

What Does A City Manager Do?



**2023 FLC ANNUAL
CONFERENCE**

Our Moderator



Doug Thomas - Executive Vice President Strategic Government Resources (SGR)

Doug Thomas joined SGR in 2015 and serves as Executive Vice President of Recruitment & Leadership Development where he focuses on executive recruitment, leadership development, and training for local governments.

Prior to joining SGR, Doug served as City Manager for the City of Lakeland, Florida, where he has vast experience working with state and local government leaders, private partnerships, and is a charter member of Florida Business Watch. Doug is a regular presenter at national, state and local association conferences and meetings on a wide variety of local government topics..

Doug holds a Bachelor of Arts in Political Science and History from Bowling Green State University, and an MPA from The American University, Washington, D.C.

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Our Panelists



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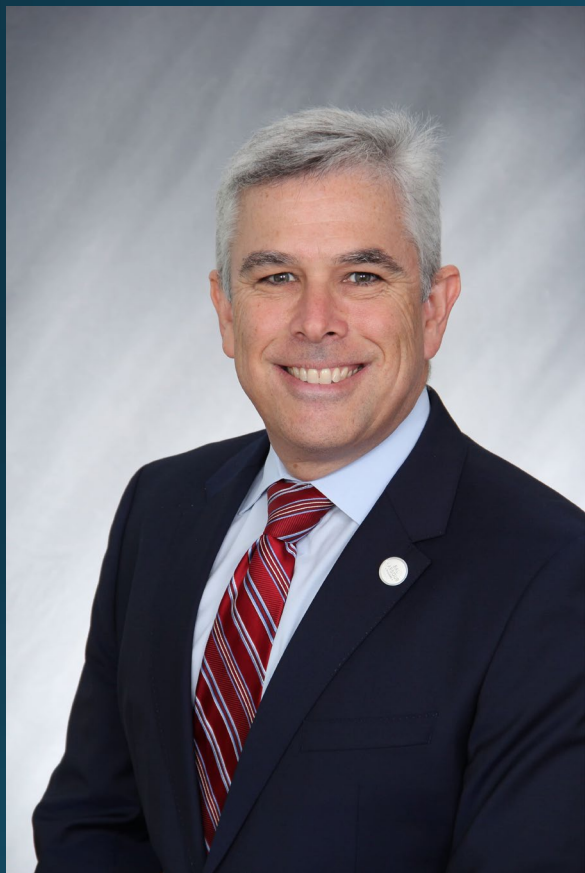
Seth E. Salver – Vice Mayor, Village of Ball Harbour



Seth was elected to the Bal Harbour Village Council in 2014 and has served as Vice Mayor since 2016. Vice Mayor Salver believes strongly in giving back to the community and serves on several not-for-profit boards.

Seth's financial acumen has helped improve Bal Harbour's transparency and accountability over the last 8 years through his active involvement in the development of the City's \$32 million annual budget. Most recently, Seth served as the Chairman of the Audit Committee and was responsible for evaluating the audit procedures and selection of the auditor. He was also instrumental in coordinating the acquisition and construction of a new Village Hall and waterfront community center for Bal Harbour.

Vice Mayor Salver is a certified public accountant. He began his career in Washington D.C. before launching Salver + Salver, LLP in 2015. Seth focuses his practice on multi-state real estate investment firms, high-net-worth individuals, and international tax services. He is recognized among his peers as a "rising star" and has been nominated for several accolades for Professionals under 40. Personally, Seth is a proud husband and father to three children.



Jorge M. Gonzales – Bal Harbour Village Manager

Jorge has served as Village Manager since November 2013 where he is responsible for providing executive-level leadership, vision, and guidance to the organization and the Village Council. He has negotiated several development agreements resulting in public benefits in excess of \$140 million. Together with the Village Council, he developed the Village's current Vision, Mission, & Values statement, and both its first-ever Strategic Plan and \$100+ million Five-Year Capital Improvement Program. He also directs the Village's tourism development efforts, which has benefited from over 3X tax collections.

Mr. Gonzalez's public service spans 30+ years in Florida, Virginia, and Maryland at various executive levels including most recently as the City Manager of the City of Miami Beach. Mr. Gonzalez was inducted into the City of Miami Beach Hall of Fame and has been recognized by the Miami Beach Chamber of Commerce with the Citizen of the Year Award, the FLC City Manager of the Year Award, and the Miami-Dade City/County Management Association's first-ever Leadership Award.

Jorge also serves as Vice President on the Executive Board of the International City/County Management Association and is also a member of the Florida City/County Management Association, and the Local Government Hispanic Network. Mr. Gonzalez is an Adjunct Professor at the University of Miami since 2010 and has also participated with and/or is currently on the Boards of various South Florida cultural and non-profit organizations.

Christopher Cloudman – Mayor, City of DeLand



Christopher was appointed to the City Commission in September of 2014 and was unopposed and re-elected to the seat in 2016 and 2020. He ran for Mayor in 2022 after the retirement of longtime Mayor Robert Apgar. Cloudman previously served four years on the City's Planning Board. Chris represents DeLand on the River to Sea Transportation Planning Organization Board, East Central Florida Regional Planning Council, River of Lakes Heritage Corridor Management Entity, FLC Transportation & Intergovernmental Legislative Policy Committee, Florida Metropolitan Planning Organization Advisory Council and the Florida Municipal Pension Trust Fund.

Chris and his wife Megan have two daughters, Emily and Isobel. They enjoy spending time out in the community with family and friends, attending and volunteering at local charity events and everything that makes DeLand the "*Athens of Florida*."

