



Office of the Town Manager
Frank Cassidy

Warrenton Town Council
Carter Nevill, Mayor
Roy Francis, Ward 1
William Semple, Ward 2
Larry Kovalik, Ward 3
Michele O'Halloran, Ward 4
Eric Gagnon, Ward 5
Paul Mooney, At Large
David McGuire, At Large

STAFF REPORT

Council Meeting Date:	August 12, 2025
Agenda Title:	Executive, Legislative, and Communication Department Overview
Requested Action:	Discussion
Department / Agency Lead:	Frank Cassidy, Town Manager
Staff Lead:	Frank Cassidy, Town Manager

EXECUTIVE SUMMARY

The Executive, Legislative, and Communications Department Overview is a review of the functions within the Office of the Town Manager. In short, these functions are governed by the Town Code and State Code.

Our Department manages the day-to-day operations of all Town operations through the oversight, direction, and guidance of the Town Manager; the expanded outreach and communications initiatives managed by our Communications Manager, who is also the Executive Assistant to the Town Manager as well as her team which includes our Marketing Coordinator; and the functions of our Town Clerk organizing and managing Council Meetings, Council liaison and resources, and managing requests from FOIA. We are a staff of four.

BACKGROUND

As established the Town Manager oversees and is responsible for the day-to-day operations of the Town. These operations are steered by the Council policies and direction. The Town Manager is responsible for hiring and firing staff, directing staff, ensuring compliance with all laws and requirements from other governing agencies, is a liaison to other agencies, and maintains current information links and updates on all things affecting operations and governance. The Town Manager is responsible for ensuring consistency in the application of Town regulations, laws, and ordinances, and developing a predictable system of governance.

Our Legislative responsibilities span for working with our Attorney on cases and obtaining guidance, to fulfilling all legal obligations for the Town. We process all legal documents, and ensure the Town follows all laws and governing systems. Within this operational capacity, we respond to and provide all documents and information involved with FOIA requests, we manage and are the stewards of all Town documents, and we ensure compliance with all laws, codes, and protocols. Most of this responsibility is handled by and through the Town Clerk.

Our Communications responsibilities are managed by our Communications Department which includes our Communications Manager/Executive Assistant and Marketing Coordinator. This includes all outreach and informational distribution aspects to keep our Town residents, businesses, and visitors current on all things Town related. This includes production and distribution of our Town Crier, Annual Report, "Your Town

Academy”, Town and Neighborhood Talks; as well as social media updates and posts and working with media.

We refer to our Annual Report for a more in-depth look at the accomplishments of this Department.

STAFF RECOMMENDATION

Any guidance and discussion on operations to help us make our department more effective and engaging.

Service Level/Collaborative Impact

This Department is responsible for all Town Departments requiring collaboration throughout the Town as well as with numerous other agencies and Departments.

Policy Direction/Warrenton Plan 2040

This promotes and is in line with all sections of Plan 2040.

Fiscal Impact

Continuing to Implement our Continuous Improvement Model for efficiency in operations

Legal Impact

None

ATTACHMENTS

1. 2025 Annual Report