

CITY MANAGER
CITY OF SEASIDE, OREGON
\$126,00 to \$156,00 plus excellent benefits

(full-page photo of Seaside)

(City Logo and Jensen Strategies Logo at the bottom)

--(Page 2)--

The Community

The City of Seaside (population 7,157), part of Clatsop County, sits at the mouth of the Necanicum River on Oregon's North Coast. Seaside is an iconic tourism destination, with Oregon's Coastal Highway 101 through town, the community offers a stunning natural environment in addition to ample recreation, local attractions, and famous convention events and sport tournaments. From serving as the final destination of Hood to Coast, the largest running and walking relay in the world, to the attractions like the Seaside Aquarium and the shopping and restaurants of the Historic Gilbert District, Seaside has a variety of amenities and events to draw tourists locally and around the world. The City's scenic beauty, historic charm, and vibrant atmosphere is treasured by residents and tourists alike.

Incorporated in 1899, Seaside values its rich history of exploration, economic development, and tourism. The area has been home for Clatsop, Chinook, and other tribal communities and past archeological digs uncovered artifacts as old as two thousand years and comprise some of the artifacts on display in the Seaside Historical Society Museum. It is also located just 15 miles south of a Lewis and Clark Expedition base camp, leading to the "Salt Works" development, now the frequented Lewis and Clark Salt Cairn National Monument, which was established in the Seaside's Cove in 1806 to provide much needed salt for the expedition's food preservation. Today, Seaside's coastal charm and abundance of activities maintain its reputation as a thriving tourist destination.

Walkable streets, miles of coast, parks, beaches, the Necanicum Estuary, and the Sunset Empire Parks and Recreation District (including an indoor pool) provide ample opportunities for residents and tourists to recreate and enjoy the area's beautiful surroundings. The beaches and water recreation provide excellent fishing, clam digging, kayaking, and surfing opportunities. The recently renovated Seaside Civic and Convention Center supports internationally renowned events in addition to other popular attractions that happen annually in the City such as the largest beach volleyball tournament in the world, hosting the Pacific Basketball League, and many others. The Funland Arcade and Seaside Carousel Mall continue to provide generations of visitors with fun and shopping in the city. Seaside's welcoming small community offers a sense of big city adventure with unequivocal coastal beauty.

The Organization

The City of Seaside employs a Council-Manager form of government with the legislative and policy-making body composed of a 6-member Council and the Mayor. Four Councilors are elected from each of the four Wards, one Councilor is elected at large from Wards One and Two, one Councilor is elected at large from Wards Three and Four, and the Mayor is elected from the City at large and has a vote on Council matters. The Council appoints the City Manager as well as City Attorney and Municipal Judge. The City Manager is the City government's administrative head and is responsible for all City business administration. City departments include Administration, Building, Finance, Fire & Rescue, Human Resources, Planning, Police, Public Library, Public Works, the Seaside Civic and Convention Center, and the Seaside Municipal Airport. The City employs 81 full-time equivalent employees, and its 2021-2022 budget is approximately \$33.4 million.

The Position

Under the direction and supervision of the City Council, the City Manager serves as the chief administrative officer of the City government and is responsible for implementing the policies enacted by the Council. The City Manager assumes full leadership and accountability for all City operations, hiring of key personnel, provides leadership and expert guidance, spearheads long-term planning efforts, and serves as a critical link between the policy-making and operational functions of the City.

(SIDEBAR ON LEFT):

POPULATION 7,157

BUDGET \$33.4 MILLION

FTE 81

CITY DEPARTMENTS

- **Business Office**
- **Building**
- **Finance**
- **Fire & Rescue**
- **Human Resources**
- **Planning**
- **Police**
- **Public Library**
- **Public Works**
 - **Cemetery**

- Engineering
- Sewer
- Streets & City Parks
- Water
- Seaside Municipal Airport
- Seaside Civic and Convention Center

BENEFITS

- Medical/Dental/Vision
- Excellent Retirement Benefits
- Life Insurance

HISTORIC DISTRICT & PROMENADE

BEACHES

WATER RECREATION

TRAILS & HIKING

COMMUNITY PRIDE

INTERNATIONAL EVENTS

The Ideal Candidate

The ideal candidate possesses and has demonstrated the following attributes:

- **Strong leadership and management abilities** to provide clear direction, manage multiple departments, balance priority initiatives, and foster a professional and responsive organizational environment. Management experience to support staff development and organization policy updates for effective service is important. Value and practice collaboration, transparency, personal growth, and empathy. Supportive of staff as their primary representative with the City Council and community while promoting a culture of accountability, fairness, and high-quality work. Employ a management style that is highly organized, personable, communicative, inclusive, respectful, even-tempered, professional, and approachable is desired. Experience to manage human resources and union relations is essential.

