

January 5, 2021

Mayor Mike Scott  
and Members of the City Council  
City of Manzanita  
P.O. Box 129  
Manzanita, Oregon 97130

Via Email: [citymanager@ci.manzanita.or.us](mailto:citymanager@ci.manzanita.or.us)

Dear Mayor Scott and Members of the City Council:

Ralph Andersen & Associates is pleased to submit our Proposal to provide executive search services to the City of Manzanita for the recruitment of the position of City Manager. We would be pleased to work with the City Council on this important search assignment.

Much of our recruitment activities are handled via video meetings, thus facilitating a much more efficient and effective recruitment process during a pandemic. If awarded this search, we would be staffing this engagement with an experienced former city manager leading this search effort – Mr. Fred Wilson.

We are prepared to begin this search upon execution of a contract (or upon a verbal authorization to proceed).

## Approach to Executive Search

The successful search process relies heavily on person-to-person contact to identify outstanding potential candidates and, in the evaluation phase, to gain a complete understanding of the background, experience, and management style of the top candidates. The executive recruitment techniques used by Ralph Andersen & Associates have been developed and used successfully with hundreds of clients for more than 49 years.

We feel that the key elements of the *full search* process, which can be tailored to fit the specific needs of the City, will include:

- Developing a comprehensive position profile based upon information obtained in various telephone or video discussions with the City Council and other key City staff as appropriate.
- *As an optional service*, the Mayor and City Council may desire obtaining input from the community on the qualities they would like to see in the new City Manager. To facilitate community input, the Project Director is available to conduct an on-line survey instrument. Additionally, our process can allow for email comments to Ralph Andersen & Associates relative to the desired qualities in the next City Manager.
- Outreach (via email, telephone, and/or video discussions) to qualified candidates in Oregon, the Western Region, and across the nation (if desired).
- A marketing strategy that uses selected advertising to supplement the extensive candidate identification process, the Internet, and professional contacts.

- A screening process that narrows the field of candidates to those that most closely match the needs of the City and is based on resume review with the top candidates. Candidates' education, experience, and credentials are matched to the criteria established in the position profile.
- Candidates (if deemed qualified and viable by the Recruiter) would be screened using technology to conduct a video interview.
- Delivering a product in the form of a search report that recommends a top group of candidates and provides the City Council with detailed information about their backgrounds and experience.
- Assistance during the Finalist Interviews with the City Council in-person (as appropriate during the COVID-19 Pandemic) or using video technology (less desirable).
- Conduct final background and verifications on the top candidate(s).
- Assist in negotiations of offer of employment.
- Close out the search and notify all candidates not selected.

Ralph Andersen & Associates has an outstanding reputation for being thorough and professional in the approach it takes in recruitments. Each candidate's match with the position is based on the individual's own set of professional experiences, management style, education and credentials, and overall fit with the organization and executive leadership.

## **Relative Experience**

Ralph Andersen & Associates has a strong track record of conducting City Manager recruitments. The following is a listing of recent city manager related recruitments conducted, or currently being conducted, by Ralph Andersen & Associates since 2015:

- Allen, TX – City Manager (2019)
- Apple Valley, CA – Town Manager (2018)
- Auburn, CA – City Manager (2017)
- Austin, TX
  - Assistant City Manager for Economic Opportunity & Affordability (2018)
  - Assistant City Manager for Health & Environment / Culture & Lifelong Learning (2018)
  - Assistant City Manager for Mobility (2019)
  - Assistant City Manager for Safety (2019)
  - Deputy City Manager (2019)
- Belvedere, CA – City Manager (2017)

- Beverly Hills, CA
  - City Manager (2015)
  - Deputy City Manager (2019)
- Bishop, CA – City Administrator (2018 & 2020)
- Brownsville, TX – City Manager (2018)
- Buellton, CA – City Manager (2019)
- Calabasas, CA – City Manager (2018 & Current Search)
- Carmel-by-the-Sea, CA
  - Assistant City Administrator (2017)
  - City Administrator (Backgrounds) (2016)
- Charlotte, NC
  - Assistant City Manager (2019)
  - City Manager (2016)
- Colma, CA – City Manager (2017)
- Corona, CA – City Manager (2019)
- Costa Mesa, CA – City Manager (2019)
- Cupertino, CA – City Manager (2019)
- Delray Beach, FL – City Manager (2019)
- Denton, TX – Assistant City Manager (2019)
- Encinitas, CA – City Manager (2020)
- Fountain Valley, CA – City Manager (2017)
- Goleta, CA – Deputy City Manager (2017 & 2019)
- Green Valley Recreation, Inc. – Chief Executive Officer (Current Search)
- Henderson, NV – City Manager (2015)
- Irvine, CA
  - Assistant City Manager (2016)
  - City Manager (2018)
- La Palma, CA – City Manager (2020)
- La Quinta, CA – City Manager (2019)
- Laguna Niguel, CA – City Manager (2017)
- Lake Forest, CA – City Manager (2017)

