



**FERNDALE DDA  
BOARD OF DIRECTORS SPECIAL MEETING  
JUNE 26, 2019**

**8:00 A.M.**

Ferndale City Hall; Council Chambers  
300 E. Nine Mile Rd., Ferndale, MI

**AGENDA**

- I. Call to Order
  - A. Roll Call
  - B. Dismissals
  - C. Consideration of Agenda
  
- II. Approval to fill the DDA Executive Director Position and selection of recruitment firm
  
- III. Call to Committee Chairs, Board Members & Staff (not more than 3 minutes)
  
- IV. Adjournment



## CITY OF FERNDALE REQUEST FOR DDA Board ACTION

**FROM:** Joseph Gacioch, City Manager

**SUBJECT:** Approval to fill the DDA Executive Director Position and selection of recruitment firm

### **SUMMARY AND BACKGROUND:**

In April, 2020, the DDA Board approved of a 120 day transition committee known as the DDA Planning Unit (DDAPU). The committee includes the City Manager, members of the CED leadership, Communications Director, and Human Resources Director. The principle purpose of the DDAPU is to (1) provide guidance and capacity from the City's resources to the Acting DDA Director and (2) to support forward movement of DDA Board priorities, and (3) provide the Board with extra time to consider their strategy for filling the vacant Executive Director position. Priorities include:

1. Executing a construction communications plan
2. Fulfilling a temporary business liaison position
3. Leading the DDA in the recruitment and selection process.

### **Progress Update:**

- The City's HR Director conducted an executive profile workshop on June 17<sup>th</sup>. The profile traits have been organized and attached to this document.

The results of the exercise clearly depict the importance of this critical hiring decision. Participants in the exercise expressed the need for a progressive strategic leader with proven leadership experience capable of building relationships, guarding DDA values, and committed to accountability.

**Recruitment Recommendation:** The city believes the use of an outside recruitment firm would best facilitate a fair and unbiased search process that will deliver a short list of the most qualified candidates. The City has previous experience with GovHR and the City Manager search. This search involved an internal candidate and fulfilling a strategic executive level position.

The recruiter assigned to lead this process would be Jayme's Vettraino, a former Rochester City Manager that managed close relationships with their DDA for several years. Jayme's has successfully led recruitments for executive level city job vacancies for the City of Ferndale and several area municipalities, including vacant DDA Director positions.

James' scope of work would include posting a finalized job story and posting, executing the search and develop a short list of eligible candidates for an interview panel whose composition should be determined by the Board or Executive Committee.

### **RECOMMENDATION:**

To approve filling the vacant position of DDA Executive Director and retain GovHR to facilitate the search not to exceed \$15,000 and authorize the City Manager to execute the agreement.

**ATTACHMENTS:** GovHR Proposal

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**DDA AGENDA DATE:** June 26, 2019  
**FINANCE DIRECTOR REVIEW:** June 26, 2019  
**CITY MANAGER REVIEW:** June 26, 2019

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**RECOMMENDED ACTION:**

Moved by, seconded by, to approve filling the vacant DDA Executive Director Position due to the resignation of Barry Hicks and to select GovHR as the recruiting firm to facilitate the selection process, not to exceed \$15,000 out of account number 248-000-818-000 and authorize the City Manager to execute the agreement.

# A Profile of Ferndale's New DDA Director

- Our new director needs to **BE**

- *as an individual:*

- Progressive
    - Committed
    - Open-minded
    - Active listener
    - Empathetic
    - Forward thinking, outside the box
    - Enthusiastic learner
    - Inclusive
    - Socially responsible
    - Self-aware
    - Self-starter
    - Empowering of others
    - Selfless
    - Mindful
    - Authentic
    - Researcher
    - Innovative
    - Humble
    - Creative

- *as a leader:*

- Progressive
    - Plugged into community and region
    - Connector of people to each other and businesses with resources
    - Catalyst
    - Collaborative
    - Relationship-builder
    - Team-builder
    - Consensus-builder
    - Diplomatic
    - Coach
    - Proactive
    - Action-taker
    - Visible
    - Available
    - Approachable and accessible
    - Process-based
    - Transparent
    - Multi-tasker
    - Problem-solver
    - Positive when faced with a challenge
    - A champion for model growth

