

# October 2021



## PROFESSIONAL MANAGEMENT MATTERS e-Newsletter

### Social Media Engagement

The Communications Committee has six clear objectives for the program year, all of which focus on increasing member engagement on our social media platforms. You may have recently participated in some fun posts about dogs, college football or chocolate. We appreciate the 190% increase in social media engagement we have realized in the last few months. Please take a minute to like us on Facebook, Twitter and LinkedIn and be on the lookout for some fun and professional ways to share your thoughts on items of interest. If you are already a follower, please help our efforts by asking fellow professionals or colleagues to join us on social media. See you on the book of faces....

– Matthew Spoor District Seven Director and Communications Committee Board Liaison



### President's Message

The ICMA Conference was held in Portland this month. Their Conference Planning Committee did an awesome job, given the unique challenges of planning this year's conference. With the online registration option, many of the sessions, keynote and forums are accessible through the end of the year. If you missed the conference, missed a session or want to repeat a session you heard, be sure to take advantage of the online option.

The call for nominations for the ICMA Southeast Vice President (VP) position will open October 26. These VP board seats are on a three-year rotation. This year, the seat is open to eligible candidates from the southern tier of states, which includes Florida. This is a great opportunity to provide local representation on the ICMA Board and offer input on issues that reflect the concerns we share.

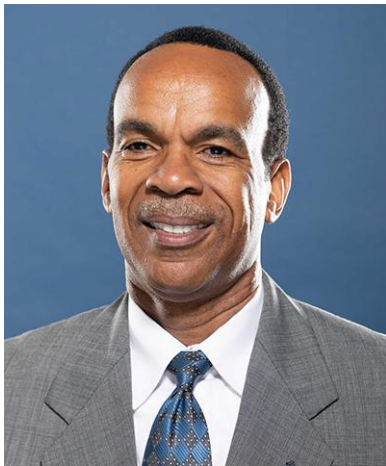
Member engagement on social media is up almost 200%. I wanted to thank members for their active participation on these platforms and encourage all to get engaged. (For those who are apprehensive, staff is always available to assist).

The 3<sup>rd</sup> Annual FCCMA Directory Photo Contest will open on November 1. Showcase your community through photography and it may be featured on the FCCMA directory, website and social media.

We continue to expand our training library with podcasts and offer new episodes of the FCCMA podcast regularly. These episodes highlight local public managers who have unique stories and make notable contributions to Florida and beyond. The length of the episodes make them perfect for drive-time enjoyment. You can access our podcast library on Anchor.

Registration is now open for the 2022 Winter Institute, themed "The Other "F" Word: Lessons Learned from Failure." It is scheduled February 3-4 at the Hilton Cocoa Beach Oceanfront in Cocoa Beach. Last year we had to shift to virtual, but we are excited to be having this event in person next year.

Have a safe and enjoyable Halloween!



A handwritten signature in black ink, appearing to read "Horace".

Horace McHugh  
FCCMA President

## The FCCMA Podcast - Now Streaming!

A promotional graphic for "The FCCMA Podcast". On the left is a photo of a woman with dark curly hair wearing white earbuds and looking at a smartphone. The background is a light green and white design featuring a large microphone icon. Text includes "THE FCCMA PODCAST" in large green letters, "Tune in to learn from the public servants in your communities." in green, "Streaming now on all major podcast platforms." in white on a green bar, the FCCMA logo (a green circle with a white outline of Florida), and the hashtag "#FCCMAPODCAST" in green.

In each episode of **The FCCMA Podcast**, you will hear unique stories from public servants that make lasting contributions to their communities and the profession.

This release will feature:

- **Using the Tools You have** with Terry Atchley, City Manager, City of Wauchula
- **A Student's Journey** with Desiree Casanova, ICMA Fellow, Sarasota County
- **The Florida City and County Management Association (FCCMA) Senior Advisor Program** with Ken Parker, ICMA/FCCMA Senior Advisor
- **Evaluating Revenues in the Public Sector and the Private Sector** with Lee Evett, City Administrator, Lake Helen

If you enjoy the podcast, please leave a review and share it with a friend or colleague.

Stay tuned for the next release of The FCCMA Podcast!

