

February 11, 2026

**Subject: Recruitment for City Manager, City of Madeira Beach, FL**

Dear S. Renée Narloch, President:

Thank you for considering me for this opportunity with Madeira Beach. I've appreciated learning about Madeira Beach and this open position. I am eager to continue exploring this role and how I could contribute to Madeira Beach's continued success as a valuable leader. As mentioned, I am seeking to broaden my leadership experience with new challenges beyond my current role in municipal government. I am passionate about innovation, strategic thinking, and effective operations. This role provides me the opportunity to apply these abilities in a new scope for the benefit of Madeira Beach.

My track record distinguishes me as a collaborative, progressive, and team-building leader successful in working across organizational levels - developing professional staff, and directing best-of-class services. I have proven myself as a trustworthy leader and advisor with the turnover of several different mayors and many different council members. My demonstrated ability to be transparent, speak the truth in a tactful and professional manner, and be supportive and loyal to elected leaders in executing their decisions is well known and valued among those elected leaders and other colleagues with whom I've served.

I will complement Madeira Beach's existing leadership team in helping continue to shape strategy, innovation, and a positive work culture. You will find me tremendously valuable for this position as the following points more specifically demonstrate my ability to lead and build a positive culture:

1. Twenty-five years of extensive experience working in director and executive non-profit roles
2. MBA degree, with executive level experience

More specifically, I've gained broad executive experience leading and collaborating on successful initiatives while serving in a variety of roles such as City Manager, CFO, CIO, PIO, and VP of HR. A few of my core competencies include the following:

- **Decision Making** – Established Business Intelligence and Data Analytics Services. Directed the implementation of two new enterprise resource planning (ERP) software, and I served on the company's Executive Steering Committee. I am also helping lead the company forward by advancing innovation and beta testing new modules and enhancements.
- **Results Driven Leadership** – Managed the financing of an \$85M theater with public-private partnerships. Led our city by implementing a new security operations center (SOC) and vulnerability assessment tools. Directed the establishment of a DevOps environment for improvement collaboration and development of api's. Implemented an onsite health clinic for employees.
- **Quantitative Analysis** – Direct the finances for Sandy City, including numerous bond issues and achieving AAA bond rating status.
- **Innovation** – Chair of the City's Innovation and Technology Committee – overseeing strategic smart-city initiatives
- **Team Building, Relationships & Communication** – Negotiated with police and fire union representatives to affect competitive changes to employee compensation and classification conditions. Continuously collaborating with the City Council and Redevelopment Board of Directors

I look forward to continuing this process to see how I can be an effective member of the Madeira Beach team. Thank you, again, for your consideration.

Sincerely,

Brian Kelley

<https://www.linkedin.com/in/brian-kelley-executive-leader/>

# Brian Kelley

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## PROFESSIONAL SUMMARY

Leading and driving positive improvements, growth, and efficiency at all levels of the organization, directing complex change management, finances, innovation and technology, human resources, and general operations, shaping policy, leading and collaborating groups of all sizes and levels, and building cohesive work teams. Record of reversing negative trends, implementing innovative and effective programs, private-public partnerships, improving efficiencies and revenue growth through process redesign and performance enhancement.

## HIGHLIGHTS

- Organizational Leadership
- Executive & Gov. Board Relations
- Strategic Change Management
- Financial Planning and Budgeting
- Information Technology
- Business Intelligence
- Data Analysis & Visualization
- Contract Negotiation
- Policy Creation
- Governmental Relations
- Risk Management
- Human Resources
- Regulatory Compliance
- Healthcare Administration
- Economic Development
- Municipal Bond Financing

- MBA, UTAH STATE UNIVERSITY
- BS, HEALTHCARE ADMINISTRATION | MINOR: SPANISH, WEBER STATE UNIVERSITY
- SPHR, ICMA MEMBER, GFOA MEMBER

## EXPERIENCE

**DIRECTOR OF ADMINISTRATIVE SERVICES, SANDY CITY, UT**

**JUNE 2013 – PRESENT**

CFO, CIO, and VP of HR for a \$250M and 1000-employee organization. Member of the executive team and active participant in City Council and Redevelopment Board meetings, advising and establishing policy, financial planning and operations strategy

