

## Executive Recruitment for

### BELLEVUE, WISCONSIN

GovHR USA is pleased to announce the recruitment and selection process for a Village Administrator on behalf of the Village of Bellevue, Wisconsin. This brochure provides background information on the Village and its organization, as well as the requirements and expected qualifications for the position. Candidates should apply by March 26, 2018 with cover letter, resume, and contact information for five professional references. To apply on-line visit [www.govhrusa.com/current-positions/recruitment](http://www.govhrusa.com/current-positions/recruitment) or to apply via mail send the required information to the attention of Lee Szymborski, Senior Vice President, GovHR USA, 630 Dundee Road, #130, Northbrook, IL 60062. Tel: 847-380-3240. The Village of Bellevue is an Equal Opportunity Employer.

#### Lee Szymborski, Senior Vice President

GovHRUSA, LLC  
630 Dundee Road, Suite 130  
Northbrook, Illinois 60062  
847-380-3240

Formal Applications should  
be submitted to:

[www.govhrusa.com/current-positions/recruitment](http://www.govhrusa.com/current-positions/recruitment)



### VILLAGE ADMINISTRATOR



### EXECUTIVE SUMMARY

**Village Administrator, Bellevue, Wisconsin (pop. 15,337)** Located minutes from Green Bay, Bellevue is the fifth largest community in Brown County. The village boasts a balanced and thriving economy, a highly educated workforce, and an enviable quality of life.

The community is strategically located between Interstates 41 and 43, and is a vibrant blend of old and new. The village incorporated in 2003, and is a full-service municipality. About half of the village is currently developed, with some major commercial developments on the horizon. Population growth is expected for at least the next 20 years.

The Village Board is seeking an energetic, organized, strategic and forward-thinking professional. Strong leadership and communication skills are a must. A record of visibility in the community, proven financial/analytical and human resources skills are necessary. Experience in economic development is a plus. The village has approximately 34 full-time employees, a \$14 million budget (all funds), and is rated Aa2.

Candidates must have:

- A minimum of a BA in public or business administration; a Master's degree in public administration, business administration or other advanced executive-level training is preferred.
- Five or more years of increasingly responsible municipal executive-level experience is preferred; Assistant administrator experience in a larger community will also be considered.

- Proven managerial, interpersonal, and leadership skills to direct a customer-oriented organization.
- Comfort working in a team-oriented and collaborative work environment.

Starting salary range for the position is \$93,000 – \$103,000 +/- DOQ. Excellent benefits package.

### COMMUNITY HISTORY AND BACKGROUND

The history of Bellevue is linked to Green Bay, its neighbor to the north, and Wisconsin's oldest European settlement dating to the 1600's. Jean Nicolet was commissioned by the North American founder of "New France" to form a peaceful alliance with Native Americans whose unrest interfered with French fur trading. Nicolet was also dispatched to search for a shorter trade route to China through Canada. Nicolet began his journey for this new land shortly before winter in 1634. In what later became a French fur-trading route, he eventually landed near the site of modern-day Green Bay.

Bellevue is located in Brown County, one of Wisconsin's two original counties. The county originally spanned the entire eastern half of the state when formed by the Michigan Territorial legislature in 1818. It was named for Major General Jacob Brown, a military leader during the War of 1812.

Bellevue was named for the French words meaning "beautiful view." The Town of Bellevue was organized in



1856; the entire town incorporated as the Village of Bellevue in February 2003 following a successful referendum. Today, Bellevue is an important part of the Green Bay regional community and is part of the Green Bay metropolitan statistical area, a three-county region of more than 300,000 people.

There are 6,601 households in Bellevue. A wide variety of housing sizes, styles, and price ranges are available throughout the community from older structures to new construction home sites. The median household income is \$53,360 with a median home value of \$177,700 based on 2016 U.S. Census data. High-end residential building, with homes valued at more than \$500,000 million can be found in several subdivisions, while more moderately priced housing is also available and developing at a good rate.

According to the latest comprehensive annual financial report, Village housing trends are expected to continue, as lot inventory remains high, and in demand. In the last year, Bellevue saw major projects including up-scale apartments, and an assisted living facility. Over 100 single-family lots are expected to be available in 2018. The Village's growth is expected to continue over the next two decades.

