



# CITY ADMINISTRATOR

## The Opportunity

Historic Woodbury, New Jersey is seeking a new *City Administrator* who is:

- ♦ *energetic, highly skilled, and fiscally-savvy,*
- ♦ *a strategic planner and skilled economic developer,*
- ♦ *effective in organizational change management,*
- ♦ *effective in operations and financial analysis*
- ♦ *effective creating an efficient government, and*
- ♦ *creates a high-performing culture.*

## The Ideal Candidate

The City Administrator has the opportunity to become an influential leader in one of New Jersey's most historic communities. What we're looking for:

- ♦ *Excellence in communication*
- ♦ *Visionary & proven leadership*
- ♦ *Change agent and Team-builder*
- ♦ *Effective Personnel & Project Manager*
- ♦ *Accomplished—a track record of success*
- ♦ *Economic developer, Infrastructure Strategist*



*...at the Crossroads of History*



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# WELCOME TO HISTORIC *Woodbury*, New Jersey



## Native American history

The New Jersey area had been inhabited for more than 10,000 years by native american tribes before the arrival of the european settlers. The principal was the Lenape tribe, which later became called, along with other tribes, as the "Delaware". After armed conflicts and diseases brought by the new settlers, the few remaining Lenape were accomodated in the first Indian reservation created.



*Indigenous peoples of New Jersey*

## New Jersey

**Giovanni da Verrazzano**, a Florentine (Italian) sailing under the flag of France, is believed to be the first european exporer to visit the region of what is now New Jersey. After being settled by the Dutch, the area was surrendered to the British crown.

During the **Revolutionary War**, many important battles were held in New Jersey including the **Battle of Trenton** with **Washington crossing the Delaware** River (Dec. 1776) and Princeton (Jan. 1777).



*Washington crossing the Delaware*

New Jersey was the 1st state to sign the **Bill of Rights**, and was the 3rd state to ratify the **United States Constitution** and became a state on December 18, 1787.



*Signing of the Declaration of Independence*

## Philadelphia

Philadelphia, founded in 1682 by the English Quaker **William Penn**, is one of the oldest municipalities in the United States and played an instrumental role in the **American Revolution**. Philadelphia remained the nation's largest city until being overtaken by New York City in 1790, serving as temporary U.S. capital while Washington, D.C. was under construction. The city grew due to an influx of European immigrants and became a prime destination for African Americans during the Great Migration after the Civil War. Philadelphia is home to the **Liberty Bell** and **Independence Hall** - there the Founding Fathers signed the **Declaration of Independence**.

The Philadelphia area's many universities and colleges make it a top study destination, as the city has evolved into an educational and economic hub. The city is known for its arts, culture, cuisine, and colonial history, attracting 42 million domestic tourists in 2016. With a 2020 population of 1,603,797, it is the 6th most-populous city in the USA.



*Independence Hall—Philadelphia, PA*

# Woodbury

The City of Woodbury, one of the oldest “small cities” in the United States, had its beginning in **1683** and soon became an important Quaker religious center. Given its proximity to Philadelphia, Woodbury has had a significant place in our nation’s birth— a city **‘at the crossroads of history!’**

Since 1977, the Woodbury Old-City Restoration Committee strives to keep Woodbury’s rich historical culture intact and allows the City of Woodbury to promote itself as an ideal location for families to settle and businesses to thrive.

## Top 10 Employers in Gloucester County

| Rank | Company Name            | Employment |
|------|-------------------------|------------|
| 1    | Amazon                  | 4,500      |
| 2    | Rowan University        | 3,500      |
| 3    | Inspira Healthcare      | 2,051      |
| 4    | Jefferson Health        | 2,015      |
| 5    | Shop Rite               | 1,300      |
| 6    | Gloucester County       | 1,200      |
| 7    | U.S. Foods              | 1,014      |
| 8    | Walmart Turnersville    | 800        |
| 9    | Penske                  | 700        |
| 10   | Heritage’s Dairy Stores | 520        |

Sources: Gloucester County

# Commerce

The local economy is a thriving and diverse mixture of agri-business, manufacturing, heavy industry, commercial enterprise and innovative new technology companies. Local businesses produce and distribute a number of products such as petro chemical products, fabricated metals, medical instruments and devices, and an assortment of food products.

