City of Cocoa

65 Stone Street
Cocoa, FL 32922

Meeting Agenda - Final

Tuesday, August 4, 2020

5:00 PM

City Manager Candidate Meeting

Cocoa City Council Chambers

City Council

I. OPENING MATTERS:

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

ROLL CALL

II. AGENDA:

20-478 Agenda for the City Manager Candidate Meeting on Tuesday, August 4, 2020.

Attachments: 08-4-2020 Special Meeting Notice ADA-CM.pdf
Larry Lallo.pdf
Stockton Whitten.pdf

III. ADJOURNMENT

NOTICE TO THE PUBLIC:

Due to the COVID-19 Emergency and the closing of City Hall to the public to limit public gatherings in accordance with Federal and State directives, the City of Cocoa will be utilizing Communications Media Technology (CMT) for upcoming City Council meetings pursuant to the Governor's Executive Order Number 20-69 and Florida Statutes, Section 120.54(5)(b)(2), specifically one or more members of the City Council may attend and participate by speakerphone. In-person attendance by the public will not be allowed at this meeting due to the COVID-19 Emergency and the closing of City Hall to the public. However, interested persons are encouraged to view and listen to the meeting by accessing the meeting at the following internet addresses:

(1) https://tinyurl.com/s5e875r or
(2) https://cocoa.legistar.com/DepartmentDetail.aspx?ID=26365&GUID=FF9D3369-D354-4FAB-800A-57D0AEE30153&Mode=MainBody

In addition, interested persons may submit their written comments or questions regarding the meeting prior to and during the meeting through Email, via the following email address: meetings@cocoafl.org. Interested persons who wish to provide public input during the meeting will also be able to do so by calling 321-433-8446. For more information about this CMT meeting or to provide information to be considered at this meeting, contact the City Clerk at the contact information stated above.

Pursuant to Section 286.0105, Florida Statutes, the City hereby advises the public that: if a person decides to appeal any decision made by the City Council with respect to any matter considered at its meeting or hearing, that person will need a record of the proceedings and for such purpose, affected persons may need to assure that a verbatim record of the proceedings is made, and such record shall include the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission into evidence of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals otherwise not allowed by law.

City Code Section 2-54 requires that an affirmative vote of a majority of a quorum present shall be necessary to enact an ordinance or adopt any resolution; except that two-thirds of the membership of the Council is required to enact an emergency ordinance. All ordinances require two readings, entitled first reading and second reading and public hearing, prior to adoption.

Members of the public speaking on public hearing items, though entitled to be heard by the City Council, are not entitled to an immediate response by either administrative staff members or Council once the public hearing is closed; however, Council discussion may or may not include a response. No question by the public should be addressed directly by the Administrative staff.

Public debate by individual speakers from the audience on public hearing items shall be limited to three (3) minutes. Representatives of recognized groups shall be limited to ten (10) minutes; and total debate on a single issue shall be limited to thirty (30) minutes. Only one presentation per person per issue shall be allowed.

A Council member may add an item to the agenda during the meeting only at the time the agenda is approved. If the item requires action by the Council, then it may be added to the agenda by an affirmative vote of the Council, and written documentation must be submitted at the time the item is added to the agenda.

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Legislation Details (With Text)

File #:	20-478	**Version:**	1	**Name:**	
Type:	Agenda			**Status:**	Agenda Ready
File created:	7/29/2020			**In control:**	City Council
On agenda:	8/4/2020			**Final action:**	
Title:	Agenda for the City Manager Candidate Meeting on Tuesday, August 4, 2020.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	08-4-2020 Special Meeting Notice ADA-CM.pdf Larry Lallo.pdf Stockton Whitten.pdf				

Date	Ver.	Action By	Action	Result

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City of Cocoa
65 Stone St. I Cocoa, FL 32922
Phone: (321) 433-8480 I Fax: (321) 433-8690

AGENDA

SPECIAL CITY COUNCIL MEETING

August 4, 2020
5:00 p.m.