- Our new director needs to **HAVE**

- Strategy, and a strategic mindset to back it up
  - Knowledge of the history and past failures
  - Positive attitude
  - Communication skills
  - Emotional intelligence
  - Ability to break barriers
  - Humility
  - Interest in shaping trends
  - Ability to course-correct
  - Change-management skillset
  - Sense of urgency
  - Drive to be “*First \_\_\_\_*”
  - Mindset of revisiting and revising
  - Ability to navigate rapid change and continuous development
  - Respect for Ferndale's current culture, economy, and society

- Our new director needs to **CREATE**

- Growth – and the capability to manage it
  - Continuity between community, City, and businesses
  - Understanding of what “welcome” truly means
  - Creative solutions
  - Public space
  - Collaboration
  - Wayfinding
  - Guardianship
  - Accountability
  - Measurable goals
  - Downtown that remains affordable to current residents and new businesses
  - Programming for a sense of place
  - Attraction to our programming
  - Sustainability
  - Systems to increase use of technology for commerce

## WHAT ARE IDENTIFIABLE TASKS OUR NEW DIRECTOR NEEDS TO EXECUTE?

- Increase revenue to City, through the DDA
  - Grants
  - Programming
  - Resources
  - New ideas
- Lead the Board to identify its priorities
- Benchmark other DDAs
- Identify what we need
- Create an Economic Position statement
  - Matt Wagner
- Answer: How does the “Ferndale” brand (of the City, and of the community it serves) stand out?
- Implement
- Reach across 8 Mile
- Identify opportunities
- Harmonize
- Address a disjointed downtown
- Support all areas under our care
- Support outside development and partners
- 501c3 funds (sister organizations)
- Umbrella organization
- Look beyond borders
- Expand and build
- Build relationships
- Be the face of DDA [x2]
- Know what’s going on in quiet businesses
- Be kind
- Finance and real estate
- Board oversight
- Use good management to ensure good processes and good outcomes
- Leadership (skills): How well do we want to do things?
  - Effective communicator
  - Integrity
  - Project-management skills
- First 90 days
  - Interview key stakeholders
- Benchmark and go onsite
- Success
  - Strategic Plan – measurable and reported on
  - Activity Plan – measurable and reported on
  - SMART *[goals]*
  - Come to Ferndale as a model
  - Structure in place
    - Transparency
    - Reporting out
  - When people in Ferndale know what the DDA is and does

## HOW DOES OUR NEW DIRECTOR NEED TO FIT OUR CULTURE AND REFLECT ITS GOALS?

- Steward of Progress
  - Good listener; active listener
  - Open-minded [x2]
  - Visible
  - Available and accessible [x2]
  - Willing to learn
  - Forward-thinking
  - Continuity between community, City, and businesses
  - Empathetic
  - Committed
  - Navigate rapid change and continuous development
- Anticipating Needs
  - Proactive
  - Communication [x2]
  - Connect businesses with resources
  - Programming
    - Sense of place
    - Marketing
  - Knowledge – know the history so they don't repeat what didn't work
  - Thinking outside the box
  - Predict and prepare
  - Be mindful of the impact of Ferndale's current culture, economy, and society
  - Solution-solver [*note: probably "problem-solver"*]
  - Attraction to our programming
  - Listening
  - Manage future growth of the city
  - Anticipate the demands of future residents
- Serving with excellence
  - Creative solutions
  - Available
  - Approachable
  - Willing to listen and process
  - Positive attitude when faced with a challenge
  - Champion model growth
  - Self-aware
  - Self-starter
  - Strategic mindset
  - Adaptable
  - Empathetic
  - Think before acting
  - Risk-positive
  - Coach
  - Communicate
  - Emotional intelligence

