



City Manager Position Available—Apply by June 29, 2017



Located approximately 14 miles northeast of downtown Atlanta and a little northeast of Buckhead (the ninth wealthiest zip code in the United States per Forbes Magazine), the City of Doraville is a place of enormous potential and is on the cusp of greatness. Third Rail Studios recently opened on the old General Motors' plant site and is very busy. A new regional headquarters for Serta Simmons will soon begin construction and bring 500 high paying jobs. Other significant redevelopment efforts are well underway or planned. The city is already the northeastern gateway to Atlanta and culinary destination for the region and will soon return to being an acknowledged destination for the region.

Doraville is a transportation center for the area. Interstate 85 forms part of its southeastern border and the City straddles Interstate 85. The two interstates meet at the Tom Moreland interchange which is just outside the city limits. The northeast spur of MARTA (Atlanta's regional commuter rail system) ends in Doraville and the station is a five-minute walk from City Hall. It is 20 minutes to downtown via MARTA and just a 45-minute ride to Atlanta's Hartsfield-Jackson International Airport - the world's busiest airport. Peachtree DeKalb Airport (PDK), the second busiest airport in Georgia, is located two miles to the southwest of the City limits and caters to general aviation traffic.

The quality of life is very good in Doraville and getting better. It is a small town of character and charm nestled among wooded landscape within the large Atlanta metropolitan area. The community offers a variety of housing and its single family homes generally have large lots with old growth trees. Prices are reasonable, with 1,200 to 2,000 square foot homes with three bedrooms selling between \$175,000 and \$250,000. The local schools are good to excellent and a number of private schools are nearby. Doraville is a livable, walkable community with a small town's cohesiveness while being part of one of the country's premier metropolitan areas. Several major universities are within an hour's drive of the City.

The city is a friendly, growing and progressive community with a number of active neighborhood associations. It is ethnically diverse and cherishes its multicultural character with populations from Asian / Pacific and Latin countries. It is not uncommon to find a Hispanic grocery store next door to an Asian restaurant. The City has a long history of supporting youth sports and is known throughout North Georgia for its football, basketball, baseball, soccer, boxing and cheerleading programs. It is also home to a well-known farmer's market and has hosted several festivals such as Doraville Days which included local restaurant food tastings and an art show.

Atlanta, with its many large city attractions, cultural and sporting events, is within a short MARTA train ride. If you are the outdoors type, Lake Lanier, the Chattahoochee National Forest, the foot of the Appalachian Trail and the North Georgia Mountains are less than two hours away.



When you combine all of the above with the plans for redevelopment, Doraville offers immense promise for the future. It is poised for greatness and is a wonderful opportunity for its next City Manager.

HISTORY

Doraville was incorporated by an act of the Georgia General Assembly, approved December 15, 1871. From its inception and until the 1940s, Doraville was a small agricultural community that served the interests of a larger surrounding farming area.

Immediately after the Civil War, a railroad was built through the town from Atlanta to Greenville, S.C., and points north and south. During the early 1940s, Plantation Pipeline Company opened an oil pumping system and storage facility in Doraville with a pipeline that extended from Baton Rouge, La, to Greensboro, N.C. Today's Doraville tank farms grew from this pipeline development.

At the end of World War II, Doraville was on a main railroad line, and had a brand new water system available. General Motors selected Doraville as the site for its new assembly plant which opened in 1947 and at one point employed 3,100 people. The growth of Doraville then exploded from a population of 472 in 1950 to 6,160 in 1964. By then, the land area of the City was 1,722 acres. Part of the population growth during that period was because of the annexation of Northwoods in 1949 and Oakcliff in 1958.

The Doraville MARTA Station was built in 1992. The next major event to occur was the closing of the GM Assembly Plant in 2008 (which was producing 360 vans per day at that time). With the country in the midst of the Great Recession, plans to turn the plant site into a mixed-use town center stalled. For the next half dozen years, the city put in place the elements needed to promote redevelopment and new construction. In the past few years, those efforts have paid off. Serta Simmons and Third Rail are just the beginning.

GEOGRAPHY

Doraville covers approximately three and a half square miles and is situated on gentle, rolling hills. It lies 13 miles northeast of Atlanta at the intersection of I-285 (which it straddles) and I-85 (its southeastern boundary). The City is approximately 1,100 feet above sea level.

CLIMATE

The climate is classified as subtropical with hot, humid summers, and mild winters. January temperatures average in the low 40s Fahrenheit while the high temperatures in July average 89° F. The area receives abundant rainfall which is relatively evenly distributed throughout the year. Severe weather events occur but are rare. Snowfalls are minimal, ice storms occur occasionally, and the Atlanta region is subject to infrequent tornados.

