

Brian C. Blad
Pocatello, Idaho
119.071(4)(d)2.z.(II)(B)
bcblad@gmail.com

Dear Mayor, Commissioners, and Selection Team,

I am pleased to submit my application for the City Manager position with the City of Madeira Beach. I bring 16 years of senior municipal executive leadership as Mayor of Pocatello, where I oversaw a \$ 180 million budget, 21 departments, and more than 700 employees. My experience includes strong financial stewardship, effective administration, community engagement, and collaborative leadership with governing bodies.

Early in my tenure, I guided my city through financial recovery, correcting structural shortfalls and building 29 million dollars in reserves. I have successfully managed complex municipal services, directed capital improvements, improved operational efficiency, and ensured consistent, high-quality service delivery for residents and visitors.

My leadership style is grounded in relationships, visibility, and trust. I value working closely with elected officials, mentoring department leaders, encouraging innovation, and maintaining a responsive and professional organization. I also serve as Chairperson of the Idaho Counties Risk Management Program Board, providing statewide policy, financial oversight, and strategic direction.

Madeira Beach's blend of small-town character and vibrant coastal environment aligns closely with my values and public service experience. I would welcome the opportunity to support your City Commission and help ensure an efficient, well-managed, and community-focused local government.

Thank you for your consideration.

Sincerely,
Brian C. Blad

Brian C. Blad

119.071(4)(d)2.z.(II)(• 119.071(4)(d)2.z.(I • bcblad@gmail.com

CAREER SUMMARY

Accomplished municipal chief executive with 30+ years of leadership experience driving government performance, fiscal stability, economic growth, and organizational excellence. Served sixteen years as Mayor of Pocatello, providing executive leadership for a \$180 million organization with 21 departments and 700+ employees, delivering high-impact infrastructure, financial recovery, and community development initiatives. Proven record of eliminating budget shortfalls, building \$29 million in financial reserves, advancing operational efficiency, and leading large-scale projects through collaboration, innovation, and strategic execution. Nationally recognized for governance leadership and risk management expertise as Chairperson of Idaho's statewide public entity risk pool. A trusted, steady, forward-thinking leader who builds strong teams, strengthens community trust, and delivers measurable results.

PROFESSIONAL EXPERIENCE

Mayor

City of Pocatello, Idaho

January 2010 – January 2026

Executive leader of a full-service municipality overseeing \$180M+ annual budget, 21 city departments, and 700 employees, responsible for strategic vision, financial stewardship, policy leadership, and operational management serving a diverse and growing community.

Leadership & Strategic Impact

- Led citywide transformation from fiscal instability to long-term financial health, eliminating structural deficits and building \$29 million in reserves, restoring confidence among residents, employees, and stakeholders.
- Directed major capital and infrastructure initiatives, including water system modernization, transportation enhancements, public safety investments, and community facility development, ensuring projects were delivered on time, within budget, and aligned to community priorities.
- Strengthened organizational performance through accountability frameworks, data-driven decision making, and executive leadership development to ensure responsive, high-quality municipal services.
- Provided calm, steady leadership through economic cycles, community challenges, and complex policy decisions, maintaining trust and stability.

Operational Excellence & Governance

- Oversaw day-to-day municipal operations, strategic planning, compliance, and policy execution across multiple departments and service areas.
- Championed transparency, employee empowerment, and community engagement, increasing trust and collaboration between government, residents, and regional partners.
- Represented the city at state and national platforms, advocating for policy priorities, securing partnerships, and advancing initiatives that strengthened city positioning and capabilities.

President / CEO

Merlin's Insulation

1992 – 2010

- Founded and led a successful private-sector company providing insulation services across multiple markets, overseeing operations, finance, workforce development, and business strategy.
- Built a sustainable, profitable business through disciplined leadership, operational efficiency, and strategic growth initiatives.
- Led hiring, training, safety compliance, and performance management for a skilled, high-performing workforce.
- Recognized nationally as an industry educator and thought leader, presenting best practices and emerging trends to contractors nationwide.

BOARD & EXECUTIVE LEADERSHIP

Chairperson, Board of Directors

Idaho Counties Risk Management Program (ICRMP)

2014 – Present

- Leads a statewide risk management program serving counties, cities, and public entities across Idaho.
- Chairs a 10-member governing board, guiding strategic direction, policy oversight, underwriting stability, and reinsurance strategies.
- Provides executive governance ensuring financial sustainability and responsive support for member jurisdictions.
- Champions proactive risk-mitigation programs that reduce liability exposures and strengthen resilience statewide.

Executive Board Member

Association of Idaho Cities

2010 – Present

- Provides strategic leadership and guidance to Idaho's statewide municipal association.
- Supports policy development, advocacy, and organizational priorities advancing municipal excellence.
- Collaborates with city leaders to strengthen governance, operational effectiveness, and service delivery.

ADDITIONAL EXECUTIVE COMPETENCIES

- Strategic Planning & Execution
- Municipal & Government Leadership
- Risk Management Governance
- Budget Stabilization & Financial Stewardship
- Organizational Development & Leadership Culture
- Capital Projects & Infrastructure Investment
- Intergovernmental Relations & Stakeholder Partnerships
- Community Engagement & Public Trust Building

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)2.z.(II)(B)		1-2

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)2.z.(II)(B)		2