

MEMORANDUM

COLIN BAENZIGER & ASSOCIATES

TO: Mayor and Town Council
Juno Beach, FL

FROM: Colin Baenziger and Ron Williams **DATE:** February 20, 2025

RE: Town Manager Search Update: Recommended Candidates

We are recommending the Town consider nine candidates (of the 61 who applied) to be its next Town Manager. We believe all the candidates are very strong and would do an excellent job for Juno Beach if hired. Brief summaries of their credentials follow as well as a summary of the next steps.

The Recommended Candidates

- **Sonia Alves-Viveiros:** Ms. Alves-Viveiros has been the Business Administrator of Edison Township, NJ (population 106,836) since 2022. There she oversees all the typical functions of a city as well as a health department, a department of senior citizen service, a municipal court and an animal shelter. Previously, she was the City Manager for Englewood, NJ (population 29,034) for two years, and the Business Administrator for the Maplewood Township, NJ (population 25,684) for four years. Her management style is to be communicative and collaborative. She creates a participatory environment where department heads and subordinates feel valued. Having regular meetings with elected officials and staff ensures a constant flow of communication and avoids misunderstandings. Her greatest achievement has been overcoming and rising through challenging moments as she worked her way from an internship to City Manager. It has been a labor of love, and she is truly appreciative of the challenges she has faced. Each has taught her something and made her a better municipal manager. As she has progressed through local government, she has learned the importance of communication, building strong relationships, and developing more effective teams. Each of her roles was an opportunity, and she constantly strived to grow and improve. Through her experience, she inspires other public servants to be proud of the work they do, no matter what role they play. Ms. Alves-Viveiros has a bachelor's degree in political science and a master's degree in public administration from Seton Hall University.
- **Darren Coldwell:** Mr. Coldwell has been the City Manager for Page, AZ (population 7,287) since 2019. Prior to his current employment, he was the County Manager for Lincoln County, MT (population 19,677) for two years. Before that, he built and owned a successful small business that he sold after 25 years of operation. Among his other notable achievements, he served as (strong) Mayor of Troy, MT, (population then of about 938) for four years. In that position, he managed the day-to-day operations of the city. His management style is to mentor, empower, and respect. He listens to the staff and emphasizes customer service. He is an expert in conflict resolution and a consensus builder who knows how to help get everyone to a yes answer. His greatest achievement was remedying the

problematic intersection of HWY 89 and North Lake Powell Boulevard in Page. It was poorly designed and characterized by numerous accidents and fatalities. They decided the solution was a roundabout, but then had difficulty funding the project. Finally, he decided to pursue a state appropriation. It took three years of regular trips to the capital and innumerable phone calls to their senators and representatives, but in the end, he was successful. Page was the first city in the state to receive a city appropriation for an ADOT project. The \$8 million project is currently under construction and will prevent accidents and save lives. Mr. Coldwell has a bachelor's degree in interpersonal communication and organizational communication from the University of Montana. He has received the FEMA 101 certification.