City Council Chambers
Cocoa City Hall, 65 Stone Street
Cocoa, FL 32922

I. OPENING MATTERS:

CALL TO ORDER
PLEDGE OF ALLEGIANCE
INVOCATION
ROLL CALL

II. ITEM(S) TO BE DISCUSSED:

1. Mercer Group review of additional semi-finalist recommendations for City Manager
2. City Council selection of finalists to interview
3. Review next steps in recruitment process

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Larry J. Lallo



July 23, 2020

Dear Mayor Williams, and City of Cocoa Council Members,

It is a great honor and gives me great pleasure to request your consideration of my qualifications for the position of City of Cocoa, City Manager.

Given my tenure as Cocoa Economic Development Manager, I have given this opportunity much thought. When I think of Cocoa, I feel an extraordinary bond to the City, and this is primarily because of the collaborative relationships that I have developed there, the people, and the wonderful projects I have been blessed to be a part of. It is extremely rewarding to see many of these projects visibly coming to fruition at this time.

Cocoa is a remarkable City. It is unique. It is diverse, it has incredible history, and beauty, and yet in many ways its challenges are every bit as complex as a much larger City. With the right Leadership, for a time such as this, I believe that Cocoa is well positioned for a remarkable future.

If provided the opportunity to serve as your City Manager, I would work hard to build a working relationship with you, the staff, our citizens, and our key stakeholders, recognizing that transparent communications and affirming the value of our people, are an essential building block to build upon our strengths.

I am applying for this position, not because it is easy, as I know it is not, but because, I feel an incredibly strong alignment of my ideals, strengths, experience, knowledge, and abilities, with your description of the Ideal Candidate.

To affirm this point, I am attaching a recent independent evaluation of my strengths, and a resume of my qualifications. I believe you will enjoy reading this, and it will provide you with some keen insights as to how well my qualifications fit your search for the Ideal Candidate.

I look forward to hearing from you, and an opportunity to discuss this opportunity further.

Warm regards,

Larry J. Lallo

Larry J. Lallo

Larry J. Lallo

5333 Yaupon Holly Drive
Cocoa, Florida 32927
Cell: 321-213-2082
Llallo@mercydevelopment.org

Objective

An Executive Leadership position serving as City Manager, for the City of Cocoa.

Qualifications/Accomplishments

- Selected to attend Brevard County Executive Leadership Institute, Class of 2021
- Worked with City of Cocoa Community Leadership, City's Consulting Team, and Community Development Staff in facilitating creation of the 2018 Cocoa Waterfront Master Plan Update.
- Facilitated opening and work force development process with Career Source Brevard, and Walmart Regional Management, to accommodate the opening of Cocoa's Walmart Regional Distribution Center, a $150 million project in Cocoa Florida.
- Worked with City of Cocoa Leadership, in authoring, procurement and management of a $450,000 Florida Inland Navigation District (FIND) grant to supplement FEMA funding for restoration of Cocoa's Waterfront features, post Hurricane IRMA.
- Worked as integral part of City of Cocoa Management Team, in obtaining and managing grants and grant management for City of Cocoa's Waterfront Connector project.
- Worked as advocate and integral part of City of Cocoa Team, in serving the Diamond Square CRA Board and Citizenry, on the Dr. Joe Lee Smith Community Center project, leading to funding, and final choice of site location.
- Co-Founded and raised funding for an International Faith Based micro business development organization which is sustainably operating today in three nations in West Africa reaching over 10,000 micro business clients with loans.
- Chairman, Brevard County Small Business Economic Relief Task Force - charged with advising County Management team in design of CARES Act funded programs.
- County IEDC Certified Economic Development Professional CEcD (One of few in the region).
- Certified Economic Development Finance Professional (ECFRP) National Development Council
- Executive experience involving start-up, growth, and development of multi-million-dollar private and government sector community development organizations.
- Procured grant funding to create an EDA & CDBG $1.2 million Job Creation Revolving Loan Fund.
- FEMA National Training Grants Subject Matter Consultant specializing in Economic Recovery.
- Facilitated final phases of the $3.6 Million Cone Road Storm Water Septic to Sewer and Road Improvement project. This involved a collaboration with Brevard County, the Merritt Island Redevelopment Agency, three other government agencies/funders, and 60 small businesses.
- Planned and developed three start-up business park developments from conception through to TIF, construction and lease up resulting in 30 new construction business expansion projects.
- Acquired and managed turnaround of a 150-acre 300 lot housing subdivision previously operated by partnership of Ryan Homes and Forest City.
- Facilitated 2018 Cocoa Redevelopment Agency Community Redevelopment Planning Process, working with Community Leaders, City Management, Consultant and Development Team.
- Facilitated attraction of Rocket Crafters an aerospace growth company, to the City of Cocoa, in support of the development and testing of their patented scaled hybrid-rocket engine.
- As Director of an Economic Development Agency, facilitated in structuring over $100 million in business attraction/expansion projects creating 2000 jobs for small businesses.
- Played a collaborative leadership role with City Administration, local Business and Industry and Stark State College to establish a $2.3 Million satellite campus facility. This won a recognition award for innovation in workforce development from Ohio's Economic Development Association.
- Have served as development project facilitator/collaborator on numerous projects working with small, to larger capitalization companies such as PPG Industries, Babcock and Wilcox, and Alcoa.
- Obtained and managed $1.6 million EDA grant and $1.55 million PRI investment to build 120-acre Business Park.

