




## Administrative Services Director Position Available

Apply by October 17, 2014



Welcome to Normandy Park! You can travel all across this country, but you will not find a more gorgeous setting for a city than Normandy Park! A coastal community sitting along Puget Sound halfway between Seattle and Tacoma, it is nestled among old-growth conifers. Beaches and clear streams provide unique spawning habitat for salmon and trout. Their predators, soaring eagles, herons, and otters, are frequently seen in the vicinity.

The Seattle Metropolitan magazine rated Normandy Park one of the five “hottest” places in the Seattle area. It is also considered one of the top neighborhoods in the Seattle/Tacoma metropolitan areas. With its incredible views of Puget Sound, Mt. Rainier, and the Olympic Mountains to the west, it is truly a “hidden gem.”

Symbolizing its commitment to its residents, this relative small city has a community recreation center with modern ball fields and over 100 acres of parkland. It has six major parks (including two of which are low intensity nature preserves with undisturbed natural woodlands and walking trails) and a number of mini/pocket parks. Needless to say, the City has much to offer the outdoor enthusiast. Exercise



buffs appreciate the walking, jogging, and biking trails. For those who love the water, sail boarding, boating, and beach activities such as clamming are available. The Seattle Metropolitan magazine listed Normandy Park as one of the top ten beaches in the Puget Sound area. Nearby mountains offer skiing, hunting and fishing. For those who enjoy the arts and entertainment, or professional sports, they can be found just twenty minutes north in downtown Seattle. Twenty minutes to the south are Tacoma's less well-known theaters and museums—the Museum of Glass, Washington State Historical, Tacoma Art Museum and America's Car Museum.

Proximity is a big selling point for Normandy Park. It is a short trip to SeaTac International Airport yet far enough away that you do not feel the traffic congestion often associated with living in the vicinity of a large airport. Interstate-5 and the light rail link are close so it is an ideal location for commuters and traveling professionals.

Once the home of primarily Boeing engineers and airline pilots; a new generation of families has discovered the community. Attractive and stable, it has a historically low crime rate, and a world class primary school, Marvista Elementary. Parental involvement is high and families have been known to relocate to Normandy Park primarily due to the merits of the school. They simply want their children to obtain a high quality education in a clean, safe, attractive, and natural environment! Post-secondary educational opportunities are available in the nearby Seattle and Tacoma areas.

Normandy Park is not a new city. The early architecture of the neighborhoods is unique. One will find both French Normandy style homes (from which Normandy Park obtained its name) and homes designed by Frank Lloyd Wright and other renowned architects. A stimulating and creative atmosphere surrounds the city and it is now home to astronauts, architects and authors in addition to regular





folks. The residents are warm and friendly. They love their community and stay, or if they leave, they come back. As a result, the City has a multi-generational character. Many residents’ grandparents discovered Normandy Park years ago, now their children and grandchildren reside here, sometimes in the same family home that has been passed down from one generation to the next.

Yes, Normandy Park is the “hidden gem,” of Puget Sound. It is an exceptional, affluent, suburban community and a great place to live, play, and raise a family. Of course, if you want to visit somewhere else other than nearby Seattle or Tacoma, the Canadian cities of Vancouver and Victoria are about three hours further north.

History

Normandy Park area was initially homesteaded in 1853. In the mid-1920s the Seattle-Tacoma Land Company was organized to develop 1,200 acres of land on the shores of Puget Sound between Seattle and Tacoma. Known as Normandy Park, it was a planned residential community with unique covenants and carefully crafted plans that include distinctive architecture.

By 1929, the entire area had been platted. Good gravel roads were built and a water system installed that was fed from deep wells in the area. An elegant clubhouse was built on what is now known as "Lot A," and promotional efforts such as free refreshments and band concerts were offered there to promote Normandy Park. Building started with a

distinctive brick house on Lot 1, Block 20, and is located at 17999 Normandy Terrace SW. A few other houses in the French Normandy style were built soon after, as well as two Prudence Penny Budget houses.