- Benchmark of a Modern City
  - Research
  - Innovative
  - Progressive [x2]
  - Maintain public spaces
  - Catalyzing creativity
  - Confidence in the Vision
  - Plugged-in with both Ferndale (the community) and the broader region
  - Understands what “welcome” truly means
  - Be a connector – aware of opportunities and helping them succeed
  - Selfless – service before self
  - Courageous leader
  - Catalyst
  - Humility
  - Coachable
  - Open-minded
  - Break barriers
- Embrace the Richness of Diversity
  - Mindful
  - Aware [x2]
  - Welcoming
  - Collaborative
  - Empowering
  - Transparent
  - Positive
  - Self-aware
- Bringing Inclusive Hospitality to Life
  - Humility
  - Welcoming
  - Wayfinding
  - Affirmative
  - Genuine
  - Authentic
  - Connector
- Progressive
  - Be first!
  - Don't be afraid to revisit and revise
  - Strategic planner
  - Lifelong learner
  - Trend-bucker
  - Socially responsible (including messaging)
  - Broad awareness
  - Consensus-builder
  - Know when to stop planning and take action

- Equitable
  - Keeping downtown affordable for residents and new businesses
  - Inclusive
  - Relationship-builder
  - Empowers others
  - Diplomatic
  - Authentic
  - Team player and connector
  - Team-builder
  - Motivator
  - Accountability system
- Sustainable
  - Systems to increase use of technology for commerce
  - Ability to fuse old and new systems together
  - Project management
  - Consistency
  - Communication strategy
  - Course-correction
  - Visionary
  - Accountable
  - Future-thinking
  - Measurable
  - Consistent
  - Implements systems
  - Empowered
  - Creative
  - Tenacious “D”
  - Sense of urgency
- Resilient
  - Multitasker
  - Patient
  - Guardianship
  - Process-based
  - Empathy
  - Good leader
  - Selfless
  - Strategic plan
  - Team-builder



June 25, 2019

Mr. Joseph Gacioch  
City Manager  
City of Ferndale  
300 East Nine Mile Road  
Ferndale, MI 48220

RE: Downtown Development Authority Executive Director Executive Search, Attn: Jake Smith, Chair and Blake Scheer, Vice Chair

Dear Mr. Gacioch:

Thank you for the opportunity to provide you with a proposal for the Executive Director recruitment and selection process for the Ferndale Downtown Development Authority. GovHR USA ("GovHR") prides itself on a tailored, personal approach to executive recruitment and selection, able to adapt to your specific requirements for the position.

## Qualifications and Experience

GovHR is a public management consulting firm serving municipal clients and other public-sector entities on a national basis. Our headquarters offices are in Northbrook, Illinois. We are a certified Female Business Enterprise in the State of Illinois and work exclusively in the public sector. We have 11 full time and 8 part time employees and 27 project consultants. GovHR offers customized executive recruitment services and completes other management studies and consulting projects for communities. Please note the following key qualifications of our firm:

- Since our establishment in 2009, our consultants have conducted hundreds of recruitments in 29 states, with an increase in business of at least 30% each year. Twenty-eight (28%) of our clients are repeat clients, the best indicator of satisfaction with our services.
- Surveys of our clients show that 94% rate their overall experience with our firm as *Outstanding and* indicate that they plan to use our services or highly recommend us in the future.
- Our state of the art processes, including extensive use of social media for candidate outreach and video interviews with potential finalist candidates, ensure a successful recruitment for your organization.
- Our high quality, thorough Recruitment Brochure reflects the knowledge we will have about your community and your organization and will provide important information to potential candidates.
- The firm has a total of twenty-seven consultants, both generalists and specialists (public safety, public works, finance, parks, etc.), who are based in Arizona, Florida, Illinois, Indiana, Michigan, and Wisconsin, as well as five reference specialists and eight support staff.

Our consultants are experienced executive recruiters who have conducted over 600 recruitments, working with cities, counties, special districts and other governmental entities of all sizes throughout the country. In

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addition, we have held leadership positions within local government, giving us an understanding of the complexities and challenges facing today's public-sector leaders.