The Village encompasses more than 14 square miles of which include many parks and open spaces. The Village has approximately 242 acres of parkland and 86 acres of conservancy. One hundred parkland acres are developed and classified as mini, neighborhood, linear or community park spaces. Eight parks are in the Village's park system, with an additional two parks planned or in development. Most parks feature playing soccer fields, baseball diamonds, shelters and other amenities.



The Village offers over two miles of scenic multi-use trail along the East River, and an 80-acre conservancy area maintained and managed in partnership with the Brown County Chapter of the Izaak Walton League. The conservancy features fishing ponds, walking and hiking trails, rookeries and nesting areas for herons, wild turkeys, ospreys, sandhill cranes and other wildlife. Brown County also offers natural and recreation venues including more than 700 acres of passive and active parks, 1,600 acres of preserves, wildlife and reforestation areas, 33 miles of walking trails and accessibility to 192 miles of snowmobile trails.

Community residents have a choice of both public and private elementary and high schools. Bellevue is served by two public school districts including the De Pere School District, with three elementary schools, one intermediate school and one middle school that feeds into De Pere High School. The Green Bay Area School District has an overall district enrollment of more than 21,000, and a four-year cohort graduation rate of 95%. Green Bay East and Preble High Schools in the Green Bay district serve Bellevue residents. There are scores of parochial and private schools available in the area.

The greater Green Bay area offers a wide variety of higher education opportunities. Chief among them includes the University of Wisconsin – Green Bay, with a student enrollment of 6,600, with more than 45 undergraduate program offerings. Other noteworthy institutions include St. Norbert College, a Roman-Catholic liberal arts school founded in 1898, and Northeast Wisconsin Technical College, a two-year school, one of the 16 technical and community colleges in the Wisconsin Technical College System.

The Village's top employer is Krueger International, an office furniture manufacturing company with 1,100 employees. Festival Foods, a food retailing company with 360 employees is the Village's second largest employer. Other large employers in Bellevue are nationally known retailers such as Wal-Mart, Costco, Menards, Target and Fleet Farm.

The third largest airport in Wisconsin, Austin Straubel International Airport is a 24-hour, 365-day a year operation; it is located within 10 minutes of the Village. Annually, the airport handles more than 400,000 passengers and about 100 tons of air cargo. Austin Straubel is served by major carriers with regular flights to Atlanta, Chicago, Detroit and Minneapolis. The airport is owned and operated by Brown County.

Best known for the internationally-recognized NFL team, the Green Bay Packers, the greater Green Bay area has a bounty of community spirit, recreation, and cultural activities. Green Bay's Lambeau Field, the host of 80,000 fans per game during the football season, is a year-round tourist attraction.

Downtown Green Bay's Meyer Theater is an exceptional 1,000-seat venue presenting professional live performances, including musicals, concerts, family theatre and touring shows. Outdoor music is offered through one of the popular lunchtime summers in the Park concerts at Whitney Park or Leight at Nite, Thursday evenings at Leight Memorial Park. Green Bay's City Deck has family-friendly entertainment every Friday in the summer. The 2,000-seat Weidner Center for the Performing Arts presents an array of performances from Broadway to chamber orchestras to pop acts and comedies. Greater Green Bay's largest entertainment venue is the 10,000-seat Resch Center which hosts 600,000 people every year.

There are thousands of acres of natural spaces in the greater Green Bay area, with trails connecting communities for outdoor recreation. The area's green spaces offer something for everyone, such as the Niagara Escarpment along the cliffs of the Bay of Green Bay. The Cofrin Memorial Arboretum encircles the University of Wisconsin-Green Bay campus with six miles of trails providing recreation choices including hiking, biking, bird-watching, and cross-country skiing. Wildlife lovers will enjoy the 925-acre Barkhausen Wildlife Preserve. The 1,600-acre Reforestation Camp offers a variety of outdoor activities for every age, including the NEW Zoo Adventure Park, children's play area and trails to walk and bike. (Source: Greater Green Bay Visitors Bureau)



## VILLAGE GOVERNMENT

The Village of Bellevue is governed by a five-member Board consisting of a Village President and four Village Trustees. The Village President is elected every three years.

