

RANCHO MURIETA COMMUNITY SERVICES DISTRICT

15160 JACKSON ROAD
RANCHO MURIETA, CA. 95683



SPECIAL BOARD MEETING June 7, 2014 at 9:00 a.m. District Administration Building

NOTICE IS HEREBY GIVEN that the President of the Board of Directors of the Rancho Murieta Community Services District has called a Special Meeting of the Board to be held on June 7, 2014 at 9:00 a.m., at the Rancho Murieta Community Services District Board Room at 15160 Jackson Road, Rancho Murieta.

AGENDA

1. **CALL TO ORDER, ROLL CALL** - Determination of Quorum - President Pasek (**Roll Call**) 9:00
2. **ADOPT AGENDA** (**Motion**) 9:05
*The running times listed on this agenda are only estimates and may be discussed earlier or later than shown. At the discretion of the Board, an item may be moved on the agenda and or taken out of order. **TIMED ITEMS** as specifically noted, such as Hearings or Formal Presentations of community-wide interest, will not be taken up earlier than listed.*
3. **COMMENTS FROM THE PUBLIC** 9:10
*For this Special Meeting, members of the public may **ONLY** comment on items specifically agendized. Members of the public wishing to address a specific agendized item are encouraged to offer their public comment during consideration of that item. With certain exceptions, the Board may not discuss or take action on items that are not on the agenda.*

If you wish to address the Board at the time of the agendized item, as a courtesy, please state your name and address, and reserve your comments to no more than 3 minutes so that others may be allowed to speak. (5 min.)
4. **APPROVE DIRECTOR OF ADMINISTRATION RECRUITMENT PROPOSAL** 9:15
(Discussion/Action) (**Motion**) (5 min.)
5. **REVIEW 2014-2015 PROPOSED BUDGET** 9:20
6. **DIRECTOR COMMENTS/SUGGESTIONS** 11:30
7. **ADJOURNMENT** (**Motion**) 11:35

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the District Office at 916-354-3700 or fax 916-354-2082. Requests must be made as soon as possible and at least two (2) full business days before the start of the meeting.

Note: This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950. The date of this posting is June 6, 2014. Posting locations are: 1) District Office; 2) Plaza Foods; 3) Rancho Murieta Association; 4) Murieta Village Association.

MEMORANDUM

Date: June 5, 2014
To: Board of Directors
From: Edward R. Crouse, General Manager
Subject: Approve Director of Administration Recruitment Proposal

RECOMMENDED ACTION

Approve the proposal from Peckham & McKenney in an amount not to exceed \$17,500 for professional fees and not to exceed \$6,000 for expenses. Funding to come from Administration Operating Budget.

BACKGROUND

Following notice of Darlene Gillum, Suzanne contacted Phil McKenney from Peckham & McKenney for a proposal to assist us in recruiting and filling Darlene's position. Recall Phil helped us in hiring Joe.

We will have a temporary employee training with Darlene until June 20, 2014, to fill in during the selection process then train the new employee.

June 4, 2014

Ms. Suzanne Lindenfeld
District Secretary
Rancho Murieta Community Services District
P.O. Box 1050
Rancho Murieta, CA 95683

Dear Ms. Lindenfeld:

Thank you for the opportunity to express our interest in assisting you in the recruitment of your next Administrative Services Director. With over 50 years of combined experience in executive search, management and local government, Peckham & McKenney brings a high level of service to the industry. We offer this service to you along with the understanding that the selection of the new Administrative Services Director is a crucial decision for the General Manager, and we will do everything within our power to make this recruitment process a positive experience for everyone involved.

Both Ms. Peckham and I have earned an excellent reputation in the industry for being personally involved and providing customized processes that result in successful, long-term placements. This approach has resulted in a phenomenal success rate. As we begin our seventh year as Peckham & McKenney, of all our placements, over 85% are still with their employers today. This allows us to offer a one-year placement guarantee, one of the strongest in the industry.