The depression brought a halt to all development activities of Normandy Park and the Seattle-Tacoma Land Company "abandoned" the project. The clubhouse was sold and much of the property passed into private hands. In the late 1940s and early 1950s, Normandy Park was "rediscovered" and, within a few years, many fine homes were built. It quickly became a vigorous community, so much so that the residents decided to incorporate as the City of Normandy Park in 1953. They simply wanted to control their own destiny. Since then, the City and its government have been very stable.

Commerce

Normandy Park is largely a suburban, single-family residential community with nominal retail and mixed use development. The Seattle Southside website lists several redevelopment efforts that are in place or contemplated for the future.

The City’s First Avenue Economic Redevelopment Plan, completed in 2004, resulted in a vision for the redevelopment of First Avenue South. In 2006, the Plan began to come to life with the construction of Normandy Park Towne Center. While the first phase is completed, more remains to be done. In all it will include over 60,000 square feet of retail/commercial space and 100 new condominium and townhouse dwelling units. Less than one block from Normandy Park Towne Center, Normandy Place was opened in 2008, with 2,500 square feet of office and retail space and 36 condominium units. The City, through an American Recover Reinvestment Act grant, invested in major infrastructure improvements on 1st Avenue South, the north-south transportation spine of the city along which two neighborhood commercial centers flank the street. The southernmost center is Towne Center, and to the north a couple miles is Manhattan Village Shopping Center. The intent of the infrastructure improvements to 1st Avenue is to support re-development of these two neighborhood commercial centers. Bicycle lanes, sidewalks, transit stops, landscaping, lighting, and other improvements will improve safety and sustainability of the neighborhood centers.

Table I: Growth Since Incorporation

Census	Population
1960	3,224
1970	4,202
1980	4,202
1990	6,709
2000	6,392
2010	6,335
2011 est.	6,461

Source: U.S. Census

Table II: Climate Data for Neighboring Tacoma

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Average High °F	47	50	55	60	66	71	76	77	71	61	52	47	61
Average Low °F	35	36	39	42	47	52	55	55	51	45	40	35	44
Precipitation in Inches	5.4	4.4	2.9	2.9	2.0	1.6	0.9	0.8	1.4	3.4	6.1	5.9	39.0

Source: Weather.com

The northern neighborhood mixed use center, dubbed Manhattan Village, was included in a subarea plan update that incorporates strategies and innovative economic development and land use codes and policies to stimulate re-development. The subarea plan seeks to both increase commerce and create a desirable public gathering place at this major crossroads area of the city.

### Geography

Normandy Park is located in King County, Washington. It covers 6.68 square miles of which 2.52 square miles are land and 4.16 are water. It lies on the eastern side of Puget Sound approximately 13 miles due south of Seattle. Its official elevation is 328 feet above sea level.

Table III: Population by Age Group

Age Group	Percent
Under 5	5.0%
5 to 15	13.7%
15 to 25	6.6%
25 to 35	5.5%
35 to 45	9.6%
45 to 55	20.5%
55 to 65	15.6%
65 to 75	11.0%
75 to 85	8.1%
85 +	4.5%

Median Age	48.7
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Source: U.S. Census

### Climate

The City has four distinct but relatively mild seasons. Average summer temperatures range from 52° to 77° Fahrenheit and in the winter range from 35° to 47°.

On average the City experiences 201 cloudy days a year and another 93 partly cloudy days. The area’s reputation for rainy days comes from the frequency and not the total accumulated rainfall. In fact, its annual average rainfall is approximately 37 inches, less rain than what is received in New York, Atlanta, or Houston. See Table II (above) for climate data).

### Demographics

The Census Bureau estimated the City’s population to be 6,416 in 2011. The breakdown by age can be seen in Table III (left).

