

City Manager Performance Evaluation - 1 year

Apr-25

City Manager: VALERIE HALE

Average

CRAWFORD TURNER GERNT FOX MAYBERRY

1. INDIVIDUAL CHARACTERISTICS

4.8	Diligent and thorough in the discharge of duties, "self-starter"	5	5	5	5	4
	Exercises good judgment	5	5	5	5	3
	Displays enthusiasm, cooperation and will to adapt	5	5	5	4	4
	Mental and physical stamina appropriate for the position	5	5	5	5	5
	Exhibits composure, appearance and attitude appropriate for executive position	5	5	5	5	5
		25	25	25	24	21
		5	5	5	4.8	4.2

2. PROFESSIONAL SKILLS AND STATUS

4.68	Maintains knowledge of current developments affecting the practice of local government management	5	4	5	5	5
	Demonstrates a capacity for innovation and creativity	5	4	4	5	4
	Anticipates and analyzes problems to develop effective approaches for solving them	5	5	5	5	3
	Willing to try new ideas proposed by governing body members and/or staff	5	5	4	5	4
	Sets a professional example by handling affairs of the public office in a fair and impartial manner	5	5	5	5	5
		25	23	23	25	21
		5	4.6	4.6	5	4.2

3. RELATIONS WITH ELECTED MEMBERS OF THE GOVERNING BODY

4.8	Carries out directives of the body as a whole as opposed to those of any one member or minority group	5	5	5	5	5
	Sets meeting agendas that reflect the guidance of the governing body and avoids unnecessary involvement in administrative actions	5	5	5	5	3
	Disseminates complete and accurate information equally to all members in a timely manner	5	5	5	5	3
	Assists by facilitating decision making without usurping authority	5	5	5	5	4
	Responds well to requests, advice and constructive criticism	5	5	5	5	5
		25	25	25	25	20
		5	5	5	5	4

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4. POLICY EXECUTION

4.8	Implements governing body actions in accordance with the intent of council	5	5	5	5	5
	Supports the actions of the governing body after a decision has been reached, both inside and outside the organization	5	5	5	5	5
	Understands, supports, and enforces local government's laws, policies, and ordinances	5	5	5	5	5
	Reviews ordinance and policy procedures periodically to suggest improvements to their effectiveness	5	4	5	5	3
	Offers workable alternatives to the governing body for changes in law or policy when an existing policy or ordinance is no longer practical	5	5	4	4	5
		25	24	24	24	23
		5	4.8	4.8	4.8	4.6

5. REPORTING

4.88	Provides regular information and reports to the governing body concerning matters of importance to the local government, using City Charter as a guide	5	5	5	5	5
	Responds in a timely manner to requests from the governing body for special reports	5	5	5	5	5
	Takes the initiative to provide information, advice, and recommendations to the governing body on matters that are non-routine and not administrative in nature	5	5	4	4	5
	Reports produced by the manager are accurate, comprehensive, concise and written to their intended audience	5	5	5	4	5
	Produces and handles reports in a way to convey the message that affairs of the organization are open to public scrutiny	5	5	5	5	5
		25	25	24	23	25
		5	5	4.8	4.6	5

6. CITIZEN RELATIONS

4.96	Responsive to requests from citizens	5	4	5	5	5
	Demonstrates a dedication to service to the community and its citizens	5	5	5	5	5
	Maintains a nonpartisan approach in dealing with the news media	5	5	5	5	5
	Meets with and listens to members of the community to discuss their concerns and strives to understand their interests	5	5	5	5	5
	Gives an appropriate effort to maintain citizen satisfaction with city services	5	5	5	5	5
		25	24	25	25	25
		5	4.8	5	5	5

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7. STAFFING

4.84	Recruits and retains competent personnel for staff positions	5	5	5	5	5
	Applies an appropriate level of supervision to improve any areas of substandard performance	5	5	5	5	3
	Stays accurately informed and appropriately concerned about employee relations	5	5	5	5	5
	Professionally manages the compensation and benefits plan	5	5	5	4	5
	Promotes training and development opportunities for employees at all levels of the organization	5	5	5	5	4
		25	25	25	24	22
		5	5	5	4.8	4.4

