

REQUEST FOR PROPOSAL

City of Buchanan

February 8, 2023



CITY MANAGER SEARCH

"We could not have hired a better individual to assist us in our Ada Township Manager search. Excellent expertise. I would highly recommend Walsh Municipal Services. A 10!!"

- Bob Proos, Township Trustee, Ada Township, MI

HOME OF THE



Dear Mayor Denison and Buchanan City Commissioners,

Thank you for the opportunity to submit my firm's proposal to serve you in your recruitment for a new City Manager. Our firm is no stranger to Buchanan and Berrien County. We conducted Buchanan's City Manager recruitment back in 2002. At that time, the City Commission selected Michael Hughes as their city manager. Moreover, our firm was founded 26 years ago in Berrien County.

I founded Walsh Municipal Services, LLC in 1997. For the past 26 years, my Okemos based firm has been fortunate enough to serve communities in every corner of the Mitten State. Over the past few years, Walsh Municipal Services, LLC has provided exemplary customer service to Clinton County, Brighton, Chelsea, Allen Park, Coopersville, Grand Blanc Township, Georgetown Township, Berrien County, Portage, Marquette Township, Dimondale, Port Huron, Hudsonville, Grand Haven, Fennville, Alpena, Marquette, Alpena County, Saugatuck, Saline, Ada Township, Caro, Saginaw Township, Brooklyn, Manchester, Mount Pleasant, Durand, Morenci, Frankenmuth, Hartland Township, Bridgeport Township, Decatur, Saugatuck Township, Suttons Bay, Pinckney, Paw Paw, St. Johns, Eaton Rapids, Ewart, Blissfield, Yale and Wolverine Lake.

Having served as a Michigan municipal leader for the past 33 years, I offer you a connected network of candidates. Our relationship does not end with the selection of a candidate. Our firm offers complimentary continued support with mentoring and coaching. We want your new City Manager to be successful.

Walsh Municipal Services is committed to modest fees, outstanding customer service and trusted client communication. Throughout the recruitment process, our firm provides weekly updates to the community we represent. You'll never have to wonder about the status of your recruitment. I hope you will have an opportunity to reach out to any of our clients we have served over the past 26 years. Please feel free to visit our firm's website at www.walshmuni.com.

Best wishes as you proceed forward with your recruitment. We hope to become your firm of choice.

Sincerely,

Frank L. Walsh

Frank L. Walsh, President



CLIENTS SERVED

- Ada Township
- Berrien County
- Bridgeport Charter Township
- Charter Township of Texas
- City of Allen Park
- City of Alpena
- City of Bangor
- City of Brighton
- City of Brown City
- City of Buchanan
- City of Caro
- City of Cedar Springs
- City of Charlevoix
- City of Chelsea
- City of Coopersville
- City of Crosswell
- City of Durand
- City of Eaton Rapids
- City of Ewart
- City of Fennville
- City of Frankenmuth
- City of Grand Haven
- City of Hudsonville
- City of Jackson
- City of Marquette
- City of Morenci
- City of Mount Pleasant
- City of Northville
- City of Port Huron
- City of Portage
- City of Roosevelt Park
- City of Saline
- City of Saugatuck
- City of St. Johns
- City of Watervliet
- City of Yale
- Clinton County
- Coloma Township
- County of Alpena
- Georgetown Charter Township
- Grand Blanc Township
- Gratiot County
- Hartland Township
- Marquette Charter Township
- Saginaw Charter Township
- Saline Area Fire Department
- Saugatuck Township



- Tittabawassee Township
- Village of Blissfield
- Village of Brooklyn
- Village of City of Douglas
- Village of Decatur
- Village of Dimondale
- Village of Manchester
- Village of Paw Paw
- Village of Pinckney
- Village of Stevensville
- Village of Suttons Bay
- Village of Three Oaks
- Village of Wolverine Lake

OUR CLIENTS

“Frank’s service was unparalleled. He led our city manager search with passion and high energy.”

- Karen Dunigan, Former Mayor, Jackson, MI

“I’ve been through three different city manager recruitments. The first two times we opted for a national firm. Based on the results, the third time we chose Walsh Municipal Services. Without hesitation, I’d strongly recommend Frank. Frank’s customer service, and ability to attract an incredible field of candidates for Portage, was truly remarkable.”

- Patricia Randall, Mayor, City of Portage, MI

“Frank Walsh was instrumental in the search for our next city manager. From the get-go, he provided clear and regular communication to the city commission and designated city staff. He was enthusiastic in his work and had a genuine care for ensuring we found the right fit for Marquette.”

- Jenna Smith, Mayor, Marquette, MI

“Thank you for all the time and effort you devoted to making certain the Mount Pleasant search was successful. Rest assured that I am a Walsh Municipal Services fan!”

