



CITY of CRYSTAL

CITY MANAGER

SALARY: \$160,000 TO \$185,000





THE COMMUNITY

Crystal, Minnesota, is a fully developed, first tier suburban community just west of Minneapolis in Hennepin County. With approximately 23,000 residents, the City is home to over 100 unique businesses and an extensive park system. Bordered by Brooklyn Park, Brooklyn Center, Robbinsdale, Golden Valley, and New Hope, and with close proximity to Minneapolis, Crystal provides easy access to the Twin Cities metro area's employment centers and attractions.

Crystal is a supportive, close-knit community with great neighborhoods and engaged residents. Already valued for natural existing affordable housing, the City has demonstrated its willingness to partner with other organizations to provide funding to build new affordable housing.

The City of Crystal has approximately 500,000 sq. ft. of commercial space in its main commercial area anchored by Target and the Crystal Shopping Center. This commercial area is also the City's Town Center redevelopment area where new multi-family residential development is actively encouraged.

Metro Transit plans to extend light rail transit from downtown Minneapolis to Brooklyn Park. One of the proposed stations would be located in the eastern part of Crystal's Town Center redevelopment area. The City is actively working with Hennepin County and Metro Transit to plan for improved pedestrian and bicycle connections around the proposed Bass Lake Road LRT station.

Crystal is also home to the Crystal Airport, one of Metropolitan Airports Commission's six reliever airports.

EDUCATIONAL OPPORTUNITIES

Serving all learners from infants through adults, Robbinsdale Area Schools provides education to all or parts of the communities of Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, New Hope, Plymouth, and Robbinsdale. With an annual enrollment of approximately 12,500 students, the district is comprised of eleven elementary schools, four middle schools, two traditional high schools, an alternative high school, an online middle/high school, and two learning centers. Robbinsdale Area Schools offer special programs such as Spanish immersion or dual-language, STEAM, International Baccalaureate (IB) and Advanced Placement courses.

RiverTree School offers Christ-centered education to nearly 40 students in grades K-12 and follows the Charlotte Mason method to teaching.

Beacon Academy Charter School is a K-8th grade tuition free charter school serving nearly 600 students.

St. Raphael's Catholic School offers Catholic education to over 200 students in PreK-8th grade.



HEALTHCARE

Founded in 1984, Northwest Family Physicians is a network of specialists providing medical care to residents throughout the northwest suburbs of Minneapolis. Based in Crystal, Minnesota, the clinic provides a wide range of preventative services such as obstetrical care, X-ray services, pap smears, immunizations, mammograms, and bone densitometry. Common services include skin biopsies, excisions, allergy injections, and evaluation of abnormal pap smears with colposcopy. Other health services include gynecologic and pediatric care. The facility treats conditions such as diabetes, high blood pressure, high cholesterol, heart disease, and other medical problems.

The new Voyage Healthcare – Crystal office offers primary care and specialties including family medicine, internal medicine, ob/gyn, colon and rectal surgery, rheumatology, podiatry, diabetes education, radiology, cardiac testing, hearing health, and more.



PARKS & RECREATION

The City of Crystal has more than 263 acres dedicated to parks and open space. The city maintains 26 parks as well as numerous ball fields, courts, playgrounds, trails, and activity areas.

Two of Crystal's parks serve as Destination Parks – Grogan Park and Becker Park.

Grogan Park is home to the community center, aquatic center, edible courtyard (provides access to healthy food for residents and visitors free of charge), a playground, a skate park, and a little league baseball field.

The centerpiece of Crystal's park system is Becker Park. It is a fully inclusive park near the heart of Crystal's business district. The vision for the park was developed over several years with the public having significant input on the overall design. This redeveloped park opened in 2020 and features a large inclusive play area, interactive fountain (spray pad), gender neutral restrooms, picnic area, poles for mounting hammocks and slacklines, and an amphitheater with adjacent green space for concerts. Additions in 2022 include eight new pickleball courts and a resurfaced basketball court.

The inclusive and community focused nature of this project drew the attention of agency grantors and other funding sources. Grants were received through the federal LAWCON and CDBG programs as well as through Hennepin County and Three Rivers Park District. Local businesses, non-profits, and individuals also provided funds to make this unique park a reality. The park has become a favorite destination for graduation parties, birthday parties, and family reunions in addition to City functions like the weekly farmers market, periodic fitness and music programs, and the annual Crystal Frolics community celebration. In the winter, the park has an ice-skating rink and an area for small campfires.



