



COMMUNITY DEVELOPMENT DIRECTOR

MARSHFIELD, WISCONSIN



EXECUTIVE RECRUITMENT

COMMUNITY DEVELOPMENT DIRECTOR MARSHFIELD, WISCONSIN



THE POSITION IN BRIEF

The Community Development Director (CDD) is a member of a management team serving a community situated in the picturesque center of Wisconsin which is reinvesting in its community through redevelopment and the pursuit of all types of housing expansion. The CDD will be leading the Development Services department currently has 8 fulltime employees approved. The Development Services Department's purview includes land use planning and zoning, economic development, permits and inspections and code enforcement.

THE COMMUNITY

Marshfield is located in the geographic center of Wisconsin and is located approximately 45 minutes from both Wausau and Stevens Point and is almost equal distance from Green Bay and Madison. The City has a resident population of 18,929 and is 13.69 square miles located in both Wood and Marathon Counties.

Incorporated in 1883, the City started out as a railroad supply depot for the Wisconsin Central Railroad and a large stave and spoke mill was to soon follow bringing more people to the area. In 1916 a group of eight physicians formed a clinic to supplement the then St. Joseph's hospital and that was the beginning of the Marshfield Clinics which is now a multi-location hospital and clinic organization in Wisconsin with 10 hospitals and 60 clinics. More on the history of Marshfield can be found at the Marshfield Historical Society's website.

Today, Marshfield residents and business owners enjoy the vibrant neighborhoods, public amenities, and community spirit fostered by this rich heritage. The community is undergoing redevelopment and revitalization including adding additional types of housing as well as an emerging music scene.

A Snapshot of Marshfield's Demographics and Amenities:

Average age of **43** years old

White **90%**, African American **1.1%**,
Hispanic Origin **3.4%**, Asian **2.6%**

Median household income **\$61,262**

Median value of a Marshfield home **\$199,738**

Exceptional Schools, both public and private, including the **Mid-State Technical College** and the **UW-Stevens Point at Marshfield**

Easy access to WI State Hwy's **10, 97** and **13** as well as Interstate US **39**

Municipal **Airport**

Marshfield residents have access to **20** city parks, **5** county parks, **1** state park, zoo, pool (indoor and outdoor) and over **25** miles of pedestrian and bicycle trails

The area also boasts multiple festivals and seasonal events such as the **Central Wisconsin State Fair, Dairyfest, Maple Fall Fest, Rotary Winter Wonderland**, and others

Marshfield is situated in northcentral Wisconsin and has access to innumerable, **hunting, fishing, canoeing, kayaking, hiking** opportunities as well as miles of **ATV** and **snowmobile** trails throughout.

Full library services offered by the **Everett Roehl Marshfield Public Library**

The **Marshfield Clinic Health System** offers exceptional care across all aspects of health care including a hospital, children's hospital, pharmacy, urgent care, and dental clinic.



THE ORGANIZATION

The City of Marshfield operates under a City Administrator/weak Mayor form of government. The City has a Mayor and 10 Alderpeople elected to staggered terms in individual districts. The Common Council is the legislative branch of City Government which creates all City policies that are carried out by the City Administrator. The Common Council, along with the Mayor, serve as the corporate authority. The Common Council possesses and exercises all legislative powers of the City, determining the policies of the City government through the adoption or approval of ordinances, resolutions and motions, approval of agreements, appropriations and fiscal budgets. The corporate authorities appoint, direct and, if necessary, remove the City Administrator.



The City Administrator is the chief administrative officer of the City and is responsible for the management and operation of all the affairs and departments of the City. The Administrator is appointed by the Mayor and the Common Council. As the administrative officer, the Administrator's responsibilities include the management and control of all matters pertaining to the operation and maintenance of the properties of the City and of all the City's departments.

The current City Administrator has been the Administrator for the last 12 years. The City has a workforce of about 210 full-time/part-time employees and seasonal employees organized into several departments. Marshfield is a full service community, and in addition to Community Development, services also include Police, Fire/EMS, Public Works and Engineering, Utilities including electric, Airport, Parks and Recreation, Communications, Assessor, Information Technology, Finance, Human Services, Clerk and Administration. The FY 2023 annual budget, all funds included, totals \$48M.



THE COMMUNITY DEVELOPMENT DEPARTMENT

Marshfield's Community Development Department is responsible for building inspections, code enforcement, planning and zoning. The department is divided into four areas: customer service/permitting/building inspections; planning, zoning; economic development serviced with 8 full-time employees. The department's budget is approximately \$ 1 million. This position reports directly to the City Administrator.

In general, services provided by the department include:

- Building permits for new construction and remodeling of buildings, including plan review, permit issuance, and all related inspections;
- Code enforcement activities related to the above items and property maintenance regulations;
- The Department works in tandem with the Engineering Division to support engineering plan review, assigning addresses, floodplain development review, enforcement of all floodplain regulations, and inspection services;
- Short and long term planning activities, zoning, and administration of the planning and subdivision regulations of the municipal code; and
- Staff support to the Plan Commission, Board of Appeals, Business Improvement District Board, Community Development Authority, Joint Plan Commission (Town of McMillan), Housing Rehabilitation Committee, Economic Development Board and Historic Preservation Commission.

CHALLENGES AND OPPORTUNITIES

The new CDD will be faced with a number of challenges and opportunities that are not uncommon for a local unit of government in today's environment. They include:

Housing shortage, redevelopment of the downtown, initiating new industrial development and maintaining existing businesses.

