



## City Manager Position Available - Apply by May 8, 2015



Welcome to Seminole, a city with a small town identity but also a city on the go. It is a place to come home to and a place dedicated to ensuring its residents have an outstanding quality of life. It is a friendly, welcoming community, one with a caring atmosphere, a place where neighbors have fun together.

Located on Florida's West Coast, Clearwater lies to the north, St. Petersburg to the southeast and the magnificent Gulf Coast beaches just west. Tampa is just 30 minutes to the east. As such, it offers many opportunities involving a wide variety of activities for visitors and residents alike.

To start with, you'll find some great outdoor experiences. At Lake Seminole you can launch a boat or kayak or simply enjoy the natural wildlife that abounds. The Boca Ciega Millennium Park to the west of the city offers a true Floridian outdoor experience as well as being a stop along the Great

Florida Birding Trail. Just across a bridge lies Madeira Beach and some of the world's best fishing. Grouper are common and it is a great place to catch snapper, amberjack and kingfish to mention only a few. If you do not have a boat, the local fishing fleet offers plenty of charters. Or, if you would rather watch them than catch them, dolphin watching is popular and snorkeling is available. Scuba diving is also available. Jet skis are popular and if you would rather be above the water, try parasailing.

Seminole prides itself on its activities and hosts events like Music in the Park (every Friday evening for six weeks in the fall), the annual Pow Wow Festival and Parade (a three day event in March), and the Field of Screams at Halloween, the revitalized recreation center is the focal point for a city dedicated to keeping the community active and engaged. Residents are also looking forward to the transformation of the historic Seminole Mall which will become the new Seminole City Center - a destination and an experience with a new theater and top tier retailers.

Those seeking big city lights do not have far to go. Downtown St. Petersburg is a short distance to the southeast and the heart of Tampa is just a bit further. A twenty-five minute drive takes you to Tropicana Field where MLB's Tampa Bay Rays play. Twenty minutes further puts you at the Raymond James Stadium, home of the NFL's Tampa Bay Buccaneers or to the Tampa Bay Times Forum for the NHL Tampa Bay Lightning. Or if you prefer college athletics, the University of South Florida's campus is in Tampa. And just a little further, 100 miles northeast on I-4, are the many popular tourist attractions of the Orlando area.

Culturally, neighboring St. Petersburg offers its famed arts district, the Museum of Fine Arts, the Great Explorations Children's Museum, the St. Petersburg Museum of History, the Holocaust Museum, and the Salvador Dali Museum (which houses the largest collection of Dali's works outside of Europe). Meanwhile nearby Tampa offers the David



A. Straz Jr. Center for the Performing Arts, the Tampa Theatre, the Gorilla Theatre, and the MidFlorida Credit Union Amphitheatre and the Florida State Fairgrounds. Performing arts companies and organizations which call Tampa home include the Florida Orchestra, Opera Tampa, Jobsite Theater, Master Chorale of Tampa Bay, Stageworks Theatre, Spanish Lyric Theater, and the Tampa Bay Symphony.

Like everything else, travel around the world is easy from Seminole. Tampa International is nearby and is a jumping off spot to virtually anywhere in the world. Lesser known is St. Pete-Clearwater International Airport that offers low cost service to a variety of points within the United States and low cost service is also offered to Canada. If you like to cruise, the Port of Tampa (40 minutes to the east) offers many opportunities in the Caribbean and the Gulf of Mexico.

The cost of living is reasonable in Seminole, indexed at 96% of the Florida average. The median home cost is \$154,200 with new homes selling for \$300,000 and up. Public K-12 education is provided by Pinellas County with 18 elementary, six middle and four high schools serving the area. There are also 5 charter schools located in the region. All are well regarded. The Seminole Campus of St. Petersburg College is located in the city and within a twenty mile radius is a public college and university campus, a private college, a law school and adult education centers. Finally, Pinellas County operates an excellent public transit system that serves the City and other areas in the county.

Seminole residents are friendly, regular people who love their community. They volunteer and value and enjoy safe, healthy and attractive neighborhoods. What is needed now is a strong, innovative City Manager to partner with the elected officials so they can guide the City into a bright future.