AMENITIES & COMMUNITY EVENTS

Crystal Community Center offers space for meetings, family functions, birthday parties, anniversaries, wedding receptions, athletic tournaments, etc. Three gyms are available for sporting events or weddings, banquets, shows and large meetings. The middle gym adjoins the kitchen for banquets.

Behind the Community Center is the Crystal Cove Aquatic Center. The Crystal pool was built in 1968. The Jet Scream waterslide was added in 1990. The pool was renovated in 2005 and re-opened in 2006 as the Crystal Cove Aquatic Center with added features including the zero-depth pool, water-walk and drop slide.

Crystal Frolics is an annual celebration of Crystal featuring thousands of visitors, entertainment, inflatables, food trucks, beverages, and much more. Winterfest is a free event featuring music and entertainment along with numerous activities inside and outside of the Crystal Community Center including make and take crafts, horse-drawn hayrides, DJ music, an outdoor petting zoo, and more.

Another popular annual event in Crystal is the Night to Unite put on by the highly valued Crystal Police Department. Night to Unite helps neighbors get to know one another, build neighborhood involvement by bringing police and community together, and raise awareness of crime prevention and local law enforcement. More than 70 neighborhood parties register each year in Crystal.



- Provides professional and strategic support to the City Council by attending Council meetings and presenting recommendations concerning policies and objectives, and specific actions; participates in discussions, implements Council decisions, and directs the coordination of City Council meeting preparation including research, reports, agendas, and correspondence.
- Enforces and recommends changes to ordinances and resolutions.
- Assures City Code and Council directives are correctly interpreted, communicated, and implemented.
- Keeps the Council advised of significant matters and responds to Council inquiries and requests.
- Works with the advisory commissions and boards to coordinate their activities with elected officials.
- Acts as the Executive Director of the Economic Development Authority.
- Serves as the Emergency Management Director.
- Represents the City on various boards and agency commissions such as the West Metro Fire Rescue District Board of Directors, CCX Media, and Joint Water Commission.
- Ensures that citizen requests and concerns are effectively and efficiently responded to and resolved and cultivates positive relationships with City staff, residents, and businesses.
- Prepares and submits a preliminary annual budget and administers the adopted budget and long-term plan. Monitors revenues and expenditures for fiscal control, effective and efficient use of budgeted funds, personnel, materials, facilities, and time.





- Authorizes all purchases and expenditures.
- Provides for independent audits of city financial operations.
- Responsible for risk management including annual insurance coverage and renewal, and claim management.
- Directs the operations and manage all departments of the city through the senior staff to achieve goals within available resources, plans and organizes workloads and staff assignment, trains, motivates and evaluates assigned staff, reviews progress and directs changes as needed.
- Appoints and removes all city personnel; supervises and assesses performance of all department heads and other direct reports.
- Directs implementation of employment policies, practices, staff compensation and benefit plans and takes an active role in labor negotiations.
- Holds employees accountable to personnel policies and labor agreements as well as performs disciplinary action as prescribed in labor agreements, personnel rules and regulations.
- Responds to media inquiries through the preparation of news releases and other methods of public information.
- Delivers presentations on behalf of the city at various official functions.
- Testifies at legal proceedings or before legislative bodies.
- Ensures a safe and healthy work environment and conducts business in a safe manner.

The City Manager will have:

- **The capacity to create and sustain a strong, cohesive team.**
 - Cultivate a positive, empowering work environment.
 - Communicate the vision and expectations clearly and effectively.
 - Encourage collaboration; be open to new ideas and perspectives.
 - Provide guidance when necessary, provide constructive feedback, and ensure accountability.
 - Value professional development.
 - Lead with integrity, humility, compassion, and a sense of humor.
- **The ability to build and maintain a strong relationship with the Council.**
 - Communicate clearly, directly, and diplomatically.
 - Work collaboratively to ensure a shared mission and vision for the City.
 - Implement Council priorities.
 - Educate the Council on process, legislation, and best practice.
 - Use data to propose, analyze, and review policy.
 - Develop policy recommendations based on sound reasoning and evidence.
 - Negotiate a wide range of opinions and multiple perspectives.
 - Facilitate difficult conversations; allow the Council to hold each other accountable.
- **The aptitude to foster collaboration with stakeholders.**
 - Engage with the community with integrity, professionalism, and responsiveness.
 - Effectively convey the City's mission, vision, and strategic plans to the public.
 - Develop alliances with the community and local, regional, state, and national stakeholders that add effectiveness, resources, and perspective.
 - Manage the sometimes-competing needs of staff, residents, and interest groups; remain apolitical.
 - Actively participate in relevant professional organizations and networks.
 - Keep current on trends, opportunities, and resources in order to further develop legislative and financial acumen; seek innovative solutions.



