

**CITY OF LA VISTA**  
**MAYOR AND CITY COUNCIL REPORT**  
**OCTOBER 7, 2014 AGENDA**

<b>Subject:</b>	<b>Type:</b>	<b>Submitted By:</b>
PROFESSIONAL SERVICES AGREEMENT — GovHR USA	◆ RESOLUTION ORDINANCE RECEIVE/FILE	KEVIN POKORNY DIRECTOR OF ADMINISTRATIVE SERVICES

**SYNOPSIS**

A resolution has been prepared to approve a professional services agreement with GovHR USA for the recruitment and selection of a Finance Director in an amount not to exceed \$18,800.00.

**FISCAL IMPACT**

FY 15 General Fund salary savings will cover this expense.

**RECOMMENDATION**

Approval

**BACKGROUND**

The professional services of an executive recruitment firm with public sector experience are necessary for the recruitment and selection of a new Finance Director. Following research and discussions with other companies GovHR USA from Northbrook, Illinois is recommended. GovHR has conducted over 450 recruitments, which focus on serving the needs of cities, counties, special districts and other governmental entities of all sizes throughout the country. Their references were highly complementary.

Quotes were requested from the following firms.

GovHR USA – Northbrook, IL	\$18,800
Hemphill Search Group, Inc., Omaha, NE	\$23,280
CPS HR Consulting, Austin, TX	\$25,000

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA, APPROVING A PROFESSIONAL SERVICES AGREEMENT WITH GOVHR USA FOR THE RECRUITMENT AND SELECTION OF A FINANCE DIRECTOR IN AN AMOUNT NOT TO EXCEED \$18,800.

WHEREAS, the City Council of the City of La Vista has determined that the selection of a consultant for the recruitment of a Finance Director is necessary; and

WHEREAS, the FY 15 General Fund salary savings will fund this expense; and

WHEREAS Subsection (C) (9) of Section 31.23 of the La Vista Municipal Code requires that the City Administrator secures Council approval prior to authorizing any purchase over \$5,000.00.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska do hereby approve a professional services agreement with GovHR USA for the recruitment and selection of a Finance Director in an amount not to exceed \$18,800.

PASSED AND APPROVED THIS 7TH DAY OF OCTOBER, 2014.

CITY OF LA VISTA

---

Douglas Kindig, Mayor

ATTEST:

---

Pamela A. Buethe, CMC  
City Clerk



Voorhees Associates GovTempsUSA

September 25, 2014

Mr. Kevin Pokorny  
Director of Administrative Services  
City of La Vista  
8116 Park View Blvd.  
La Vista, NE 68128

Dear Mr. Pokorny:

Thank you for the opportunity to provide you with a proposal for the City of La Vista's Finance Director recruitment and selection process. Effective January 1, 2014, Voorhees Associates and GovTempsUSA have combined under one company, GovHR USA. GovHR USA is co-owned by Heidi Voorhees and Joellen Earl. All of the consultants and services remain the same. We are simply combining resources to more effectively serve our clients. GovHR USA prides itself on a tailored, personal approach to executive recruitment and selection, able to adapt to your specific requirements for the position.

#### **QUALIFICATIONS AND EXPERIENCE**

GovHR USA is a public management consulting firm serving municipal clients and other public sector entities on a national basis. We work exclusively in the public sector, offering customized executive recruitment services, as well as providing other management studies and services for communities. GovHR USA has been certified as an FBE (Female Business Enterprise) in the State of Illinois.

GovHR USA was established in 2009 as Voorhees Associates, LLC. Our headquarters offices are in Northbrook, Illinois. Heidi Voorhees, President, previously spent 8 years with the nationally recognized public sector consulting firm, The PAR Group and was President of The PAR Group from 2006 – 2009. Ms. Voorhees has conducted more than 210 recruitments in her management consulting career, with many of her clients repeat clients, attesting to the high quality of work performed for them. In addition to her 12 years of executive recruitment and management consulting experience, Ms. Voorhees has 19 years of local government leadership and management service with the Villages of Wilmette and Schaumburg, Illinois, as well as the City of Kansas City, Missouri.