The population density was 2,513.9 inhabitants per square mile. The racial makeup of the city was 86% White, 1% African American, 1% Native American, 6% Asian, 2% from other races, and 4% from two or more races. Hispanics or Latino of all races composes 5.2% of the total population. Normandy Park’s population is well-educated. 96% of the population over 25 has graduated from high school and 47% have a Bachelor’s degree or higher, the latter figure is 16% above the state average. Based on per capita income; Normandy Park ranks 26th of 522 areas in the state of Washington.

### The City Government

Normandy Park is classified in the Revised Code of Washington as a "non-charter code city" with a "council/manager form of government". As such, it is overseen by seven elected Councilmembers, one of whom is selected from among the members to be Mayor and to serve as Council Chair. All are elected at large and serve four-year

terms. The City does not have term limits. The Mayor is elected by the Council for a two-year term. Three council members are completing their first year on Council. All would agree that the City Council is transitioning from an older traditional membership to younger politically active working professionals. Councilmembers serve without compensation. The next election occurs in November of 2015 when four positions are up for election.

The City currently provides a range of services to its citizens. City departments include City Manager's Office, City Clerk, Community Development, Finance, Police, and Public Works. Water and sewer services are provided by a special district that is separate from city government. Electricity and natural gas are provided by Puget Sound Energy. The city parks are under the jurisdiction and funding of a Metropolitan Park District, the governing board being the Normandy Park City Council.

The City's total budget for 2014 is \$8.6 million, including \$4.6 million in the General Fund. Property taxes are one of the major sources of ongoing revenue. Residents pay \$1.60/\$1000 of assessed valuation, which is the maximum for the city. Other major revenue sources are utilities taxes and franchise fees and retail sales taxes. The City's financial condition is improving with a projected 7% increase in General Fund revenues this coming budget year. The Normandy Park Towne Centre is 80% occupied up from a 30% occupancy rate just a year ago.

The City has 23 full-time and four part-time or seasonal employees. The Police Department is 41% of the General Fund budget. Normandy Park takes great pride in its law enforcement team and its very low crime rate. The last homicide was in 1985. A new three year Police Guild labor contract was approved in 2013.

Several Boards, Commissions, and Committees made up of citizen volunteers advise the City Council and City Administration. Citizen participation is an essential part of Normandy Park's governmental process. The city is learning to use volunteer participation for noxious weed pulls, light repairs, and even a forty foot park bridge designed and built with local talent and volunteers.

## The Administrative Services Department

The administrative services director is responsible to the

City Manager for planning all financial matters including, organizing, maintaining, and directing all activities of the Administrative Services Department. He/She will oversee the city clerk, city receptionists, and a pre-school operated by the City. The 42 student pre-school, a non-traditional municipal function, has four teachers, one of which serves as a teacher/director.

The finance function is responsible for financial services for sound management decision-making, customer service collections, general accounting, accounts payable, payroll, debt management, cash management, risk management, and benefits administration. The department staff prepares routine accounting and budget reports that outline the City's financial condition for use by the City Manager and City Council. The City has enjoyed "clean" audits over the past seven years.

## Challenges and Opportunities

The city's financial policies need to be developed, written, and approved through a Council committee process. For example, the City needs financial policies on ending fund balances and financial reserves for utilities.

The Administrative Services Director is expected to build a team to provide improved administrative services. This staff development process will focus on results and accountability along with cross-training in the duties and responsibilities of various positions in a very small department.

The City Manager envisions a complete revamping of the budgetary process with emphasis on transparency and making it understandable to the average citizen. The budget process needs to be outlined with timetables, duties and responsibilities and timelines for completion. Further, it should be formally adopted by the City Council.

The City needs to take full advantage of technological advances and software improvements of recent years and move the City to a fully electronic format.

