

To: Mayor and Ross Town Council
From: Pat Thompson, Interim Town Manager
Re: Council review and approval of Recruitment Brochure-Town Manager
Date: February 3, 2012

I. Project Summary

The Council should review and approve the wording as provided in the draft Recruitment Brochure for the Town Manager by Heather Renschler, Ralph Anderson and Associates.

II. Discussion

The Council has hired the firm of Ralph Anderson and Associates to conduct a recruitment for the Ross Town Manager position. Initial discussions with council members have taken place and a draft recruitment brochure is ready to be approved to begin the process. This brochure will have some information about the Town, its major civic projects and some description of what the Town Council is looking for in terms of a preferred candidate. The full candidate profile will continue to be refined to include discussion with Town staff and also the community as part of a public workshop later in February. All of this information will be considered by the recruiter when she discusses with Council the background of the top candidates she will be recommending for an interview.

III. Recommendation

That the Council discuss the wording of the Recruitment Brochure and provide suggestions as appropriate. Further, authorize the Mayor and Interim Town Manager to discuss recommended changes with the recruiter and to approve the final language.

Attachment:

DRAFT Recruitment Brochure



Town of Ross

Announces an Outstanding Career Opportunity for the Position of

Town Manager



Closing Date Friday, March 16, 2012



A Rare Opportunity

It is not often that a position of this nature presents itself in a location as beautiful and scenic as the Town of Ross in Marin County, California. The Town Council is seeking qualified candidates for the Town Manager position who recognize the unique character of the Town and will guide the policy makers in upholding and maintaining the high quality of life that residents value and cherish. The ideal candidate will be an experienced professional manager who enjoys public service and embraces the high level of citizen participation inherent in this extraordinary “small town” community. The new Town Manager will be a dedicated public servant who supports and implements the policies of the Town Council.

The Community

Ross is located in the County of Marin, California approximately 15 miles north of San Francisco over the Golden Gate Bridge. Ross encompasses only 1.6 square miles and has 2,401 residents. There are approximately 800 households. The town center includes the wonderful Ross Common, the nationally renowned Ross School, and the charming, albeit small, Ross commercial area. Residents love the beautiful Ross greenery — tree-covered hills, winding creeks, and graciously landscaped streets and gardens. The existing scale and quality of architecture, along with a low density of development, create a community where the man-made and natural environment co-exists in harmony. Ross is a community where residents value a common sense of civic purpose and support a positive, open relationship with each other and their Town government.

Because of its proximity to San Francisco and other key cities in Marin County, the Town of Ross is an attractive location for many highly successful executive-level professionals to call home. The greater community outside of Ross’ municipal boundaries supports a growing number of creative businesses, including architects, advertising and marketing firms, designers, high tech companies, and artists.

Town Government

The Ross Town Council is the governing body of the Town of Ross. Council members are residents of the Town who volunteer their time to serve the community. The five members are elected by the residents in July on even-numbered years for a four-year term. Each year, in July, the Council elects one of its members to serve as Mayor for a one-year term. The focus of the Town Council has consistently been to strive to

preserve and enhance the historical low-density character and identity that is unique to the Town of Ross.

Council members rotate positions on the Community Protection, Finance, General Government, and Public Works Committees. Committee members are responsible for working with the Town Manager and the public, and making recommendations to the Town Council for final action in each of these areas. The Town Council has final decision making authority within the community. The Council meets on the second Thursday of each month at 6:30 p.m., in the Council Chambers, Ross Town Hall, located at 31 Sir Francis Drake Boulevard, at the corner of Lagunitas Road.



The Ideal Candidate

The Town Council seeks an experienced professional who enjoys public service and embraces the high level of citizen participation inherent in this extraordinary “small town” community. The Council desires an individual that will inspire and motivate — critically important leadership traits during these challenging economic times. The new Town Manager will be a dedicated public servant who supports and implements the policies of the Town Council.

The ideal candidate will have a strong service orientation combined with a desire to provide leadership to an organization dedicated to providing residents with the highest level of assistance. Experience dealing with a small staff on a wide array of planning, community development, and public works issues will be a definite plus.

The top candidate will be effective, honest, and a forthright communicator skilled at facilitating open discussions, supporting debate on important issues, and addressing, through the Town Council, the best common interests of the community.

The ideal candidate will also have a successful track record of increasing organizational efficiencies, balanced with the ability to recommend creative funding and revenue options. Additionally, the top candidate will



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have the ability to assess and evaluate the use of periodic contractual and outsourced staffing arrangements for potential cost savings or other alternatives.