Table I: Climate Data for the City of Seminole, FL

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average High °F	70	71	76	81	86	89	90	90	89	84	77	72
Average Low °F	53	54	59	64	70	74	76	76	75	68	60	54
Precipitation Inches	2.3	2.8	3.4	1.6	2.6	5.7	7.0	7.8	6.1	2.5	1.9	2.2

Source: weatherbase.com

## History

The history of Seminole parallels that of Pinellas County. Through the centuries, the Pinellas Peninsula has attracted a diverse mix of people: Tocobago Indians, Spanish explorers, pioneer farmers and fishermen, real estate speculators of the 1920s, tourists, and since World War II, a tremendous influx of retirees and working people. Dramatic growth and urbanization since the war has made Pinellas the most densely populated and intensely developed County in Florida. Seminole was first settled by the Timucuan Indians around 300 A.D. The Spanish began arriving in 1528. Slowly the area became populated by Europeans and their descendants.

On November 15, 1970 the new city of Seminole was born with 2,700 citizens. Growth in this residential community was slow until the 2000 – 2003 period when the city expanded through annexation, doubling the City’s land area and population.

## Climate

Seminole’s climate is considered humid, subtropical with mild winters and warm, wet summers. Summer temperatures are high and can lead to warm nights. The City does experience a rainy season peaking in the summer months. Hurricanes are possible but infrequent. In fact, the last significant tropical storm passing through the area was in 1921. The coldest month is usually quite mild although frosts do occur from time to time. (See table I below.)

## Demographics

In terms of age, Seminole’s population skews somewhat towards the upper end of the age spectrum reflecting its popularity with retirees. Approximately 20% of the population is under 25 years of age, 41% lie between

Table II: Principal Private Sector Employers in Seminole

Rank	Employer	# of Employees
1	Inn at Freedom Square	702
2	Freedom Square	695
3	Lake Seminole Square	275
4	ARC - Lake Seminole Square	256
5	Home Depot	248
6	Seminole Nursing Pavillion	172
7	Publix	165
8	St Petersburg College	155
9	Target	147
10	City of Seminole	141

Source: Seminole 2013 CAFR

25 and 60 and 39% is over 60. The median age is 54 years which is significantly above the national median age of 37.2. The City’s population is approximately 94% White, 1% African American, 2% Asian, and 3% other. Overall, Hispanics (of all races) constitute 4% of the population. 76% of the homes are occupied by their owner. 91% of the City’s population over 25 years of age graduated from high school and 29% from college. The median household income is \$48,874. 10% of the population fell below the poverty line.

## Commerce

Fueled by the city’s residential character, the retail and service sectors represent the City’s largest employers, although there is some manufacturing with the city limits. Table II lists Seminole’s largest employers.

## The Government

Seminole was incorporated in 1970 as a strong mayor form of government. In 1995, the City switched to the Council-Manager form with an appointed City Manager who is responsible for the overall day-to-day operations of the City. The Council consists of a Mayor and six Councilmembers, all of which are elected at-large. Terms are staggered with all the elected officials serving three year terms. Two Council Members run for election each November and the Mayor every third year (the next election for the latter position being in 2016).

All of the Council Members are positive, have the best interests of their community at heart and work reasonably well together. Council meetings generally last 60 to 90 minutes with potentially a 20 minute workshop before or after or both. The elected officials respect the staff and its work.

Overall, the City Council is fiscally conservative but also community conscientious. It is careful with the resident’s money but will spend resources on the services needed to ensure a high quality of life. Projects are planned well in advance and scheduled to minimize the impact on residents and taxes. The City adheres to a “pay as you go” philosophy and its only bonded debt is being repaid using monies collected from a Penny for Pinellas (a one cent sales tax collected to be used for infrastructure needs). That debt will be retired in 2019.

The City offers a typical range of services including fire/EMT (which includes service to surrounding unincorporated Pinellas County), building and code enforcement, planning, public works, library and recreation departments. Police services are provided through a contract with the Pinellas County Sheriff with two dedicated Community Policing units. The City has 135 FTE and 24 seasonal employees. The FY 2015 General Fund budget is \$14,769,552. Property taxes comprise about 17% of revenues.

## The Issues

As opposed to many other cities, Seminole’s issues are relatively limited. It weathered the great recession very well and is very sound financially. It has little debt and strong reserves. Still, balancing the desires of the community for outstanding amenities and customer service, while recognizing resources are limited, will be a challenge.

Secondly, the City continues to accept limited voluntary annexations, so redevelopment (replacing what is there) and revitalization (using and enhancing what is there) are the core focus of the Council and the community. Several projects, most significantly the redevelopment of the old mall (literally in the center for the City) are in play and finalizing negotiations and monitoring its completion will be a high priority for the new manager. He/she will need to balance the competing needs/expectations of the private sector and the community's vision for the area.