All positions are elected at large. Two Trustees are elected in the even-numbered years with the other two Trustees being elected in the odd-numbered years. The Village Board is responsible for overseeing all activities and functions of the Village.

The Village President is the chief executive officer of the Village and presides over meetings of the Village Board. The current Village President has held office for more than three years, and has served on the Board since 2004.

The Village Board formulates policy and enacts local laws, usually in the form of resolutions and ordinances, and is directly responsible to the citizens of Bellevue. The Village employs a full-time professional Village Administrator along with well-qualified Department Heads to professionally manage the Village's affairs and public services. The former Village Administrator served the Village for five years, and recently started a new job out of state.

The Village provides a range of municipal services including public safety, streets, parks, recreation and forestry, community development including planning and zoning, inspections and code enforcement, water, sewer and storm water systems, and general administrative services. Fire and rescue services are provided with two fire stations. The Bellevue Fire-Rescue Department is a combination department consisting of one Chief, nine fulltime members, and 40 part-time employees.

The Village has contracted its law enforcement services from the Brown County Sheriff's Department since its incorporation. Bellevue currently has one full 24-hour shift patrolled by five Brown County Sheriff's Deputies in rotating shifts. These officers' responsibilities include responding to calls for service both criminal and civil in nature, assisting other agencies, and enforcing local ordinances. The Village has two "Directed Enforcement Officer" (DEO) positions (in addition to patrol staffing) whose responsibilities include finding long-term solutions to reoccurring problems within the community through the use of community policing principals. One DEO Deputy also is partially dedicated to addressing traffic concerns and manpower needs.

The Public Works Department is responsible for maintenance of village streets and right-of-way, as well as operation of the sanitary sewer, storm sewer and water utilities. The Village also provides for refuse and garbage disposal for its residents through an outside contract for services. Sanitary sewer treatment is handled by the Green Bay Metropolitan Sewerage District. The Village buys and distributes potable water from the Central Brown County Water Authority.

The Village holds an Aa2 bond rating by Moody's Investor Services. The Village's equalized value in 2017 was more than \$1.2 billion. Its net new construction rate in 2017 was 1.30 %.

The Village Administrator as Bellevue's chief administrative officer is the Board of Trustees' key point of contact. The Village Administrator performs a wide range of duties, overseeing the day-to-day operations of the government, human resources, monitoring and lobbying on state and federal legislation affecting the Village, and annually developing an executive budget recommendation, among other responsibilities.

The Village aggressively markets two tax incremental finance districts which are significant to the Village's success in building its tax base and supporting its business community. TID 1 was established in 2013, and TID 2 in 2016. More discussion on this topic can be found in the challenges and opportunities section.

The next Village Administrator will find a talented group of department heads that work collaboratively in the planning and delivery of village services. The Village is assisted in its policy development by a number of Boards and Commissions.

## BELLEVUE AT A GLANCE

**Population:** 15,337  
**Households:** 6,601  
**Equalized Assessed Value:** \$ 1,248,403,200  
**FY 2018 Fund Balance as a % of Revenues:** 30 %  
**Land Area:** 14.4 square miles  
**Median Home Value:** \$177,700  
**Median Household Income:** \$53,360  
**Bond Rating:** Aa2 (Moody's)  
**Bellevue Workforce:** 34 full-time employees  
**Total FY 2018 Combined Budget:** \$14 million (all funds)



## CHALLENGES AND OPPORTUNITIES

The incoming Village Administrator 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:

**Community and Economic Development** – The Village of Bellevue is one of the faster growing communities in Brown County and the State of Wisconsin. The Village's population increased 57% between the 1990 and 2000 Census, and an additional 23% in the following decade. In concert with its growth, and to support the goal of a diverse tax bases, the Village has an economic development program that seeks to address development on all fronts – attraction, retention and expansion. In the last six years, for example, the Village has grown its tax base every year.