And it's not necessarily what we do that differentiates us from our competition; it's how we do it. One key to our success is that Ms. Peckham or I personally conduct the key steps in every process rather than handing them down to staff. This includes getting to know the community and organization, development of the brochure and advertisements, execution of the marketing plan, outreach calls, screening interviews and reference checks. This approach allows for a continuity of process involving our clients and candidates that is unmatched within the industry.

Another key to our success is the time we devote to each process. Interviewing the General Manager, members of the management team, and key stakeholders in your organization and community as well as taking a tour of the District's facilities are some examples of how we begin each process. Becoming totally familiar with the organization and the community it serves helps us to screen accordingly. This philosophy applies to the entire process, i.e. we take the time to get it right.

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And probably the biggest reason for our success is that we limit the number of searches we take on at any one time. This allows us the time to conduct a thorough process for you and to insure a successful outcome for your process.

It has been suggested that this be a statewide search, not necessarily a national search in an attempt to reduce expenses. The narrowing of the search area will reduce expenses in advertising (we would stay away from certain national publications) and as you are a repeat client, I am willing to reduce our Professional Fees as well. These fees are discussed later in the proposal.

My capacity at this time to take on additional work is excellent. I have just completed a number of search processes – your General Manager recruitment being one of them – and I would be honored to work with you again on this important search process.

With all of the above having been said, I believe that my combination of experience specific to the Rancho Murieta Community Services District, industry contacts, process, and proven personal involvement makes me uniquely qualified to assist you. Please feel free to call us toll-free at (866) 912-1919.

Sincerely,

Phil McKenney
Partner
Peckham & McKenney

Enclosure

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INTRODUCTION

Peckham & McKenney provides Executive Search services to local government agencies throughout the Western United States and is headquartered in Sacramento, California. The firm was established as a partnership in June 2004 by Bobbi Peckham and Phil McKenney, who serve as the firm's Recruiters. We are supported by an Office Manager, marketing and design professional, research specialist, web technician, and distribution staff.

Peckham & McKenney was established on the premise that an executive search and consulting firm must be dedicated to providing its clients and candidates with professional service, as well as a personal, hands-on approach. Our business philosophy centers upon the understanding that this is a "people" related industry and that attention to others' needs is the key to providing effective customer service. Not only are we committed to providing our clients with well-qualified candidates, but we also take pride in treating both our clients and candidates with utmost respect. This commitment has led to multi-year retainer agreements with a number of agencies, as well as numerous client and candidate testimonials to their experiences with us. We invite you to visit our web site at www.PeckhamAndMcKenney.com.

At Peckham & McKenney, we are committed to local government and sensitive to the challenges and issues faced by our clients. As such, we participate in the Cal-ICMA *Preparing the Next Generation* Committee and also serve as the Administrator for the Credentialed Government Leader program for the Municipal Management Associations of Northern & Southern California. In addition, we have provided workshops and training sessions in California and Colorado to up-and-comers on resume and interview preparation and general career guidance.

Bobbi C. Peckham

Bobbi Peckham is one of the West Coast's leading local government recruiters and has 30 years' experience in local government and executive search. Ms. Peckham began her career with the City of Naperville, IL, where she became familiar with all aspects of local government. Ms. Peckham was then recruited to join the Executive Search practice of a leading California recruitment firm. Later, she played an integral role in creating a national search business for what became the largest recruitment practice serving local government in the country. Here, she became Regional Director overseeing Northern California and a nine-state region.

In 2004, Ms. Peckham formed her own search firm in partnership with Phil McKenney. Ms. Peckham has personally conducted hundreds of national searches throughout the Western United States. She has extensive experience working with City Councils, Executive Boards, and local government administrators, listening to and understanding their needs in executive level placements.

Ms. Peckham received a Bachelor of Science degree in Organizational Behavior from the University of San Francisco. She is a contributing member of the International City/County Management Association, Cal-ICMA, Women Leading Government, and Municipal Management Associations of Northern & Southern California. Ms. Peckham serves on the Planning Committee

for the annual *Women's Leadership Summit*, at which she coordinates and leads the highly regarded Executive Roundtable Discussions with over 30 female local government leaders. In addition, Ms. Peckham was instrumental in writing the ICMA's *Job Hunting Handbook*.