- Dr. George Ronan, City Commissioner, Mount Pleasant, MI

“I’m really thankful we hired Frank Walsh to lead our recruitment in Georgetown Township. Frank brought us great candidates, stuck to our schedule and there were no surprises.”

- Jim Wierenga, Supervisor, Georgetown Township, MI

“Frank’s recruitment process is unmatched. We considered all the firms in Michigan. For the second time, we unanimously chose Walsh Municipal Services.”

- Matt Waligora, Mayor, Alpena, MI



FIRM OVERVIEW

In 1997, while serving as St. Joseph City Manager, the Village of Stevensville contacted me and asked if I would help them search for a new Village Manager. Village President Pat Arter made the request. I volunteered my time and developed a deep passion for the recruitment. Fast forward 26 years and Walsh Municipal Services, LLC is serving communities across the state. We serve every community with pride, passion and performance.

We do not operate a large firm. However, we have close ties to several managers that assist in the outreach process. Our firm has a reach well beyond Michigan. We recently successfully recruited managers from North Carolina, South Carolina, Wyoming and Wisconsin to Michigan. Although we specialize in Michigan, we are well-known for recruiting on a nationwide basis.

Walsh Municipal Services is most proud of being the founder of the Hugh and Lucy Mizelle Scholarship Fund. Started in 2002, the Mizelle Fund was a \$40,000 endowment to help low-income students attend college. We named the fund after my grandparents who were not able to attend college due to financial hardship. Over the next several years, the Mizelle Fund supported 27 high school student graduates with their first year of college.

We have come a long way since assisting Stevensville in 1997. However, we will never lose sight of our founding principles. We serve our clients with moderate fees, unparalleled communication and we guarantee our results. We would be honored to serve the City of Buchanan.



RECRUITMENT – RESUME

Mr. Walsh's contact information is provided on the summary page of the submittal. He is available at any time throughout the recruitment and will communicate to the City Commission and appropriate staff on a weekly basis. Communication is the hallmark of WMS.

His resume includes the following:

- 26 years of municipal recruitment experience
- 31 years of service to Rotary (Past President, Paul Harris Fellow)
- 20 years as a Junior Achievement volunteer
- Master's Degree in Public Administration
- Awarded the Outstanding Leader Award by Michigan Municipal League
- Awarded the Outstanding Service Award by the Michigan Municipal Executives
- 38 years of municipal management experience
- 16 years of experience in township government
- Volunteer youth coach (baseball, tennis, football, volleyball)
- Conference speaker at MTA, MML, MME, and ICMA
- Founder of Catossa, Oklahoma Tornado Relief Fund
- Founder of the Lucy and Hugh Mizelle College Scholarship Fund
- 100% Placement Record leading WMS



SCOPE OF SERVICES

The Selection

Walsh Municipal Services (WMS) is prepared to initiate the City of Buchanan search process immediately following the City Commission selection.

Recruitment Profile

WMS will help develop a strategy and schedule for the City Manager process. Our strategy will identify the channels, both print and internet based, in which the position will be advertised. We will recruit through the MML website, social media outlets, word-of-mouth and our vast Michigan network. Our efforts will successfully reach over 400 potential candidates. Our City of Buchanan Profile will entice candidates from across the state and beyond.

Candidate Qualifications

WMS will review resumes for background qualifications and conduct preliminary telephone interviews with the most qualified 4-5 candidates. The phone interviews will delve into each applicant's experience and credentials to serve the City of Buchanan.

Reference Reviews

WMS will evaluate each candidate for serious consideration by conducting in-depth reference checks with individuals who are in, or have been in, a position to carefully and professionally critique their past performance. A short list of candidates will be presented to the City Commission for their consideration.

Reference Review Mitigation

As with every search conducted by WMS, if politically sensitive or potentially embarrassing issues arise, WMS is skilled to take the necessary time to study and provide City officials a clear picture of the issue. If you reach out to our clients, you will note WMS handles this type of findings with tact and diplomacy.

Community Groups, Staff and Interviews

WMS will provide City officials with a recommended process for coordinating interviews. WMS accepts full responsibility for scheduling interviews, preparing interview booklets, and attending interviews. **All of our services are offered as a flat fee.**

SCOPE OF SERVICES CONTINUED

Notify Candidates Not Selected

WMS prides itself in its communication skills. This not only includes the City Commission, but also candidates who were not selected to serve the City. WMS handles these communications with tact and respect.

Structuring Candidate Offer

WMS has been involved in each search it has completed in recommending and developing offers of employment and compensation packages. We will work to structure any offer to be consistent with the goals of the City Commission.