- **Rob Cole:** Mr. Cole was most recently the Village Manager for Islamorada, FL (population 6,943) for one year. Previously he worked for the Village of Scarsdale, NY (population 17,557) for a total of eight years and was the Village Manager for the last two years of his tenure. Before that he was with the Village of Oak Park, IL (population 52,398) for nineteen years, most recently serving as Assistant Village Manager. With approximately 30 years of progressively responsible local government experience, supplemented by private sector quality assurance and financial services management experience, Mr. Cole feels he has a well-rounded understanding of what it takes for local government organizations to excel, as well as the exceptional ability to collaborate with others to execute accordingly. Recognizing the multi-jurisdictional context within which local governments operate, it is noteworthy that his professional background includes substantial responsibility for building and maintaining relationships at the regional and sub-regional levels. To illustrate, he served in appointed capacities on several regional and sub-regional entities including the Chicago Metropolitan Agency for Planning's (CMAP) Land Use Committee (responsible for supporting development of the Regional Comprehensive Plan for a six-county area comprised of over 6M residents), and the West Central Municipal Conference's Legislative and Intergovernmental Committees (each representing approximately 50 governmental entities accountable to over 500,000 residents). In recognition of his intergovernmental, legislative, and project management skills, he was appointed as the staff lead for the Village of Oak's participation in a proposed expansion of I-290, an exceptionally controversial \$2B federal highway project traversing the southern quarter of the Village. In Islamorada, his team collaborated with Monroe County, other Florida Keys local governments, and state and federal agencies on critical multi-jurisdictional issues as emergency preparedness and response, land development and environmental protection, climate adaptation and resilience, and other shared opportunities and challenges. Mr. Cole has a bachelor's degree in liberal arts with concentrations in writing and ethics and a master's degree in public service management with concentration in metropolitan planning and urban affairs from DePaul University.
- **Bob Daniels:** Mr. Daniels has been the Town Manager for Sewall's Point, FL (population 2,064) since 2022. Prior to this he was the City Manager for Maderia Beach, FL (population 3,945) for three years, the Town Manager for Melbourne Beach, FL (population 3,292) for two years, and the Interim Town Manager for North Bay Village, FL (population 8,198) for five years while also serving as the Police Chief. Before that, he served in numerous

positions in law enforcement in Florida and Arizona. Notably, he served as Assistant Police Chief in Juno Beach for three years. Mr. Daniels has a participatory management style, which facilitates an exchange of knowledge. He always takes time to speak with staff and is concerned about the challenges they have. Some think of legacies as the names on a building or accolades they obtain, but he believes in legacies left in his teammates. He is in his second year as Chairperson of the Technical Advisory Committee for the Martin County Metropolitan Planning Organization (MPO), a member of the Treasure Coast League of Cities and the Martin County Local Mitigation Strategies Committee, all of which have assisted him in moving the Town's agenda forward. These interactions have also been helpful with both current and future projects. He has been fortunate to represent the Town of Sewall's Point at the Local Delegation Meeting and has successfully received legislative appropriations. Mr. Daniels has a bachelor's degree in business administration and a master's degree in public administration from Florida Atlantic University.

- **Glenn Irby:** Mr. Irby was most recently the City Manager for Edgewater, FL (population 23,754) for five years. Previously he was the City Administrator for Apopka, FL (population 49,458) for three years, and the City Manager for Umatilla, FL (population 3,699) for nine years. Among his other notable achievements, he served as Mayor of Minneola, FL, (population then of about 6,000) for a short period. Mr. Irby has found that participatory management is his niche. Even as an elected official, he was known to roll up his sleeves and assist with utility line breaks and clearing of streets after major storm events. He wants to be fully informed on the progress of ongoing projects so he can provide up-to-date information to citizens and the City Council. This management style assists in “growing” employees. When appointed in Apopka, a new Florida Hospital was breaking ground near a major collection of new state highways. The hospital was greatly needed but no access to any of the highways had been considered. Mr. Irby met with a developer who owned land in the same area and successfully formed a public-private partnership. The developer negotiated with the Central Florida Expressway Authority to develop and construct an interchange. That provide access to the hospital as well as opening this relatively desolate area to both residential and sorely needed commercial development. Mr. Irby has a bachelor's degree in business administration and accounting from the University of Central Florida and a master's degree in public administration from Troy State University.
- **Lynne Ladner:** Ms. Ladner has been the Town Manager for Ocean Ridge, FL (population 1,831) since 2023. Previously she was the Interim Finance and HR Director for Pahokee, FL (population 6,866), the Interim Town Manager for Kenneth City, FL (population 4,994), the City Manager for Hart, MI (population 1,984) for three years, the City Manager for South Lyon, MI (population 11,811) for four years, and the City Administrator for Hiawatha, KS (population 3,375) for seven years. Ms. Ladner's management philosophy is rooted in servant leadership. She adapts to the unique needs of each team member which fosters a culture of accountability and growth in the organization. One of her proudest achievements is mentoring employees who have advanced to leadership roles. For instance, she hired a water system operator in Hiawatha, KS, who, under her guidance, rose to become the City Administrator. While general accounting is a less enjoyable aspect of her role, she has strengthened her skills through collaboration with financial experts, ensuring accuracy and

effective budget management. Ms. Ladner has a bachelor's degree in political science and a master's degree in public administration from the Grand Valley State University. She is an ICMA credentialed manager.

