

MEETING DATE: 2/5/2007

AGENDA ITEM: Award of a Contract to The Consulting Team for Meeting Facilitation Services and Authorization of Agency Allocation of the funding

ATTACHMENTS

	<u>Pages</u>
1. Additional information about the Consulting Team Inc.	1-4
2. Council Staff Report dated November 27, 2006	5-8

Dr. Marilyn Manning

Facilitating Positive Change Strategic Planning



"Your participation was key to making our Strategic Plan a reality. We are using it as a blueprint during these difficult budget times to help us focus our resources on the priorities that we established."

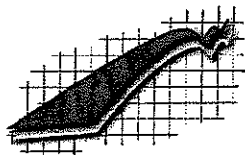
—Karen Burnett
Library Services Director
Mountain View Public Library

"You recently helped the Salinas Valley Fair complete a three-year strategic plan that made a huge difference in the focus and enthusiasm of our board and staff. I am pleased to recommend you."

—Judy Hostetler
Board President
Salinas Valley Fair

Partial Client List

Adobe, AT&T, Catholic Healthcare
West, City of San Jose and 30
other cities, Deloitte & Touche,
Dow Chemical, General Electric,
GTE, Johnson & Johnson,
Lockheed, Lucent, NASA,
National Semiconductor,
Packard Foundation,
Stanford University Hospital,
Symantec, United Airlines, USGS,
VISA USA



Strategic thinking and outcome-based planning can realign your organization or team for strategic change. Discover how to set realistic objectives, targets, strategies, performance measures, and implementation. Help your team become more focused and productive by using easy to implement strategy tools.

The Strategic Planning Process can Include:

- creating organizational or team visions
- focusing on solutions for the organization's issues
- developing skills in writing, organizing, and monitoring the plan
- reviewing existing objectives, mission, vision, and values
- using step-by-step planning templates
- implementing organizational assessments
- identifying critical issues and measurable solutions

All successful leaders have a vision for their businesses, projects or teams. In fact, you wouldn't be a leader if you didn't have vision; if you couldn't see exciting possibilities in your product or services.

Creating a Vision
by Marilyn Manning

You can learn easy to follow principles that will help you to plan strategically. Strategic planning brings to light the potential and possibilities of your organization.

Topics to be Addressed:

- key steps in strategic planning
- updating templates for project vision
- conducting environmental score
- building stakeholder buy-in

Marilyn Manning, Ph.D., CSP, CMC, is one of only 18 international speakers holding both certified management consultant (CMC) and certified speaking professional (CSP) designations. Marilyn has authored 7 business books, which have been published in eight languages. She has delivered over 1000 speeches and trainings to more than 300 clients.

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Non-Profit & Government Fee Schedule The Consulting Team, LLC

Speeches

Location	1-3 Hour
SF Bay Area	\$4000
California	\$5000
USA	\$6000
International	\$7000

Workshops & Management Consulting

Location	Per diem
SF Bay Area	\$3200 (1-3 hrs. \$2000)
California	\$4000
USA	\$5000
International	\$6000

Coaching

Hourly Rate \$400 with 2 hour minimum

Travel expenses are added to all rates.

The Consulting Team, LLC has additional associates with fees that are 10%–30% less than Dr. Manning's. Please contact us if you would like to consider one of our associates.

"Your ability to help people recognize a problem, even if they are a part of it, and then come to a mutually agreed upon resolution is a reflection of your high degree of professional skill and empathy. We are deeply appreciative for your help."

—William Normark, U.S. Department of the Interior

Workshops

Managing Change, Leadership, Management 101, Conflict Mediation, Communication, Team Building, Meeting Facilitation, Customer Service

Consulting Services

Leadership Coaching, Conflict Mediation, Facilitation of Meetings and Retreats, Team Building, Strategic Planning, Anger and Stress Management

Speeches

Leading Change, Managing Conflict, Leadership Styles & Effectiveness, Building Better Teams



Dr. Marilyn Manning, CEO
The Consulting Team

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Municipalities

City of Albany
City of Atherton
City of Benicia
City of Berkeley
City of Campbell
City of Concord
Town of Danville
City of Daly City
City of El Cerrito
City of Emeryville
City of Foster City
City of Fremont
City of Fresno
City of Gilroy
City of Greenfield
City of Hollister
City of Livermore
City of Los Altos
Town of Los Altos Hills
City of Menlo Park
City of Milpitas
City of Modesto
City of Morgan Hill
City of Mountain View
City of Newark
City of North Las Vegas, NV
City of Oakland
City of Palo Alto
City of Petaluma
City of Piedmont
City of Pleasant Hill
City of Pleasanton
City of Redwood City
City of Reno, NV
City of Sacramento
City of San Pablo
City of San Ramon
City of San Fernando
City of San Jose
City of San Mateo
City of Santa Clara
City of Santa Cruz
City of Sedona, AZ
City of South San Francisco
City of Tracy
City of Walnut Creek