The firm has a total of twenty consultants, both generalists and specialists (public safety, finance, parks, etc.), who are based in Arizona, Delaware, Florida, Illinois, Michigan, and Wisconsin, as well as four reference specialists and six support staff.

#### **Experience**

GovHR USA has completed 184 recruitments since its establishment in 2009. We have 16 current recruitments in various stages of completion. Our consultants are experienced executive recruiters who have conducted over 450 recruitments, working with cities, counties, special districts and other governmental entities of all sizes throughout the country. In addition, we've held leadership positions within local government, giving us an understanding of the complexities and challenges facing today's public sector leaders.

650 Dundee Road, Suite 270, Northbrook, Illinois 60062  
Local: 847.380.3240 Toll Free: 855.68GovHR (855.684.6847) Fax: 866.401.3100 GovHRUSA.com

EXECUTIVE RECRUITMENT • INTERIM STAFFING • MANAGEMENT AND HUMAN RESOURCE CONSULTING

## References

The following references can speak to the quality of service provided by GovHR USA (references marked \* were conducted under the firm's previous name, Voorhees Associates):

Director of Finance recruitment

\*Director of Community Development recruitment

\*Fire Chief recruitment

\*Director of Public Works recruitment

City of Highland Park, Illinois

David Knapp, City Manager

1707 St. Johns Ave

Highland Park, IL 60035

847-926-1000

[dknapp@cityhpil.com](mailto:dknapp@cityhpil.com)

Director of Finance and Administration

City of Beloit, Wisconsin

Larry Arft, City Manager

100 State Street

Beloit, WI 53511

608-364-6614

[arftl@beloitwi.gov](mailto:arftl@beloitwi.gov)

\*Managing Director of Finance recruitment

\*Chief Information Officer recruitment

\*Fire Chief recruitment

City of Garland, Texas

Priscilla Wilson, Sr. Managing Director, HR

200 N. Fifth Street

Garland, TX 75040

972-205-2476

[pwilson@ci.garland.tx.us](mailto:pwilson@ci.garland.tx.us)

\*City Engineer recruitment

City of Sioux City, Iowa

Robert Padmore, City Manager

405 6<sup>th</sup> Street

Sioux City, IA 51102

712-279-6109

[bpadmore@sioux-city.org](mailto:bpadmore@sioux-city.org)

## Consultant Assigned

GovHR USA Vice President Steve Veitch will be responsible for your recruitment and selection process.

**Stephen B. Veitch**

**Vice President - Southwest Region**

Steve Veitch is a Vice President with GovHR USA, specializing in both executive search and management consulting assignments. He has 24 years of experience in local government planning and management, including over twelve years as a city manager. His municipal career has included service with the City of Ames, Iowa and the Villages of Downers Grove and Oak Brook, Illinois. He also has many years of service as a member or chairman of appointed municipal boards and commissions. Mr.

Veitch is the immediate past Chairman of the Planning and Zoning Commission for the City of Chandler, Arizona.

During his tenure as Village Manager for Oak Brook, Mr. Veitch led the implementation of a new budgeting and financial planning process, as well as innovative processes for planning expenditures for infrastructure maintenance and new technology, and an objectives-based system for ongoing management of municipal operations. His years of service as Village Manager for Oak Brook and Downers Grove included numerous achievements in the areas of economic development, infrastructure development, human resources management and labor relations, historic preservation, and improvement in the financial health of each community's local government. Mr. Veitch has considerable experience in management of municipal utilities, including municipal electric utilities, gained both during his career as a full time local government professional and subsequently, consulting for an electrical engineering and utility management consulting firm located in Mesa, AZ.

Throughout his municipal career Mr. Veitch was active in intergovernmental affairs, including leadership positions in the DuPage County Mayors and Managers Conference as well as service to the Illinois Municipal League. He also served on various intergovernmental task forces including the Chicago Metropolitan Mayors' Caucus Task Force on Electric Reliability, a significant effort to improve electric utility service in the Chicago metropolitan area.