- **Bill Lawrence:** Mr. Lawrence has been the Town Manager for Lady Lake, FL (population 17,311) since 2021. Previously Mr. Lawrence was the City Manager for Bowling Green, FL (population 2,902) for two years, the Town Manager for Warren, ME (population 4,718) for three years, for Howland, ME (population 1,201) for one year, White Springs, FL (population 764) for one year, and for Lincoln, ME (population 5,300) for three years. Mr. Lawrence's career movement was caused by commitments to aging family members. He has a coaching management style and leads by example. He believes in building teams and surrounding himself with those who are better than he is. His greatest achievement occurred in Lincoln. The paper mill there was the town's largest employer and taxpayer. In 2013 a significant boiler explosion shut down the mill, and it never recovered. Mr. Lawrence contacted county, state, and federal authorities for assistance for the laid off and then workers. He brought the team together to work on a budget reduction to offset the tax base loss. The Council adopted a new budget to fit their new situation. They then rebranded the town as an outdoor destination instead of a mill town. They used traditional and social media to market their region. This effort brought four retail shops that created 90 jobs during an 18-month period. Further, the population has remained constant at 5,300. Mr. Lawrence has an associate degree in criminal justice and has completed 90 credits towards a bachelor's degree from the University of Southern Maine.
- **Christopher Russo:** Mr. Russo was most recently the City Manager for Sunny Isles Beach, FL (population 22,064) for a total of fourteen years (from 2000 to 2005 and 2012 to 2021). He also served as the Village Manager of Port Chester, NY (population 30,000) from 2008 to 2012 and was the Village Administrator for Rye Brook, NY (population 8,616) from 1987 to 2000. Mr. Russo's management style is management by objective. It is a straightforward process of setting goals and objectives, and then working together to achieve them. His most significant accomplishment was assisting in instituting the city manager/council form of government in two new municipal incorporations. He was the first village manager in Rye Brook, NY, after it changed its form of government in 1987. Then in 1996/1997, he worked as a consultant to Sunny Isles Beach FL, in establishing the government, becoming its city Manager in 2000. As Sunny Isles' manager, he worked with the City Commission to turn a small seaside town composed of a nice residential area but also containing a series of dilapidated motels along its north south arterial into an attractive and fully functional city that provides excellent services for its residents. Creating the new city's foundation, hiring the staff, improving aging infrastructure, planning and leading the construction of government centers, community centers and parks in both communities has been the highlight of his career. Mr. Russo has a bachelor's and master's degree in public administration from Pace University.
- **William "Lee" Smith:** Mr. Smith was most recently the County Manager for Chatham County, GA (population 296,329 and its county seat is Savannah) and he served in that role for eight years. Previously he was the County Manager for Wayne County, NC (population

124,634) for thirteen years, and the County Manager for Washington County, NC (population 13,589) for eight years. His management style is inclusive and dependent on communication. One of his numerous achievements occurred while in Chatham County. There he was successful in moving the county to self-insured health and workers compensation programs. The County's insurance rates had skyrocketed over the last 20 years, particularly as they pertained to law enforcement, emergency medical services, and fire department employees. Through health and wellness programs (such as weight loss and smoking cessation), they were able to reduce the costs of emergency room visits and days out of work. His administration also created an employee health clinic with Marathon Health. Employees now have a primary care facility to diagnose potential health issues, treat present issues, and provide advice on how to avoid future health problems through diet, regular monitoring, and exercise. This initiative reduced health costs in the County by almost 40% in five years. Mr. Smith has a bachelor's degree in business management and a master's degree in public administration from the University of North Carolina.

Next Steps

I plan to reach out to you tomorrow to discuss the candidates. We will select finalists on February 26th, and they will come to Juno Beach for a tour, public reception, and formal interviews on March 4th and 5th. You are scheduled to make your final decision on March 7th. If you have any questions, please do not hesitate to contact me.