



Council Agenda Report

From: Thomas Frutchey, City Manager

Subject: Confirmation of James Cogan's Appointment as Assistant City Manager

Date: April 17, 2018

Facts

1. Paso Robles Municipal Code Section 2.28.050 (A) establishes that the City Manager is empowered to appoint all officers and employees of the City, except that Department Head appointments are to be confirmed by the City Council.
2. Our previous Assistant City Manager, Meg Williamson, retired on December 29, 2018 after some 23 years of service with the City.
3. In late 2017, the City retained Ralph Andersen & Associates to assist the City in conducting a nationwide recruitment process to replace Meg. The City requested that Dave Morgan be the lead executive recruiter for Ralph Andersen.
4. Over the past six months, the Mr. Morgan led a rigorous recruitment and selection process, including interview sessions, background investigations, reference checks, and other steps designed to identify the person with the best character, attitude, knowledge base, and skill set, in order to ensure that we have the right person to assume the duties of Assistant City Manager going forward.
5. Ninety-nine applications were received, testifying to the interest Mr. Morgan generated and the perceived attractiveness of the position.
6. Included in the process were two full days of interviews and presentations by the candidates. The second day featured interviews, in which department heads and all Councilmembers participated, enabling all participants to provide their feedback to the City Manager.
7. Jim Cogan, our number one candidate throughout the entire process, has accepted our offer, has met all background, reference, and health requirements, and is scheduled to start within the month.
8. Mr. Cogan is currently the Housing and Economic Development Manager for the City of Menlo Park. As such, he serves as primary liaison and advocate for the business community, manages business attraction and retention efforts, manages City relationships with State and regional economic development organizations, is lead staff for City Council subcommittees, directed the recent update of Menlo Park's Economic Development Plan, and manages the City Affordable Housing Program, among other duties.
9. Prior to assuming his duties in Menlo Park, Mr. Cogan was a Government Relations Representative for PG&E, and was Chief of Staff to two different Councilmembers in San Jose.
10. Mr. Cogan received his Bachelor of Arts degree, in Political Science and Philosophy, from Wheaton College

Options

1. Take no action;
2. Confirm the appointment of James Cogan as Assistant City Manager;
3. Provide alternative direction to the City Manager.

Analysis and Conclusions

This position is a vital position in the City organization. In just the three months since Ms. Williamson retired, several important efforts have slowed, and others have had to be fulfilled by contract. Not filling the position, by taking no action, would worsen this situation.

Given Mr. Cogan's broad knowledge and skills in the areas of community development, economic development, and housing, he brings added strength to the existing efforts of the City and the Chamber of Commerce in those areas. He has strong organization development skills that will be of great value in his role as the City's chief operational officer. In addition, Mr. Cogan's dedication to public service, his character, and the commitment he brings to improving our community and the City organization, are exemplary. The City is very fortunate to have someone of Mr. Cogan's caliber as our next Assistant City Manager.

If Mr. Cogan were not confirmed, the City would likely need to re-initiate the recruitment process, as there were no other candidates who have similar knowledge and skill levels.

Fiscal Impact

Mr. Cogan will be assuming an existing position that is fully budgeted. No budget adjustments are needed.

Recommendation

Confirm the appointment of James Cogan as Assistant City Manager.

Attachments

1. Jim Cogan's résumé

PROFESSIONAL HISTORY**City of Menlo Park**

Housing and Economic Development Manager

Dec. 2012 to Present

Pacific Gas and Electric

Government Relations Representative

Jan. 2011 to Dec. 2012

City of San Jose

Candidate for San José Council District 9

June 2009 to June 2010

Chief of Staff to Councilmember Pete Constant

Jan. 2007 to Oct. 2010

Chief of Staff to Councilmember Linda J. LeZotte

Jan. 2003 to Dec. 2006

Land Use Aide to Councilmember Pat Dando

July 2000 to Dec. 2002

City of Menlo Park

- Directed update of Economic Development Plan
- Serve as primary liaison and advocate for business community
- Prepare economic development quarterly reports to City Council
- Manage City relationships with State and local governments re: economic development efforts and policy
- Manage City Affordable Housing Program
- Manage business attraction and retention efforts
- Founded and Chair Interdepartmental Communications Team
- Manage City relationships with State and regional economic development organizations
- Lead efforts on controversial policy issues, including ballot initiative review
- Lead staff for City Council subcommittees
- Improve and maintain media relations
- Facilitate Menlo Park Leadership Academy

Pacific Gas and Electric

- Led permitting efforts in San Mateo
- Coordinated outreach to City/County Association of Governments (CCAG)
- Managed corporate giving budget
- Developed relationships with County elected officials
- Coordinated local government relations efforts for 2011 Pipeline Integrity Management Program
- Managed corporate memberships budget
- Served as Liaison Officer in incident command structure

City of San Jose

- General plan amendments
- Team San José Contract Renewal
- Preserving Crime Prevention Unit
- Green building policy
- Electric vehicle parking
- Coordinated infrastructure and public facility improvement projects
- Dozens of land use projects
- Sunshine reforms
- Gas station/alcohol retailer reforms
- City budget
- Convention Center expansion

PROFESSIONAL SKILLS**Management**

- Manage multi-million dollar affordable housing program
- Manage multiple consultant contracts
- Manage office staff numbering from four to six full time employees. Responsible for hiring, conducting performance reviews, providing direction and oversight, and fostering a culture of collaboration.
- Allocate \$300,000+ office budget. Conceived budget template that is now used by majority of council offices. Eight-year record of accurately forecasting office expenditures, most recently within \$700.
- Direct expenditure of multi-million dollar Capital Improvement Program investment in public safety facilities, community centers, libraries, parks, and other facilities.

Political Strategy

- Develop and direct communications strategies for local utility government relations and project team approvals from local municipalities
- Cultivate working relationships with other council offices, as well as other local and regional elected offices.
- Advise councilmember on political strategy for proposed City policies, achieving future elected office, and fundraising.
- Conceived and implemented political strategy for county campaign.
- Directed special interest relations for county supervisor campaign, including maintaining contacts with legislative and political leaders.
- Executed fundraisers for state-wide campaigns, cultivating close working relationships with candidate staff members.

Communications

- Founder and chair of the Employee Excellence Award winning Interdepartmental Communications Team
- Interface with media, managing media relations and strategy for councilmembers and candidates for elected office. Prepare press releases. Developed office procedures for media relations that were praised by City consultants and have resulted in unparalleled positive press for Councilmember Constant.
- Draft speeches, speaking points, and correspondence
- Communicate City legislative activities to community
- Represent council members to community, City staff, and other government leaders

PROFESSIONAL ORGANIZATIONS

Silicon Valley Economic Development Alliance

California Association for Local Economic Development

EDUCATIONAL HISTORY

Wheaton College
Bachelor of Arts degree, Political Science and Philosophy

Wheaton, Illinois
1994 to 1998