Woodland City Council Meeting City Hall 300 First Street Woodland, California 95776

MINUTES

CITY COUNCIL SPECIAL MEETING

JANUARY 30, 2007 6:00 P.M.

CALL TO ORDER

At 6:02 p.m., Mayor Flory called the special study session of the Council to order.

PLEDGE OF ALLEGIANCE

Mayor Flory invited all in attendance to join in the Pledge of Allegiance led by Finance Director Drayton.

ROLL CALL

COUNCIL MEMBERS PRESENT: Skip Davies, William Marble, Jeff Monroe, Artemio

Pimentel (arrived at 6:05), David Flory

COUNCIL MEMBERS ABSENT: None

STAFF MEMBERS PRESENT: Rick Kirkwood, Phil Marler, Sue Vannucci, Joan

Drayton, Barry Munowitch, Carey Sullivan, Dan

Gentry

COUNCIL/STAFF STATEMENTS AND REQUESTS

Mayor Flory asked that staff look at the possible water shortage issues based upon the significantly low snow pack and rain received this year and provide a report to Council at a future time. Council concurred.

Council Member Pimentel indicated that as he is now employed by Woodland Community College his representation on the City, Woodland Community College,



Woodland Joint Unified School District $2 \times 2 \times 3$ is of concern and asked to be replaced. Council concurred to bring the item to a future Agenda for appointment.

REPORT OF THE CITY MANAGER

INTERVIEW AND SELECT EXECUTIVE SEARCH FIRM FOR RECRUITMENT OF CITY MANAGER AND ASSISTANT CITY MANAGER

City Manager Kirkwood indicated Council had approved a tentative recruitment calendar at their January 23, 2007 meeting for the process to begin on selecting his replacement. The entire process must be conducted in an open meeting setting with the public afforded the opportunity to observe. Four firms have been asked to participate in the process and will be presenting their credentials before the Council. Council will also be asked to authorize the City Manager to enter into an agreement with the successful recruiting firm. Mayor Flory and Vice Mayor Davies both indicated the timeline could be stretched depending upon addition information needs and reference checks.

Cooperative Personnel Services

The first firm was Cooperative Personnel Services (CPS) and represented by Stuart Satow. Mr. Satow gave a historical background of CPS and indicated the firm is a JPA. He recommended that the newly appointed City Manager make the final selection of the new Assistant City Manager, while CPS would handle all of the preliminary work but wait to transmit the final candidates until the new City Manager is on board. Mr. Satow indicated that former Woodland City Manager Kris Kristensen is still associated with the firm and does work on some projects. One of the other individuals to would be involved in the process is David Harris who was the City Manager for the City of Dixon for 20 years.

Vice Mayor Davies asked about the process for analyzing the pool of candidates for diversity and how that process would work, if the first search does not yield adequate or uniquely qualified individuals, how CPS would handle expanding that pool and the costs associated with the expanded search. Mr. Satow said they will continue within a reasonable time with additional costs for materials preparation. There is no way to insure the pool will be strongly diverse but that will be advertising in publications that cater to diverse groups.

Council Member Marble asked why CPS feels they are more qualified than other recruitment agencies. Mr. Satow said the devotion to the City and



process, open communication with the Council on the status and good communication with the candidates has proven to be successful for them in the past. Council Member Marble said their fees are the highest of the four groups and asked if that fee is negotiable. Mr. Satow indicated the fees are set as presented. They are part of a larger organization that assists with the process and those costs must be considered.

Council Member Pimentel asked how they would promote the City. Mr. Satow said they would have materials included in the brochure on what is important to the City Council and community. As an example, fiscally prudent and responsible, which is an important trait for City Managers. An Economic Development background and savvy to attract businesses to the City is another.

Council Member Monroe asked about a guarantee clause if the Council is not in agreement with the proposed candidates. Mr. Satow said professional fees would be waived but the cost for the brochure and other relative costs would not.

At 6:38 Vice Mayor Davies and Council Member Monroe left the Chambers. At 6:38, Council Member Monroe returned to the Chambers. At 6:40 Vice Mayor Davies returned to the Chambers.