The food industry continues to developed and progress making Gloucester County the hub of food processing in the South Jersey region. Another significant growth area is healthcare. In the last several years, the infrastructure of the healthcare sector in the county has tripled. Gloucester County is positioned for job growth in many key industry sectors and is creating an environment for technology to flourish.

Located in one of the nation's largest biotechnology and pharmaceutical clusters, Gloucester County is keeping pace as a growing industrial and technology hub.



## Principal International Airport

- ◇ **Philadelphia International Airport (PHL)** is the principal international airport serving Woodbury— a 25 minute drive with 25 airlines offering 500 daily departures to +130 destinations worldwide— non-stop flights to 92 cities.
- ◇ PHL serves 31.7 million passengers annually, making it the 21st busiest airport in the United States.
- ◇ **Major carriers include:** American Airlines, American Eagle, Frontier, Spirit, Southwest, Delta, JetBlue.

## Driving Times

**Philadelphia (20 min) Wilmington (35 min) Trenton (45 min)**  
**Baltimore / NYC / Wash. D.C.(2 hrs) Richmond / Albany (4 hrs)**  
**Pittsburgh (5 hrs) Boston (6 hrs) Toronto / Charlotte (8 hrs)**  
**Atlanta & Chicago (12 hrs)**

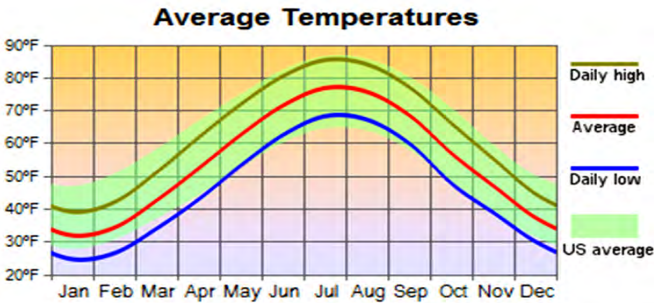
# Geography

Woodbury is found in the Northwest United States, in the state of New Jersey. It is the County seat of **Gloucester County**, only 20 minutes away from downtown **Philadelphia** and 45 minutes from Trenton, the state’s capital.

New Jersey is the 47th largest state by land area, the 11th most populous state and the most populous metro area (New York) in the United States. The city has a total area of 2.1 square miles (5.45 sq km).

# Climate

Woodbury has a humid subtropical climate, with 43 to 51 inches of rain per year. over 120 days. During winter, New Jersey can experience "nor'easters" capable of blizzards or flooding. Average high temperatures in Jul/Aug are 84°F. Average low temperatures in Jan/Feb is 26°F.





# Demographics

**Population** With 9,963 people, Woodbury is the 247th most populated city in the state of New Jersey out of 565 cities. There are an estimated 4016 households of 2.43 persons per household and 57% owner-occupied housing units (2015-2019). The city has a total incorporated area of 2.1 sq/miles or 5.45 sq km.

**Age Distribution** Woodbury has a uniquely well-balanced local population. 22% of the local population is under 18, 14% is over 65. The median age of residents is 40.3 years.

**Ethnic Composition & Education** Woodbury's ethnicity is composed of 52.2% White, 24.2% Black or African American, 15.8% Hispanic or Latino, 8.4% Two or More Races, 1.5% Asian, 0.2% American Indian and Alaska Native. Of residents +25, 86% have at least obtained a High School Diploma and 28% a Bachelor or higher degree.