The long term financial condition of the City has been a prominent focus of the prior Administrative Services Director and the current City Manager. Significant progress has been made and a corner turned by the City on its path to a sustainable financial future. Several years ago



during the City's financial struggles, Standard and Poor's downgraded the city's bond rating to A+ with a negative outlook. In February 2014, the rating agencies removed the negative outlook. As soon as the City shows at least a \$1 million General Fund balance, the bonding agencies will consider a rerating of the City's debt.

Finally, while the city has been fortunate to have a highly competent core staff, the administrative group has been spread thin from layoffs that took place when the City was endured a financial crisis a few years ago. Better days are ahead and opportunities exist to further improve the City's financial condition.

## The Ideal Candidate

Normandy Park is seeking an innovative, energetic, positive, and resourceful Administrative Services Director. This position is an incredible opportunity for the right person. To be successful, he/she will need to be a strong leader, motivator and a manager. It is important to have strong financial skills, experience performing the work as well as knowing how to motivate and direct others to be successful. It is critical that the director outline a division of labor, then train staff and hold them accountable for products and services of the department. The director must be approachable with a warm personality that easily builds trust with people inside and outside the City organization.

Effective communication skills with the residents, City Council, staff and the City Manager are a necessity. Particularly, the successful candidate must be able to translate complex financial data into a language the City Council and community will understand. The next director will need to get out front on issues and assist the City Manager in addressing public perception of the City's financial condition.

The director will be an outstanding team leader and a mentor of staff. Since the professional



staff is small, the City Manager expects the director to be an integral part of the management team and look at issues from a broader perspective and not concentrate solely upon the financial implications of matters under consideration. Further, it is expected that the director will be internally service oriented while at the same time providing exceptional customer service to residents and others. Also, the ideal candidate will need to roll up his/her sleeves and perform some staff work, and provide direction and resources while relying on the staff to get the job done. At the same time, he/she will hold people accountable for their performance and expect projects to be completed on time and within budget. Personally, the director will be honest, ethical, an outstanding communicator, and problem solver.

The expectation for this position includes the ability to engage the public, have above average communication and presentation skills, and be comfortable with people from all walks of life.

The minimum requirements for the position are a Bachelor's degree in accounting, business administration or comparable discipline. Master's degree in public or business administration preferred. Minimum of five years progressively responsible public management experience in a comparable municipal organization. Must be bondable. A CPA would be nice to have, but is not a requirement. Experience as a supervisor of personnel preferred. Ability to interact effectively with the public, agencies, and staff at all levels. Thorough knowledge of the principles of public administration; knowledge of city management, including Washington law governing municipal operation would be a plus. Finally he/she must possess a valid Washington driver's license or obtain within two months of employment and have a driving record free of significant moving violations.

The City sees this as an opportunity for the right person who has most, but not all, of the listed credentials, who can grow and develop into the position.

## Compensation

The salary range is \$80,373 to \$105,564 plus excellent benefits. The current salary is under review.

## Residency

Residency in the city is not required.

## Confidentiality

Candidates' names will not be released without the candidates' permission. However, it is expected that when you become a finalist for the position your name could be released to the public.

## How to Apply

Email your resume to [Recruit45@cb-asso.com](mailto:Recruit45@cb-asso.com) by October 17, 2014. Faxed or hard copy applications will not be considered. Please direct all of your questions to John Darrington at (509) 619-0880 or (509) 823-5138.

## The Process

Applicants will be screened between October 21st and November 21st with an invitation to interview by November 25th. Finalists will be interviewed in Normandy Park on December 12th with a selection shortly thereafter.

## Other Information

It is the policy of the City of Normandy Park to provide equal opportunity in all terms, conditions, and privileges of employment for all qualified applicants and employees without regard to race, color, national origin, gender, age, marital status, genetic information, veteran status, sexual orientation, creed, ancestry or the presence of any sensory, mental or physical disability, or any other basis protected by applicable discrimination laws.

COLIN BAENZIGER  ASSOCIATES

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