GovHR is led by Heidi Voorhees, President, and Joellen Cademartori, Chief Executive Officer. Ms. Voorhees previously spent 8 years with the nationally recognized public-sector consulting firm, The PAR Group, and was President of The PAR Group from 2006 – 2009. Ms. Voorhees has conducted more than 250 recruitments in her management consulting career, with many of her clients repeat clients, attesting to the high quality of work performed for them. In addition to her 12 years of executive recruitment and management consulting experience, Ms. Voorhees has 19 years of local government leadership and management service, with ten years as the Village Manager for the Village of Wilmette, IL. Ms. Cademartori is a seasoned manager, with expertise in public sector human resources management. She has held positions from Human Resources Director and Administrative Services Director to Assistant Town Manager and Assistant County Manager. Ms. Cademartori has worked in forms of government ranging from Open Town Meeting to Council-Manager and has supervised all municipal and county departments ranging from Public Safety and Public Works to Mental Health and Social Services.

## Consultant Assigned

GovHR Vice President Jaymes Vettraiño will be responsible for your recruitment and selection process. His biography is attached to this Proposal and his contact information is:

Jaymes Vettraiño  
Vice President  
GovHR USA LLC  
Rochester, MI  
Telephone: 248-379-8923  
[jvettraiño@govhrusa.com](mailto:jvettraiño@govhrusa.com)

A complete list of GovHR's clients is available on our website at [www.govhrusa.com](http://www.govhrusa.com).

## References

The following references can speak to the quality of service provided by GovHR:

### **Tri-County Regional Planning Commission (Executive Director, 2018)**

Board Chair Shanna Draheim  
3135 Pine Tree Rd. | Suite 2C  
Lansing, MI 48911  
(517) 393-0342  
[sdraheim@cityofeastlansing.com](mailto:sdraheim@cityofeastlansing.com)

### **Rochester Hills, MI (Economic Development Director, 2017)**

1000 Rochester Hills Drive  
Rochester Hills, MI 48309  
Pam Gordon, Director of Human Resources  
248-841-2521  
[gordonp@rochesterhills.org](mailto:gordonp@rochesterhills.org)  
Mayor Bryan Barnett  
248-841-2530  
[barnettb@rochesterhills.org](mailto:barnettb@rochesterhills.org)

### **South Lyon (City Manager, 2018)**

Mayor Dan Pelchat  
[dpelchat@southlyonmi.org](mailto:dpelchat@southlyonmi.org)

MI335 S. Warren Street  
South Lyon, MI  
(248) 437-1735

## Scope of Work

A typical recruitment and selection process takes approximately 175 hours to conduct. At least 50 hours of this time is administrative, including advertisement placement, reference interviews, and due diligence on candidates. We believe our experience and ability to professionally administer your recruitment will provide you with a diverse pool of highly qualified candidates for your Executive Director search. GovHR clients are informed of the progress of a recruitment throughout the entire process. We are always available by mobile phone or email should you have a question or need information about the recruitment.

GovHR suggests the following approach to your recruitment, subject to your requests for modification:

### Phase I – Position Assessment, Position Announcement and Brochure Development

Phase I will include the following steps:

- Development of a **Position Announcement**.
- Development of a detailed **Recruitment Flyer** for client review and approval.
- Agreement on a detailed **Recruitment Timetable** – a typical recruitment takes 90 days from the time you sign the contract until you are ready to appoint the finalist candidate.

### Phase II – Advertising, Candidate Recruitment and Outreach

We make extensive use of social media as well as traditional outreach methods to ensure a diverse and highly qualified pool of candidates. In addition, our website is well known in the local government industry – we typically have 5,000 visits to our website each month. Finally, we develop a database customized to your recruitment and can do an email blast to thousands of potential candidates.

Phase II will include the following steps:

- Placement of the Position Announcement in appropriate professional online publications. In addition to public sector publications and websites, outreach will include LinkedIn and other private sector resources. We can provide the Ferndale Downtown Development Authority with a list of where we intend to place the position announcement, if requested.
- The development of a database of potential candidates from across the country unique to the position and to the client, focusing on the leadership and management skills identified in Phase I as well as size of organization, and experience in addressing challenges and opportunities also outlined in Phase I. This database can range from several hundred to thousands of names depending on the parameters established for the outreach. Outreach will be done in person, and through e-mail and telephone contacts. GovHR consultants have extensive knowledge of the municipal government industry and will personally identify and contact potential candidates. With more than 600 collective years of municipal and consulting experience among our consultants, we often have inside knowledge about candidates.

