



**CITY OF HAYWARD**  
**AGENDA REPORT**

AGENDA DATE 04/03/07

AGENDA ITEM \_\_\_\_\_

WORK SESSION ITEM WS#2

**TO:** Mayor and City Council  
**FROM:** City Manager  
**SUBJECT:** Discussion regarding City Manager Recruitment

The City Council expressed interest in discussing ways in which to obtain input from the community and staff regarding desirable attributes and qualifications in a City Manager. This agenda item is intended to afford you an opportunity to discuss how best to achieve this objective. Bobbi Peckham was invited to suggest possible approaches for your consideration, and these are outlined in the accompanying letter.

A handwritten signature in black ink, appearing to read "Jesús Armas", written over a horizontal line.

Jesús Armas  
City Manager

Attachment



March 28, 2007

Mayor Michael Sweeney  
and Members of the City Council  
c/o Mr. Jesús Armas, City Manager  
City of Hayward  
777 B Street  
Hayward, CA 94541-5007

Dear Mayor Sweeney and Council Members:

I understand that the City Council is interested in soliciting feedback regarding the candidate profile from the Executive Team, employees, representatives of appointed bodies, and members of the community. In terms of the venue used to solicit input from the various groups, you have a variety of options to consider, which are outlined below.

**Executive Team** – Members of the Executive Team would be invited to provide input regarding the candidate profile in a 45-minute meeting with me.

**Employees** – A block of time for an open forum would be provided for employees throughout the organization to provide input.

**Appointed Bodies Meeting** – The City would schedule a one-hour meeting for me to meet with representatives of each of the appointed bodies. I would actively facilitate this meeting in order to encourage dialogue and solicit information regarding the candidate profile.

**Public Forum** – The City would post a public notice inviting residents and others to attend an evening public forum. In addition, I would personally facilitate the session and solicit comments from the audience. Individual Council members may wish to attend a portion of this public forum in order to exhibit support and interest.

**City Web Site** – This option can be used in conjunction with other methods previously mentioned. A notice on the City's home page would invite residents to provide written input regarding the City Manager profile. A link would take the resident directly to a City email address where general comments would be transmitted. A date would be established as a deadline for comments. All comments would then be forwarded to *Peckham & McKenney*.

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A combination of these options would involve a day of meetings at City Hall followed by a public forum that evening. The web site posting would run within a week prior with a deadline of that same date. In other words, all input would be finalized by the end of the day.

Input from community representatives is valuable in the initial stages of the recruitment as I conduct my outreach and review of the position with potential candidates. I would recommend, however, that a clear message be provided these groups that the ultimate selection of the City Manager is the Mayor and City Council's decision. Community participation in the finalist interview process is not recommended.

I will be pleased to review all of this information with you in our scheduled Workshop on Tuesday evening. Again, thank you, and I look forward to a successful search.

Sincerely,

Bobbi C. Peckham