- Key Team Member – Lima-Allen County Regional Planning Commission Year 2000 Plan
- Provided Executive leadership at a critical time for the Barberton Community Foundation in the creation of organizational ten-year Strategic Plan.
- Lead Consultant on Copley Township CIC Creation, Board Selection and Public Participation process.
- Collaborated with City and property owners in a $1.5 million Brownfield environmental Project to create a shovel ready commercial corridor site.
- Lead acquisition and remediation of an environmentally contaminated 20-acre brownfield to become a viable rail served industrial site.

Experience

Executive Director - Merritt Island Redevelopment Agency - Present

- Responsible for initiating, planning, and coordinating the implementation of the 30 year adopted Redevelopment Plans.
- Work with Community Groups and Conduct Public Relations and Presentations on behalf of the Agency.
- Oversee day-to-day operations of the Merritt Island Redevelopment Agency. Serve as Liaison to Real Estate Developers, the Business Community, County Commissioners, Department Directors, and key agencies on the Space Coast to further the economic development objectives of the agency.
- Work with Board, Staff, and County Management Team in the development and management of the Agency's Budget.
- Chairman Brevard County CARES Small Business Economic Relief Task Force
- Identify Projects, create plans and budget annually for capital improvements and programs.
- Conduct public relations, real estate negotiations and acquisitions, administer professional service and consulting contracts, write, and manage grants. Work with, equip, communicate, and develop the Board of Directors.
- Responsible for initiating, planning, and coordinating the implementation of the 30 year adopted Redevelopment Plans.
- Negotiate and package redevelopment and economic development projects; coordinating private initiatives to assure compliance with public policy.

Economic Development Manager– City of Cocoa, Florida – 2017 - 2018

- Responsible for administering the City's Economic Development Programs.
- Work with City Management playing a lead role in activities and initiatives to attract investment and business opportunities to the City of Cocoa.
- Meet with Business Owners and Developers to actively support business retention and expansion (BR&E) activities.
- Demonstrate strong civic and community leadership,
- Undertake analysis and evaluation of economic and business development opportunities and identify Attend and facilitate community meetings, often with Council members, to provide information and updates to the public at large
- Build relationships with economic development partners, the business community, and City Staff.
- Provide oversight to management of the City's, three community redevelopment agencies and all related economic and community development activities.
- Grants Management Waterfront Reconstruction Florida Inland Navigation District Grant

Executive Director - Mercy Economic Development International Corporation 2014- 2017

Worked in Charitable Community to scale up fiscal sustainability of West Africa Affiliates of a multinational faith based economic development organization. Directing technical formation, training, and development of its multinational mission in creating affiliate Economic Development Organizations and capitalizing with revolving loan funds, reaching with more than 5,000 micro business clients in Southeast Asia, and West Africa.