In addition to his experience in municipal government, Mr. Veitch has also served two prominent national law firms in various executive capacities. For six years, he served Chicago-based Schiff Hardin LLP (210 attorneys) as its Executive Director (CAO). He later served St. Louis-based Bryan Cave LLP (1,100 attorneys) for seven years as Director of the firm's Phoenix office, including three years as Regional Director for the western U.S. and Asia. He has significant experience in law firm administration, finance, facilities, and human resources management including recruitment of attorneys at middle and senior experience levels.

Mr. Veitch holds a Bachelor of Science Degree in Urban Planning and a Master of Arts Degree in Political Science with an emphasis in Public Administration, both from Iowa State University.

## SCOPE OF WORK

A typical recruitment and selection process can take 175 hours to conduct. At least 50 hours of this time is "administrative" including ad placement, acknowledgment of résumés, reference interviews, and due diligence on candidates. These tasks may take longer if someone is performing them for the first time. We believe our experience and ability to professionally administer your recruitment will provide you with the best possible outcome. GovHR USA clients are kept informed of the progress of a recruitment throughout the recruitment process. Consultants are always available to provide information and answer questions, and details of the process such as placement of advertising and applications received are discussed in regular updates via either telephone or email.

GovHR USA suggests the following approach to your recruitment, subject to your requests for modification:

### **Phase I – Position Assessment, Job Announcement and Brochure Development**

Phase I will include the following steps:

- **Interviews** with Mayor and Members of the City Council, the City Administrator, and the City's senior staff as well as any other individuals you deem appropriate to best understand the responsibilities, challenges, and culture of the City.

At least eight (8) hours of one-on-one interviews will be conducted with elected officials, staff and the public in order to develop our Recruitment Brochure. This important document outlines the

expectations that the City has for its next Finance Director, providing us with the information we need to target our recruitment. We understand the City has recently conducted a salary survey and will utilize this information in our discussions regarding the salary for the Finance Director.

- Development of a **Job Announcement**.
- Development of a detailed **Recruitment Brochure** for your review and approval.
- Agreement on a detailed **Recruitment Timetable**.

### **Phase II – Advertising, Candidate Recruitment and Outreach**

Phase II will include the following steps:

- Placement of the Job Announcement in appropriate professional online publications. In addition to public sector publications and web sites, outreach will include LinkedIn and other private sector resources. We can provide the City with placement recommendations, if so desired.
- The development of a database of potential candidates unique to the position and to the City of La Vista, focusing on the leadership and management skills identified in Phase I as well as size of organization, and experience in addressing challenges and opportunities also outlined in Phase I.
- Outreach will be done through e-mail, telephone contacts, and U.S. mail as appropriate. GovHR USA consultants have extensive knowledge of the municipal government industry and will personally identify and contact potential candidates. With more than 600 collective years of municipal and consulting experience among our consultants, we often have inside knowledge about candidates.

### **Phase III – Candidate Evaluation and Screening**

Phase III will include the following steps:

- Review and evaluation of candidates' credentials considering the criteria outlined in the Recruitment Brochure.

We will develop a matrix which identifies key traits (taken from the Recruitment Brochure) such as education, experience, and the specific skills needed for the position. We will then use these filters to screen the candidates into a group of 15 to 20 semi-finalists.

- Candidates will be interviewed by telephone or Skype to fully grasp their qualifications and experience as well as their interpersonal skills.

We personally contact all the semi-finalists and conduct about an hour long telephone interview, asking specific questions about their experience and skill set. This allows us to ask follow up questions and probe specific areas. It also provides us with an assessment of their verbal skills and their level of energy for and interest in the position.

- Formal and informal references (two per candidate) and an internet search of each candidate will be conducted to further verify candidates' abilities, work ethic, management and leadership skills, analytical skills, interpersonal skills, ability to interact with the media, and any areas identified for improvement.
- All résumés will be acknowledged and contacts and inquiries from candidates will be personally handled by GovHR USA, ensuring La Vista's process is professional and well regarded by all who participate.