Bob Murray and Associates

Mr. Murray indicated he had over twenty years of experience and had placed 125+ City Mangers. He and another person started the process to bring City Manager Kirkwood to this City. The Client needs come first and define the search. The processes of the search companies will all be similar but he feels his understanding of the City needs will drive the process. Many times the best candidate is not really in the market to look for a new position until the recruiter contacts them directly. They will have more Council involvement in the process and he recommended the Assistant City Manager search come later. His company is process driven by Council needs. He will be talking with those who have outstanding training in the field.

Council Member Pimentel asked how they promote diversity. Mr. Murray said 70% of the candidates are women and minorities. They will make them aware of the position by going beyond the realm of Western City Magazine to those publications focusing on women and minority groups. They make use of the database and contacts in the field. Recruiters need to reach out to the



people of interest. Council Member Pimentel asked that Mr. Murray describe Woodland. Mr. Murray said the City has great success with the Downtown and historical preservation. There is a mix of a suburban community and an agricultural community. Development is ongoing but the City wants preserve the agricultural nature of the community. The dip in real estate is allowing the City to take a step back and look at the needs.

Council Member Marble asked if the guarantee is only for termination for cause of a new City Manager. Mr. Murray said the guarantee could extend, depending upon the circumstance. He has only had to honor a guarantee one time in his career. Council Member Marble asked about the limitation of three meeting days on site of the candidates Mr. Murray said that is three days for each of the candidates and a fourth for the City Manager finalist.

Mayor Flory said they will receive two to three final candidates, but the last City Manager recruitment yielded eight candidates. Mr. Murray said that could be adjusted to accommodate the Council wishes. He does not feel that many candidates will be forthcoming at this time. In many Cities the midmanagement positions have been eliminated, thus reducing the numbers of candidates that may want to move into the City Manager realm.

Vice Mayor Davies asked about input from management and citizens. Mr. Murray said they have conducted recruitments where Council wanted a great deal of input from others. The only issue is if some groups are to be included, all groups should be allowed input so as to not create a feeling of exclusion from the process.

Mayor Flory said there is a mix of candidates from large and small cities. How would Mr. Murray place people from these different city populations? Mr. Murray said they are not going to recruit someone who would work more effectively in a larger or smaller city for a city our size. He looks at the community and recruits those who have experience in like cities.

Peckham and McKenney

Bobbi Peckham said she has over 25 years in the recruiting field. She has worked on national recruitment searches and is working with the California ICMA Next Generation program. Their business plan is to stay small and take only a limited number of searches because they want to do the entire recruitment themselves.



Mayor Flory asked about the process. Ms. Peckham said the initial kickoff is with the Council Members individually. She does expect discussions with the Management Team, the community, the Boards and Commissions, Chamber of Commerce and newspaper. She takes a tour of the City to see what is happening here and what the future looks like. The advertisements are placed with a position description and she holds direct phone calls. A database is in place which is constantly updated on those individuals who might be interested in changing positions. She does follow-up with possible candidates and meets with the candidate pool directly. A work session will be held with Council.

Council Member Marble asked what makes her different from the other firms. Ms. Peckham said she has a different style which is more hands-on and more personal. She becomes familiar with the City by driving around and seeing the community directly. She also only takes on a limited number of searches which allows the direct approach. The candidate does not feel lost in the shuffle.

Vice Mayor Davies asked if they recommend six to eight candidates and the Council does not find them acceptable, what process does she have to continue the search, is that process in the contract and how does she assure diversity? Ms. Peckham said it is rare that recommendations are not acceptable. They can bring in additional candidates from the pool. The diversity of the pool equates to 38% female and minority placement.

Vice Mayor Davies asked what processes Ms. Peckham utilizes and she listed several with the most effective as being sure the position is advertised in the proper places and utilizing the database she has in place to assure diversity as a factor for consideration.

Council Member Pimentel asked that she describe the City. Ms. Beckham said the City is historical, has good academic development and brings in large businesses. It is a growing community with a college and good development, with downtown preservation a factor.

Mayor Flory asked about out-of-State interviewing. Ms. Peckham said that she does try and keep the costs down and utilizes video conferencing as much as possible.