DEMOGRAPHICS

See Table 1 on Page 4 for Doraville Demographics.

COMMERCE

Modern Doraville had its roots in retail, serving as the commercial center of northeast Atlanta and the parts beyond. At one time, it was the home of stores like Target and Toys R Us. The city was, and remains approximately 75 to 80% retail. As the suburbs expanded to the northeast, the community's major retail anchors also moved further out, leaving buildings and shopping centers that were sometimes occupied and sometimes not. The closure of the GM plant accelerated the phenomenon. In their place, offices and multicultural restaurants and retail arrived. The area is now a culinary hub for those with ethnic tastes.

At the same time, the City began to lay the foundations for its rebirth. Master plans and development structures were put in place that would encourage new businesses.

The result is evident. As noted, Third Rail Studios has arrived and is very successful. It is currently the site of the filming Rampage with Dwayne “The Rock” Johnson. The Serta Simmons regional headquarters, also on the site of the former GM plant, will bring 500 jobs with an average salary of \$80,000. Carver Heights is being transformed into 200 townhomes and 50 single family homes. The former K-Mart site appears to be set as a mixed use development with 300 apartments, 50,000 square feet of commercial space and a 100 room hotel. Other code named projects are in the works and look promising. Doraville’s future is indeed bright!

THE GOVERNMENT

Doraville is one of thirteen cities in DeKalb County. In 2013, the city went from the strong mayor form of government to the city manager form. Its first City Manager was appointed that same year. The City Council is composed of a Mayor and six Council Members. The Mayor is elected at large and does not have a vote except in the case of a tie. The Council Members must reside in their geographic districts, but are elected by the City’s entire population. They serve staggered four year terms with elections in November of odd numbered years. The elected body is fiscally conservative, but progressive. The Mayor and members of the Council are active, engaged, interactive and routinely focused on the issues facing the City. They engage in active debate and are personally involved in finding the best approaches to advance the City. Nonetheless, most votes are at least 5-2 with 6-1 and 7-0 being fairly common. They generally like and respect city staff.

The City provides the following services: code enforcement, planning and community development, municipal court, parks and recreation, police (including dispatch), library, public works, stormwater management and animal control. Fire, emergency medical services and water/sewer are provided through the County. The City has 97

Table 1: Doraville Demographics

2016 Estimated Population: 10,501			
Distribution by Race		Distribution by Age	
Caucasian	60.9%	0 to 15	23.9%
African American	12.8%	15 to 25	12.2%
Asian	12.5%	25 to 45	36.6%
Native American/Pacific	2.0%	45 to 65	21.4%
Two or More Races	11.8%	65 to 85	5.4%
Total	100%	Over 85	0.5%

Other Statistics		Median Age	
Hispanic (all races)	52.3%	Doraville	31.8
Poverty Rate	24.3%	U.S.	37.4
Median Household Income	\$42,482		

Educational Achievement (over age 25)	
High School or Higher	39.2%
Bachelor’s Degree or Higher	19.0%

Source: U.S. Census Bureau

full time positions and 14 part-time. Of all positions, 59 are in police and court services; 9.5 in public works; 9 in parks and recreation; 8 in 911 dispatch; 4 in the library; 3 in planning; 2 in code enforcement; and the remaining 14 (including the Mayor and 6 Council Members) are in finance and administration. The City is very lean in terms of staff, and employees are professional and excel at multi-tasking. They are dedicated and serious about their work. The City’s FY 2016-2017 General Fund Budget is \$14.8 million; the total Budget is \$10.6 million.

THE CHALLENGES AND OPPORTUNITIES

Doraville has spent a great deal of time and effort in the past few years developing master plans and the corollary

elements that are necessary to facilitate the redevelopment of the city's most important commercial districts. Some work remains but it is not inhibiting the city's progress.

The first and foremost challenge is to continue to implement the aforementioned plans and to encourage redevelopment. The GM Plant offers one such opportunity. Known as Assembly, it covers 165 acres (over a quarter square mile) and its proximity to Atlanta makes it ideal. Mixed use is envisioned. Other sites throughout the city offer similar potential, if on a much smaller scale.

A corollary is the need for improved / additional infrastructure and beautification. Stormwater, traffic calming, bicycle lanes, and tree-scaping all will help. A new road under the current MARTA tracks is envisioned and will connect the Assembly to the rest of the city. A more significant issue is wastewater. DeKalb County provides the service to Doraville businesses and residents but its sewages lines are too small and capacity is limited. Without some action, development in the county will also be limited. Needless to say, all these projects cost money.