- **Together with the Council, update and enhance a shared vision, strategic plan, and actionable goals for the City.**
 - Promote Crystal’s many assets including diversity, neighborhoods, and parks.
- **Develop a cohesive, integrated, and synergistic team of City staff.**
 - Maintain high ethical standards including respectful, honest interactions and communications.
 - Nurture a culture of teamwork.
 - ▶ Communicate a shared vision and clarity of purpose.
 - ▶ Build trusting, transparent relationships.
 - ▶ Be open to differing work styles.
 - ▶ Solicit other perspectives while making final recommendations/decisions.
 - Work with Council to ensure appropriate staffing levels.
 - Conduct annual staff evaluations/performance reviews.
 - ▶ Review staff compensation.
 - Delegate duties accordingly.
- **Coordinate existing projects/plans including:**
 - Street and utility maintenance/reconstruction
 - Gaulke Pond (Central Core) Stormwater Project
 - 2040 Comprehensive Plan (land use, housing, transportation, parks and open spaces, water resources)
 - METRO Blue Line Extension
 - Park System Master Plan
 - ▶ Resolution of Grogan Park and aquatic center repairs
 - Three Rivers Crystal Lake Regional Trail Plan
 - Long term financial plan and capital projects
 - Police Department strategic priorities
- **Assess needs and opportunities; plan for the future.**
 - Coordinate the strategic planning process with the Council and staff; review and update, as needed, the Council’s four priorities:
 - ▶ Maintain strong neighborhoods.
 - ▶ Be a welcoming, inclusive community.
 - ▶ Maintain a thriving business climate.
 - ▶ Ensure sound financial policies.
 - ◆ Continued debt reduction
 - ◆ Impacts of inflation
 - Stay educated on trends and opportunities.
 - Focus on employee retention and remain competitive in attracting new talent.
- **Build and foster relationships within Crystal and with local, county, regional, and state organizations through proactive outreach and ongoing communications.**
 - Launch the new Inclusion and Diversity Commission.
 - Broaden community engagement in City processes.
 - Ensure “All Are Welcome” message is embedded and embodied into City culture.
 - Increase involvement of traditionally under-represented communities.



VISION: Crystal is a vibrant city that offers an array of amenities and promotes a sense of community and connection to family and neighbors.

MISSION: Provide high-quality, cost-effective municipal services and programs that make Crystal a desirable place to live, work, and play.

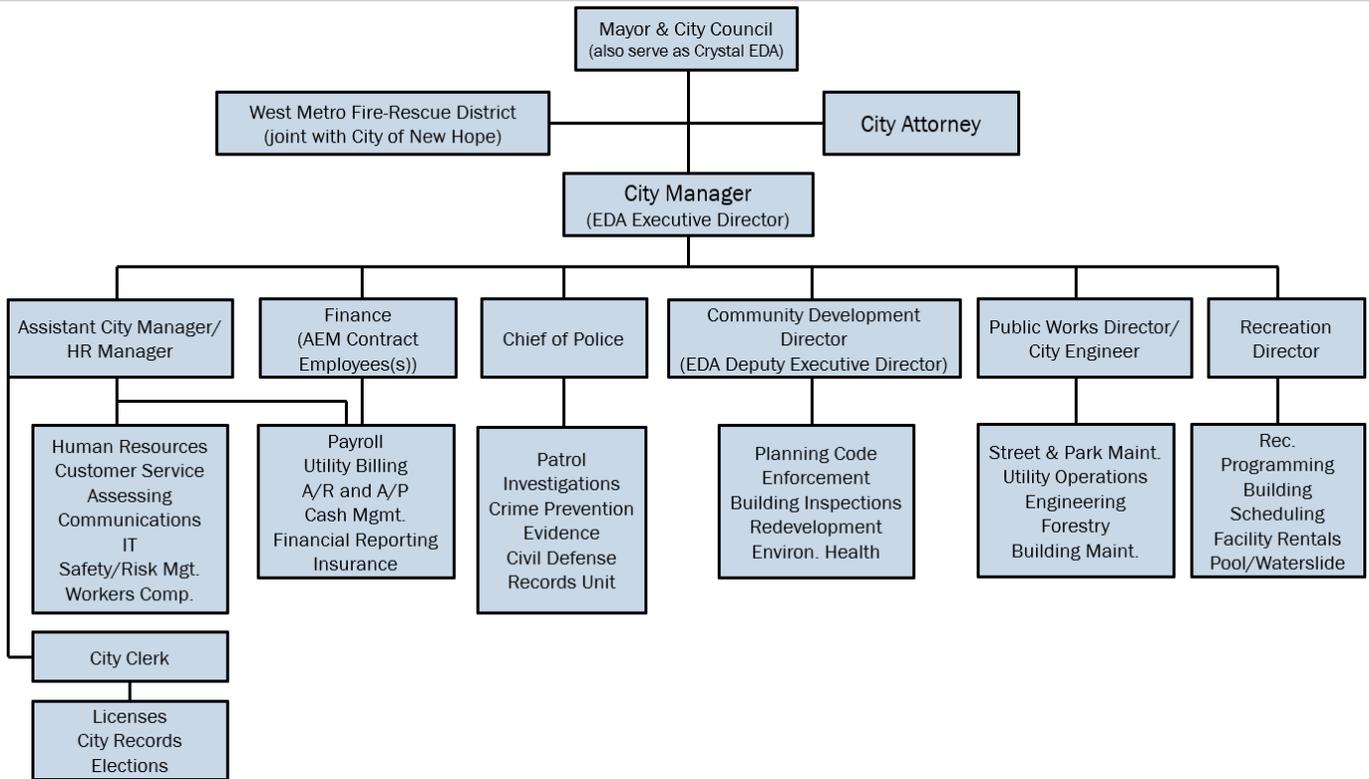
Crystal operates as a home-rule charter city which receives its enabling authority through the adoption of a city charter. The Crystal City Charter is the City's constitution which provides for the type of government and outlines functions, structure, and procedures of city government. Crystal became a charter city in 1960.