[Listen Now!](#)

## Member News and Updates

The following membership applications have been received:

- **Andrea Agha**, District VII, Assistant City Manager, City of Gainesville, Full Member
- **Ian Coyle**, Affiliate Member
- **Jason Davis**, District IV, Division Director IV, Palm Beach County, Affiliate Member
- **Rebecca Davis**, District II, B.S. Emergency Management, University of Central Florida, Student Member
- **Sean De Palma**, District I, Director, City of Panama City, Full Member
- **JP Gellermann**, District VII, Affiliate Member
- **Joan Junkala-Brown**, District III, Deputy City Manager, City of Palm Bay, Full Member
- **Jeannetta Maxena**, District V, Senior Management Fellow, City of Fort Lauderdale, Student Member
- **Marc Mora**, District VI, Assistant County Manager, Lee County, Full Member
- **Caragan Phillips**, District VI, Management Analyst, Lee County Tax Collector, Affiliate Member
- **Christopher Rose**, District VII, Director, Office of Management and Budget, Pinellas County, Affiliate Member

If no current member comes forth with a reason why these applicants should not be approved as members, he/she will be invoiced for dues.

## Congratulations!

Bal Harbour Village Manager Jorge M. Gonzalez was inducted into the Miami Beach Hall of Fame this month.



# MIAMI BEACH HALL OF FAME 2021



**Jorge M. Gonzalez**

b. September 18, 1966, Hialeah, Florida

Jorge M. Gonzalez is a visionary leader, with more than 30 years experience at the highest levels of local government. He was born and raised in Hialeah, Florida, the son of Cuban immigrant parents. He honed his management skills from a young age working in his parents' hardware store. His professional career took him to Virginia and Maryland, and in 2000 at the age of 33 he returned home with his young family to become City Manager of the City of Miami Beach. Gonzalez enjoyed his childhood summers on Miami Beach and felt honored to be appointed City Manager of a community he held dear. Gonzalez served in that capacity for 12 years and to date he remains the youngest and longest serving City Manager in the City's modern history. During his tenure Gonzalez steered Miami Beach through challenging economic times to rise as a world-class destination.

Under Gonzalez's leadership, the City created iconic public spaces and legacy projects including the Beach Walk, Bay Walk, and the renowned South Pointe Park, that elevated Miami Beach as a world-class destination. Through an ambitious capital improvements program, he completed renovations of aging infrastructure, designed and developed new City parks, facilities and signature public spaces, and revitalized and beautified public areas throughout Miami Beach. He led the City into a number of successful public-private partnerships that resulted in everything from world-class golf courses, to the Frank O. Gehry designed New World Center and Soundscape Park. Gonzalez made Miami Beach the home of the most important art show in the Western Hemisphere by successfully negotiating to bring Art Basel Miami Beach to the City in 2002. He championed the expansion of the Bass Museum of Art, built the City's new Main Library, secured the permanent home for the Miami City Ballet and completed the Collins Park Cultural Campus. Through his leadership and vision, he led the initiative that resulted in the reimaged Miami Beach Convention Center renovation and hotel projects.

With a focus on education, Gonzalez negotiated a comprehensive Education Compact with Miami Dade County Public Schools, to secure the first of its kind, K-12 International Baccalaureate program for all schools in the Miami Beach feeder pattern, ensuring the highest quality public education for Miami Beach children. An advocate for community engagement, he created the City's Neighborhood Leadership Academy, which trained hundreds of community leaders.

Gonzalez developed and implemented the City's Mission, Vision and Values Statement as well as the City's first Strategic Plan. Through his efforts, the City received national and international recognition, including the All-America City Award (2003), the Governor's Florida Sterling Council Quality Team Showcase Champion (2007), and the United Nations Livable Communities "Gold Award" (2009) as one of the most livable communities in the world. In 2004, Gonzalez was the recipient of the first-ever City Manager of the Year Award from the Florida League of Cities and was named the Citizen of the Year by the Miami Beach Chamber of Commerce.

During his tenure, Gonzalez led the community with professionalism and passion, through several periods of great uncertainty. From the Dot-Com Bubble and the 9/11 Terrorist attacks in the early 2000's, through the series of named hurricanes to make landfall in the mid 2000's, to the Great Recession of the late 2000's, he always rose to the challenge and relied on his ever-optimistic faith in the uniqueness and resilience of Miami Beach to guide the community forward. All while transformational projects were completed, Miami Beach credit ratings were upgraded, taxes were reduced, residents' satisfaction grew to historically high levels and quality of life prospered.

His commitment to Miami Beach continues beyond his tenure as City Manager. Gonzalez serves in leadership roles on various civic and community boards in the city and continues to reside in Miami Beach with his family.

