the profession and providing training, workshops, and general advice to candidates, we represent only our clients. In addition, we *always* represent and speak of our client in a positive manner; during the recruitment engagement as well as years after.
- We do not misrepresent our client list. Only those searches that we personally conducted appear on our list; rather than those conducted by other Recruiters while with other executive search firms.

## **PROFESSIONAL FEE AND EXPENSES**

### **Professional Fee**

Our professional fee for to conduct this recruitment is \$18,500. One-third of this fee is due as a retainer upon execution of the agreement. The remainder of the fee will be divided and billed in two separate, monthly invoices.

### **Expenses**

Estimated out-of-pocket costs associated with this search will not exceed \$6,500. Expenses will be pre-approved and billed back at cost. Expenses include out-of-pocket costs associated with consultant travel, advertising, telephone/technology, administrative support/printing/copying/postage/materials, and background checks (partial checks on recommended candidates; full background check on selected candidate). Additional expenses incurred due to requested additional meetings as well as full background checks on more than one candidate will be negotiated and billed accordingly.

### **Insurance**

Peckham & McKenney carries Professional Liability Insurance (\$1,000,000 limit), Commercial General Liability Insurance (\$2,000,000 General Liability, and \$4,000,000 Products) and Automobile Liability Insurance (\$1,000,000). Our Insurance Broker is Wells Fargo Insurance, Inc., Charlotte, NC, and our coverage is provided by Sentinel Insurance Company and The Hartford.

## **PECKHAM & MCKENNEY - EXECUTIVE SEARCHES (Council/Board Appointed)**

### **City/County Manager, Executive Director, and Related**

Alameda County Waste Mgt. Authority	Executive Director
American Canyon, City of	City Manager
American Water Works Assoc., CA/NV Section	Executive Director
Anderson, City of	City Manager
Antioch, City of	City Manager
Arroyo Grande, City of	City Manager
Arvada, CO, City of	Deputy City Manager
Ashland, OR, City of	City Administrator (2002 and 2005)
Atherton, City of	Assistant City Manager
Auburn, City of	City Manager
Baldwin Park, City of	Chief Executive Officer
Bell, City of	City Manager
Belmont, City of	City Manager
Belvedere, City of	City Manager
Benicia, City of	City Manager
Big Bear Lake, City of	City Manager (1995, 2001 and 2006)
Big Bear Lake, City of	General Manager, Dept. of Water & Power
Big Bear Lake, City of	Asst. General Mgr., Dept. of Water & Power
Brentwood, City of	City Manager
Buellton, City of	City Manager
Burbank, City of	City Manager
Burlingame, City of	City Manager
California Water Pollution Control Association	Association Manager
Calistoga, City of	City Manager
Campbell, City of	City Manager
Carlsbad, City of	Assistant City Manager
Carmel-by-the-Sea, City of	City Administrator
Corvallis, OR, City of	City Manager
Cupertino, City of	City Manager
Daly City, City of	Assistant City Manager
Del Mar, City of	City Manager
Delano, City of	City Manager
Douglas County, CO	Deputy County Manager
Douglas County, NV	County Manager
Douglas County, NV	Asst. County Manager
Durango, CO, City of	City Manager
Eagle County, CO	County Manager
El Dorado Hills Community Services District, CA	General Manager
Encinitas, City of	City Manager
Escondido, City of	Assistant City Manager
Eureka, City of	City Manager
Exeter, City of	City Administrator
Foothills Park & Recreation District, Littleton, CO	Executive Director
Fort Lupton, CO, City of	City Administrator
Fremont, City of	Assistant City Manager
Garfield County, CO	County Manager
Gilroy, City of	City Administrator
Gilroy, City of	Assistant City Administrator
Glendora, City of	City Manager
Grand Junction, CO, City of	City Manager (2001 and 2006)
Greeley, CO, City of	City Manager