- **Strong public finance skills** to continue the City's responsible fiscal management by anticipating, planning, and adequately funding services and financial needs as well as provide continuity of financial duties through staff transitions. Ability to utilize a broad spectrum of revenue approaches to strategically integrate financial planning with the City's long-term goals. Experience in a tourism-based economy as well as skills to facilitate City accounting system upgrades and Oregon budget law requirements is important.
- **Strong communication skills** to effectively engage multiple City audiences including City Council, staff, local government officials, businesses, community groups, nonprofit organizations, residents, visitors, and tourists. Demonstrates a commitment to accessibility, transparency, and timely communication. A communication style that actively encourages and respects two-way dialogues and is responsive to community concerns. Skills to effectively communicate complex policy issues with all audiences and to help build consensus on civic issues. An ability to communicate orally and in writing with clarity, substance, and conciseness.
- **Ability to foster effective intergovernmental relations** to build and maintain collaborative working relationships and actively represent Seaside in the region. Abilities to manage ongoing projects and build new or expanded relationships with peer local governments, the County, the State, and other agencies through cost effective agreements, collaboration, proactive communication, and accountability. An ability to develop cost effective and clear working agreements through transparency, collaboration, and accountability.
- **Relevant emergency planning experience** to support ongoing disaster, emergency, and public safety needs working in coordination multiple agencies. Proactively addresses infrastructure improvements, interagency planning, community training, and public notification system needs. Skills to effectively communicate information to the community and other audiences regarding tsunami, earthquake, and other emergency preparedness plans and resources is important.
- **A knowledge and experience with public infrastructure management, planning, maintenance, and funding** for bridges, streets, wastewater, and other improvement projects. Experience developing traffic management approaches in areas impact by tourism and with elevated emergency risks is beneficial. Abilities to engage community and intergovernmental interests to build project approaches, planning, and implementation will be important.
- **Ability to foster effective Council relations** through responsiveness, accessibility, and inclusivity. Proactively stays aware of City's operations and informs the Council on issues important to them to facilitate informed, strategic decision-making processes. Ability to

maintain and enhance an environment that promotes Council's ability to collaborate, set goals, and navigate challenging civic and other issues is beneficial.

- **Demonstrated experience in housing policy** approaches to support supply and affordability in a tourism-based economy. Expertise to appropriately manage housing developments and buildable land supply as well as ability to engage the community in building shared visions of growth is helpful. Knowledge of Oregon land use law in addition to rules related to wetlands, watersheds, and state managed forest lands, as well as experience to address issues related to houseless communities important.
- **Proactively inform and engage the community** in City activities and decisions that may impact them. Willingness to be accessible, open-minded, a listener while committing to follow through on citizen inquiries and employing an even-handed approach to different views and interests. Maintain, strengthen, and expand the City's community involvement approaches to uphold the principles of transparency, inclusion, and public participation. Serve as a visible leader in the community and region
- **Appreciation of the unique Seaside community attributes** that make it a friendly town with a strong sense of community. Embraces Seaside's distinctive environment and willing to integrate themselves into the City and community.
- **Thorough understanding of city government roles** including the Council-Manager form of government and the proper roles of bodies and individuals within such governments. Ability to help the City Council, staff, and advisory bodies operate effectively with each other and within their legally defined roles.

Policy Priorities

The City Manager will be expected to support, facilitate, and/or implement the following policy priorities for the City:

Emergency Preparedness & Public Safety

Given its coastal location and proximity to the Cascadia Subduction Zone, Seaside is committed to enhancing emergency planning efforts. In addition, as a tourist destination, the impacts on the community increase public safety challenges and concerns and the City has undertaken significant efforts to address these needs. Preparation for natural disasters will require ongoing and long-term work to prioritize, plan, and finance needs. These needs include repair of four of seven critical bridges, street improvement to accommodate traffic flow if emergency exodus is needed to safe sites such as the recently constructed disaster prepared school building, establishment of safe pathways to evacuate, emergency shelter options, and others. Furthermore, the City's regular influx of up to 60,000 visitors/tourists contributes to local and regional public safety strains that the City Manager will need to help address. These include

supplementing public safety funding, supporting negotiations for plans to consolidate regional 911 dispatch operations cost effectively while providing adequate coverage, and pursuing strategies to maintain appropriate levels of paid and volunteer firefighters.

