



# City of Marco Island

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To: Marco Island City Council Members

From: Councilor Greg Folley

Date: September 20, 2022

Re: Improvements to the format of the City Manager's evaluation form

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At our August 15 meeting I was asked to develop recommendations for improving the structure and format of the evaluation form to be used to assess the City Manager's performance for the coming year and bring forward recommendations at a future meeting. Prior to reviewing the form, however, I was asked to work with Mr. McNees to develop his Goals for the coming year so that they may be discussed at the workshop to be held by Council on September 28.

Taking full account of Counselor Babrowski's comments and recommendations, a draft set of the City Manager's goals for 2022-2023 are attached, as are Counselor Babrowski's comments. Also attached is my memo from 2020, along with a summary of the goal setting process for the City Manager which Council put in place in 2020, for your information and background.

While there are certainly opportunities for improvement in the current goal-setting process and forms, I did do some benchmarking to see how we measure in general. I obtained a sample of nine City/County Manager evaluation forms from Florida and other jurisdictions, including Naples. All of these had a list of job specific performance categories which were assessed by the governing body each year, similar to half of the evaluation form which we have used for the past several cycles. Items such as professional skills, relations with other governing body, policy execution, community relations, leadership/supervision and fiscal management are covered in some fashion in almost of these forms. I also reviewed the Sample Performance Evaluation Form from the International Association of City Managers. Interestingly, only one of the nine performance evaluation processes reviewed had any reference to annual performance goals, and the sample form from the City Manager's Association had no reference to annual goals. In my mind, the absence of specific annual goals is a big deficiency.

So, while I agree with Counselor Babrowski's assessment that we can improve our goal-setting process and outcomes, I think it is important to note that we are already ahead of the game compared to the samples reviewed by virtue of having specific annual goals for our City Manager and judging his performance against those goals. The sample forms discussed in this paragraph are also attached.