### Phase III – Candidate Evaluation and Screening

Phase III will include the following steps:

- Review and evaluation of all candidates' credentials considering the criteria outlined in the Recruitment Brochure.

A maximum of eight (8) Candidates will be interviewed by video to fully grasp their qualifications, experience and interpersonal skills. The interviews include asking specific questions about their experiences and skill sets as well as asking questions specific to the Executive Director. We will ask follow up questions and probe specific areas. By utilizing video interviews we will have an assessment of their verbal skills and their level of energy for and interest in the position.

- Formal and informal references and an internet/social media search of each of the interviewed candidates will be conducted to further verify candidates' abilities, work ethic, management and leadership skills, analytical skills, interpersonal skills, ability to interact with the media, and any areas identified for improvement.
- All résumés will be acknowledged and contacts and inquiries from candidates will be personally handled by GovHR, ensuring that the Ferndale Downtown Development Authority's process is professional and well regarded by all who participate.

#### **Phase IV – Presentation of Recommended Candidates**

Phase IV will include the following steps:

- GovHR will prepare a Recruitment Report that presents the credentials of those candidates most qualified for the position (maximum of six (6) candidates). We provide a password protected digital document which contains the candidate's cover letter and résumé. In addition, we prepare a "mini" résumé for each candidate, so that each candidate's credentials are presented in a uniform way. GovHR will provide you with a log of all candidates who applied. You may also review all the résumés, if requested.
- GovHR will meet with you on-site to review the Recruitment Report and expand upon the information provided. The report will arrive two to three days in advance of the meeting, giving you the opportunity to fully review it. In addition to the written report, we will spend approximately two (2) hours discussing the candidates by reviewing their skype interviews and providing excerpts from the references we will have conducted on the individuals.

#### **Phase V –Interviewing Process**

Phase V will include the following steps:

- After the Recruitment Report is presented, the Interviewing Process will be finalized including the discussion of any specific components you deem appropriate, such as a writing sample or oral presentation.
- GovHR will develop the first and second round interview questions for your review and comment. GovHR will provide you with interview books that include the credentials each candidate submits, a set of questions with room for interviewers to make notes, and evaluation sheets to assist interviewers in assessing the candidate's skills and abilities.
- GovHR will work with you to develop an interview schedule for the candidates, coordinating travel and accommodations. In addition to a structured interview with the Ferndale Downtown Development Authority, the schedule will incorporate a tour of client's facilities and interviews with senior staff, if the client so desires.

- Once candidates for interview are selected (maximum of four (4) candidates), additional references will be contacted, along with verification of educational credentials, criminal court, credit, and motor vehicle and records checks.
- GovHR consultants will be present for all the interviews, serving as a resource and facilitator.

### Phase VI – Appointment of Candidate

- GovHR will notify all applicants of the final appointment, providing professional background information on the successful candidate.

### Leadership/Personality Assessments

GovHR has experience working with a wide variety of leadership and personality assessment tools, depending on the qualities and experiences the client is seeking in their candidates. These include but are not limited to Luminaspark, Caliper, DISC and others. Typically these tools cost \$300 per candidate to administer. This fee is not included in our proposal.

### One-Way Video Interviews

Candidates we recommend for your consideration can complete a one-way video interview with 4 to 6 questions that will be recorded for an additional fee. The Board can then review these interviews at your convenience prior to make a decision on which candidates to invite for interview. Typical cost for this service is \$50 per candidate. This fee is not included in our proposal.

### Optional 360° Evaluation

As a service to the Ferndale Downtown Development Authority, we offer the option to provide you with a proposal for a 360° performance evaluation for the appointed Executive Director at about six months into his or her employment. This evaluation will include seeking feedback from both Elected Officials and Department Directors, along with any other constituent the client feels would be relevant and beneficial. This input will be obtained on a confidential basis with comments known only to the consultant. If you are interested in this option, GovHR USA will prepare a proposal for this service.