8. SUPERVISION

4.88	Encourages heads of departments to make decisions within their jurisdictions with minimal city manager involvement, yet maintains general control of operations by providing the right amount of communication to the staff	5	5	5	5	5
	Instills confidence and promotes initiative in subordinates through supportive rather than restrictive controls for their programs while still monitoring operations at the department level	5	5	5	5	5
	Develops and maintains a friendly and informal relationship with the staff and work force in general, yet maintains the professional dignity of the city manager's office	5	5	5	5	5
	Sustains or improves staff performance by evaluating the performance of staff members at least annually, setting goals and objectives for them, periodically assessing their progress, and providing appropriate feedback	5	5	4	4	5
	Encourages teamwork, innovation, and effective problem-solving among the staff members	5	5	4	5	5
		25	25	23	24	25
		5	5	4.6	4.8	5

9. FISCAL MANAGEMENT

4.76	Prepares a balanced budget to provide services at a level directed by council	5	4	5	4	5
	Makes the best possible use of available funds, conscious of the need to operate the local government efficiently and effectively	5	5	5	5	5
	Prepares a budget and budgetary recommendations in an intelligent and accessible format	5	5	5	5	3
	Ensures actions and decisions reflect an appropriate level of responsibility for financial planning and accountability	5	5	5	5	3
	Appropriately monitors and manages fiscal activities of the organization	5	5	5	5	5
		25	24	25	24	21
		5	4.8	5	4.8	4.2

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10. COMMUNITY

4.8	Shares responsibility for addressing the difficult issues facing the city	5	5	5	5	5
	Avoids unnecessary controversy	5	5	5	5	3
	Cooperates with neighboring communities and the county	5	5	5	5	5
	Helps the council address future needs and develop adequate plans to address long term trends	5	5	4	5	3
	Cooperates with other regional, state and federal government agencies	5	5	5	5	5
		25	25	24	25	21
	5	5	4.8	5	4.2	

4.82 TOTAL SCORE

NARRATIVES

Strengths:

RJC	A breath of fresh air in the City Manager role. We work well together, the City staff like you and they work well with you too. I have been happy with your ability to manage the City at a high level. Maintaining a balanced budget and keeping taxes low while finding ways to invest in the community for growth and enhancement are priorities of mine and you have been great to find that balance.
JM	Have only worked with Valerie as City Manager for 4 months. She is very efficient in her position and operates in a timely manner. She is extremely knowledgeable of how City government should operate.
MF	Visits departments in regular intervals allowing for, and receiving, direct employee feedback and input. Listens attentively. I have observed her being physically present at strategic and critical times of City matters. She freely asks questions to better formulate decisions and execution of plans. Presents herself professionally and responsibly.
MT	Valerie is a true professional.

Most critical for improvement:

RJC	Find ways to over communicate to the public and to Council when possible. Council, if aware, can do a lot to educate and "get the word out to the public" on your behalf. We have done a lot to be more transparent, but can always find more ways. Utilizing the website more and continuing to use social media to communicate with the public. The public has been very thankful for the social media posts we make on what is going on in the City.
JM	In some critical matters, perform own due diligence and research so as to not be misguided.
MF	Continue to trust staff members judgement and experience who are in key positions of leadership as this function is fundamental in a high accountability organization, such as a Municipal entity.

Constructive suggestions for enhanced performance:

RJC	Continue with getting your certification as a Professional City Manager through ICMA or TCMA. This will only enhance your skill sets.
MF	Use the strengths of the Council as a whole and as individual Councilmembers. Each member brings strengths and areas of expertise to the Council, therefore, to the City. The Manager should embrace those strengths as appropriate.

Other comments:

RJC	The biggest thing we need to continue to focus on, and find ways to address, is the homelessness issue that exists in our community. We have discussed in the past, and we continue to seek ways to address it, but we need to make it a main priority. It is the most common issue that I have brought to my attention. I don't necessarily know what the solution is, but we need to ensure they remain off of private property and are not committing illegal activities inside the City limits.
JM	City Manager is doing a great job with all above. A "3" on the evaluation equals "I don't know yet" being I have worked with her for 4 months.
MF	Priorities should be items impacting public safety/welfare, which is also most controllable. Goals should include continued business/workforce recruitment and economic growth, recognizing that growth and annexations merit continued infrastructure and services expansion.
AG	Valerie has done a great job!