Toward those efforts, the Village has a few initiatives in place. The Village's Business Retention & Expansion Program was created as a way of establishing good relationships and communication with companies in the community. Economic Development staff arrange business retention visits with Bellevue businesses that are expanding in the community, new to the area, experiencing challenging issues that affect the success of the business, or at the request of the business owner or manager.

To stimulate additional growth, the Village has also been open to providing development incentives. In the last five years two tax incremental financing districts have been established.

The Village has long recognized that the area surrounding the interchange of State Highway 172 and County Highway GV (Monroe Road) would be the commercial

center not only for the Village of Bellevue but for the metro area east of the Fox River. A number of projects have been proposed throughout the years in this area but failed to materialize. The Village Board determined that the creation of a Tax Incremental Finance District (TID #1) was an option to help stimulate development. In 2013 the Village created TID #1 and secured the first user for the area (Costco) to be the anchor of the triangle. TID #1 is envisioned to be a mixed-use development area with retail, commercial, residential, and other complimentary uses but is just a small part of over 500 acres of developable land in this area.

The Village created its second Tax Incremental Finance District in 2016. The strategic area for this district surrounds the Huron Road (County EA) and Eaton Road (County Highway JJ) intersection and comprises approximately 216 acres of land identified for a mix of uses including retail, commercial, office, light industrial, and residential. The Huron Road corridor has been identified and constructed to be the “eastern arterial” and a bypass between Interstate 43 to the south and State Highway 54/57 to the north. A number of anchor users have already established in this area including Bellin College, Bellin Clinic, the YMCA, and the Village Public Safety Building. Additional development is anticipated with the residential growth identified for this area.

All of this activity is the stage on which the next Village Administrator can expect to work with the Village Board and a talented community development staff by continuing on the Village’s goals for development, and assuring that its reputation for maintaining cooperative relationships with the business and development community remains intact. In positioning the Village for success in this area, the next Village Administrator will also be challenged to keep an eye on the broader implications that economic development and population growth brings to the Village’s finances, staffing, resources and its infrastructure.

**Finances** – The Village is in a strong financial position, with its fund balance exceeding 30%. Like all Wisconsin municipalities, however, the Village’s finances are tested by various parameters guiding the generation of new sources of revenues, as well as State of Wisconsin tax levy limits. The next Village Administrator can expect to work closely with the elected officials and excellent financial staff on seeking out new sources of revenue, strategically planning for the Village’s long-term financial sustainability, as well as continuing to find ways to most efficiently deliver Village services.

**Community Survey and Strategic Planning** – The Village launched, through the services of Polco, a

community-wide, on-line survey of its residents at the beginning of 2018. The 30-question survey seeks resident’ feedback on quality of life matters. It also seeks to gauge their satisfaction with the level and type of Village services. Survey results are expected in the second quarter of the year. The next Administrator can plan to work with the Village Board and staff in analyzing and understanding the results, and look to incorporate some of the input into an update of the expiring five-year strategic plan.

**Special Assessments** – The Village has a long-held policy of paying for street resurfacing and rehabilitation projects through special assessments. Such charges currently can be \$6,000 - \$7,000 or more per residential lot which is payable over ten years. By using special assessments, the Village Board’s position has been that this approach maintains an overall lower tax impact to all residents. However, the annual process has been increasingly frustrating for policy makers and residents alike, so much so that input on residents’ perception on what amount is reasonable for the Village to charge is part of the community survey. The next Administrator may be asked to investigate methods and policy options for the Board and community to consider, as satisfactory solutions for this issue have been elusive.



**Infrastructure** – Like many Midwestern cities, the Village has a long list of demands on its infrastructure. Village staff analyzes the long-term infrastructure needs for the Village by keeping a five-year capital improvement plan up to date. Most of the projects needing attention are streets. Coupled with financial limitations to address a growing list of capital needs especially in a community sensitive to its tax burden, the next Village Administrator can expect to work with the Village’s public works and community development team to tackle the Village’s infrastructure needs. Consequently, adeptness at addressing a robust list of needs and demands in a fiscal environment of competing demands is required.