EXECUTIVE DIRECTOR OF THE BARBERTON COMMUNITY FOUNDATION (BCF) 2010 - 2014

- Provide executive leadership on behalf of two large nonprofit organizations – operated by the Foundation, each having 15-member boards and a 2-6-member professional staff.
- Management of total Assets of approximately 90 million.
- Oversee $100 Million Budget in Annual Community Development/Planning grants, Community Education initiatives, and Scholarship awards.
- Oversee $7-million-dollar Program Related Community Development Investment Program.
- Oversee $500K Housing Improvement Program Related Investment Program
- Oversee $500K Early Growth Stage Economic Development Fund
- Manage 150-acre neo traditional housing development involving Ryan Homes.

EXECUTIVE DIRECTOR OF THE BARBERTON COMMUNITY DEVELOPMENT CORPORATION (BCDC) - 1990 - 2010

- Plan, organize, start-up day-to-day administration and operations of the corporation's program including extensive revolving loan fund portfolio management, land acquisition, project planning, program planning development and management.
- Board development, training, and management of a 20-member Board of Directors.
- Make effective Public Presentations about the corporation's efforts and organize and attend all meetings regarding the City's economic development efforts.
- Prepare and implement the organizations' annual budget with Budget Committee.
- Consult with and structure economic proposals with business leaders, developers, and site selectors on business expansion projects as to feasibility, available incentives, including market opportunity, economic factors, and physical relationships of each proposal.
- Negotiate with persons or firms for the purchase, sale, and redevelopment of lands in redevelopment project areas.
- Collaborate Capital Campaign Fund to solicit funds for the organization from private sector, federal, local, and state representatives.
- Advise and make recommendations to the City administration on all matters relating to economic development/business assistance functions.
- Coordinate CDC programs with other City programs and departments.
- Direct a staff of 4 persons involving business technical assistance, credit analysis and revolving loan fund management activities aimed at obtaining necessary requirements for new development prospects.
- Direct staff to prepare communications and site data base materials for marketing showing trends in tax rates, labor supply, transportation, public utilities, cultural environment, and available markets.
- Confer with government officials to affect changes in local policies or ordinances to encourage new development.

EDUCATION

M.B.A. Tiffin University, Tiffin, OH. 2002 Member by Invitation to Delta Mu Delta Honors Society
B.A., UNIVERSITY OF AKRON, AKRON, OH. MAJOR: URBAN/REGIONAL GEOGRAPHY - PLANNING
R.P.A. CERTIFIED REAL PROPERTY ADMINISTRATOR - BOMI INSTITUTE -YEAR 2000
FOUNDATION AND FEDERAL GRANTSMANSHIP - UNIVERSITY OF TOLEDO – 1980
COMMERCIAL PROPERTY AGENT AND APPRAISAL INSTRUCTOR – HONDROS COLLEGE 2016

OTHER ACCREDITATIONS

E.D.P. Certified Economic Development Finance Professional - *National Development Corp.*
CEcD. Certified Economic Developer - *International Economic Development Council*
R.C.S. Rehabilitation and Construction Specialist - *National Association of Housing and Redevelopment Officials*

