



# PETALUMA

SONOMA COUNTY  
CALIFORNIA-USA

**CITY MANAGER: \$200,000 - \$240,000**

CAREER OPPORTUNITY





WISH  
YOU  
WERE  
HERE





## THE COMMUNITY

Located 40 miles north of San Francisco, the gateway to Northern California's Wine Country, you'll find Petaluma - the gem of Sonoma County. The city has charm, character, and something for every generation; there is no question why Petaluma was chosen as the location to film *American Graffiti*. The city's lifestyle combines country with city, quirky with conventional, and you'd be hard-pressed to find another city with more personality. The second largest city in Sonoma County, Petaluma is home to 62,000 residents and tens of thousands of locals who travel into the city each day to work, shop, study, connect, or play. Petaluma's location provides easy access to all that Northern California has to offer, providing options for career, school and life.

Petaluma has deep agricultural roots and a strong connection to the past. It has an abundance of well-preserved historic buildings, hosts numerous events that celebrate its heritage, also forward-thinking, with a modern approach to development and a focus on sustainability. Our business community includes companies that pioneered the sustainable movement, as well as businesses who recently adopted eco-conscious practices in response to concerns about climate change. Our constituents are engaged, and donate their time, talent and energy through volunteerism and fundraisers.

A scenic view of Petaluma, California, showing a mix of historic and modern buildings, lush green trees, and a bridge over a river in the foreground. The text is overlaid on the lower portion of the image.

***“Petaluma: Sonoma’s Hidden Gem.”***

WINE SPECTATOR. OCTOBER, 2018.



## ECONOMIC ADVANTAGES

As a regional employment center, Petaluma's economy is diverse, and is home to many global companies such as CamelBak, Lagunitas, and Enphase, and a thriving organic dairy production sector including Clover Sonoma, Three Twins, Straus Family Creamery, Cowgirl Creamery, Point Reyes Cheese, and Petaluma Creamery.

A new, state of the art and environmentally friendly waste water treatment plant was completed in 2009. Current upgrades to the plant are supporting local industry and turn high strength waste into energy. The region's Sonoma Marin Area Rail Transit (SMART) runs through town with a centralized station that has an approved strategic plan for transit-oriented development downtown. While affordable housing is a significant issue facing local families and industry, Petaluma has approved upwards of 2,000 housing units in the development pipeline, which will supplement our current affordable housing inventory.





## THE CITY ORGANIZATION

The City of Petaluma is a full-service, charter city with fire, police, infrastructure, water utilities, development review and administrative and support services. In addition to standard services the city has a marina, airport, and transit service. Petaluma is led by six Council Members and the Mayor in a Council-Manager form of government. The Council Members are elected at large for a four-year term, and three Council Members are up for election every two years. The City Council has a reputation as a cohesive governing body and has enjoyed a positive working relationship with the City Manager for the past 10 years.

## THE JOB

This is an at-will position that reports to City Council and will oversee a budget of \$170.7MM (CIP is \$29.2MM and General fund is \$46.7MM). The City's general fund has grown approximately 30% since 2010, with a healthy reserve balance of \$8.9 million. This position will oversee 12 direct and 305 indirect staff.

### **FUTURE PROJECTS/OPPORTUNITIES:**

- Facilitate opening of Petaluma's promised second SMART rail station and associated Transit Oriented Development.
- Achieve construction of Petaluma's fair share of needed regional housing, including affordable units.
- Complete long anticipated cross-town connector providing additional street access between east & west Petaluma.
- Complete negotiations for the long-term use of City-owned Fairgrounds and associated specific planning.
- Complete an update of, and continue implementing, the City's Economic Development Strategy.

Forbes Travel declared Petaluma as ***“the wine country's hottest new destination”*** (2017)

# HOW WE LIVE



## THE IDEAL CANDIDATE

Interested applicants should have a desire to become part of our community, taking an interest in our city's culture, history and vision. The ideal candidate will be an experienced public administrator, well-grounded in the practices and principles human resource management, fiscal management, budget development and staff leadership; ideally with municipal leadership experience in California. You should also be a successful negotiator, familiar with employee contract negotiations, and embrace your role as the face of the City. Petaluma's next City Manager needs to be forthright, resilient and a strategic leader who demonstrates confidence, balanced with humility and empathy for others. Petaluma needs a community organizer and promoter with solid consensus building skills and who will operate within a strong ethical framework.

The ideal candidate will have adept communication and presentation skills, a desire to advance Petaluma's transit oriented development plan, be financially savvy, and be a catalyst for smart growth through economic development strategies that meet the community's goals.

### MINIMUM QUALIFICATION REQUIREMENTS:

- A Bachelor's degree in public administration or related field
- Management experience at department head or above in a similar size city
- Master's and / or certified public manager preferred



## COMPENSATION & BENEFITS

**SALARY RANGE: \$200,000 – \$240,000 ANNUALLY**

*(open to negotiation depending on experience and qualifications)*

### **CALPERS RETIREMENT PLAN:**

- **New members:** 2%@62 as defined under PEPRA
- **Classic members:** 2%@60  
*(The City participates in Medicare but not Social Security.)*

### **INSURANCE:**

- **Medical:** Up to \$1,904.38 monthly for family health coverage for the 2019 plan year. *(A variety of CalPERs plans offered)*
- **Life:** 1.5 X your annual salary plus \$75,000, up to a \$375,000.  
*(Supplemental life insurance may be purchased up to \$450,000.)*
- **Dental & Vision:** Full coverage for employees & eligible family members.

### **LEAVE:**

- **Vacation:** Up to five weeks per year. *(depends on years of service)*
- **Sick Leave:** 96 hours per year, accrued at 8 hours per month.
- **Administrative Leave:** 96 hours each fiscal year.
- **Holidays:** 12 fixed holidays and one “floating holiday” each fiscal year.

**FLEXIBLE WORKWEEK:** 4/10 workweek, with Fridays off.

## HOW TO APPLY:

This position is open until filled; however for **first consideration apply by November 13th**. Candidates are encouraged to submit as soon as possible.

**APPLY AT:** [HTTPS://WBROWNCREATIVE.COM/JOB-BOARD/](https://wbrowncreative.com/job-board/)

### **SAVE THE DATES!**

Interviews will take place on December 15th and 16th, 2018; candidates will need to be available for both days (this will include two panels: Council Elect and selected department heads, and current Councilmembers). Additionally, there will be a possible 2nd round of interviews, with newly elected and recently seated Councilmembers on January 12th, 2019.

Please contact your recruiter, Wendi Brown, with any questions:

- **WENDI@WBROWNCREATIVE.COM**
- **866-929-WBCP (9227) TOLL FREE**
- **541-664-0376 (DIRECT)**