### Recruitment Schedule

A detailed recruitment schedule will be provided in Phase I. The recruitment and selection process typically takes 90 days from the time the contract is signed until the candidate is appointed. We can work with you on a shorter process, should you so desire.

Our typical recruitment process includes the following milestones and deliverables:

➤ Weeks 1 - 2	On-site interviews of client officials and staff, development and approval of recruitment brochure <b>Deliverable: recruitment brochure</b>
➤ Weeks 3 - 8	Placement of professional announcements; candidate identification, screening, interview and evaluation by consultant
➤ Week 9	Consultant recommendation to the Board of qualified candidates <b>Deliverable: recruitment report</b>
➤ Week 10	Selection of candidate finalists by the Board; additional

	background and reference checks, report preparation and presentation <b>Deliverable: interview reports including suggested questions and evaluation sheets</b>
➤ Weeks 11-12	Interviews of selected finalist candidates; recommendation of final candidate; acceptance and appointment

Summary of Costs	Price
Recruitment Fee:	<b>\$12,500</b>
Recruitment Expenses: (not to exceed) ➤ Expenses include consultant travel, postage/shipping, telephone, support services, candidate due diligence efforts. copying etc.	<b>2,500</b>
Advertising: *Advertising costs over \$1,500 will be placed only with client approval. If less than \$1,500, Client is billed only for actual cost.	<b>1,500*</b>
<b>Total:</b>	<b>\$16,500**</b>

\*\*This fee does not include travel and accommodations for candidates interviewed. Recruitment brochures are produced as electronic files. Printed brochures can be provided, if requested, for an additional cost of \$900.

The above cost proposal is predicated on two consultant visits to the client; the first to present recommended candidates and the second for the candidate interviews. Any additional consultant visits requested by the client will be billed at \$125/hour; \$500 for a half day and \$950 for a full day. The additional visits may also result in an increase in the travel expenses and those expenses will be billed to the client.

Maximum number of candidates are noted during the phases. Additional candidates may be added during any phase for an additional per candidate fee.

### Payment for Fees and Services

Professional fees and expenses will be invoiced as follows:

**1<sup>st</sup> Payment:** 1/3 of the Recruitment Fee (invoice sent upon acceptance of our proposal).

**2<sup>nd</sup> Payment:** 1/3 of the Recruitment Fee and expenses incurred to date (invoice sent following the recommendation of candidates).

**Final Payment:** 1/3 of the Recruitment Fee and all remaining expenses (invoice sent after recruitment is completed).

Recruitment expenses and the costs for printing the Recruitment Brochure will be itemized in detail. Payment of invoices is due within thirty (30) days of receipt (unless the client advises that its normal payment procedures require 60 days.)

## Philosophy

Executive search is an important decision-making process for an organization and our primary goal is to provide our client with the information to make the best hiring decision. Our firm's executive recruitment philosophy embraces a professional process of integrity, trust, and respect toward all parties involved, and complete commitment toward meeting the expressed needs and desires of our client. All of our services are handled by principals of the firm who have established and well-regarded reputations in the search field, as well as actual operating experience in the public management fields in which they now consult. Each has impeccable professional credentials and unblemished personal reputations. Keeping both our client and prospective candidates informed on the status of the recruitment on a regular basis is also an important part of our recruitment process. Our work is carried out in an open manner with particular attention given toward seeking out critical factors of a client's organization and governance, and utilizing such information respectfully and discreetly in seeking out candidates who truly have the ability to meet the expectations and needs of the client—working strenuously in developing a fully qualified, “best match” candidate pool for client consideration. Our process includes assistance in the critical final interview and selection phases of the recruitment, and availability to both client and candidate for months following the appointment. Our process was developed and refined over the years to meet the special, and often unique, needs and circumstances facing our local government, public management, and related not-for-profit clients.

## GovHR Guarantee

It is the policy of GovHR to assist our clients until an acceptable candidate is appointed to the position. Therefore, no additional professional fee would be incurred should the client not make a selection from the initial group of recommended candidates and request additional candidates be developed for interview consideration. Additional reimbursable expenses may be incurred should the situation require consultant travel to Ferndale Downtown Development Authority beyond the planned two visits.