U.S. COAST GUARD LICENSED MERCHANT MARINE CAPTAIN 100 Ton

AWARDS / VOLUNTEER / ACTIVITIES PAST AND PRESENT

COMMITTEE MEMBER	Port Canaveral Propeller Club Maritime Education Committee
COMMITTEE MEMBER	Cocoa Beach Regional Chamber of Commerce Government Affairs Committee
COMMITTEE MEMBER	International Committee, International Economic Development Council
COMMITTEE MEMBER	Northeast Ohio Rotary District 6630 Grants Committee
BOARD MEMBER	Ohio EDA Comprehensive Economic Development Committee Chair 2016
BOARD MEMBER	Stark State College Foundation – 2013-2014
BUSINESS LEADER	*Business Leader of the Year, Southern Summit County Chamber of Commerce*
COMMITTEE MEMBER	*Ohio Rural Development Partnership* and Governor Rural Development Task Force
COMMITTEE MEMBER	International *Economic Development Council* - Governmental Affairs and Legislation Committee
VOLUNTEER **TEAM LEADER**	*Mercy Ships International* - Caribbean Mercy Technical Crew Member - North Pacific and Atlantic Ocean areas - Tours of Duty 1999 Hurricane Mitch Construction Relief Team Leon, Nicaragua
MEMBER	Port Canaveral Propeller Club for Maritime based workforce development Career Source Brevard Logistics Workforce Development Advisory Committee
TRUSTEE	*Willowdale Lake Club* Dams, *Roads*, and Bridges Trustee
OTHER	Included in Who's Who Among Rising Young Americans in Business
References	Provided at your request

July 24, 2020

Dona Higginbotham
Senior Vice President
The Mercer Group, Inc.

Dear Ms. Higginbotham:

I am writing to express my interest in the City of Cocoa City Manager position. Please accept this letter and attached resume as my formal application.

I believe I have the specific experience, talent and energy needed to assist the City Council and staff in enriching the quality of life for the residents of Cocoa. I have spent the past two decades building relationships and accomplishing positive results for the Brevard community in senior level local government positions including serving as the Brevard County Manager. Those accomplishments, relationships and my keen knowledge of our community give me a unique and unmatched advantage to hit the ground running from day one.

In addition to my years of experience, I believe I also have the appropriate academic foundation needed for the position. I am available at any time to discuss my qualifications and further discuss the position. I look forward to speaking with you and the Council.

Thank you for your time and consideration.

Sincerely,

Stockton Whitten

Stockton Whitten

Melbourne, Florida ◆ (321) 480-3887 ◆ stocktonwhitten@aol.com

Career and Skills Summary

Senior Executive with almost 30 years of local government and higher education experience with skills in the following areas.

- *Team and Organizational Leadership*
- *Strategic and Operational Planning*
- *Financial Management and Budgeting*
- *Project Management*
- *Contracts Negotiation and Management*
- *Process and Performance Management*
- *Organizational Change and Development*
- *Policy and Procedure Development*
- *Intergovernmental Coordination and Public Affairs*
- *Economic Development*

Education

Master of Business Administration, *Georgia Southern University, Statesboro, GA*
Master of Arts, *University of Florida, Gainesville, FL*
Bachelor of Arts, *University of Florida, Gainesville, FL*

Professional Experience

EASTERN FLORIDA STATE COLLEGE, MELBOURNE, FL

Associate Vice President of Facilities and Special Projects (May 2017 – Present)

- *A member of the senior management team responsible for all aspects of facilities, their use, maintenance, design, renovation, construction and staffing.*
- *Responsible for approximately 1.9 million square feet of building space and 525 acres.*
- *Responsible for all State reporting requirements and submission of the Annual Capital Improvement Program.*

BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS, MELBOURNE, FL

County Manager, May 2014 – April 2017

- *Chief Administrative and Executive Officer of Brevard County Government*
- *The head of the executive branch of County Government responsible for the proper administration of all affairs of County Government not otherwise entrusted to an elected County Officer.*

Deputy County Manager, November 2012 – April 2014

- *Chief Operations Officer to the County Manager*
- *Responsible for directing the daily operations of County government through direct oversight of two Assistant County Managers and various County Departments and Offices.*