Phil McKenney

Phil McKenney has over 35 years' management experience and is very familiar with local government agencies, having led a county organization and having worked with numerous city governments and special districts. Mr. McKenney began his career in the resort and hospitality industry and served as General Manager for Mattakesett Properties on the island of Martha's Vineyard. He then relocated to Keystone Resort in Colorado, which is now acknowledged as a premiere all-season resort with special recognition for its level of guest services. Mr. McKenney later took over the helm of the Summit County Chamber of Commerce as their Executive Director. This hybrid-Chamber was the only countywide organization responsible for marketing all of Summit County, Colorado, home to Breckenridge, Keystone, and Copper Mountain resorts. Through his leadership and collaborative style, and working with the cities and county within Summit County, he led the Chamber to being a readily recognized and well-respected organization within Colorado and the Western United States.

Mr. McKenney was then selected by Placer County, California to lead the merger of the North Lake Tahoe Chamber of Commerce and the North Tahoe Visitors and Convention Bureau into the North Lake Tahoe Resort Association. As Executive Director of this new county organization, he represented the Tourism industry for all of North Lake Tahoe. The Resort Association is now a proactive, nationally recognized organization whose model of governance is being replicated in numerous resort communities across the western United States.

Mr. McKenney joined Ms. Peckham in executive recruitment in January 2003 and has since conducted numerous national recruitments throughout the Western states, including Colorado, Arizona, Oregon, and California. Mr. McKenney has an undergraduate degree in Recreation from Slippery Rock State College as well as a Master of Business Administration from the University of Denver.

Joyce Johnson

Joyce Johnson joined Peckham & McKenney in 2005 and serves as the firm's Office Manager. Ms. Johnson is complimented regularly on her strong customer orientation working with both clients and candidates alike. She oversees internal administration of the firm as well as directing contract administrative support in the areas of advertising and design, web posting, and duplication and mailing services. Prior to joining Peckham & McKenney, Ms. Johnson oversaw internal administration in the Western Region headquarters of two national management consulting and executive recruitment firms. She has a total of 28 years' experience in the field of administrative and executive support for all aspects of the executive recruitment process. Ms. Johnson holds an Associate of Arts degree from American River College.

THE SEARCH PROCESS

While it is our intent to customize the search and project schedule to fit the Rancho Murieta Community Services District's specific needs, the search process typically includes the following key actions:

Project Organization – This phase provides for the development of a detailed Candidate Profile. We will meet individually with the General Manager, as well as others you identify, to discuss the issues and challenges facing the Rancho Murieta Community Services District. The desired background and experience, leadership style and personality traits, skills and abilities of the ideal candidate will be discussed. We will also discuss expected parameters of the search, the search timeline, and schedule future meeting dates with the General Manager.

Typically, we devote significant time to this phase of the recruitment in order to become fully knowledgeable of the organization, community, and desired profile of your next Administrative Services Director. We encourage our clients to allow us to meet with staff, the executive management team, Commission members, labor representatives, community business leaders, residents, and others. These may be one-on-one meetings, small group discussions, or larger public forums, depending upon the appropriate style and venue desired by the District. Electronic survey tools may also be utilized to provide input opportunities to the community on a broader scale. We have significant experience in a variety of methods for gaining input on the candidate profile, and we will provide advice and recommendations to the General Manager. In addition, we ask for a tour of the community in order to more fully understand current and future projects as well as gain a stronger familiarity with the District.

Recruitment – Advertisements will be placed in the appropriate industry publications and websites, and our firm will assume responsibility for presenting your opportunity in an accurate and professional manner. Full information on the position will be posted on our firm's web site as well as the site of the District. In addition, an attractive brochure will be prepared to market the organization and position to potential candidates. This brochure will be mailed to 300-400 industry professionals, and it will also be available on our firm's web site. Copies of the brochure will also be made available to the District.

