

MEETING DATE: September 25, 2006

AGENDA ITEM : Approval of a Contract with William Avery and Associates to Secure Executive Recruitment Services for Community Development Director and Revise the Existing Contract for Risk Manager Executive Recruitment Services

ATTACHMENTS

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August 29, 2006

Serena Wright
City of Culver City
9770 Culver Blvd.
Culver City, CA 90232

Dear Serena,

Thank you for the opportunity to submit our proposal to recruit a new Community Development Director for the City of Culver City. We truly value our on going relationship with your city.

We have the ideal background and experience to meet your needs in this assignment. We've completed a number of related searches including Community Development Director/Planning Director assignments for the cities of Los Angeles, Santa Clarita, Morgan Hill, Los Gatos, Beverly Hills, West Hollywood, Saratoga, Gilroy, Los Altos, Lathrop, Vacaville and Paso Robles. We are also currently engaged with the cities of San Jose, South San Francisco and Half Moon Bay, and Burlingame for Director of Community Development/Planning and Principal Planner searches. Our database of contacts in this discipline is extensive, current and would be highly beneficial in this assignment. More importantly, our previous experience supporting your executive recruitment needs gives us exceptional insights to your culture, working environment and other factors that relate to organizational fit.

If awarded this search, we could begin immediately. Please know that Western City's lead-time would necessitate a November edition advertisement and would probably result in a January final interview process. We can discuss alternative means to accelerate the process if required.

The enclosed proposal contains the following information:

- Company Profile and Firm Qualifications
- Recruitment Work Plan for Partial Search Services
- Consulting Fee, and Billing Assignment
- Recruitment Timeline

William Avery & Associates
Management Consultants

3-1/2 N. Santa Cruz Ave., Suite A
Los Gatos, CA 95030
408.399.4424
Fax: 408.399.4423

Once again, thank you for the opportunity to submit our proposal to assist you with your recruitment. If you have any questions, please do not hesitate to call me at 408-399-4424.

Sincerely,

Paul Kimura

PK:jmc



PROPOSAL FOR THE CITY OF CULVER CITY

Avery Associates - Profile

Avery Associates is a Los Gatos, California based Management Consulting firm incorporated in 1982. We specialize in Executive Search and Human Resources/Management Consulting. Our firm currently has two Principals and several key Consultants. Bill Avery heads the Firm and the Management/Labor Relations practice in addition to participating in key searches. Paul Kimura is the Principal who oversees the Search and Recruitment practice. Ann Slate, Cris Piasecki and Gary Rogers form the core recruitment team for the firm. Jackie Collins and Leah Jakusovszky handle administrative support.

We offer a unique recruitment service as the background and capabilities of our firm Consultants gives us the ability to provide recruitment services that positively differentiates us from other strictly public sector search firms. We do so by incorporating private sector search methodologies into our public sector recruitment process, and combining "best" practices from each of the sectors in which we operate.

Firm Qualifications

Our firm's Principals complete the majority of the recruitment activity. This hands-on involvement includes client interface, strategy development, candidate identification and qualification, interviewing and assessment, candidate presentation and facilitation of final interviews.

Mr. Avery, having served in the past as a City Manager, provides the direct experience and knowledge of city administration. Mr. Kimura's expertise in executive, technical and business recruitment, which he gained during his nineteen years of advanced technology experience, provides the basis for many of the recruitment strategies and tactics utilized by the firm. Collectively, the firm's Principals offer exceptional expertise in this area of public sector recruitment. Attached are profiles on the Principals of the firm.

We're pleased that each of our recruitments has resulted in a successful closure within the projected timeframe. More importantly, our clients have expressed a high degree of satisfaction in the quality and depth of our service. Enclosed you will find a set of our past recruitments.

Recruitment Team for the City of Culver City

Paul Kimura will serve as the Principal in charge of this project and will be assisted Gary Rogers. Mr. Kimura will be personally involved in the interview and assessment of candidates and will be available throughout the search process to provide other related consulting services.



Recruitment Plan and Services Provided

I. Position Profile and Organizational Assessment

The initial assessment phase is a critical component of the search process. Mr. Kimura will meet with the key decision makers to discuss the organizational needs and position requirements. Our goal for this aspect of the recruitment process is to:

- Understand the City and departmental priorities for this position.
- Develop a clear understanding and consensus on the expertise, experience, education, performance attributes, interpersonal skills and operational style of the ideal candidate.
- Discuss the goals, objectives, deliverables, and challenges related to this position.
- Gain insight of the various organizational dynamics and departmental issues that exist within the organization.
- Identify the compelling aspects to this opportunity.

Based on these discussions, a candidate profile will be presented for final approval. The ideal candidate profile would be incorporated into the formal position announcement. The candidate profile is also utilized in various other means as a marketing tool, an advertising copy, and for other announcements.