Chris obtained his Bachelor of Science in Recreation from the University of Florida and Master of Business Administration from Stetson University. He is currently employed as an Energy Specialist with Cenergistic.

Chris is Past President of the Rotary Club of Downtown DeLand, a Mentor and Advisory Committee Chair of the FUTURES Foundation Take Stock in Children Program, a volunteer with the Millennium Musicians youth music program, and a member of the DeLand Middle School Advisory Committee.



Michael Pleus, ICMA-CM - City Manager, DeLand

A native Floridian, Michael started his Public Administration career in 1994 as an Intern in the Volusia County Manager's Office. He was promoted to Special Projects Coordinator and later an Assistant to the County Manager before leaving in early 2000 to serve as DeLand's Administrative Services Director. He was promoted to Assistant City Manager in 2001 and City Manager in July 2008. As City Manager, Michael is responsible for the day-to-day operations of City government.

Michael is a Past-President of the Florida City and County Management Association. He is a member of the DeLand Breakfast Rotary and Past President of the Kiwanis Club of DeLand. He currently serves on the Executive Committee for Team Volusia Economic Development Corporation, Board of Directors for Volusia/Flagler Commission on Homelessness, Treasurer for the Community and Support Services Board for Catholic Charities of Central Florida, and the Board of Directors for the Florida League of Cities. Additionally, he is active in Boy Scouts having served as Cubmaster and Troop Committee Treasurer.

Over the years Michael has earned numerous service awards to include the Professional Management Matters award from the FCCMA, Neighborhood Center of West Volusia's Love Local Award, Boy Scouts of America Golden Eagle Award, Spring Hill Community Neighborhood Association's Exceptional Community Partner Award, Chamber of Commerce President's Award, the League of Cities Employee of the Year Award and City Manager of the Year Award, NAACP Difference Maker of the Year, Volusia Business Report Young Business Leader Award, Stetson University Civic Responsibility Award, and the Salvation Army Community Service Award.

Michael and his wife Vickie have been married for over 20 years and their son Nicholas is a Cadet at United States Military Academy at West Point.



Randy Anderson - Mayor, Town of Orange Park

Mayor Randy Anderson was sworn into his first three-year term to Seat 5 on the Orange Park Town Council on May 21, 2019. He was sworn in as Vice-Mayor on May 19, 2020, and has served as Mayor since May 18, 2021.

Randy previously served a distinguished career in the U.S. Navy for 26 years26-year U.S. Navy Career. He now is the Director of Food & Nutrition with Morrison Healthcare



Sarah Campbell, CMC – Town Manager, Orange Park

Sarah began working for the Town in 2008. She was appointed Town Clerk in March 2009 and named Assistant Town Manager in November 2015 and Town Manager in August 2017. She was previously employed as a legal assistant with the Orange Park law firm of Kopelousos & Bradley, P.A. She obtained designation as a Certified Municipal Clerk from the International Institute for Municipal Clerks in April of 2012.

Ms. Campbell holds a Bachelor of Science Degree in Architectural Studies from the University of Nebraska and a Master of Public Administration Degree from the University of North Florida. She is a member of the Florida Association of City Clerks and the Florida City and County Management Association, and currently serves as Secretary/Treasurer of FCCMA.

She and her husband Bryan and their two children have lived in Clay County since 2002. Town Manager for six years.

FCCMA – “Life, Well Run”



ICMA Code of Ethics

Tenet 1: We believe professional management is essential to effective, efficient, equitable, and democratic local government.

Tenet 2: Affirm the dignity and worth of local government services and maintain a deep sense of social responsibility as a trusted public servant.

Tenet 3: Demonstrate by word and action the highest standards of ethical conduct and integrity in all public, professional, and personal relationships in order that the member may merit the trust and respect of the elected and appointed officials, employees, and the public.

Tenet 4: Serve the best interests of all community members.

Tenet 5: Submit policy proposals to elected officials; provide them with facts, and technical and professional advice about policy options; and collaborate with them in setting goals for the community and organization.

Tenet 6: Recognize that elected representatives are accountable to their community for the decisions they make; members are responsible for implementing those decisions.

ICMA Code of Ethics

Tenet 7: Refrain from all political activities which undermine public confidence in professional administrators. Refrain from participation in the election of the members of the employing legislative body.

Tenet 8: Make it a duty continually to improve the member's professional ability and to develop the competence of associates in the use of management techniques.

Tenet 9: Keep the community informed on local government affairs. Encourage and facilitate active engagement and constructive communication between community members and all local government officials.

Tenet 10: Resist any encroachment on professional responsibilities, believing the member should be free to carry out official policies without interference, and handle each problem without discrimination on the basis of principle and justice.

Tenet 11: Manage all personnel matters with fairness and impartiality.

Tenet 12: Public office is a public trust. A member shall not leverage his or her position for personal gain or benefit.

ICMA's 18 Core Principles for Effective Local Government Leadership & Management

1. Staff Effectiveness	10. Budgeting
2. Policy Facilitation	11. Financial Analysis
3. Functional & Operational Expertise & Planning	12. Human Resources Management
4. Citizen Service	13. Strategic Planning
5. Performance Measurement/Management & Quality Assurance	14. Advocacy & Interpersonal Communication
6. Initiative, Risk Taking, Vision, Creativity, Innovation & Continuous Improvement	15. Presentation Skills
7. Technological Literacy	16. Media Relations
8. Democratic Advocacy & Public Engagement	17. Integrity
9. Inclusion	18. Personal Development

Questions for the Panelists?



We are accepting written questions for this workshop. Question cards are available on the table as you enter the room.

Please submit a question card to our event team for the panel to address, time permitting.