**Cost of Living & Property** Woodbury's **Cost of Living Index** is "100" - the USA avg. The Median Property Value in 2019 was \$166,400—well below the national average of \$231,000. (source: [statisticalatlas.com](https://statisticalatlas.com))

**Median Income** Based on 2019 data, Woodbury residents have a median household income of \$55,226, with a 3.65% annual growth compared to 2018. Sources: [Worldpopulationreview.com](https://worldpopulationreview.com) [datausa.io](https://datausa.io) [census.gov](https://census.gov)

| 2017 Population by Age |               |
|------------------------|---------------|
| Age Group              | Percent       |
| < 5                    | 7.77%         |
| 6-17                   | <b>14.14%</b> |
| 18-24                  | 11.07%        |
| 25-34                  | <b>13.92%</b> |
| 35-44                  | <b>13.32%</b> |
| 45-54                  | <b>13.67%</b> |
| 55-64                  | 12.52%        |
| 65-74                  | 8.53%         |
| 75+                    | 5.04%         |

## CITY GOVERNANCE

Under New Jersey statutes, there are five principal forms of government: *Village, Borough, Town, Township and City*. Woodbury operates a City form of government (**Council-Mayor-Administrator**) comprised of a Mayor and nine (9) Council Members - 3 Council Members from 3 Wards. Council Members serve 3-year terms - with one Council Member from each ward up for re-election annually.

The City Council has legislative, policy making and vision developing powers. The Mayor serves a two (2)-year term and two Council Members are chosen to serve as Council President and President Pro Temp. The Mayor recommends the **City Administrator's** appointment which is approved by the City Council. Council also approves the appointments of City Clerk and City Solicitor.

### Form of Government / Council



#### WARD #1

**Tracey Parker-** President Pro Tempore  
Woodbury native. Works for Gloucester Co. 12 years on Council.

**Danielle Carter-** Long-time local resident. Medical professional. 9 years on Council.

**Donna Miller-** New Jersey native. Retired State employee. 7 years on Council.

**Mayor Peg Sickel-** Woodbury native. President of a women's empowerment company. First 2-year term. 9 months in office.

#### WARD #2

**William H. (Bill) Flemming -**  
Civil & Environmental Engineer .  
Former City Employee  
20 years on Council.

**Karlene O'Connnor -** Jamaica. Grew up in Woodbury. Human Resources. 5 years on Council.

**Fran Harwell-** Woodbury-area born and raised. Legal Shield owner. USA Track & Field Official. 1 month on Council.

#### WARD #3

**Philip 'Phil' Hagarty-** Council President  
PA Native. Woodbury resident 14 years. Works for Philanthropy / Foundation. 3 years on Council.

**Reed Merinuk-** Woodbury native. Former Woodbury Police Chief. Works w Gloucester Co. 2 years on Council.

**Kyle Miller-** Woodbury native. Electrician Journeyman. 10 months on Council.

# CITY MANAGEMENT

## City Administrator

The City Administrator is appointed by the Council and serves as the Chief Executive Officer. This position is an advisor to the Council on policy and Financial matters, and is ultimately responsible for implementing policy per Council's direction. The Administrator is responsible for fully managing municipal finances, assets, personnel, and resources in the most effective, efficient and sustainable manner possible.

Duties include:

- ◇ Establishes hours of operation,
- ◇ Investigates service complaints,
- ◇ Enforces franchises and contracts,
- ◇ Recommends ordinances for adoption,
- ◇ Prepares and submits the Annual Budget,
- ◇ Establishes and enforces the purchasing process,
- ◇ General supervision of personnel and public buildings / facilities, and
- ◇ Recommends appointment, suspension and termination of employees to the City Council.

City Administrator's duties are found in [City Code 3.21](#)

## The Management Team

The next City Administrator will be assisted by a team of 6 Senior Managers / Directors who manage a \$14,500,000 annual budget and 82 City Employees.

Departments managed by the City Administrator:

- ◇ **Deputy Administrator / Building and Zoning Administrator** - with the City for 20 years, his duties include direct management of Building Permits & Inspections, Code Enforcement, Planning and Emergency Management;
- ◇ **Public Works Manager** - has been with the City for 33 years, serving as PW Manager for 4 years with a team of 26 employees who manage Parks

Maintenance, Refuse / Recycling, Building Maintenance, Street Maintenance, Fleet Service, Water and Sewer Maintenance;