Another, related challenge is that while most of Doraville's residents and elected officials want to continue to move the city forward (it is not the "sleepy little town" it once was), they want development that will allow Doraville to retain its current identity—its eclectic cuisine and friendly nature. With gentrification on its way, creating that balance may be difficult.

The fourth challenge is that even with all the progress that has been made, resources are tight. While the government already appears lean, any further savings or revenue enhancements would be welcome.

The final challenge is that the location of major transportation venues (Buford Highway and MARTA) tend to divide the City into distinct sections that tend to detract from the sense of community that had been present

historically. Implementation of the proposed plans will go a long way to creating that identity.

THE IDEAL CANDIDATE

The City Council is looking for an experienced professional who is a strong leader and patient manager. They are not looking for a change agent but rather someone who will continue the City's renaissance. The individual will have a high degree of energy, integrity and be of strong character. It will be important that the individual understand local government and recognize that he/she reports to the Mayor and City Council. As such, all the members need to be provided the same information at virtually the same time and surprises should be kept to an absolute minimum. The ideal candidate will be someone who is a trust advisor.

The manager will be intelligent, upbeat, friendly, outgoing, organized, positive, transparent and progressive -- someone with a "can do" attitude and is visionary, yet practical. In the face of adversity, the individual will be firm, yet non-political. Her/his governing principle will be doing what is best for the City. The individual will realize that rules and process are important while not being a bureaucrat. The manager will be analytical and always looking for a better, more efficient and more effective ways to get the job done, resulting in improvements to the City's processes, procedures, and outcomes.

The next manager will have excellent communications skills. Doraville is a very diverse community. Listening will be very important, particularly in building consensus on the elected body and in the community. Customer service will be a core principle. The customer is not always right, but they do deserve a good explanation when the City's decision is different from what is wanted. The manager will be a problem solver, approachable, creative and active in the community. The goal will be to foresee issues before they become problems and to take steps to avoid them.

The staff is small, so the next manager will be hardworking and be involved - ready to get his/her hands dirty. This situation is not one where you can sit behind a desk and direct traffic by memoranda. You should expect to roll up your sleeves and pitch in. He/she will not be a micromanager, but will delegate, set standards and hold employees accountable while providing an environment that encourages the staff to accomplish their tasks quickly and efficiently. Staff mentoring is expected and will be appreciated. Setting high expectations will be important. At the same time, it is expected that the manager will encourage teamwork and maintain morale at a high level. Information will be conveyed to the Mayor, Council and staff in keeping with a policy of free flowing communications. Finally, the individual will represent the city well, particularly in continuing the business friendly organization and in promoting the City.

In terms of specific skills, the ideal candidate will have a demonstrated record of achievement in management, finance, economic development and redevelopment. He/she will know how to find/obtain money through mechanisms such as grants and ear marks. The individual will encourage regional cooperation. Given the diversity of the community, experience working with other races and ethnicities is also important. Experience in managing a jurisdiction that has provided personalized citizen services will be a plus. The selected candidate will be expected to make a commitment to Doraville. This position should not be viewed as a stepping stone but as a gem in its own right. The City hopes the new manager have a lengthy tenure.



The position requires a Bachelor's degree in business administration, public administration, public policy or related field and seven to ten years of increasingly responsible experience as a senior level government manager or private sector executive. A Master's degree is preferred.

COMPENSATION

The starting salary will be between \$100,000 and \$150,000. Benefits are very good.

RESIDENCY

Residency is not required. However, the community offers a variety of housing opportunities and prefers that the Manager reside within the city limits.

CONFIDENTIALITY

Applications will be treated as confidential until after the candidates interview and the City Council has evaluated the finalists. At that point, under Georgia law, the names of any of the finalists who remain in the process must be announced.

HOW TO APPLY

E-mail your resume to Recruit34@cb-asso.com by June 29th. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger at (561) 707-3537 or David Collier at (772) 220-4320.

THE PROCESS

Applicants will be screened between June 30th and July 31st. It is anticipated that interviews will be held on August 11th or 12th with a selection made on or about August 15th.

OTHER IMPORTANT INFORMATION

Doraville is an Equal Opportunity Employer and encourages minorities to apply. It is a community committed to serving its residents and businesses. It values public service and recognizes the importance of diversity.

Additional Information can be found at:

<http://www.doravillega.us/>

COLIN BAENZIGER  ASSOCIATES
EXECUTIVE RECRUITING