Assistant County Manager, October 2000 – November 2012

- *Duties include assisting the County Manager as Chief Executive Officer in the daily operation of County government.*
- *Responsible for formulating programs and providing resources, policies, procedures and administrative controls to effectively provide administrative oversight of 14 departments and offices.*
- *Prepare and report to the County Manager an annual estimated budget for implementation each year of the departments and offices outlined below; recommend to the County Manager laws, policies, ordinances, resolutions, directives and regulations needed to increase the efficiency and effectiveness of the administrative and operational functions of 14 departments and offices.*
- *Special Assignments/Additional Responsibilities:*
    - *Coordination of Bond and Commercial Paper Financing*
    - *Board and staff coordination of Internal Audit Committee*
    - *Union Negotiating Team*
    - *Employee Advisory Committee*
    - *Staff support to the Citizens Budget Review Committee*
    - *Finance Committee*
    - *Member of the Employee Insurance Advisory Committee*
    - *Management member of the Employee Advisory Committee*

Interim County Manager, January 2009 – September 2009

- *Serve as Chief Executive Officer overseeing all daily operations of County government empowered to administer and carry out the directives and policies of the Board of County Commissioners and enforce all orders, resolutions, ordinances and regulations of the Board.*
- *Responsible for preparing and submitting to the Board of County Commissioners for its consideration and adoption an annual operating budget, a capital budget and a capital program.*
- *Responsible for organizing the work of County departments and reviewing the departments, administration and operation of the county and making recommendations for reorganization.*

Management Services Department Director, October 1997 – September 2000

- *Responsible for administrative and operational oversight of various County programs and services including the following*

    - *Budget Office*
    - *Central Fleet Services*
    - *Government Television Channel and Cable Franchise*
    - *Property Control*
    - *Purchasing Services*
    - *ADA and EEO Compliance*
    - *Bond and Commercial Paper Financing*
    - *Commission Agenda Preparation*
    - *Contracts Administration*
    - *Facilities Department*

Assistant to the County Manager, November 1994 – September 1997

- *Responsible for direct oversight and supervision of Purchasing Services, Contract Administration, and Central Fleet Management.*
- *Organize and coordinate projects for and provide technical assistance to the County Manager.*
- *Responsible for the administration of all aspects of Board of County Commissioner agenda preparation.*
- *Prepare and present detailed written and oral presentations to the County Manager and Assistant*

County Managers.

- *Assist in formulating and recommending programs and policies.*

BROWARD BOARD OF COUNTY COMMISSIONERS, FORT LAUDERDALE, FL

Policy Analyst, Office of Urban Affairs, October 1992 – September 1994

- *Assist the Office Director in developing and implementing a comprehensive Urban Policy program for Broward County.*
- *Research and develop long-term objectives, strategies and approaches to economic development and affordable housing issues.*
- *Coordinate and manage implementation of various grant programs and taskforce/project teams.*

Budget and Management Policy Analyst, Office of Budget & Management Policy, October 1990 – September 1992

- *Oversight and coordination of numerous County department and Agency budgets with combined annual operating and capital allocations in excess of $300,000,000.*
- *Oversight including the analysis of budget requests, the assessment of financial impact, policy implications, and operational needs.*
- *Develop budgetary and policy recommendations for Department Directors, the Budget Director, County Administrator, and Board of County Commissioners.*

ALACHUA COUNTY BOARD OF COUNTY COMMISSIONERS, GAINESVILLE, FL

Intern – Non Ad Valorem Assessments, April 1990 – September 1990

- *Assist in developing methodology for fire and garbage assessments.*
- *Conducted phone surveys and fieldwork to code and identify improperly coded parcels.*
- *Responded to citizen questions, in person and via phone, concerning potential assessments.*

Current and Past Volunteer Activities and Boards

- *Circles of Care Board*
- *Brevard Family Partnership, Chairman; Vice Chairman; Treasurer and Audit Committee Chairman*
- *Brevard Workforce Board*
- *Crosswinds Youth Services, Inc., Treasurer and Executive Board Member*
- *GFOA Distinguished Budget Award Program Reviewer*