- ◇ **Chief Financial Officer (CFO)** - with the City for 22 years; he is responsible for managing AR/AP, IT, Risk Management, Payroll, Treasury, Budgeting, Purchasing, Forecasting, Asset Management and coordination of the City's grants;
- ◇ **Chief of Police** - with the City for 20 years (7 as Chief); manages 24 uniformed and 3 admin. staff performing these functions: Administration, Communication/Records, Investigation, School Resource Officer, K-9 unit, Chaplain, Proactive Policing, Patrol, LGBTQ liaison, Animal Control;
- ◇ **Clerk / Recorder** - with the City since June 2021, her work supports Council, Commissions, Boards, the City Administrator, Elections, Public Notices, Public Records, Customer Service, Code Updates, and Business / Dog Licensing;
- ◇ **Fire Administrator (vacant)** - Is responsible for a department of 5 full-time & 7 volunteers;
- ◇ **HR Administrator** - no designated position;
- ◇ **City Solicitor** (contract) - with the City 2 years, special counsel, legal advice, draft ordinances / resolutions, prosecutions, litigation mgmt.;

Shared Service Agreements for:

- ◆ **Deptford Township:** Municipal Court (Judge, Prosecution, Defender);
- ◆ **West Deptford Township:** Building Construction Permitting;
- ◆ **Woodbury Heights:** Housing Inspection, Zoning, Planning, Zoning, Variances.

## Important Links

[2020 -& 2021 Annual Budget](#)  
[20-year Master Plan, 2006 \(8 MB\)](#)  
[Redevelopment Plan, 2010 \(25 MB\)](#)



## Opportunities, Challenges & Top Priorities

### **Economic Development, Growth, Business &**

The City is poised for local industrial & commercial growth, downtown re-development, and the expansion of existing business. Attracting new businesses, new amenities, and lowering local property taxes are a priority. The new Light Rail connecting the Philadelphia metro area to Woodbury could attract new families and jobs.

### **Vision, Goals & Strategy**

Council and Senior Management Team need to develop a strategic vision for the community and municipal operations. Institutional and department-level goals will help focus the City's resources and deliver high-quality, affordable services.

### **Strategic Planning & Innovation**

While the City faces growing potential for commercial growth residential expansion, fiscal constraints linger. The next City Administrator's foresight, innovativeness and strategic planning skills will be needed for business attraction and expansion, and asset / asset management. A community-based Strategic Planning Process involving the staff, Council and residents will be a great start.

### **High Performance / Process Improvement**

Opportunities exist to improve the City's systems, tools, processes, policies & procedures in all departments. The Council and Mayor support the re-evaluation of workflows, systems and processes to achieve greater efficiency, effectiveness and sustainability. Management of *Infrastructure and Assets, Technology, Records, Personnel* need upgrades. Mass Communication and Community Beautification are also areas of potential improvement. An Operations Audit is underway to provide the next City Administrator with a Roadmap - a toolbox of solutions to modernize City Hall.

### **Mass Communication, Accountability & Transparency**

Educating and informing the taxpaying public of City services is an important priority. An effective communication strategy using modern methods / mediums is needed to improve community relations, transparency and public perception to illuminate the success of the City Council and Staff.

### **Coaching, Mentoring, Team-building**

The need to 'harmonize' and create a high-performance culture w/in City Hall requires someone who embodies best-practices in Customer Service, Leadership, Transparency, Integrity. A City Administrator who can effectively serve as coach, advisor, mentor, and strategist, who values the time, inputs, efforts of others will be welcome.

### **Empowering Council & Staff**

A tremendous opportunity exists to empower professional staff and elected officials. Five (5) members of Council have served more than 5 years, and 3 of 6 Senior Managers have served the City more than 20 years. Staff and Council are dedicated and hungry for Executive leadership and cohesion. A City Administrator who reinforces the need for cross-training, re-certifications, and professional development through establishing high standards and motivating will be welcome. Full-time HR staff may be needed to realize this potential, to reduce risk and to take the organization to the next level.

### **Improving Customer Service**

Becoming an organization which delivers rapid and effective service delivery requires a change in culture, leadership and training. City staff have incredible potential to create a high quality of life for residents, and significantly impact local economic development. A strong organizational customer service culture can also have an impact on local stakeholders (utilities, rail, non-profits) and the services *they* deliver.