Counties

County of Alameda
County of Contra Costa
County of Humboldt
County of Monterey
County of San Mateo
County of Santa Clara
County of Santa Cruz
County of Solano
County of Eureka
County of Ventura

Districts

AC Transit
Alameda County Waste Management Authority
Bay Area Air Quality Management District
Castro Valley Sanitary District
Dominguez Hills Water District
Dublin - San Ramon Services District
East Palo Alto Sanitary District
Easy Bay Municipal Utilities District
Hayward Area Recreation and Park District
Mid Peninsula Regional Open Space District
San Jose Redevelopment Agency
Santa Clara Valley Water District
West Bay Sanitary District

State and Federal

NASA
United States Department of the Interior
United States Geological Survey
United States Navy
United States Postal Service
Malaysian Federal Government

Libraries

Alameda County Library Foundation
California State San Bernardino Library
City of Benicia Public Library
City of Menlo Park Public Library
City of Mountain View Public Library
City of Palo Alto Public Library
City of Redwood City Public Library
City of San Jose Public Library
County of Solano Library
Contra Costa County Library System
Dr. Martin Luther King Jr. Library
Sacramento County Public Law Library
Santa Clara Library Foundation

Chambers and Associations

ABAG
Arizona Municipal Clerks Association
CA Assoc. Chamber Executives
City Clerks of CA
Los Gatos Chamber of Commerce
Mountain View Chamber of Commerce
San Mateo Area Chamber of Commerce
Tracy Chamber of Commerce
United States Chamber of Commerce

Associations and Boards

ABAG & Consortium of
San Mateo County Cities
Arizona Municipal Clerks Association
Association of California School Administrators
California Association of
Chamber of Commerce Executives
California Correctional
Peace Officers Association
California Parks and Recreation Society
City Clerks Association of California
City Clerks Association of California & Arizona
Commission on Peace Officers
Standards & Training
Cupertino Educational Endowment Foundation
Federal Managers' Association
League of California Cities
Super Cal

Other

Agua Caliente Band of Cahuilla Indians
Tribal Council
Monterey County Fair
Salinas Valley Fair
Santa Cruz County Fair

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 11/27/2006		Item Number: <u>A-5</u>	
AGENDA ITEM: Award of a Contract to The Consulting Team for Meeting Facilitation Services and Authorization of a Related Allocation of Appropriated General Fund Reserve.			
Contact Person/Dept.: Steve Cunningham, Bill LaPointe, John Richo, and Serena Wright		Phone Number: (310) 253-6000	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (11/22/06)			
Department Approval: Martin R. Cole (11/21/2006)		City Manager Approval: Jerry B. Fulwood (11/22/2006)	
City Controller Approval: Marlee Chang (11/22/2006)			
<u>RECOMMENDATION:</u> Staff recommends the City Council award a contract to The Consulting Team, LLC for an amount not to exceed \$50,000 for meeting facilitation services and authorize a related allocation of appropriated General Fund reserve. <u>BACKGROUND:</u> During the recent budget study sessions, the City Council recognized the pivotal position the City of Culver City currently finds itself. The City Council has built upon a firm foundation put in place by prior City Councils to continue the great progress achieved by the City over the past 10 to 15 years. Some examples of this progress include: • Successful renaissance of the City's downtown, which has been transformed into a vibrant business and entertainment/recreational core. Culver City has received national recognition for its innovative restaurants; • Culver City remains the proud home of Sony Pictures Entertainment, The Actors Gang at the Kirk Douglas Theater and will soon become the home of a major campus of Symantec. • The Hayden Tract is blooming into a vibrant small-business/high-technology area; • East Culver City is now home to numerous art galleries; • The City continues to be a model of responsive government, providing a wide array of quality services to its citizens through the dedication of its employees.			
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City of Culver City, California
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The results of this progress is a environment with low commercial and residential vacancy rates, rising property values, and a place where persons of diverse backgrounds, heritages, and creeds come together as one community.