At 7:26, Council Member Marble left the Chambers and returned at 7:27.



Avery Associates

Bill Avery said he has worked in the City for over twenty years. He started in Labor Relations and added executive searches approximately 8 years ago. His firm has grown to one of the largest recruiting firms in the area. In order to have a successful search, understanding of the needs of the City is crucial. He is very familiar with the City financial situation, the Council, staff and community. The processes of all the firms are very similar. They utilize electronic media but also makes many personal calls as part of the process. They meet with all of the candidates face-to-face and then narrow the field. A guarantee is in place and they continue to work on the recruitment until the right candidate is in place. Within one year following placement should the candidate not be a good fit, they will conduct another recruitment. One of their local successful recruitments was the employment of Chief Sullivan.

Mayor Flory asked if he feels there is an adequate pool. Mr. Avery said they utilize the private sector should the applicant pool in public sector be inadequate. The excellent PERS benefits are creating earlier retirements than in past years. The pool will be approximately thirty to forty candidates. There will be more candidates for Assistant City Manager than for City Manager.

Mayor Flory asked how he balances labor relations with the recruitment. Mr. Avery said the issues are not tied together and stand alone.

Vice Mayor Davies asked what the recommendation is for City Manager versus Assistant City Manager and Mr. Avery said the City Manager should be employed first and the groundwork in place for the Assistant City Manager position. The new City Manager should be involved in the recruitment of his or her Assistant City Manager.

Vice Mayor Davies asked about the timeline. Mr. Avery said it will take sixteen weeks from start to finish to employ a new City Manager. The bulk of the candidates who apply are from his contacts and not from the advertisements.

Council Member Marble asked how much of his own time will be used on this recruitment? Mr. Avery said he will be the project lead because of his knowledge of the City and will be involved at all levels. His staff will create and do some of the front end work.

Council Member Pimentel asked how he would insure a diverse pool of candidates. Mr. Avery said the best process is to post in various publications, but he feels he is a very strong pool of diverse contacts in place as well. Some



of the publications are Western City, ICMA, and organizations that are directed to the minority candidate, as well as, websites that are minority based.

Council recessed briefly from 7:38 to 7:40.

City Manager Kirkwood said all four firms meet the professional test and would serve the Council well. Each Council Member provided a rating of the four firms.

Council Member Monroe felt that Peckham and McKenney was the best firm primarily on the approach to female and diverse candidate inclusion.

Mayor Flory felt that Peckham and McKenney had less of a client list and that CPS and Bob Murray and Associates were a better fit.

Vice Mayor Davies felt that CPS has more tools and a diverse pool selection. Peckham and McKenney doesn't have the same vigor. Bob Murray and Associates were weak on diversity issues.

Council Member Pimentel feels Peckham and McKenney would also be the best selection for the City. Ms. Peckham indicated she was going to handle the process herself.

Council Member Marble feels that CPS and Bob Murray and Associates have an extensive number of personal contacts. The majority of the candidates come from their own personal contacts. All firms addressed diversity well.

Council concurred to select CPS as the executive search firm for City Manager and Assistant City Manager with references to be checked by Mayor Flory and Council Member Pimentel.

Council Member Marble feels that CPS is the top and if something comes to light in the reference checks the selection decision could return to Council. His second choice was Peckham and McKenney.

On a motion by Council Member Pimentel, seconded by Council Member Monroe and carried unanimously, Council selected the firm of Cooperative Personnel Services (CPS) as the Executive Search Firm to recruit for the positions of City Manager and Assistant City Manager with Mayor Flory and Council Member Pimentel to conduct reference checks within the next few days, and



unless something unforeseen arises, to authorize the City Manager to execute a contract with CPS for such service. Any concern regarding the references to return to Council at their February 6, 2007 meeting.

City Manager Kirkwood asked if Council wished to have an "open" item placed on the February 6, 2007 meeting should such issues of concern arise with the references. Council concurred to so place.

ADJOURN

Mayor Flory adjourned the special meeting of the City Council at 8:00 p.m.	
	Respectfully submitted,
	Sue Vannucci, CMC, City Clerk