The ideal candidate will also have personal attributes and qualities that include:

- Genuine interest in preserving the quality of life in Ross and enthusiasm for public service in support of the policymakers;
- Able to provide leadership to both the Town Council and staff with the ability to set goals and objectives, and be able to motivate others to contribute effectively to their timely achievement and successful performance;
- Highly disciplined and organized professional; a self-starter that is able to anticipate and deal with a wide-array of operational needs, typical of a small town;
- Strategic thinker with a proactive and innovative approach to problem solving. Also able to anticipate the political ramifications of decisions;
- Commitment to promoting good government and transparency in all dealings with staff, elected officials, and the general public;
- Strong financial expertise and solid understanding of municipal finances;
- Excellent people skills combined with strong interpersonal and communication skills;
- A warm and approachable personal style grounded in humility and respect for others;
- Skilled in presenting all viable options and alternatives for the Town Council's consideration with full disclosure of pros/cons and without bias;
- Significant experience with policy implementation as set by the Town Council;
- Able to manage limited municipal resources and incorporate best practices;
- Commitment to inspire and mentor staff;
- Involvement in community and civic affairs representing the Town and in support of the Town Council; and
- Interest in dealing with intergovernmental agencies and neighboring communities on issues that impact the community including taking a leadership role at the local, state, and federal levels including legislative monitoring that affects local government.

Challenges and Opportunities

With its unique location in Marin County, Ross faces a variety of challenges including having an active and involved community that is concerned about service delivery, quality of life issues and preservation of the Town's character. As a result, the Town Manager will undertake a leadership role in advising the Town Council on a wide variety of projects including the following:

- Assist in developing improved communication methods and exploring technology upgrades (e.g., video streaming of meetings, records management, community newsletter, use of social networking for updates) that will better serve residents;
- Address on-going planning, zoning and public works issues and concerns;
- The Town is working in cooperation with the County on major flood control projects that address flooding in the area including modifications to Phoenix Lake to allow additional water retention and the potential elevation of three bridges in Ross as part of an approved tax measure and matching federal and state grants;
- Review and explore staffing and outsourcing options including future shared services with other local entities;
- Continue to enhance intergovernmental relationships with local agencies and boards; and
- Review existing policies and create and revise documents that will guide the Town's leadership and staff on a variety of areas.

Qualifying Experience & Education

Experience – This position requires significant and relevant experience in a management capacity preferably in a small-to-medium municipal organization with similar issues. Other candidates with non-governmental experience (i.e., non-profit or private sector) may be considered if overall career history demonstrates transferable leadership skills with comparable fiscal and managerial oversight. **All qualified candidates are strongly encouraged to submit career credentials for consideration.** Experience working in Marin County or Northern California is preferred although all qualified candidates are encouraged to present qualifications for consideration. This is an ideal position for an individual that has been a department director or an Assistant City Manager for a larger organization. Additionally, this position may also attract the interest of a more experienced local government professional that wishes



to transition into a position of this nature and use skills learned through a more robust career history.

Education – A Bachelor’s degree is required. A Master’s degree may be considered a plus.

Review of Qualifying Experience and Education – Ralph Andersen & Associates will assist the Town Council in the screening and evaluation of resumes to determine the appropriate match of professional experience and education.

Compensation & Benefits

The salary and total compensation package will be dependent on qualifications and experience and will be competitive with comparable size communities within Marin County. An at-will employment agreement will be negotiated with the selected candidate.

The Town offers a comprehensive executive benefit package including:

- Retirement – CalPERS Retirement (2%@55) with the Employee paying the Employee portion of the contribution. The Town **does** participate in Social Security
- Health – Town contribution up to the cost of Family Plan for medical and dental premiums. Town offers CalPERS health insurance program
- Dental – The Town pays for a Family Plan through Delta Dental
- Vacation / Sick Time / Holidays
- Administrative Leave
- Life Insurance
- Long-term Disability

Further details on the benefit package are available through Ralph Andersen & Associates.

Special thanks to photographer Linda Lopez, Administrative Manager and Interim Town Clerk, Town of Ross

To Be Considered

This is a **confidential recruitment** and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references **will not** be contacted until mutual interest has been established. Candidates are encouraged to **apply immediately, with the first review of resumes to begin following the closing date of March 16, 2012**. This recruitment is considered open until filled. **Electronic submittals are strongly preferred. Interested candidates should apply to Ralph Andersen & Associates via email at apply@ralphandersen.com**, and should include the following:

- Compelling cover letter;
- Comprehensive resume;
- Salary history; and
- Professional references.

Ralph Andersen & Associates will work directly with the Town Council to conduct the initial evaluation of submitted materials to determine the best overall match with the established criteria as outlined in this recruitment profile. **Only the top tier of candidates will be invited to interview with the Town Council on Friday, April 20 and Saturday, April 21, 2012**. It is anticipated that the newly selected Town Manager will join the Town of Ross June 1, 2012 or at a mutually agreeable date. The Town Council desires a smooth transition with the new Town Manager and every effort will be made to accommodate an orderly transition to the Town of Ross with the Interim Town Manager (not a candidate for the position).

Confidential inquiries welcomed to Heather Renschler, Ralph Andersen & Associates, at (916) 630-4900.

Recruitment Schedule

Town Hall Meeting (Solicit Input)	Monday, February 27, 2012
Closing Date	Friday, March 16, 2012
Town Council Interviews	Friday, April 20, 2012 and Saturday, April 21, 2012