Upon appointment of a candidate, GovHR provides the following guarantee: should the selected and appointed candidate, at the request of the Ferndale Downtown Development Authority or the employee's own determination, leave the employ of the Ferndale Downtown Development Authority within the first 12 months of appointment, we will, if desired, conduct one additional recruitment for the cost of expenses and announcements only, if requested to do so within six months of the employee's departure.

In addition, in accordance with the policy of our firm as well as established ethics in the executive search industry, we will not actively recruit the placed employees for a period of five years.

## Why Choose GovHR?

We ask you to consider the following as you deliberate:

- We are a leader in the field of local government recruitment and selection with experience in more than 29 states, in communities ranging in population from 1,000 to 1,000,000. More than 28% of our clients are repeat clients showing a high level of satisfaction with our work. We encourage you to call any of our previous clients.
- We are committed to bringing a diverse pool of candidates to your recruitment process. We network extensively with state, city and county management associations, attending more than 20 state and national conferences each year. In addition, we support and attend the meetings of Women Leading Government, the Local Government Hispanic Network, the California Network of Asian Public Administrators, and the National Forum for Black Public Administrators.
- We conduct comprehensive due diligence on candidates. Before we recommend a candidate to you, we will have video interviewed them, conducted reference calls, and media and social media

searches. Our knowledge of local government ensures that we can ask probing questions that will verify their expertise.

- We are your partners in this important process. You are welcome to review all the resumes we receive, and we will share our honest assessment of the candidates.
- Our goal is your complete satisfaction. We are committed to working with you until you find the candidate that is the best fit for your position.

We believe we have provided you with a comprehensive proposal; however, if you would like a service that you do not see in our proposal, please let us know. We can most likely accommodate your request.

This proposal will remain in effect for a period of six months from the date of the proposal. We look forward to working with you on this recruitment and selection process!

Sincerely,



Heidi J. Voorhees  
President  
GovHR USA

Attachment: Consultant Biography

**ACCEPTED BY THE FERNDALE DOWNTOWN DEVELOPMENT AUTHORITY, MI**

BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

## CONSULTANT BIOGRAPHY

### **Jaymes Vettraino** **Vice President**

Jaymes Vettraino is a Vice President with GovHR USA, and provides municipal management consulting services to communities. His focus is on assisting with employee recruitment, classification/compensation, financial planning, operational management, human resources, community relations and economic development.

Prior to starting his consulting service, Jaymes spent 17 years as a City Manager, most recently as the City Manager of Rochester, MI. In Rochester, he had the opportunity to lead a dynamic management team to simultaneously reduce expenses and increase the level of community service during years of the “great recession.” During his time as the Manager of Kutztown, PA, Jaymes had the opportunity to lead the college town in the development of its own fiber optic network and improve its relations with Kutztown University. Jaymes also had the chance to be the first Manager of Pen Argyl, PA, where he led the community in creating a city manager form of government and implemented many grant funded quality of life improvement initiatives and projects.

Jaymes believes that great local communities are the foundation of our lives. Through his facilitative style and technical knowledge of local government, he excels at problem solving and consensus building.

### **Professional Education**

- Master of Business Administration degree in Management, Lehigh University
- Bachelor’s degree in Political Science, Michigan State University, MI

### **Training and Instruction**

- Director of the Center for Social Entrepreneurship and Assistant Professor, Rochester College
- Adjunct Professor at Oakland University, Rochester, MI
- Former Adjunct Professor at Alvernia College, Reading, PA

### **Memberships and Affiliations**

- International City and County Managers Association
- Michigan Local Government Management Association
- Leadership Oakland County
- Pennsylvania Association of Municipal Managers
- American Public Power Association
- Pennsylvania Electric Association

### **Awards**

- Selected as one of “Oakland County’s Elite 40 under 40” (2015)
- Outstanding Service Award from Michigan Municipal League (2013)

### **Local Government Professional Background**

- Director of the Center for Social Entrepreneurship, Rochester College, MI 2015-Present
- City Manager, Rochester, MI 2008-2015
- Town Manager, Kutztown, PA 2003-2008
- Manager of Pen Argyl, PA 1998-2003