The City has multiple tax increment districts to foster growth and development moving forward. The City initiated a project called the Second Street Corridor which was developed to expand the downtown area and connect the area with the sport complex. In addition, a major downtown business is in the process of evaluating an expansion and move to a new facility that will allow for significant mixed-use redevelopment in the downtown. Coupled with a potential move of the Public Works building and yard from the downtown, many view this as a major development opportunity for the community.

Currently the planner position is vacant and is being performed by outside contracted services but this position is expected to be filled following the appointment of this position. For these reasons, the AA/CDD can expect to work with City staff and elected officials, business organizations and community leaders to build on these recent successes. The Director should be of a mind that the Department treats the development community as partners, not adversaries, in moving forward common development interests and projects.

Staff management and leadership.

Marshfield's diverse set of Community Development Department services is its strength, and its challenge, requiring a broad set of knowledge and adeptness from its next Director. Timely inspection services to meet demanding and strong-willed constituencies are the norm, code enforcement is geared toward education and compliance, and mostly in response to complaints, and planning services enjoy good working relationships with the development community. Within this fast-paced, high-volume workload, staff works hard to keep each other informed and maintains a collegial atmosphere that will welcome a Director who is well-rounded and knowledgeable in the disciplines of the department, one that will lead and hold their work accountable and demand a high level of customer service.

In a similar way, the City's management team is a cohesive, energetic group that is keenly intune with the City Board's and the community's expectations. Within this framework of an amiable work environment and executive group where daily contact among the management team can be anticipated, the new Director can expect this assembly of management leaders to be a resource, welcoming the Director with the encouragement, support and tools he/she may need to be an inclusive and responsive leader in the department, and the overall organization.

Departmental organization and projects.

The new Director will step into the organization at a time when the City is looking to reignite its various initiatives under a new dynamic leader. It will be important at the onset to introduce and develop good working relationships with the various business owners and organizations to create a sense of partnership moving forward. It will also be important to work closely with the Administrator, the Mayor and Common Council and establishing priorities for projects. The City recently purchased 120 acres of land from the University of Wisconsin that will need to be planned out for development. In addition, the City has been working to form partnerships with developers for the purpose of building new housing of various classes, with TIF assistance to help alleviate the housing shortages for new and existing workers.



THE IDEAL CANDIDATE

Must Haves –

Candidates should have an equivalent combination of education, training and experience which provides the required knowledge, skills and abilities, as outlined below:

- Bachelor's degree in planning, business administration, public administration or related field.
- A Master's degree in one of those disciplines, or related field, is preferred but not required.
- Five years of progressively responsible professional level experience in planning or economic development to include project management, planning, and grant writing, economic development, real estate or community development or an equivalent combination of relevant experience and education.
- Minimum of two years supervisory experience.
- A collaborative and communicative approach to work.
- Strong administration and leadership skills.
- Comfort working with an array of stakeholders including elected officials, City employees, business owners, developers, real estate agents, and residents.
- Passion for work in a demanding, rewarding and collegial environment.
- Have a record of experience that demonstrates the ability to see the big picture; as well as to conceive and develop innovative long- and short-range strategies for addressing community development challenges.
- Have some background in the principles and current techniques in land use, zoning, annexation, special use permit processes, and building and inspectional services.
- Have thorough experience in the development, preparation, justification and administration of budgets.
- Be able to critically review development plans/specifications.
- Have the experience and ability to interact successfully and positively in a participatory environment, working openly and effectively with diverse interests and opinions represented by elected officials, staff, citizen groups, and intergovernmental interests.
- Knowledge of, or demonstrable ability to quickly learn, Wisconsin laws and ordinances governing planning, zoning, construction codes, and inspectional activities.
- Have liaison experience with planning, zoning, and appearance review boards or commissions.



MANAGEMENT STYLE AND PERSONAL TRAITS

- Have complete personal and professional integrity, gaining respect and inspiring the trust and confidence of subordinates, co-workers, and elected and appointed officials, business leaders as well as the general public.
- Be a clear, concise and collaborative communicator and listener.
- Be able to present complex technical information to any audience in a manner that is understandable and jargon-free.
- Have a genuine passion for public service from both an internal, department standpoint and for service to the community; be devoted to customer, community and departmental service.
- Be creative in solving problems, encouraging and empowering employees to find new and better ways to get work done, while also applying, maintaining and respecting the regulatory framework that guides the delivery of municipal services.
- Be a positive and flexible team builder who is committed to the well-being of the staff, one who works with staff to identify departmental needs and find solutions which meet those challenges.
- Have management experience in creating an environment of trust, integrity and mentorship where employees respect one another and where the Department consistently functions at a high level of customer service.
- Be proactive, anticipatory and innovative; be someone who can make difficult decisions and stand behind those decisions.
- Be willing to keep the City Administrator, Mayor and Common Council apprised of major activities and operations of the Department in a consistent and timely manner, passing on both "good news and bad news" in a tactful, self-confident and professional manner.

COMPENSATION AND BENEFITS

A starting salary range of \$93,000 - \$103,000 +/- DOQ, and an excellent benefit package is offered. The City is completing a complete compensation analysis in May which is anticipated to be implemented in 2025.

HOW TO APPLY

Candidates should apply by June 7, 2024 with a resume, cover letter and contact information for five work-related references to www.GovHRJobs.com to the attention of Lee Szymborski, Senior Vice President, and David De Angelis, Senior Vice President, GovHR USA. Tel: 847- 380-3240. Ext. 187. The City is an Equal Opportunity Employer.