## Phase IV – Presentation of Recommended Candidates

Phase IV will include the following steps:

- GovHR USA will prepare a **Recruitment Report** that presents the credentials of those candidates most qualified for the position. You will advise us of the number of reports you will need for the individuals involved in this phase of the recruitment and selection process. We provide a binder which contains the candidate's cover letter and résumé. In addition, we prepare a "mini" résumé for each candidate, so that each candidate's credentials are presented in a uniform way. As résumés come in all different formats, these "mini" résumés will give you a clear, consistent look at each candidate "at a glance."
- GovHR USA will provide you with a log of all candidates who applied. You may also review all of the résumés should you so desire.
- GovHR USA will meet with you to review the Recruitment Report and expand upon the information provided. The report will arrive two to three days in advance of the meeting, giving you the opportunity to fully review it. In addition to the written report, we will spend 2 to 3 hours with you to bring the candidates to "life" by reviewing their telephone interview and providing excerpts from two (2) references we will have done on the individual.

## Phase V –Interviewing Process

Phase V will include the following steps:

- At the Recommendation meeting, the Interviewing Process will be finalized including the discussion of any specific components you deem appropriate, such as a writing sample.
- GovHR USA will develop the first and second round interview questions for your review. GovHR USA will provide you with interview books that include the credentials each candidate submits, a summary of each candidate's credentials, a set of questions with room for interviewers to make notes, and an evaluation sheet to assist interviewers in assessing each candidate's skills and abilities.
- GovHR USA will work with you to develop an interview schedule for the candidates, coordinating travel and accommodations. The schedule will incorporate a tour of City of La Vista facilities and meetings with Department Heads and elected officials.

We offer a community "Meet and Greet" option, at no charge, as a means for the community to interact and get to know the candidates in an informal setting. At this "Meet and Greet," candidates would give a brief overview of themselves and answer questions from the audience.

- Once candidates for interview are selected, additional references will be contacted, along with verification of educational credentials, criminal court, credit, and motor vehicle and records checks. Using the candidate's name and work experience we review the top 200 search results available from Google, as well as his/her activity (if publicly available) on Facebook, Twitter, and other social media platforms. Employment verification can also be provided if so desired.

GovHR USA recommends a two-step interviewing process with (typically) five candidates interviewed in the first round. Following this round, we strongly suggest that two or three candidates are selected for second round interviews. Again, we will prepare a second round of interview questions and a "score sheet."

- GovHR USA consultants will be present for all of the interviews, serving as a resource and facilitator.

**Phase VI – Appointment of Candidate**

- GovHR USA will assist you as much as you request with the salary and benefit negotiations and drafting of employment agreement, if appropriate.
- GovHR USA will notify all applicants of the final appointment action by the Mayor and City Council, including professional background information on the successful candidate.
- GovHR USA will provide no-fee telephone follow-up and counsel to the Mayor, City Administrator and appointed Finance Director for six months following conclusion of the recruitment.

**Optional 360° Evaluation**

As a service to the City of La Vista, we offer the option to provide you with a proposal for a 360° performance evaluation for the new appointed Finance Director at about six months into his or her employment. This evaluation will include seeking feedback from both Elected Officials and Department Directors, along with any other constituent the City feels would be relevant and beneficial. This input will be obtained on a confidential basis with comments known only to the consultant. If you are interested in this option, GovHR USA will prepare a proposal for this service.

**Recruitment Schedule**

A detailed recruitment schedule will be provided in Phase I. The recruitment and selection process typically takes 90 days from the time the contract is signed until the candidate is appointed. We can work with you on a shorter process, should you so desire.

Our typical recruitment process includes the following milestones and deliverables:

On-site interviews of La Vista officials and staff, development and approval of recruitment brochure Deliverable: recruitment brochure	weeks 1-2: Oct 17-24
Placement of professional announcements; candidate identification, screening, interview and evaluation by consultant	weeks 3-9: Oct 31-Dec 12
Consultant recommendation to Mayor of qualified candidates Deliverable: recruitment report	week 10: Dec 19
Selection of candidate finalists by Mayor; additional background and reference checks, report preparation and presentation Deliverable: interview reports including suggested questions and evaluation sheets	week 13: Jan 9
Interviews of selected finalist candidates; Mayor selection of final candidate; negotiation, offer, and acceptance	weeks 14-16: Jan 16-30
Appointment (tentative)	week 17: Feb 3

**Summary of Costs**

Recruitment Fee:	\$11,500
Recruitment Expenses: (not to exceed)	5,500
Expenses include consultant travel, postage/shipping, telephone, support services, copying etc. Also includes candidate due diligence efforts.	
Advertising costs	1,800*
Total Fees:	\$18,800**

\*Advertising costs over \$1,800 will be placed only with client approval. If less than \$1,800, Client is billed only for actual cost.