The main focus of our outreach, however, will be direct phone contact with quality potential candidates. With over 30 combined years of executive search experience, we have developed an extensive candidate database that is continuously utilized and updated. Our recruiting efforts will focus on direct and aggressive recruiting of individuals within the search parameters established during the Project Organization phase. We believe direct recruiting produces the most qualified candidates. We know how to identify the "hidden" candidates, including those passive candidates who may be resistant to considering an employment change. Throughout this active search process, we will regularly notify the General Manager of the status and share questions, concerns, and comments received from potential candidates as they consider the opportunity. By doing so, we will "team" with the General Manager to ensure that all issues and concerns of candidates are

discussed and understood thereby eliminating “surprises” once the resume filing deadline has occurred.

As resumes are received, they will be promptly acknowledged, and we will personally respond to all inquiries. Once the resume filing deadline has passed, the General Manager will be once again updated on the status of the recruitment, the number of resumes received, and our intent for preliminary interviews.

Preliminary Interviews/Recommendation – As resumes are received, supplemental questionnaires will be sent to candidates who appear to meet the candidate profile. Following the resume filing deadline and a thorough review of the resumes and questionnaires received, we will conduct preliminary interviews with those individuals most closely matching the candidate profile. Preliminary reference and background (credit and criminal) checks will be conducted, and a written recommendation of finalists will be personally presented at an on-site, one- to two-hour meeting with the General Manager. The General Manager will receive a full listing of all candidates who applied for the position, as well as the cover letters, resumes, and supplemental questionnaires of the recommended group of candidates for further consideration.

Once a group of finalists has been selected as finalists by the General Manager, all candidates will be notified of their status. We will prepare a finalist interview schedule and notify finalist candidates accordingly. If necessary, finalists will make their own travel plans and reservations. We will confirm this with the General Manager at our meeting to recommend finalists.

Final Interviews/Selection – During this phase, finalists will be interviewed by the General Manager. We will provide on-site advice and facilitation assistance during the final interview process. Interview materials, including suggested interview questions, evaluation and ranking sheets will be provided for the General Manager's convenience.

An orientation session will be held with the General Manager prior to the finalist interviews, and we will work with the General Manager through a ranking process and discussion of the finalists at the end of the day. We will assist the General Manager in coming to consensus on the leading two to three finalists for further consideration, and we will provide recommendations on next steps, including additional meetings or social engagement with each finalist to learn more of the “fit” they may bring. In the past, our clients have chosen to conduct subsequent interviews, roundtable discussions, meals, or receptions with these finalists; we will provide the General Manager with recommendations and options.

Qualification – Once the final candidate has been selected, our firm will verify, at your discretion, professional work experience; degree verification; and criminal, civil, credit, and motor vehicle records (beyond industry-standard seven years). Second “tier” references will also be contacted. This comprehensive process ensures that only the most thoroughly screened candidate is hired. In addition, negotiation assistance will be provided as requested by the General Manager. Our ultimate goal is to exceed your expectations and successfully place a candidate who “fits” your organization’s and community’s needs now and into the future.

PROJECT SCHEDULE

This sample schedule anticipates a 14-week process. In today's competitive recruiting environment, our goal is to make the process as efficient and effective as possible.

<u>ACTIVITY</u>	<u>TIME FRAME</u>
I. Project Organization	(Two Weeks)
<ul style="list-style-type: none">• Kick-Off Meeting to discuss Candidate Profile and formalize project schedule• Finalize Candidate Profile with Rancho Murieta CSD and identify "fit" required• Develop advertising and recruiting plan• Prepare marketing brochure	
II. Recruitment	(Six Weeks)
<ul style="list-style-type: none">• Advertise, network, and electronically post in appropriate venues• Send marketing brochure to 300-400 industry professionals• Post opportunity on firm's web site as well as District's site• Search for/identify/recruit individuals within the parameters of the Profile• Respond to all inquiries and acknowledge all resumes received	
III. Preliminary Interviews/Recommendation	(Three Weeks)
<ul style="list-style-type: none">• Review candidates' resumes and supplemental questionnaires• Conduct preliminary interviews with leading candidates• Conduct first-tier reference checks and credit/criminal checks• Present written recommendation of finalists to the District• Notify all candidates of search status	
IV. Final Interviews/Selection	(Two Weeks)
<ul style="list-style-type: none">• Schedule finalist candidate interviews• Design process and facilitate finalist interviews with District• Assist District throughout process and provide recommendations• District selects candidate or leading 2-3 candidates for further consideration	
V. Qualification	(One Week)
<ul style="list-style-type: none">• Conduct thorough background checks and second "tier" references• District conducts site visit to community of selected candidate• Negotiation assistance• Exceed expectations and successfully place candidate who "fits."	