Hayward, City of	City Manager
Hayward, City of	Assistant City Manager
Hesperia, City of	City Manager
Hughson, City of	City Manager
Indian Wells, City of	City Manager
Indio, City of	City Manager
Incline Village General Improvement District, NV	General Manager
Ketchum, City of, ID	City Administrator
King City, City of	City Manager
La Plata County, CO	County Manager
La Quinta, CA	City Manager
La Palma, CA	City Manager
Laramie, WY, City of	City Manager
Mammoth Lakes, Town of	Town Manager
Manitou Springs Chamber of Commerce, Visitors Bureau & Office of Economic Development, CO	Chief Operating Officer
Martinez, City of	City Manager
Midpeninsula Regional Open Space District	General Manager
Midpeninsula Regional Open Space District	Assistant General Manager (2 Posts)
Mill Valley, City of	City Manager
Milpitas, City of	City Manager
Monte Vista Water District	General Manager
Moraga, Town of	Town Manager
Mountain House Community Svcs. District, CA	General Manager
Mountain Village, CO, Town of	Town Manager
Norco, City of	City Manager
North Lake Tahoe Public Utility District	General Manager (2004 and 2007)
North Lake Tahoe Resort Association	Executive Director
Novato, City of	City Manager
Orange County Fire Authority	Assistant Chief, Business Services
Pacifica, City of	Assistant City Manager
Palmdale, City of	City Manager
Palo Alto, City of	Assistant City Manager
Palos Verdes Estates, City of	City Manager 2007 and 2013
Park City Municipal Corporation, UT	City Manager
PARSAC	General Manager
Piedmont, City of	City Administrator
Pleasant Hill, City of	City Manager
Point Arena, City of	City Manager
Porterville, City of	Deputy City Manager
Public Agency Risk Sharing Authority of CA	General Manager
Rancho Murieta CSD, CA	General Manager
Redding, City of	City Manager
Redlands, City of	City Manager
Redwood City, City of	City Manager
Rohnert Park, City of	City Manager
Sacramento, CA, Crocker Art Museum	Executive Director
San Clemente, City of	City Manager
San Clemente, City of	Assistant City Manager
San Jacinto, City of	City Manager
San Jose, City of	Executive Director, Historical Museum
San Mateo, County of	County Manager
San Rafael, City of	Assistant City Manager (2008 and 2015)
Santa Clara, City of	City Manager
Santa Clara Co. Open Space Authority	General Manager
Sea Ranch Association, CA	Community Manager

Sedona, AZ, City of  
Snowmass Village, CO, Town of  
Solana Beach, City of  
St. Helena, City of  
Steamboat Springs, CO, City of  
Steamboat Springs Chamber Resort Assoc., CO  
Teton County, WY  
Tracy, City of  
Tracy, City of  
Truckee, Town of  
Tulare, City of  
Tulare Co. Economic Development Corporation  
Washington County, OR  
Waterford, City of  
West Sacramento, City of  
Windsor, CO, Town of  
Winter Park, CO, Town of  
Woodside, Town of  
Yakima Regional Clean Air Authority, WA  
Yolo, County of

City Manager  
Town Manager  
City Manager  
City Manager  
City Manager  
Executive Vice President  
County Administrator  
City Manager  
Assistant City Manager  
Town Manager  
City Manager (2005 and 2011)  
President  
Director of Health & Human Services  
City Administrator  
City Manager  
Town Manager  
Town Manager  
Town Manager  
Executive Director/Air Pollution Cont'l Officer  
County Administrator