Developments, many of which were forced upon the City by outside forces, have led the City to re-evaluate its fiscal operations through the development of a Financial Master Plan (to be considered by the City Council in January, 2007). The City, and its component unit Redevelopment Agency, are facing critical issues of how to maintain a healthy fiscal state while facing issues such as:

- The ultimate dissolution of the redevelopment agency beginning in the next decade;
- Rising employment related costs, including retirement and medical premiums;
- Increasing number of deferred maintenance items related to infrastructure needs (maintaining and repairing important items such as city owned buildings, streets, sidewalks, the sanitary sewer and storm drainage system);
- Major federal and state mandates to enforce clean water standards (NPDES) without an identified funding source

While celebrating its successes and facing these challenges, the City Council has also recognized a central core issue: How best can the City capitalize on the current forward momentum while preparing for the challenges facing the City both now and in the future?

DISCUSSION

In an environment of limited resources, it is particularly important all members of the City's diverse team work together to provide advice to and implement the policy decisions of the City Council. At this unique crossroads in the City's history, where it is facing great successes, formidable challenges, and a voter-approved change in governmental structure, staff recommends the City Council consider the approval of a contract with a top-notch facilitator to conduct meetings involving the City Council, the City Manager, the City's Executive Management Team, and the City's Commissions.

Staff began an extensive process of evaluating potential facilitators by soliciting statewide input from other California cities through the League of California Cities. A list was developed of potential facilitators derived from the responses received. A subset of the Executive Management Team distilled the list and chose to interview four finalists. After reviewing the finalists' qualifications (and in some cases seeing the candidates "in action") and comparing the qualifications to the diverse needs of

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Culver City, the City Manager selected The Consulting Team and its Chief Executive Officer, Dr. Marilyn Manning, for recommendation to the City Council for award of contract.

Dr. Manning has extensive experience in working with groups of myriad sizes, interests, and goals. She has facilitated meetings with groups from both the private and public sectors. Based upon direct observation, staff believes Dr. Manning's style, coupled with her extensive experience, make her the best choice to meet Culver City's meeting facilitation needs.

Proposed Process

Staff proposes to hold several facilitated meetings involving the following groups:

- The City Council
- The City Manager
- The City's Four Core Commissions
- The Executive Management Team

It is proposed the City Council would meet with the City Manager, the City Manager and Commissions, and with the City Manager and Executive Management. The process would culminate in a facilitated meeting involving all four groups. Once the initial facilitated meetings have concluded, there will be a need to have future follow-up meetings with the facilitator to ensure the path forged by the City Council continues to be followed.

Should the City Council approve this proposal, preliminary meetings between the facilitator and individual Councilmembers and the City Manager could begin in late December/early January. From these meetings a firm schedule would be developed for the secondary meetings. It is expected this process would be complete in March, 2007 (in time to incorporate the results into the Fiscal Year 2007/2008 budget process).

Goals of this Process

The overall goal of these facilitated meetings will be to create an environment where each participant can candidly address the various issues facing the City and propose methods these challenges can be best resolved. The meetings will also result in the creation of overall goals and objectives by the City Council for the various commissions, the City Manager, and the City as a whole. Ultimately, this process is meant to be a "living" exercise that can be used as an ongoing tool which can be

City of Culver City, California
City Council Agenda Item Report

updated as needed. The Comprehensive Financial Plan will be also crafted accordingly to achieve these goals.

FISCAL ANALYSIS:

Because of the high importance of the exercise to the City's short and long term operations, it is recommended the City engage the services of Dr. Manning directly. Based upon her Non-Profit and Government Fee Schedule (included in the attachment), it is recommended the City Council award a contract to the Consulting Team for a not-to-exceed amount of \$50,000.00.

It is proposed this contract would be funded in the following manner:

Transportation Department:	\$ 5,000.00
Redevelopment Agency:	\$22,500.00
Appropriated General Fund Reserve	\$22,500.00

Should the Council concur with this funding recommendation, an item will be placed on the December 4, 2006 Agency agenda to confirm the funding from the Redevelopment Agency. The amount proposed from the Transportation Department can be used for already appropriated sources.

ATTACHMENTS:

1. Additional information about The Consulting Team, LLC.

MOTION:

That the City Council:

1. Authorize the allocation of \$22,500.00 from the appropriated General Fund Reserve for this Contract;
2. Authorize a Contract with the Consulting Team, LLC in an amount not-to-exceed \$50,000;
3. Authorize the City Attorney to prepare and/or approve on the basis of form any necessary documents related to this contract; and,
4. Authorize the City Manager to execute the contract on behalf of the City.