Thirdly, the City has had only one manager since it changed its form of government in 1995. He is widely respected and will leave some big shoes to fill. The City knows the next manager will be different but it will take time to earn the trust and respect of the community, the staff and the elected officials.

Finally, the City recognizes a need to focus on negotiations with the Fire Union which represents a large segment of the City's employees. There currently exists a positive and cooperative relationship, that the new Manager is expected to continue.

## The Ideal Candidate

The City of Seminole is seeking a candidate who has demonstrated a record of outstanding leadership, financial acumen and achievement. The selected candidate will partner with the City Council in continuing to move the City forward in a fiscally responsible and conservative way. The individual will have strong listening skills and serve as an advisor and sounding board for both the elected officials and residents.

The Council is not looking for a "yes" man/woman, but someone who will provide his/her best professional advice and recommend options in a diplomatic fashion. He/she will tell the elected officials (and residents) what they need to hear, not what they want to hear. The ideal candidate will offer suggestions / guidance and help build consensus. Further, the Manager will provide the same information to all the elected officials at the same time, and believe strongly in transparency.

The ideal candidate will be proactive, innovative, and demonstrate a passion for the work. Instead of seeing stumbling blocks, the individual will visualize possibilities and solutions. In a sense, he/she will anticipate potential

issues and resolve them before they become problems. The Manager will also have a high degree of integrity.

Realizing resources are limited, the Manager will constantly seek better ways of doing business. The individual will set high standards for the staff and expect them to be met. Accountability will be important but so will team building and mentoring. He/she will have high (but realistic) expectations for the staff and the organization. The ideal candidate will set forth priorities, delegate, and then step back and allow those responsible to achieve the results. The ideal candidate will be a mentor and recognize that while no one is perfect, accountability and results are key to the success of the organization. Overall, the staff is strong and needs a leader, not a micromanager. In fact, the individual will realize the staff members are the City's most important resource and offer encouragement, rewarding success.

The Manager will be a people person and have outstanding communications skills – not just in speaking and writing but also listening, diplomacy and finesse. He/she will be able to break highly complex issues into simple pieces that everyone can understand. Further, the individual will be just as comfortable talking to corporate executives as to day laborers. The Manager will also be at ease with the press as he/she will serve as a spokesperson for the City from time to time.

Customer service is important and the Manager will lead by example. The customer is not always right but does deserve a fair hearing of his/her concern and where the concern cannot be resolved, an explanation of why. Seminole is in many ways a small town after all.

Redevelopment and revitalization are a part of the City's future and knowledge in these areas are a plus. It cannot be said enough times that strong financial skills are another area of critical importance. No one expects any sudden new sources of revenue, so managing what exists efficiently and effectively will be crucial.

It will be important to have a strong grasp of politics while not being involved in them. Strong and effective leadership in intergovernmental relationships will be critical in resolving issues. As part of this, a strong background in labor relations and union negotiations will be of the upmost importance as well.

The ideal candidate will preferably have ten years of progressively responsible experience in municipal management and at least five years as the manager or assistant manager. A Bachelor's degree from an accredited college or university, with a major in administration, management or a related field, is required. A Master's degree, as well as being an ICMA credentialed city manager, is preferred.

Finally, the City Council hopes to find a manager who will view Seminole as a gem in its own right and not a stepping stone. As such it hopes its next manager will honor the tradition established by its first manager and stay a long time.

## Current City Manager

The current manager was the first and only manager and has been serving since 1995.

## Compensation

The salary range is \$110,000 to \$150,000.

## Residency

Residency within the City limits is not required but is preferred.

## How to Apply

E-mail your resume to [Recruit29@cb-asso.com](mailto:Recruit29@cb-asso.com) by May 8th. Faxed and mailed resumes will not be considered. Questions should be directed to Rick Conner at (915) 227-7002 or Colin Baenziger at (561) 707-3537.

## The Process

Applications will be screened between May 9th and June 14th. Finalists will be selected on June 15th. A reception and interviews will be held on June 25th and interviews held on June 26th. A selection will be made shortly thereafter.

## Other Important Information

The City of Seminole is an Equal Opportunity Employer and encourages women, minorities and veterans to apply. Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. A veteran's preference will be awarded if applicable under Florida law.

## Additional Information

For additional information about the City of Seminole, visit: [www.myseminole.com](http://www.myseminole.com).

COLIN BAENZIGER  ASSOCIATES  
EXECUTIVE RECRUITING