Communication and Updates

No business is successful without constant communication with its clients. WMS will provide the City with regular written status reports and keep candidates engaged and apprised of their status. WMS will work hard to retain all candidates during the recruitment process.

WMS "Promise" – 1 Year Guarantee

WMS provides a guaranteed level of service. While it is important to note our firm has a near perfect placement record, there is always the possibility of the relationship not working out. WMS will redo the City of Buchanan recruitment, at no cost, if your selected candidate fails to be employed by your community for a 1-year period beyond the effective starting date.



THE PROPOSED SCHEDULE

In summary, WMS provides a thorough recruitment process and offers the following detailed schedule (subject to change by the City Commission):

February 27, 2023

Firm selection by the City Commission

February 28, 2023 – March 9, 2023

Develop recruitment profile

March 10, 2023

Job announcement posted on municipal sites and social media

March 10, 2023 – April 7, 2023

Recruitment period

April 7, 2023

Deadline to apply

April 10, 2023

City Commission meet in closed to review candidates

April 12, 2023

City officials announce 3-4 finalists

April 22, 2023

Public interviews

April 22 – April 29, 2023

Final background check and contract negotiations

May 8, 2023

City Commission approves new City Manager/Contract

EXPERIENCE AND RESULTS



Village of Paw Paw (population 3,835)

Village Manager

Reference, Mr. Will Joseph, Village Manager, 810-355-6505;
josep2wl@gmail.com



Clinton County (population 79,128)

County Administrator

Reference, Mr. Robert Showers, Chairman, 517-669-3732;
rshowers49@gmail.com



City of Portage (population 51,505)

City Manager

Reference, Ms. Patricia Randall, Mayor, 269-329-4400;
randallp@portagemi.gov



City of Alpena (population 10,483)

City Manager

Reference, Mr. Matt Waligora, Mayor, 989-766-3557;
mattwa@alpena.mi.us



City of Marquette (population 21,697)

City Manager

Reference, Ms. Jenna Smith, Mayor, 906-361-7429;
jsmith@marquettemi.gov



Ada Township (population 15,350)

Township Manager

Reference, Mr. Bob Proos, Trustee, 616-437-3559;
bobproos@servantfire.com



City of Saline (population 8,350)

City Manager

Reference, Mr. Brian Marl, Mayor, 734-429-4440;
brianmarl@gmail.com

BENEFITS OF WALSH MUNICIPAL SERVICES

WMS sets the bar high. We offer the City of Buchanan the following large firm benefits:

- ◆ Unparalleled Commitment
- ◆ 100% guaranteed satisfaction
- ◆ 26 years of recruitment experience
- ◆ Knowledge and appreciation of the City of Buchanan and Berrien County
- ◆ Timely and consistent communication.... the City Commission will be kept informed
- ◆ Competitive fees
- ◆ No hidden costs....no surprises
- ◆ Responsive customer service7 days a week
- ◆ References that will speak to our success rate
- ◆ We will present you with a strong field of finalists
- ◆ Service Beyond Selection



COST PROPOSAL

Walsh Municipal Services will oversee the entire City of Buchanan City Manager recruitment and extend a one-year guarantee for a fee of \$12,900.

Our proposal includes: Premium Publication Costs and Background Check
Total not to exceed \$12,900.

- ◆ Draft and post job announcements through multiple print and internet-based sources.
- ◆ Recruit a talented field of candidates.
- ◆ In addition to resumes, provide a candidate questionnaire, which will be made available to the City Commission at the time the governing body reviews candidates.
- ◆ Conduct preliminary phone interviews with top candidates.
- ◆ Complete responsible in-depth reference checks for top candidates.
- ◆ Prepare candidates and the City Commission for public interviews.
- ◆ Meet with the City Commission to review top candidates.
- ◆ Prepare interview questions that encompass the City of Buchanan community and qualifications sought by the City Commission.
- ◆ Handle necessary travel plans, community meet and greet and other requested meetings with staff and stakeholders.
- ◆ Assist the City Attorney in contract negotiations.
- ◆ Service beyond the selection.

SUMMARY

We want to thank you for the opportunity to submit our credentials as you begin the process to choose your next City Manager. As you know, in many ways, this is one of the most important decisions you will make as an elected official. WMS will work with great passion, ethics, and determination to help you find the “right fit.” Our firm hopes that after talking to our Michigan client base, you will select WMS for the City of Buchanan.

Our firm is based on simple principles. Work hard, follow through and commit to excellence. There are many great firms in Michigan to choose from. We desire to be your firm of choice. Best wishes as you move forward.

Please contact us directly if you have any questions.

Frank L. Walsh, President
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Okemos, Michigan 48864
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Walshmuni@gmail.com