Read the press release [here](#).

## Members in Transition (MIT)

**By Sharon Ragoonan, Assistant City Manager, Hallandale Beach/MIT Advocate/District V Director/Membership Committee Liaison**

The new fiscal year has begun and offers a myriad of opportunities for municipal and county managers to become a lifesaver by hiring a Manager-In-Transition (MIT). Whether the MIT can backfill an interim full-time or part-time position, work as an independent contractor on policy development and implementation, consult on a community visioning effort, perform contract and ARPA compliance audits, or conduct research on strategic plan initiatives, to name a few, there is no shortage of suitable projects for an MIT to administer while staying engaged and relevant. Quite frankly, the MIT would maintain a stronger connection to and yield greater value from our professional network until a permanent job placement materializes.

A seasoned MIT is equipped with operations and management experience to readily assist a chief administrative officer (CAO) in meeting organizational goals and objectives, particularly when critical projects require prompt execution at the onset of the budget year. Furthermore, in an era of a pandemic, the MIT and CAO mutually benefit from work that can be done remotely. The MIT can concentrate on the assignment at home while actively seeking employment, and the CAO provides much-needed relief to internal staff to focus on achieving other key objectives without increasing the density in the workplace. Most importantly, the community sees enhanced services delivered sooner and enjoys new programs earlier than forecasted. It is a win-win-win scenario.

Join your FCCMA Executive Board and Membership Committee members in supporting ongoing efforts to make the transition phase of an MIT as short and fulfilling as possible.

Here are a few steps you can take:

- Compile a list of projects and post them as temporary assignments on FCCMA's job board. FCCMA staff can guide you on how to upload the information on the job board.
- Initiate the introduction between an MIT and a CAO in recruitment.
- Accept requests from the MIT to meet with you (virtually or telephonically) as they may need your insight or assistance in pursuing potential opportunities.
- Continue to reach out by phone to an MIT each month. These calls are invaluable. MIT contact information and resumes can be found [online](#).
- Every budget season, encourage your department heads to identify projects that can be assigned to an MIT to help you meet your performance goals.

Our FCCMA family is a village that covers the State of Florida, and support for each other is a shared responsibility. Becoming a lifesaver is within your reach.



**Featured Member**

## Meet Daniel Eick, Management Analyst/PIO Indiantown

### **How long have you been a FCCMA member and why did you join?**

Roughly two years now. I signed up when I moved to Florida in November 2019.

### **Are you an ICMA member, why did you join and how long have you been a member?**

Yes. I joined while I was in university in order to meet people and network. Also, it was a good learning opportunity for me. That was roughly six years ago now.

### **Please describe your areas of formal/advanced education.**

I have a Bachelor's in Political Science, a Master in Political Science and a Master in Public Administration.

### **Why did you select a career in public service?**

I wanted to work in government and help people, but got tired of politics and public policy. Also, not a huge fan of the private sector as it's highly competitive and I'm more of a "work together" type.

### **Have you always been in the public sector or have you had experience in the private sector?**

I have several years of experience in the private sector working in lobbying, education and press/media.

### **Please tell us about your current position and give a brief job description if you are not a city administrator/manager.**

I serve as the Management Analyst and Public Information Officer for the Village of Indiantown. I work at the manager's direction on projects and handle the village's communications and outreach.

### **Please describe your typical day.**

I get to work in the morning and respond to comments and communication from residents and the press from the night before. Then I usually spend the rest of the day working on whatever project the Village Council directed us to do, or manage upcoming projects and the strategic plan. Other than that I assist departments as needed.

[Read More.](#)



## Member Article

### **Curbing Rising Health Insurance Costs**

By Gina Peebles, Assistant County Manager/Chief of Staff, Alachua County and Amy Childs, Assistant Risk Manager, Alachua County

As the wise Benjamin Franklin once said, "an ounce of prevention is worth a pound of cure."

Both public and private sector employers have come to expect annual health care insurance cost increases. Alachua County is no different, but has implemented a variety of programs to lessen the financial burden to our General Fund budget.



Recently, we used our American Relief Plan (ARP) funds to incentivize employees to receive COVID vaccine shots, as hospitalized employees on ventilators are very expensive for a self-insured program. Instead of mandating vaccines, we have implemented a “carrot, rather than a stick” approach, by offering a \$500 cash incentive to employees who received at least one shot (of a two-shot series) by September 15. Furthermore, we also offered a \$10 per month health insurance premium reduction from October 1, 2021 – September 30, 2022 for each family plan member who provided proof of vaccination (not to exceed \$50 per month). Our employees overwhelmingly responded in a positive way to the prospect of an extra \$1,100 in their pockets for simply rolling up their sleeve and taking a shot!