**City Attorney/Legal Counsel**

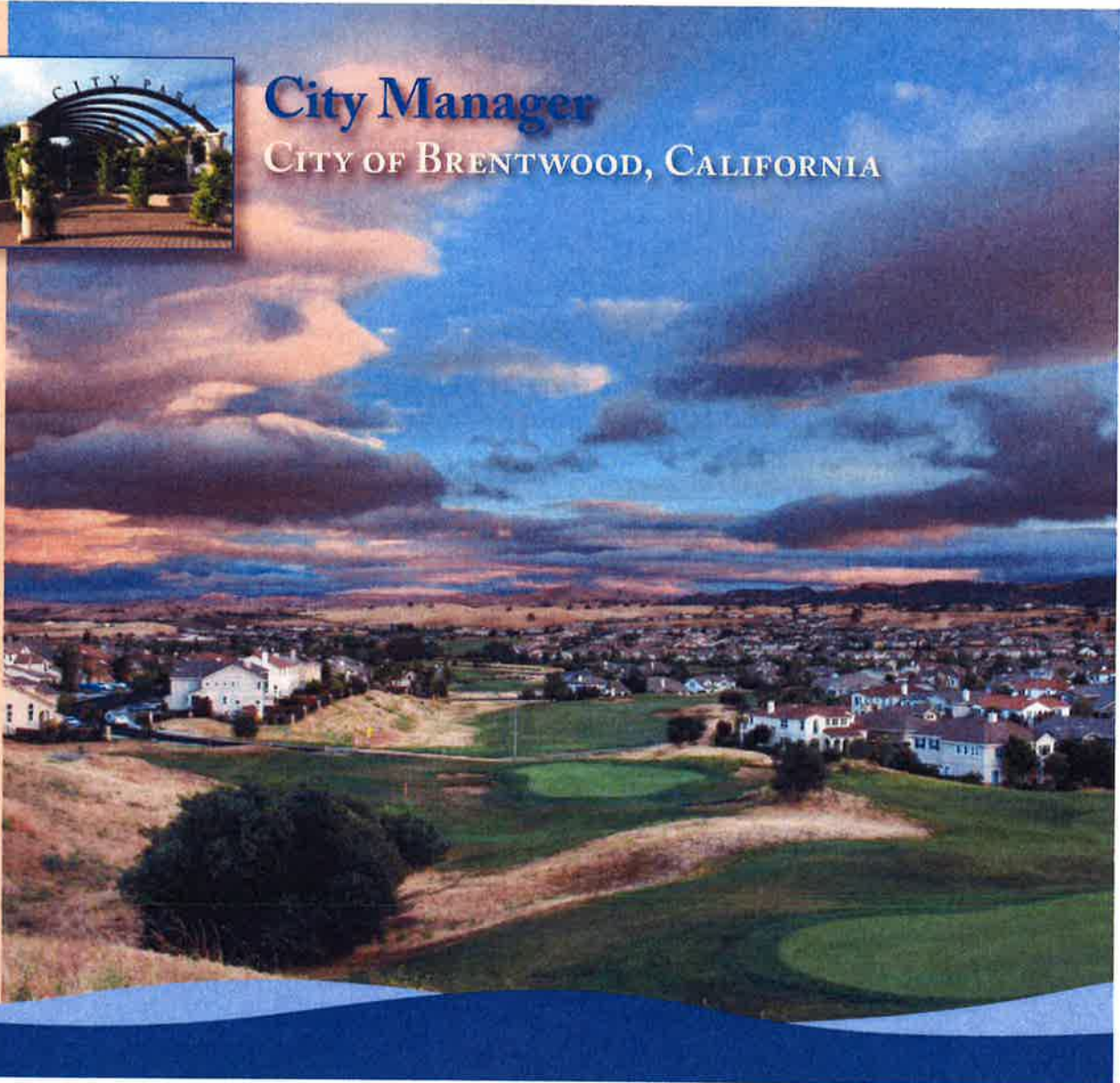
Antioch, City of  
Archuleta County, CO  
Ashland, OR, City of  
Brisbane, City of  
Burlingame, City of  
Eureka, City of  
Garfield County, CO  
Hayward, City of  
Mesa County, CO  
Midpeninsula Regional Open Space District, CA  
Milpitas, City of  
Mountain Village, CO, Town of  
Pleasanton, City of  
Redding, City of  
Richmond, City of  
San Bruno, City of  
Simi Valley, City of  
South Lake Tahoe, City of  
Yolo County, CA

City Attorney  
County Attorney  
City Attorney  
City Attorney  
City Attorney  
City Attorney  
County Attorney  
City Attorney  
County Attorney  
General Counsel  
Assistant City Attorney  
Town Attorney  
City Attorney  
Assistant City Attorney  
City Attorney  
City Attorney  
City Attorney  
City Attorney  
County Counsel



# City Manager

CITY OF BRENTWOOD, CALIFORNIA



*«All About Fit»*

**PECKHAM**  
&  
**MCKENNEY**  
EXECUTIVE SEARCH



## THE COMMUNITY

Located just 55 miles east of San Francisco in the far Eastern Contra Costa County region, the city of Brentwood is a charming and desirable community for residents and businesses alike. The community has a long history in agriculture and farming production that continues today even with the significant residential growth the city has experienced in recent years. In the late spring and summer months, area farms are brimming with agri-tourists seeking out the latest stone fruits, corn, and cherries.

The city's incorporated boundary currently totals 14.8 square miles with a sphere of influence that totals 17.4 square miles. The well-planned growth of Brentwood took the population of 3,500 just 20 years ago to nearly 55,000 residents today. The city anticipates a planned build-out population of close to 80,000.

As a bedroom community to the Bay area and Central Valley, residents find transportation access by State Route 4 as well as Tri Delta Transit and the Pittsburg/Bay Point BART Station. The Brentwood Unified School District and Liberty Union High School District offer eight elementary, three middle, and three high schools as well as other special educational programs within the region.