- Lawrence, KS – City Manager (2016 & 2019)
- Loomis, CA – Town Manager (2017)
- Los Banos, CA – City Manager (2016)
- McKinney, TX
  - Assistant City Manager (2017)
  - City Manager (2016)
- Mill Valley, CA – City Manager (2020)
- Modesto, CA
  - Deputy City Manager for Operations (2018)
  - Deputy City Manager for Support (2018)
- Monterey, CA – City Manager (2018)
- Moorpark, CA – City Manager (2018)
- Morro Bay, CA – City Manager (2017)
- Norfolk, VA – City Manager (2017)
- Ocean Reef Community Association, FL – President (2019)
- Oakland, CA – City Administrator (2020)
- Pacific Grove, CA – City Manager (2016)
- Palm Desert, CA
  - Assistant City Manager (2019)
  - City Manager (2016)
- Paso Robles, CA – Assistant City Manager (2019)
- Pomona, CA – City Manager (2019)
- Powell, OH – City Manager (2020)
- Redlands, CA – City Manager (2019)
- Reno, NV – City Manager (2017)
- Rialto, CA – City Administrator (2019)
- Riverside, CA – City Manager (2015)
- Sacramento, CA
  - Assistant City Manager (Backgrounds) (2016)
  - Assistant City Manager – Public Safety (2018)

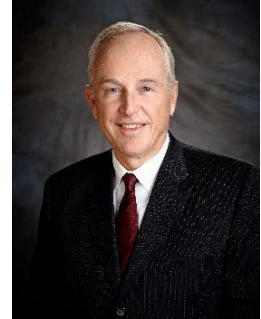
- ▶ Assistant City Manager – Municipal Services (2019)
- ▶ City Manager (2017)
- San Bruno, CA – City Manager (2018)
- San Juan Capistrano, CA – City Manager (2015)
- Sanger, CA – City Manager (2015)
- Santa Barbara, CA
  - ▶ City Administrator (2015)
  - ▶ Assistant City Administrator (2015)
- Santa Rosa, CA – Deputy City Manager (2015)
- Solana Beach, CA – City Manager (2015)
- South Jordan, UT – Assistant City Manager (2016)
- South Padre Island, TX – City Manager (2017 & 2019)
- Stockton, CA – Deputy City Manager II (Two Placements) (2020)
- Sugar Land, TX – City Manager (2019)
- Suisun City, CA – City Manager (2019)
- Sun City West, AZ – General Manager (2019)
- The Woodlands Township, TX – President and General Manager (2020)
- Tiburon, CA – Town Manager (2015)
- Upper Arlington, OH – City Manager (2019)
- Watsonville, CA – City Manager (2015)
- Waxhaw, NC – Town Manager (2015 & 2017)
- Westlake Village, CA – City Manager (2019)

## **Project Staffing**

Only senior members of Ralph Andersen & Associates are assigned to lead search assignments, ensuring that their broad experience and knowledge of the industry is brought to bear on our clients' behalf. ***The City of Manzanita will be led by a former city manager, Mr. Fred Wilson.*** Mr. Wilson will serve as the Project Director and work directly with the City Council. Mr. Wilson will have all the resources and full support of our firm fully dedicated to ensuring the highest quality outcome during this important recruitment process.

## Mr. Fred Wilson, Project Director

Mr. Wilson, Senior Consultant with Ralph Andersen & Associates, brings more than 35 years of experience as a local government executive, including 21 years serving as City Manager of Huntington Beach and San Bernardino. Working in full-service cities, he brings a strong background in identifying and recruiting top quality executive staff. This experience gives Mr. Wilson a unique perspective to identifying high quality candidates that “fit” the organization.



In Huntington Beach, Mr. Wilson oversaw all aspects of city operations including City finance (including purchasing and procurement), Human Resources, IT, Community Development, Police and Fire services. Mr. Wilson has recruited and hired Department Directors in all of these key departments. His skills in identifying, recruiting, and retaining high quality employees, and talent management, coupled with succession planning, have contributed significantly to the successes of those organizations. Furthermore, as a Senior Consultant with Ralph Andersen & Associates he has completed many successful recruitments throughout the State and brings a vast network of contacts throughout the region.