### **Capital Improvements Program (CIP)**

Aging infrastructure needs to be (a) assessed and prioritized and (b) funding alternatives explored including potential external agency assistance. Prioritization of street repair, building maintenance, vehicle replacement, water/sanitation lines will aid long-term planning, forecasting and funding.

### **Inclusive Community Engagement**

Known for its annual Classic Car Show and 4th of July celebration, Woodbury needs to create more activities for families, special events and recreation. Exploring how the City can plan and promote activities to attract residents and visitors more effectively is a priority.



## The Ideal Candidate

### Accomplishments

Candidates w/ a track-record of accomplishments are highly-desirable and will be highly valued.

### Economic Developer, Infrastructure Strategist

A professional with a strong technical aptitude, who is able to see details within the broader scope of long-term growth and development of the City's local economy, revitalization & private investment.

- ◇ *Downtown revitalization,*
- ◇ *Growing the local economy,*
- ◇ *Capital Infrastructure Planning,*
- ◇ *Light-rail construction and extension to the City,*
- ◇ *Ability to attract economically-viable businesses,*

### Change-Agent, Team Builder & Influencer

A professional with a positive, infectious attitude who is willing to mentor staff and inspire others to follow. Someone who:

- ◇ *Instills passion and mentors employees,*
- ◇ *Successfully coaches, mentors and leads,*
- ◇ *Is humble, open, approachable and collaborative.,*
- ◇ *Effectively work with and manage expectations of 9 Council-Members,*
- ◇ *Harmonizes people with technical & non-technical skills, to positively influence change,*

### Visionary & Proven Leadership

These skills aren't common in City Administrators, yet a candidate who possesses these skills and experience will be highly valued and successful.

- ◇ *Experienced, objective, non-political municipal administrator,*
- ◇ *Advises, informs and empowers the City Council while being responsive to inquiries and concerns,*
- ◇ *Assists Council in creating /implementing focused organizational vision, goals, priorities, milestones,*
- ◇ *Effectively attracts and retains employees to build an effective public service team;*
- ◇ *Effectively delegates authority & responsibility, clearly outlines expectations and maintains a high-level of accountability and performance;*

### Excellence in Communication

A tech-savvy professional with high-level verbal and written communication is desired. Abilities include:

- ◇ *Approachable, easy to talk to, someone the public, staff and Council will enjoy talking to,*
- ◇ *Effectively communicates with elected officials, department heads, employees, citizens and in the public forum;*
- ◇ *Clearly articulate City Codes, Procedures and Policies to non-technical individuals;*
- ◇ *Listens to and understands opposing viewpoints and successfully mitigates disputes;*
- ◇ *Articulates the potential operational and fiscal impact of policy and vision in difficult situations.*

## Qualifications

### Education

- ☐ **Bachelor's Degree** in *City Planning, Engineering, Public Administration, Business Administration* OR a closely-related field of study (required).
  - ☐ **Masters Degree** preferred but not required.
- Equivalent combination of education, training and experience will also be considered.*

### Experience

- ☐ **Minimum of five (5) years' experience** required (8 years preferred) with responsible management experience in leading a full-service local government or agency with at least 50 employees. Demonstrable experience in any of the following: *Budget, Finance, and Asset Management., Personnel Management., Economic Development, Land-use Planning, Risk Management, Collective Bargaining,*

### Certifications & Licenses

- ☐ An **ICMA-credential** is welcome, but *not required*. Other professional credentials from fields listed above are also welcome.

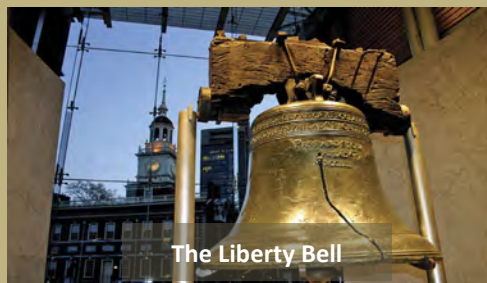
# REGIONAL & LOCAL AMENITIES

A photograph of a historic log cabin at Valley Forge National Historic Park. The cabin is constructed from stacked logs and has a steep, shingled roof. Several people are standing near the cabin, and a wooden fence runs across the foreground. A sign with a 'P' and a red circle is visible on the left.