PROFESSIONAL FEE AND EXPENSES

The professional fee for the recruitment of the Administrative Services Director is \$17,500. One-third of this fee is due as a retainer upon execution of the agreement. The remainder of the fee will be divided and billed in two separate, monthly invoices.

The proposed project and professional fee includes a series of three scheduled meetings with the Rancho Murieta Community Services District; the first to develop the Candidate Profile, the second to recommend finalists, and the third to facilitate finalist interviews. Requested additional meetings will be negotiated and billed accordingly.

The District will also be responsible for reimbursement of expenses not to exceed from \$6,000. Expenses will be pre-approved and will be billed back at cost. Expenses include out-of-pocket costs associated with consultant travel, clerical, advertising, telephone, printing/copying, supplies/postage, and background checks (partial checks on recommended candidates; full background check on selected candidate). Additional expenses incurred due to requested additional meetings as well as full background checks on more than one candidate will be negotiated and billed accordingly.

Insurance

Peckham & McKenney carries Professional Liability Insurance (\$1,000,000 limit) and Commercial General Liability Insurance (\$2,000,000 General Liability, and \$4,000,000 Products). Our Insurance Broker is Northeast Agencies out of San Antonio, Texas, and our coverage is provided by Markel America Insurance Company and The Hartford.

In addition, Bobbi Peckham and Phil McKenney each carry personal automobile liability insurance in the amount of \$1,000,000.

PLACEMENT GUARANTEE AND ETHICS

Our placement record is particularly strong in that 85% of the candidates we have placed within the past six years continue in those positions today. In the unlikely event, however, that a candidate recruited and recommended by our firm leaves your employment ***for any reason within the first year*** (except in the event of budgetary cutbacks, position elimination or promotion), we agree to provide a one-time replacement at no additional charge, except expenses.

Time and again, we receive unsolicited comments from clients and candidates relating to our integrity and high ethics.

- First, we believe in honesty. No client should ever appoint an individual without being fully knowledgeable of the candidate's complete background and history. Conversely, no candidate should ever enter into a new career opportunity without full disclosure of any organizational "issues."
- We strive to keep everyone involved in a recruitment process informed of the status. Not only do we provide regular updates to our clients, but we also have a reputation for keeping our candidates posted, even to the extent of informing them as to who was eventually selected.
- As recruitment professionals, we do not recruit our placements -- ***ever***. Should a placement of ours have an interest in a position for which we are recruiting, they may choose to apply. However, if they become a finalist, we ask that they speak to their supervisor (Council member or Manager) to alert them of their intent.
- We do not recruit staff from our clients for another recruitment during an active engagement. Nor do we "parallel process" a candidate, thereby pitting one client against another for the same candidate.
- We are retained only by client agencies and not by our candidates. While we have a reputation for being actively involved in the profession and providing training, workshops, and general advice to candidates, we represent only our clients. In addition, we ***always*** represent and speak of our client in a positive manner; during the recruitment engagement as well as years after.
- We do not misrepresent our client list. Only those searches that we personally conducted appear on our list; rather than those conducted by other Recruiters while with other executive search firms.

CLIENT REFERENCES

Please feel free to contact any of the following current and recent clients to inquire about their experience with Bobbi Peckham and Phil McKenney. In addition, we would be pleased to furnish the client contact and phone numbers for any past clients of Ms. Peckham or Mr. McKenney.

The Sea Ranch Association – Community Manager

Frank Bell, Community Manager
(707) 785-2444; fbell@tsra.org

El Dorado Hills Community Services District – General Manager

Board President Tony Rogozinski
(916) 933-2301, tonyrogozinski@edhcsd.org

North Tahoe Public Utility District – General Manager (2004 and 2008)

John Bergman, NTPUD Board Member
(530) 546-4989, printart@telis.org