II. Development of the Search Strategy

The search strategy is developed in conjunction with the organizational assessment. For this assignment, we feel it is critical to develop a high level of visibility with a comprehensive outreach program supplemented by a focused targeted recruitment approach. We would incorporate the following elements into this search:

- Utilization of our current and extensive contacts in the development services field from our recruitment database.
- Contacting current Community Development Directors, redevelopment and planning executives in comparable agencies that may be interested or aware of potential candidates.
- Active referral solicitation from various industry sources and other contacts developed from our many years of public sector consulting.



- Advertising in WESTERN CITY magazine, JOBS AVAILABLE magazine and other publications or periodicals deemed appropriate for this search.
- Internet job postings on state or national public sector employment bulletin boards including APA and CALAPA, related web sites, and our company website (www.averyassoc.net).
- Development and distribution of the comprehensive position announcement to various city, county, and state departments, as well as agencies throughout the state and country.

III. Candidate Assessment

Initially, all candidates responding to this position will be evaluated based on their resume and, if appropriate, an extensive phone "screening" by the firm. Candidates who pass this initial "qualifying" criteria are then scheduled for a formal interview with Mr. Kimura. These extended personal interviews consist of a thorough discussion of the candidate's experience, accomplishments, management philosophy and interpersonal style. Those individuals who best fit the position requirements will have an extensive Candidate Assessment Report developed by Mr. Kimura. Additionally, two initial reference interviews are performed on these candidates.

IV. Candidate Presentation

Upon completion of formal interviews and initial reference interviews, a selection of candidates for presentation is made.

The final candidates are presented in our candidate presentation "book." Each finalist will have a file consisting of a candidate summary sheet, a resume, the Candidate Assessment Report (based on the formal interview), and two candidate reference reports.

V. Selection Process

Once the final candidate interview group is identified, we will assist in the structuring of the interview process and coordinate the interview scheduling activity. Our firm will also provide candidates with guidance related to travel planning, hotel accommodations, as well as other interview planning issues.

Upon request, our firm will also arrange for summary background evaluations on the City's final one or two candidates. A copy of these confidential reports can be provided for you. The costs for these evaluations are considered independent of the recruitment expenses listed below and will be invoiced separately.



VI. Position Closure and Follow-Up

Based on the firm's experience in human resource management and executive search, we are able to assist our clients in the formulation of appropriate compensation and other employment arrangements. We will be available throughout our retention to assist in this process.

As a matter of policy, Avery Associates monitors the transition and progress of any executive we place with a client. Within the first three to six months after the City has hired the individual, we will speak with that individual to ensure that an effective transition has occurred. During the same period, we will also review the individual's status with your office.

Consulting Fee

Based on the services described in our proposal, the professional services consulting fee for this recruitment will be \$15,400. If awarded the search, we would provide our first consulting invoice in the amount of \$6,400 at the outset of the search. The final balance of \$9,000 would be invoiced at the completion of the search.

Normal and direct out-of-pocket expenses associated with the search are charged back to the client. Expenses for this assignment would not exceed \$7,500. These expenses include: research, advertising, clerical time, supplies, printing, telephone, postage, and consultant travel for client discussions, meetings and local and out-of-area candidate interviews. All expense items will be detailed and billed on a monthly basis or on a one-time basis at the completion of the search.

The consulting fee will be inclusive of all services defined within this proposal unless otherwise stated.

Guarantees and Ethics

Whenever William Avery & Associates, Inc. is retained; we make several guarantees and commitments to a client. Due to our experience, knowledge and success within the management consulting field, we assure a client that we will only present candidates who meet a substantial majority of the ideal qualifications that you have outlined. We are also committed to continue our search efforts until a successful candidate is employed.

It is also our practice to replace a candidate who may voluntarily resign during the first six months of his/her employment. This same commitment applies if the client finds it necessary to terminate or to request the resignation of the selected individual in the first six months for reasons which would have precluded his/her employment had they been known at the time employment started. In either case, we invoice a client only for out-of-pocket expenses incurred in identifying a replacement.

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CITY OF CULVER CITY

COMMUNITY DEVELOPMENT DIRECTOR - RECRUITMENT SCHEDULE

Description (Weeks)	1 2 3 4	5 6 7 8	9 10 11 12	13 14 15 16	17 18 19 20
Initial meeting(s)	<u>1</u>				
- Job announcement draft	<u>3</u>				
- Advertising and marketing in place.	<u>3 - 4</u>				
- Recruitment strategy finalized	<u>3 - 4</u>				
- Approve and print job announcements		<u>5 - 6</u>			
Recruitment period		<u>6 - 11</u>			
- Candidate screening			<u>8 - 12</u>		
Candidate Interviews			<u>12 - 14</u>		
- Complete references				<u>15</u>	
- Preparation of candidate book				<u>15</u>	
Presentation of candidates				<u>16</u>	
Final interviews					<u>18</u>