The City of Crystal has a Council-Manager form of government. Under this plan, the elected members of the Council set the policies for the operation of the City. The Council hires a professional City Manager who is responsible for the administration of all City business.

The Crystal City Council consists of seven members – a Mayor and six Council members who are elected to alternating four-year terms.

The City is committed to redevelopment, updating its infrastructure, and maintaining the vitality and livability of its neighborhoods through proactive code enforcement.

The Crystal City Council strives to be debt-free for all capital projects and purchases. During its budget process, the City Council evaluates capital needs and levies for anticipated capital projects. Starting in 2019, each year, the City Council accepts a long-term plan that outlines the next 10 years of capital projects and funding needed for those projects. The intent of not borrowing money for capital projects is to be sure taxpayers' dollars go towards actual equipment and building costs rather than interest payments.



APPROPRIATIONS	2021	2022
General Government	3,124,490	2,913,944
Police and Fire	7,672,996	8,515,725
Community Development	687,370	742,832
Public Works	2,562,263	3,239,982
Recreation	1,733,204	2,251,851
Debt Service	3,351,453	1,663,884
Capital Outlay	2,788,847	14,318,534
Enterprise Funds	7,838	10,062,233
Internal Loan Repayment		500,000
Economic Development Authority	635,878	676,238
Total Appropriations	\$30,394,795	\$44,885,223



CITY of CRYSTAL

POSITION ANNOUNCEMENT

CITY: CRYSTAL, MINNESOTA

POSITION: CITY MANAGER

SALARY: \$160,000 TO \$185,000

APPLICATION DEADLINE: 10/05/2022

JOB SUMMARY: To direct the administration and operations of the City government as directed by the City Council and as provided for by City Charter, City ordinances, and resolutions. Provides professional leadership to the City staff and assists the City Council to define, establish, and attain overall goals and objectives for the organization and community. Responsible for all City departments and services through senior staff to deliver quality services to citizens.

MINIMUM QUALIFICATIONS: Ten years of public administration experience in municipal government, or related field, and a bachelor's degree in Public Administration or related field. Desirable qualifications include more than ten years of experience in municipal government, or related field, and a master's degree in Public Administration or related field.

APPLY: Visit <https://daviddrown.hiringplatform.com/120674-crystal-city-manager/428145-application-form/en> and complete the application process by October 5, 2022. Finalists will be selected on November 1, 2022, and final interviews will be held on November 16, 2022.

Please direct any questions to Mark Casey at mark@daviddrown.com or 612-920-3320 x113.



DDA

Human Resources, Inc.
a David Drown Associates Company

DDA Human Resources, Inc.
New Brighton Office
2241 17th Street NW
New Brighton, MN 55112

Phone: 612-920-3320
Fax: 612-605-2375
mark@daviddrown.com
www.ddahumanresources.com