**Human Resources** – The Village Administrator in Bellevue is responsible for maintaining a contemporary

human resources program for the Village, including training, and performance evaluations. The Village Administrator can also expect to be part of a collective bargaining team, as the Village's fire and rescue personnel are unionized, and their existing agreement expires at the end of 2018. The next Village Administrator will also find a well-tuned, tight-knit management team that works well together, a mix of professionals that are either relatively new to their positions, or have more than 10 years in their management role with the Village. The next Administrator should possess an appreciation for working in a small-staff setting, and in an environment that respects the professionalism and teamwork of staff.

**Community Involvement** - In a community where elected officials and residents have high customer-service expectations and involvement in civic affairs, the next Village Administrator should be comfortable having a visible role in the Village, easily interacting with, and embracing a wide spectrum of residents, individuals, and community businesses and organizations.



## CANDIDATE QUALIFICATION CRITERIA

The Village is seeking highly professional candidates who are passionate about local government. The following education, experience, management, and leadership criteria have been identified by the Village Board and staff as important skills and abilities for the candidates to possess and demonstrate. Starting salary for the position is \$93,000 – \$103,000 +/- depending on qualifications and experience.

### Education and Experience

- Five or more years of increasingly responsible municipal executive-level experience is preferred; Assistant administrator experience in a larger community will also be considered.
- Proven managerial, interpersonal, and leadership skills to direct a customer-oriented organization.
- Comfort working in a team-oriented and collaborative work environment.
- Possess strong financial management abilities, including financial forecasting, revenue enhancement, capital improvement programming, and budget development and control.
- Preferably have experience in working with elected officials, Village staff, and the public in a positive, cooperative, and team-oriented approach to addressing issues and solving problems.
- Have an understanding of strategic planning processes, and possess the ability to help the Village Board and Staff accomplish their vision for the community by assuring the strategic plan delivers on its goals and objectives.
- Have experience in delivering a contemporary human resources program for Village employees, developing and maintaining strong work relationships with Village staff that builds morale while also holding employees professionally accountable.
- Solid record of dealing fairly with all organization staff and employees, committed to treating all with dignity and respect.
- Have experience or knowledge in community development programs and activities; experience working in a community undergoing population growth and development is a plus.
- Have experience in intergovernmental relations, working with appropriate local, regional, state, and federal jurisdictions and agencies in a constructive and cooperative manner, presenting and representing City-approved policies in an effective manner.
- Have a successful record of working with community institutions, business leaders, and citizens' groups in a cooperative and friendly manner, open to the input and suggestion of all.
- A minimum of a BA in public or business administration; a Master's degree in public administration, business administration or other advanced executive-level training is preferred.

- Have a record of keeping up to date and abreast of modern/innovative municipal technology, programs, and procedures, understanding how technology can be used to enhance transparency in government, increase efficiencies and provide better customer service for residents.
- Be comfortable in delegating responsibility and authority to professional staff as a team player while remaining informed and conversant on the status of all programs and projects.

### Management Style and Personal Traits

- Have the self-confidence, and strength of professional convictions to provide administrative insights and administrative counsel to the Village Board and Staff, being able to firmly and diplomatically present professional views and carry out administrative decisions in a timely, professional, and impartial manner.
- Be an articulate, tactful and effective communicator, both orally and in writing; someone who is comfortable listening to and talking with a wide spectrum of people; someone who can clearly and concisely present written and oral information to decision makers.
- Be a strong and well-organized administrative leader and be able to successfully facilitate and assist Staff to identify, analyze, prioritize, and thoroughly deliberate and address administrative and management issues which are critical toward meeting both current and longer-range needs of the overall community.
- Possess well developed organizational skills, able to balance numerous projects and issues, keeping on task.
- Be a critical thinker, and be willing to take a devil's advocate position when appropriate, while appreciating that final decisions rest with the elected officials.
- Be a "people person," sincerely personable, patient, and accessible, and one who can relate to all persons in the community.
- Promote a strong, service-oriented, "customer relations" approach by all municipal employees in dealing with the citizenry.
- Have complete personal and professional integrity, gaining respect and inspiring the trust and confidence of subordinates, co-workers, and elected and appointed officials, as well as the general public.
- Be proactive, anticipatory and innovative; be someone who can make difficult decisions and stand behind those decisions.