\*\*This fee does not include travel and accommodations for candidates interviewed. Recruitment brochures are produced as electronic files. Printed brochures can be provided, if desired, for an additional cost of \$900.

The above cost proposal is predicated upon three consultant visits to La Vista; the first for the recruitment brochure interview process; the second to present recommended candidates; and the third for the candidate interview process. Any additional consultant visits requested by the Mayor may result in an increase in the travel expenses and those expenses will be billed to the client.

**Payment for Fees and Services**

Professional fees and expenses will be invoiced as follows: Recruitment expenses and the costs for the Recruitment Brochure printing will be itemized with sufficient detail and invoiced as incurred. In addition, the Recruitment Fee will be invoiced in three (3) equal payments, billed during the course of the recruitment. The first invoice for the Recruitment Fee will be sent upon acceptance of our proposal. The second invoice will be sent following the recommendation of candidates and will include any expenses incurred to date. The final invoice will be sent upon completion of the recruitment assignment and will include all remaining expenses. Upon receipt of each invoice the City will approve payment in accordance with its claims procedures within forty-five (45) days of receipt.

**GovHR USA Guarantee**

It is the policy of GovHR USA to assist our clients until an acceptable candidate is appointed to the position. Therefore, no additional professional fee would be incurred should the Mayor not make a selection from the initial group of recommended candidates and request additional candidates be developed for interview consideration. Additional reimbursable expenses may be incurred should the situation require consultant travel to La Vista beyond the planned three visits.

Upon appointment of a candidate, GovHR USA provides the following guarantee: should the selected and appointed candidate, at the request of the City of La Vista or the employee's own determination, leave the employ of the City of La Vista within the first 24 months of appointment, we will, if desired, conduct another search for the cost of expenses and announcements only.

In addition, in accordance with the policy of our firm as well as established ethics in the executive search industry, we will not actively recruit the placed employees for a period of five years.

**Why Choose GovHR USA?**

The heart and soul of a professional recruitment firm is the expertise it brings to its clients. GovHR USA consultants are all experienced local government executives who have demonstrated careers and

expertise that brings first hand knowledge of the disciplines in which they now consult. This knowledge can assist clients in designing the appropriate interview questions, the development of written and oral exercises to best assess candidates' abilities, and facilitation of the clients' discussion of the candidates.

Our process reflects the client's goals and objectives—therefore, the time we spend developing the Recruitment Brochure is critical in our understanding of the challenges, opportunities, and culture of the position under consideration. Our candidate assessment and interviewing skills are based on thousands of interviews over the course of our Consultants' many years of experience in the recruitment and selection field. This professional familiarity allows us to be sensitive to the nuances, not only the obvious. In addition, as experienced local government professionals, our Consultants are able to ask probing, thoughtful questions and effectively evaluate the candidates' answers. We provide the client with a diverse list of potential candidates who have been fully vetted by our staff and who are truly interested in and well-qualified for the position. We respect the confidentiality of candidates' applications and are respectful of the candidates' current employment situation when we conduct reference calls. We are not a gatekeeper—clients will be provided with a list of everyone who applied and may view the résumés should they so desire.

Our firm's executive recruitment standards embrace a professional process of integrity, trust, and respect toward all parties involved and a commitment toward meeting the expressed needs and desires of our Client. Our ultimate goal is for the client to be completely satisfied with the selected candidate.

This proposal will remain in effect for a period of six months from the date of the proposal. We look forward to working with you on this recruitment and selection process!

Sincerely,



Heidi J. Voorhees  
Co-Owner  
GovHR USA

ACCEPTED BY THE CITY OF LA VISTA, NEBRASKA

BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_