For the seventh consecutive year, Brentwood has been designated by KaBOOM! as a Playful City USA. With 221 developed acres of parkland, 62 parks, numerous pocket parks and facilities, an aquatic center, senior center, and 16 miles of beautiful multi-use trails, Brentwood provides outstanding recreational opportunities to support healthy lifestyles. The Shadow Lakes Golf Club and the Deer Ridge Golf Club were constructed to take advantage of the views of Mt. Diablo, and a number of neighborhoods are nestled around these golf courses. In addition to these two courses the Golf Club at Brentwood offers 27 holes of championship golf. Brentwood offers a variety of housing options within quality neighborhoods, including gated communities as well as active adult communities (Trilogy at the Vineyards). Brentwood's median home sales price in July/August 2014 was \$450,000 to \$500,000.

The visual and performing arts are well represented in Brentwood. The city is home to the Brentwood Art Society, which sponsors events such as the annual Art, Wine, and Jazz Festival; the Artists Open Studio Tour; open mic nights; and other gatherings and shows. The Art Society is also a supporter of the Brentwood Theater Company, which since 2010 has been producing Broadway musicals and musical reviews in venues around the city.

The overall improvement in the Bay Area economy and anticipated 2015 completion of eBart in Antioch and highway improvements in East Contra Costa County are playing a part in the revival of strong economic growth in Brentwood. One of the most exciting development opportunities in Brentwood is linked to the two Federal research facilities – Lawrence Livermore National Laboratory and Sandia National Laboratories – that are located 25 minutes south of Brentwood. Brentwood has established close relations with the national labs and is a member of i-GATE, which is a regional partnership designed to promote tech-oriented business growth connected with the labs.

To learn more about Brentwood, please visit [www.brentwoodca.gov](http://www.brentwoodca.gov).

## THE ORGANIZATION

Incorporated in 1948, Brentwood operates under the Council/Manager form of government. The five-member City Council enjoys an effective and cooperative working relationship and includes a directly elected Mayor and four members elected at large. With an uncontested upcoming election for two City Council seats, the Council recently affirmed the incumbents, and the November election was cancelled.

The City Council appoints the City Manager and in-house City Attorney. The city has a full-time staff of 270 employees and total operating budget of \$164.6 million. Brentwood provides a full range of services including police, parks and recreation, public works, economic development, planning, building, code enforcement, engineering and inspection, housing, and general administrative services. Brentwood operates public water and wastewater utilities as well as provides refuse collection and disposal and a recycling program. The city receives fire protection services from the East Contra Costa Fire Protection District. City departments include Parks & Recreation, Police, Public Works, Community Development, Finance & Information Systems, and Administration. Brentwood recently negotiated 5-year agreements with its labor groups which terminate on June 30, 2017.

One of Brentwood's greatest assets is its people, especially those who devote their skills, knowledge, experiences, and time to serving their community. Advisory bodies to the City Council include the Arts Commission, Park & Recreation Commission, Planning Commission, Brentwood Advisory Neighborhood Committee, and Youth Commission.

The City Council's goals include continued delivery of excellent public services; providing for the public's safety; long-term fiscal stability and sustainability; promoting economic and community development; enhancing community and neighborhood improvement; and providing for effective transportation and infrastructure. Several major projects are currently underway or planned that will have a significant and positive impact on the community of Brentwood. These include the following:

### DOWNTOWN BRENTWOOD REVITALIZATION –

In 2011, Brentwood opened a new 90,000-square-foot combined City Hall and community center, with state-of-the-art City Council Chambers, 280-space parking garage, and a redesigned 2½-acre City Park, which hosts family-oriented, cultural events. Numerous future projects include a new public library, revision of the Downtown Specific Plan, and continued support for the local merchants and property owners.

**BRENTWOOD BOULEVARD –** A specific plan was adopted in 2012 in order to help create a gateway boulevard effect with new zoning and land uses, design guidelines and standards for buildings, roadway widenings, and landscape strips and medians.

### AGRICULTURAL PRESERVATION –

Preserving Brentwood's rich heritage speaks directly to the city's commitment to enhance agricultural farming and production. The city works to help area farms increase their economic vitality through a number of programs, including the acquisition of 988 acres of conservation easements.

### WASTEWATER TREATMENT PLANT EXPANSION –

Environmental review process is underway for expansion of the city's Wastewater Treatment Plant. The expansion will be sized and designed to serve build-out demands of the city as projected through the General Plan residential and non-residential growth.

**WATER SYSTEM –** The city is working cooperatively with the Contra Costa Water District to improve long-term potable water supply, reliability, and quality.