**Employee Health and Wellness Center**

Opened in 2015 to provide complete primary care and occupational health to Alachua County employees on the County’s Health Plan. After five years, the claims experience showed a one million dollar per year reduction in claims for Primary Care services versus the period of time before the Health Center. The Health Center provides no cost primary care and generic medications to help control acute and chronic conditions. They also provide wellness and health coaching resources for patients. The long-term goal is to see a reduction in high dollar claims due to poor management of chronic conditions like hypertension, diabetes and heart disease.

[Read more.](#)



**Professional Management Matters**



On August 17, the City of Lake Butler was recognized by the Florida City and County Management Association (FCCMA) for their 25-Year Anniversary of the Council/Commission-Manager form of government.

Sarah Campbell, FCCMA District II Director and Town Manager of Orange Park, presented the city with the ICMA Recognition Award.

Pictured Left to Right: Mayor Jack Schenck, City Manager Dale Walker and Orange Park Town Manager Sarah Campbell.



On October 13, the City of Winter Park was recognized by the Florida City and County Management Association (FCCMA) for their 70-Year Anniversary of the Commission-Manager form of government.

Al Butler, FCCMA District III Director and Director of Support Services, City of Ocoee, presented the city with the ICMA Recognition Award.

Pictured Left to Right: Mayor Phil Anderson and Ocoee Director of Support Services Al Butler.

## ICMA Call for Nominations

The call for nominations for the ICMA Southeast Vice President position is open. These VP board seats are on a three-year rotation. This year, the seat is open to eligible candidates from the southern tier of states, which includes Florida.

If you are self-nominating for the board seat and want a letter of endorsement from FCCMA, please send a copy of your statement of qualification for board service and your current resume to Carol Russell at [crussell@flicities.com](mailto:crussell@flicities.com) by close of business January 3' 2022. Submissions received by this date will be placed on the FCCMA Board agenda and the Board will issue endorsements for all individuals who meet the minimum qualifications and are FCCMA members in good standing.

[Download Flyer.](#)

## Events and Training Opportunities



### COACHING WEBINAR



CENTER FOR FLORIDA  
LOCAL GOVERNMENT EXCELLENCE



FCCMA is no longer using GoToWebinar for our monthly webinars.  
We have transitioned to Zoom.

This begins with the November webinar.

If you have already registered, you will need to register with link below.

## Benchmarking and Peer Comparison in Practice

November 4, 2021, 2:00 p.m. - 3:00 p.m. ET  
ICMA Practice Areas: 4, 7, 8, 10, 12, 13 and 14

### Program Summary:

How much do you value benchmarking and peer comparison in your pursuit of organizational innovation? Whether it is process improvement, technology enhancement, establishing a new program or even seeking accreditation for one of your departments, establishing a baseline through benchmarking and peer comparison is an integral part of evaluating your path forward. Giving formal consideration to how you conduct benchmark or peer comparison is an important aspect to strategically utilizing these tools to conduct research, develop recommendations and inevitably implement change. This webinar will discuss the processes in local government that enable you to go beyond acquiring performance data from other organizations and translate information into action.

### Panelists:

- Aricka Johnson, Structural Innovation Manager, Office of Management and Budget, Fort Lauderdale
- Tracy Miller, Manager of Strategy Development, Office of County Administration, Sarasota County
- Aubrey Phillips, Strategic Performance Manager, Office of Management and Budget, Pinellas County

[Register Here](#)

*The 2021 FCCMA Coaching Phone Panel Discussions are presented through the partnership of:*



## Upcoming FCCMA Webinars

### Managing the Pressures of Increased Permitting in 2022

January 6, 2022  
2:00 p.m.

### Recruitment and Retention of Specialized Positions

February 10, 2022  
2:00 p.m.

### Using Enterprise Funds as a Management Tool

March 3, 2022  
2:00 p.m.

### Mental Hygiene: Building Resilient Communities

April 7, 2022  
2:00 p.m.

## Agenda Setting and Public Meeting Management

May 5, 2022

2:00 p.m.