Under Mr. Wilson’s leadership, in 2018 Wallethub ranked Huntington Beach #1 in “Quality of Service.”

As a long-tenured local government executive, Mr. Wilson has extensive experience in all aspects of governance including organizational development, succession planning, municipal finance, community development, and general management. His experience includes working in organizations with different governance structures. He is past president of the Orange County City Managers’ Association and has been active on various advisory boards throughout his career.

Mr. Wilson holds a Bachelor of Science degree in Urban Planning from Cal Poly Pomona, and a Master’s degree in Public Administration from California State University, Northridge.

Mr. Wilson can be reached at (916) 630-4900, on his cell at (714) 421-3258, via email at [fred@ralphandersen.com](mailto:fred@ralphandersen.com), and on our website at [www.ralphandersen.com](http://www.ralphandersen.com).

## Paraprofessional and Support Staff

Paraprofessional, graphics, and support staff will provide administrative support to the consultant team on recruitment assignments. These may include Ms. Diana Hausmann, Ms. Christen Sanchez, Ms. Hannah Jones, Ms. Karen AllGood, Ms. Tina Keller, and Ms. Teresa Heple.



## Project Timing

Ralph Andersen & Associates will complete the search within approximately 75 to 90 days from the execution of the agreement to the presentation of candidates. **Note: A longer timeframe may be required due to the unusual circumstances of COVID-19.**

**Kick-off Activities** – We are prepared to begin this search upon execution of a contract (or upon a verbal authorization to proceed) and a scheduled in-depth discussion via video call with members of the City Council.

**Application Period / Screening** – The application period to apply would be held open for approximately 30-45 days.

**Final Steps** – Negotiation with the top candidate will take an additional week or two after finalist interviews. Background and reference checks will be conducted once a contingent offer is presented to the top candidate.

## Project Cost

The recruitment effort for a new City Manager will be a comprehensive search process with a focus in Oregon and the Western Region. The review of resumes and qualifications will be conducted on all candidates that submit giving the City the ability to select from a broad field of qualified candidates. The professional services fee to perform this search will be a **fixed fee of \$23,500\*** for recruitment services and all related expenses, including the optional community survey.

**\*Note** – Expenses included in this fixed fee include such items as advertising, consultant interaction (anticipated to be done 100% through videoconferencing), clerical, graphic design, research, and long-distance telephone charges. On top candidates, Internet and Lexis/Nexis searches will be conducted. Additionally, education verifications, DMV check, wants and warrants, civil and criminal litigation search, and credit check will be conducted on the top two candidates. Reference checks will be conducted on the top candidate. Should the City desire to conduct references calls on more than one candidate, a background fee of \$1,800 per candidate will be billed in addition to the above stated fees.

**As previously stated, Ralph Andersen & Associates is leveraging cloud-based applications to operate in a total virtual environment. All meetings and interviews will be conducted by video (Zoom Technologies), all work products provided to the client will be electronically transmitted (properly organized and tabbed) using either DropBox or ShareFile.**

**Invoicing for Services** – Ralph Andersen & Associates will bill the City in four installments as follows:

- Following kick-off and finalization of recruitment brochure – \$7,050
- After the closing date – \$7,050
- After finalist interviews – \$7,050
- Upon placement – \$2,350

Progress payments will be due upon receipt.

**Brochure** – A full color electronic brochure will be developed for the City Manager recruitment. All pictures will be the responsibility of the City.

**Exception** – Based on the recommendation for all video interviews (at least during the COVID-19 Pandemic), any candidate travel is the full responsibility of the City.

## **Ralph Andersen & Associates’ Guarantee**

Ralph Andersen & Associates offers the industry-standard guarantee on our full search services. If within a one-year period after appointment, the City Manager resigns or is dismissed for cause, we will conduct another search free of all charges for professional services. The City would be expected to pay for the reimbursement of all incurred expenses.

Should the initial outreach efforts not result in a successful placement, Ralph Andersen & Associates will continue the outreach efforts until the ideal candidate is found. The City will be responsible for expenses based on actual receipts.



We look forward to your favorable consideration. Should you need any additional information, please feel free to call Mr. Wilson at (916) 630-4900 or more directly on his mobile phone at (714) 421-3258.

Respectfully Submitted,

*Ralph Andersen & Associates*

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