Tourism Management

Seaside, one of the oldest tourism destinations in the state, is host to a number of locally, nationally, and internationally renowned events that dramatically increase the City's population. The Seaside community regularly accommodates a substantial tourism influx, peaking during the summer months, that generates additional public resource strains related to traffic, litter, and other public safety concerns such as illegal fireworks. As such, the City seeks a manager to effectively lead and leverage tourism related policies, financial revenue and cost implications, additional community public safety and emergency planning demands, while pursuing long term quality of life goals for the community. The City Manager will also be responsible for effective coordination and support of the Convention Center and Seaside Municipal Airport.

Housing Supply

Like many cities, Seaside has experienced a rise in housing supply issues including lack of affordable workforce housing and impacts from people without shelter that are generating community concern. As a destination community, there are a large number of second homes, remote workers, and vacation properties that the City Manager will need to help address through effective policy and other approaches to accommodate housing for residents including the local workforce. Additionally, there have been ongoing and increasing social service and public safety challenges related to unsheltered people living in the city. The City Manager will need to engage with the community and work with appropriate agencies and partners to identify potential solutions. Approaches may include providing effective oversight for the recently approved 200 housing and apartment units and other ongoing developments, assessments of buildable land, options to expand the City's Urban Growth Boundary respectful of borders challenging geographic constraints and federal lands, and effective allocation of Urban Renewal District funds.

City Staffing

The City of Seaside has a number of important projects underway and has benefited from long tenured employees but is now facing several current and future Department Head and key staff retirements in addition to increased service demands and the need to optimally organize staff responsibility assignments. Additional analysis will be required to assess appropriate staffing levels to manage impacts from hiring freezes as a result of COVID-19, tourism, and city growth. Abilities to effectively manage succession planning, union relations, and labor contract negotiation are also important. The City Manager will need to help preserve institutional memory, provide continuity of operations, and recruit for these upper management positions. Skills to effectively staff the city workforce while maintaining a collaborative working environment will be important.

Public Infrastructure Improvements

Seaside has begun major efforts to update and improve the City's wastewater treatment and sewer system including addressing leaks and investing in a \$3-4 million dollar sewage dryer and other needed updates. These projects are intended to ensure adequate local capacity as well as provide opportunities to offer wastewater treatment services for nearby communities as well as generate revenue from associated energy production. The City Manager will be expected to oversee implementation of this infrastructure improvement and expansion including facilitating financing through bonds, American Rescue Plan Act (ARPA), and other measures as well as negotiation of mutually beneficial arrangements for services with peer communities.

The City is also actively engaged with the Oregon Department of Transportation's work on a \$7 million dollar project to improve the safety and efficiency of Highway 101, which runs through town, by adding a turn lane. Ongoing coordination with the agency and mitigation of construction impacts on businesses, residents, and visitors/tourists will be important. Traffic and road improvements are also needed to provide adequate infrastructure and communication to establish safe access to the new disaster prepared school building.

EDUCATION/EXPERIENCE

A bachelor's degree in public administration, planning, political science, or related field, and at least three years of upper-level government management experience are required. An advanced degree in Public Administration or related field, and/or five years of increasingly responsible public sector experience is preferable. Experience and/or training in public finance, human resources, union relations, and emergency planning is highly desired.

(SIDE BAR ON LAST PAGE)

RECRUITMENT PROCESS

Applications Due	April 18, 2022
Preliminary Online Video Interviews	Week of April 25, 2022
Finalist Interviews & Selection	May 17-20, 2022

The City of Seaside is an Equal Opportunity Employer.

For additional details, application materials, and instructions on how to apply, please visit www.jensenstrategies.com/recruitment/seasidecitymanager

Questions may be directed to:

Emily Rehder

Draft 3/14/2022

Jensen Strategies, LLC
503-477-5615
emily@jensenstrategies.com

(incorporate both logos again if it makes sense)