- Managed the General Obligation Bond Financing of a \$21M fire station headquarters
- Led the financing for the construction of the new Hale Centre Theatre, a 130,000 sq./ft. performing art center housing two theaters with seating capacity of 1,300 and an \$85M construction budget
- Built an exceptional team of dedicated, professional, effective, and recognized staff
- Successfully managed \$250M in complex finances, including fund accounting, through COVID-19 crisis
- Strategically led multiple public-private financial deals for economic development and redevelopment efforts
- Directed issuance of municipal bonds, including new money and refundings - Revenue Bonds and General Obligation Bonds, and led Sandy City to a AAA bond rating

- Directed implementation of innovative technologies – Workday ERP software, Office 365, Windows 10, LinkedIn Learning, Asset Management and Plans Permitting & Licensing (City Works), Electronic Content Management, Payment Solution Software, Content Services Platform / Enterprise Content Management software, Learning Management Software, IT Security Software, employee engagement survey using Qualtrics software, API's, various web services, online procurement platform, Utility Billing software, Drone programs, A/V upgrades, among others – including cybersecurity software and hardware enhancements
- Provided City Council and executive team a long-term financial perspective to budget decisions by developing a 10-year financial plan
- Started a new Business Intelligence / Decision Support division utilizing data analytics and visualization
- Fiduciary over \$85M in retirement plan assets, and \$16M of annual insurance claims
- Oversee billing and collections of more than \$100M annually
- Created an investment policy and debt management policy
- Led Payment Card Industry (PCI) security compliance initiative
- Received 14 national budget and annual financial report awards

**DIRECTOR, HR & MANAGEMENT SERVICES, SANDY CITY, UT**

**MAY 2003 – JUNE 2013**

Directed all HR activities including compensation, benefits, professional development, recruitment, complaint resolution, and legal compliance. Presented information and proposals to employees, executive team, board of directors and other stakeholders.

- Implemented an on-site medical clinic for employees and families
- Formed leadership development training and succession planning
- Helped to steadily drop employee turnover rate from 12.3% to 6.3%
- Forecasted and developed annual compensation plans, including multiple innovative designs that saved millions of dollars while maintaining competitive compensation and reducing turnover
- Restructured pay-for-performance and performance management plans to achieve better employee productivity and outcomes
- Developed and implemented health reimbursement arrangements (HRA's) and health savings accounts (HSA's) in conjunction with high deductible health plans
- Designed and implemented a fiscally prudent retirement medical plan in conjunction with a defined contribution health savings plan to achieve strategic objectives such as talent management, succession planning, and productivity standards
- Revised the employee appeals process and restructured the classification system
- Reduced personnel liability claims and employee grievance hearings to one in a seven-year period
- Redesigned and implemented an award-winning wellness program with accountability features to improve health and lower costs
- Plan Administrator over \$85M in deferred retirement contribution assets and \$16M insurance benefits

**CITY OF WASHINGTON TERRACE, UT**

CFO, Economic Development Director, HR Director, Internal Auditor, Risk Manager and Public Information Officer. Advised the Mayor and City Council about operational performance, development and administration of policies, procedures, and best practices relating to overall operations. Formulated operating and capital improvement budgets. Directed the overall day-to-day operations and activities of all departments in the delivery of municipal services. Member of the board of directors for the Weber Area Consolidated Dispatch Center.

- Transitioned the city from an in-house police department to a contract service arrangement with Weber County Sheriff's Office that resulted in better public safety at a lower cost (about 10% of the city's total operating budget)
- Created an economic development plan in association with a land developer that resulted in new office and retail space and the construction of a new city hall building
- Oversaw the implementation of general obligation bond for road and utility improvements
- Administered a special improvement district consisting of businesses and land owners
- Created an economic development campaign to attract businesses to the city

**ADDITIONAL EXPERIENCE**

- ASSISTANT TO THE CITY MANAGER | SANDY CITY | JUNE 1999 TO FEBRUARY 2002
- MATERIALS SUPERVISOR, BUYER, ADMINISTRATION INTERN | COLUMBIA HCA HOSPITALS (MOUNTAINSTAR MEDICAL) 1995 TO 1999

# Public Records Exemptions

Enclosed please find a copy of the response documents for your public records request. The following information is provided to explain the process employed to review and produce the response documents.

Reason	Description	Pages
119.071(4)(d)2h		2