Valley Forge National Historic Park

Well known for its small city amenities of fine eateries, restaurants, historic sites, natural parks, waterways, historic homes and recreational facilities, Woodbury is a perfect community for families. Separated from Philadelphia by the Delaware River, residents live within a ‘small town’ environment with the benefits of a metropolitan city. Residents benefit from all that “The Garden State” has to offer: *national parks, trails, venues, theme parks and museums*:

- ♦ **NATURE:** Day trip to the *Great Swamp National Wildlife Refuge, Hudson Palisades, Meadowlands, the Pine Barrens or the Philadelphia Zoo—the first zoo in America.*
- ♦ **ART & CULTURE:** Visit the *Philadelphia Museum of Art, Thomas Edison Museum, the Barnes Foundation, the Academy of Natural Sciences, and the Franklin Institute.*
- ♦ **HISTORY:** Enjoy the region’s Revolutionary War sites and historic landmarks including *Gettysburg National Battlefield, Liberty Bell, Independence Hall, and Valley Forge National Historic Park.*
- ♦ **ROAD TRIP:** A few hours drive from *Atlantic City, New York City and Washington D.C..*
- ♦ **SPORTS:** Enjoy world-class athletic events w/ college and professional sports teams including the *Eagles, (NFL), 76-ers (NBA), Phillies (MLB), Flyers (NHL), Union (MLS) & more!*

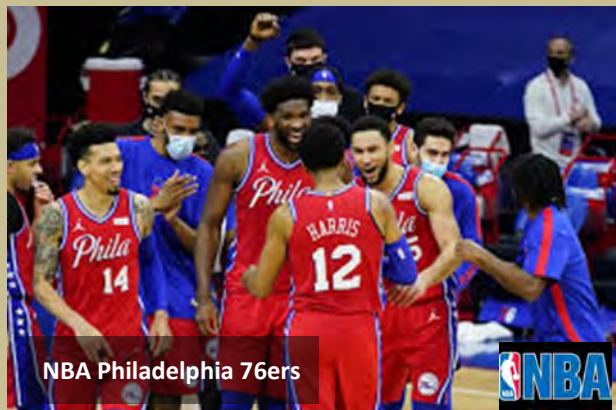


*Woodbury...at the Crossroads of Art, Culture & History!*



# REGIONAL & LOCAL AMENITIES

Adventure Aquarium  
Woodbury (Classic) Car Show  
Woodbury Fall Festival Parade  
Gloucester County Historical Society  
Santa Winter Wonderland & Tree Lighting







# CITY ADMINISTRATOR

## WOODBURY, NJ

### Salary & Benefits

Woodbury offers a *regionally-competitive* salary of **\$110,000 to \$135,000**. Relocation and professional dues are negotiable. Benefits include:

- » *Medical (100%) with a premium contribution,*
- » *Dental (100%) with a premium contribution,*
- » *Pension (7.5%) PERS required; 10-year vesting NJ*
- » *Defined Contribution Retirement Plan (available)*
- » *Life Insurance AD&D (PERS, 3x salary w/ death)*
- » *Flex Spending Account (available)*
- » *Paid time off (10 days + 13 holidays)*

[View the complete Job Description \(link to Code\)](#)

### Equal Opportunity

Woodbury is an Equal Opportunity Employer. Persons of all ethnicities, genders, veterans, and persons with disabilities are encouraged to apply.

### Residency

NJ residency required by law. Living w/in the City is not required, but living within 30 minutes is encouraged.

### Confidentiality

Expressions of Interest are not public record.

### EXPRESS INTEREST

Resume and Letter of Interest by EMAIL only to:

[WoodburyCityAdmin@MunicipalSolutions.org](mailto:WoodburyCityAdmin@MunicipalSolutions.org)

Direct questions to the email or (888) 545-7333.

### TIMELINE & SELECTION

**Jan 3** - Deadline to Express interest

**Nov 5 - Jan 3** Screening & Evaluation

**Mar 1** Finalists Selected

**Early March** Interviews, CM selected



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## OPEN UNTIL JANUARY 3RD