## Code Enforcement as a Neighborhood Engagement and Blight Reduction Tool

June 10, 2022

2:00 p.m.

## How to Become and Retain Credentialed Manager Status

July 7, 2022

2:00 p.m.

## Labor Relations: Working with Unions and Employee Groups

August 4, 2022

2:00 p.m.

# Jobs

Below is a list of active FCCMA job advertisements accessible on our website. [Click here](#) for details.

**ALACHUA COUNTY** - Assistant County Manager for Public Works and Growth Management

**ALACHUA COUNTY** - Broadband Project Manager

**ALACHUA COUNTY** - Capital Projects Coordinator

**ALACHUA COUNTY** - Case Manager II

**ALACHUA COUNTY** - E-Learning Content Developer

**ALACHUA COUNTY** - Housing Resources

Coordinator

**ALACHUA COUNTY** - Outreach Coordinator/SOAR

Case Manager (Case Manager II)

**ALACHUA COUNTY** - Program Coordinator (Housing Programs)

**BAREFOOT BAY RECREATION DISTRICT** -

General Counsel

**BRIDGEPORT, TX** - Fire Chief

**CAPE CORAL** - Code Compliance Manager

**CAPE CORAL** - Special Projects Coordinator

**COLLEGE PARK, GA** - City Manager

**COOPER CITY** - Finance Director/CFO

**DECATUR, GA** - Police Chief

**DEFUNIAK SPRINGS** - City Clerk

**DEFUNIAK SPRINGS** - Grants Manager

**DEFUNIAK SPRINGS** - IT Support Specialist

**DELRAY BEACH** - Assistant City Manager

**DORAL** - Charter Enforcement Official

**FORT MYERS** - Assistant City Manager

**ENCINTAS, CA** - Director of Public Works/City Engineer

**FRISCO, TX** - Deputy Chief Information Officer

**GUN BARREL CITY EDC, TX** - Executive Director

**HAINES CITY** - Deputy Finance Director

**HAINES CITY** - Fire Chief

**HAINES CITY** - Human Resources Manager

**HIGHLAND BEACH** - Finance Director

**OKEECHOBEE COUNTY** - Deputy County Administrator

**PARKLAND** - Assistant Public Works Director

**PARKLAND** - Development Services Director

**PINELLAS PARK** - Community Services Coordinator

**POLK COUNTY** - Senior Procurement Analyst

**PORT ORANGE** - Senior Accountant

**SARASOTA COUNTY** - Historical Resources Manager - Manager II

**SARASOTA COUNTY** - Recreation & Neighborhood

Parks - Manager III - Parks

**SARASOTA COUNTY** - Technology Manager - Manager II

**SARASOTA COUNTY** - Urban and Regional Planning - Planner III

**SPOKANE, WA** - Planning Services Director

**ST. LUCIE COUNTY** - Payroll Administrator

**VENICE** - Controller

**VICTORIA, TX** - Director of Economic Development

**WACO, TX** - City Secretary

**WEST PALM BEACH** - Chief Finance Officer

**WICKENBURG, AZ** - Town Manager

**WOODSTOCK, GA** - Community Development Director

**HILLSBOROUGH AREA REGIONAL TRANSIT AUTHORITY** - Director of Financial Operations  
**HOLLY HILL** - Finance Director  
**HOLLYWOOD** - Director of Financial Services  
**INDIAN RIVER COUNTY** - Director of Utility Services  
**JACKSONVILLE** - Accountant  
**JACKSONVILLE** - Attorney II - Transactional  
**JACKSONVILLE** - Manager - Treasury Accounting  
**JACKSONVILLE BEACH** - City Engineer  
**LAKE COUNTY** - Budget Coordinator  
**LAKELAND** - Grant Writer  
**LEVELLAND, TX** - City Manager  
**LUBBOCK, TX POWER & LIGHT** - Director of Customer Service  
**MARION COUNTY** - Facilities Management Operations Manager  
**MARION COUNTY** - Senior Public Relations Specialist  
**MESA, AZ** - Assistant City Engineer  
**MEXICO BEACH** - Utility Director  
**MIAMI SHORES VILLAGE** - Chief of Police  
**NASSAU COUNTY** - Deputy County Manager  
**NEW PORT RICHEY** - Human Resources and Organizational Development Director  
**NEW PORT RICHEY** - Technology and Innovation Director  
**NEW PORT RICHEY** - Utilities Administrator  
**NEW SMYRNA BEACH** - Assistant City Manager

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