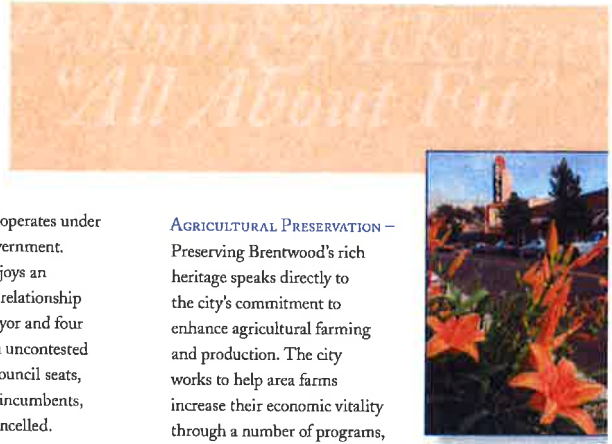
In July 2014, the City of Brentwood adopted its new General Plan, which involved extensive public outreach and community input. The planning and growth document calls for the preservation of agricultural areas and the protection of hillsides and ecosystems within the Urban Limit Line. Main themes of the document include maintaining Brentwood's agricultural roots, family-oriented environment, and strong sense of community.

## THE POSITION

Having recently accepted a special district appointment, the former City Manager served the city of Brentwood for 17 years, the last 3 years as City Manager. The City Council views Brentwood's next City Manager as vital to the future growth of the community over the next 20 years. With this anticipated growth, the Council expects the organizational culture to continue to evolve in providing quality customer service, streamlined processes, and a reinvigoration of excellence in serving the residents and businesses alike. As such, the new City Manager will bring proven experience in leading an evolving organization and assessing the organizational culture as it relates to the community's changing needs.

A skilled and experienced management team will support the new City Manager, thereby allowing the Manager to lead rather than getting involved in the mechanics. That said, with the anticipated retirements of key staff, the City Manager will identify opportunities for succession planning within the organization. Proven experience in the selection of key executive staff that fit the community and organizational culture is strongly desired.

The City Manager will work closely with the City Council, supporting its vision, and positioning the organization to be a high-performing city in attracting future businesses and jobs for residents. The Manager will



maintain fiscal stability and responsibility, promote sustainability, and continue to grow the services that the city offers at a high quality level.

The Council is seeking a progressive visionary with a caring heart; an individual who will embrace the unique history, culture, and small-town character of Brentwood while preparing the community for future growth and development. The City Manager will understand the importance of effective relationships within the community. It is expected that the City Manager will be visible and actively involved within the community and will focus on the residents and businesses first and foremost.

The ideal candidate will possess experience as a City Manager in a smaller city who is looking to apply their trained skillset in a larger, growing community. Assistant City Managers in larger communities are also encouraged to apply. Most importantly, the Council is interested in candidates who are passionate about servant leadership and truly want to serve the community of Brentwood. According to a recently adopted ordinance, the City Manager is required to reside within the Eastern Contra Costa Fire Protection District (249 square-mile area). A generalist background is most desired, although technical experience in the areas of budget and finance are appreciated. A Bachelor's degree in public administration, business

administration, or a closely related field is required; a Master's degree is preferred.

### THE COMPENSATION

The annual salary for the position of City Manager is up to \$242,787, and appointment will be made depending upon the qualifications of the selected candidate. In addition, the city offers the following benefits.

**RETIREMENT – Classic Members:** CalPERS 2% at 60 plan; 7% employee contribution. *New Members:* CalPERS 2% at 62 plan; 6.25% employee contribution.

**MEDICAL INSURANCE –** City provides up to \$1,326.63 per month.

**DENTAL & VISION INSURANCE –** City provides full family coverage for dental and vision at no cost to the employee.

**LIFE INSURANCE –** \$150,000 term policy.

**LONG-TERM DISABILITY INSURANCE –** Benefit based on \$15,000 per month maximum.

**ANNUAL LEAVE –** Vacation leave accrual according to years of service; sick leave of 96 hours; 14 set holidays; 2 personal holidays.

### SEARCH SCHEDULE

Resume filing deadline ..... October 24, 2014  
Preliminary Interviews..... November 3-7, 2014  
Recommendation of Candidates ..... November 12, 2014  
Finalist Interview Process ..... December 5 and 6, 2014

These dates have been confirmed, and it is recommended that you plan your calendar accordingly.

### THE RECRUITMENT PROCESS

To apply for this exciting career opportunity, please send your resume and cover letter electronically to:

**Peckham & McKenney**  
[apply@peckhamandmckenney.com](mailto:apply@peckhamandmckenney.com)

Resumes are acknowledged within two business days. Call Bobbi Peckham toll-free at (866) 912-1919 for more information.



[www.peckhamandmckenney.com](http://www.peckhamandmckenney.com)

