

**From:** [Darcy Weaver](#)  
**To:** [Board of Commissioners](#)  
**Cc:** [Laurel Evans](#); [Matt McCauley](#)  
**Subject:** FW: County Administrator Marketing Packet Draft v2 and Revised Schedule  
**Date:** Friday, May 20, 2022 4:52:37 PM  
**Attachments:** [Leelanau Administrator Marketing Packet DRAFT v2.docx](#)

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Commissioners,

Attached is the second draft of the Leelanau County Administrator Marketing Packet. Please review for key topics and content to be discussed next week. After the meeting, I will acquire some formatting and copy-editing assistance. We will also need to address if there are any desired changes to the existing job description.

Also, below is a revised schedule per my notes:

5/25: Special session focused on further refinement of marketing packet and job description

5/31: Special session focused on resume scoring criteria and interview questions

**6/1: Release position announcement with marketing package and job description**

6/21 (Regular Session): Progress update memo to Board

**7/15: Position applications due**

7/20: All applications/resumes (hard copies) to BOC

8/1: Individual BOC members provide scoring sheets and respective top 5 candidate interview list to McCauley

8/9 (Executive Session): Determination of 1st round interviewees/refine interview questions

**Week of 8/29 (dates/times YTBD): Special session(s) - 1st round remote or in-person interviews/determination of 2nd round interviews**

**9/12 & 13: Special session(s) - 2nd round in-person interviews/determination of preferred candidate**

I look forward to our continued discussion on Wednesday, May 25 @ 10 am.

Thanks.

**-Matt McCauley**  
CEO, Networks Northwest  
Call/Text: 231.357.2777



## COUNTY ADMINSTRATOR POSITION AVAILABLE

<Formal Job Description Hyperlink here?>

LEELANAU COUNTY, MICHIGAN is looking for its next experienced and outstanding county government administrator.

Located in Northwest Lower Michigan, Leelanau County is one of the most scenic and livable places in the entire Midwest. Despite its recent growth and being one of Michigan's top tourist destinations, it has retained its rural and small-town charm. County assets include numerous small villages, extensive Lake Michigan shoreline (including Sleeping Bear Dunes National Lakeshore), farmland, nature preserves, parks, trails, and open spaces. There is tremendous recreational opportunity for all ages across all four seasons.

The County is approximately 2,500 square miles with less than 500 square miles of land. Leelanau County has one of the highest proportion of water area in the United States due to its Lake Michigan shoreline and large inland lakes. It is bordered on 3 sides by Lake Michigan with 100 miles of shoreline, 33 inland lakes, and 5 islands: North Manitou, South Manitou, North Fox, South Fox, and Gull Island.

Leelanau County by any standard is a great place to live with high educational attainment, above average median income, below average poverty rate, and above average median home prices. The County also

boasts being an agricultural hub for the region- highlighted by numerous farms and orchards throughout. The strong agricultural background also provided the beginnings of one of the largest concentrations of wineries, breweries, and cideries in the nation, too.

Within Leelanau County, there are also numerous small communities, including Cedar, Empire, Glen Arbor, Leland, Northport, and Suttons Bay- each with their own desirable character and presence that draws residents and tourists alike.

Additionally, the County is conveniently located just a few miles north of the region's largest metropolitan area. Traverse City, in short distance from Leelanau County includes a nationally recognized hospital (Munson), a world-class performing arts center (Interlochen Center for the Arts), the third busiest airport in Michigan (Cherry Capital), and best-in-class culinary and maritime post-secondary experience (Northwestern Michigan College).

Put simply, Leelanau County is a community of choice and a jewel of the Midwest. As an example, the Sleeping Bear Dunes National Lakeshore, located on the west side of the County, was voted "The Most Beautiful Place in America" by Good Morning America.



The next County Administrator will undoubtedly have immense pride in where he/she lives and works.



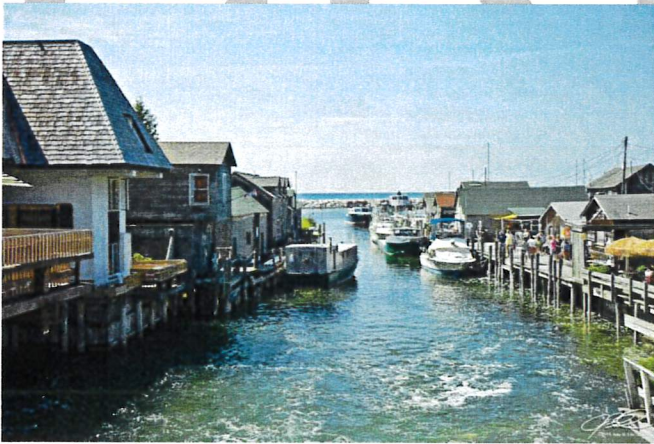
## POPULATION & DEMOGRAPHICS

The 2021 year round population estimate for Leelanau County is 22,623 but the county also holds a significant summer population as well as robust tourism activity.

Educational Achievement (Over Age 25)	
High School or Higher (2016-2020)	96%
Bachelor's Degree or Higher (2016-2020)	47%

Other Statistics	
Median Age – Leelanau County/U.S.	54/38
Zillow Home Value Index - Leelanau County/U.S.	\$449k /\$344k
Median Household Income - Leelanau County/U.S.	\$73,000 \$65,000 per year
Poverty Rate - Leelanau County/U.S.	7%/11%

Source: U.S. Census Bureau



## CLIMATE

No matter the time of year, Leelanau County is a community of postcards and, in today's world, Instagram. While June, July, and August are widely seen by residents and visitors alike as the most pleasant time of year, the spring flowers and fall colors are exceptional. Moreover, the winter months bring joy to those seeking the peace and serenity of snowfall.

## LEELANAU COUNTY GOVERNMENT

The Board of Commissioners of Leelanau County is the legislative body and discharges its duties as required by federal and state law. It is the function of the Board of Commissioners to set policy for the County, adopt and monitor an annual budget, equalize property tax assessments, set fees, contract for a yearly audit of all County funds, and implement the recommendations of its auditing firm to ensure the legal and efficient use of tax dollars.

The Board appoints other boards and commissions, adopts ordinances, buys land for county use and sells county-owned property, and enters into contracts and agreements on behalf of Leelanau County. Leelanau County is divided into seven (7) commissioner districts. Commissioners are elected by district every two years.

Leelanau County operates on a \$14.8 million general fund budget and has 124 employees with six unions. In addition to the general government services, the county provides services for Building Safety, Senior Services and the Leland Dam as well as seasonal services for marine patrol and the county parks. Additionally, the Michigan State University Extension and Conservation District offices are located on site.

The County is dealing with issues including protecting and sustaining water resources, substance abuse prevention, expanding broadband, addressing housing needs and allocating ARPA funds. The Board of Commissioner deliberations are often focused on balancing the recent population growth of the County while keeping true to the rural character feel that its residents appreciate so much. When the next County Administrator begins, there will be at least three new county commissioners.

Leelanau County is in very good financial standing and is representative of many years of good governance and administration. Employees are talented, often long-tenured, and very committed to the community.



## THE IDEAL CANDIDATE

The Leelanau County Board of Commissioners is seeking an experienced manager and leader to work with it as a supporter and a trusted advisor. As with the current, retiring Administrator, the next County Administrator will work closely with the Board implementing its priorities and policies. The individual will have a working knowledge of Michigan County Government. The Board understands that it should set policy while the Administrator should run the day-to-day operations. The ideal candidate must have demonstrated experience working successfully with a Board to establish a vision, identify goals, and collaboratively chart a course for the future.

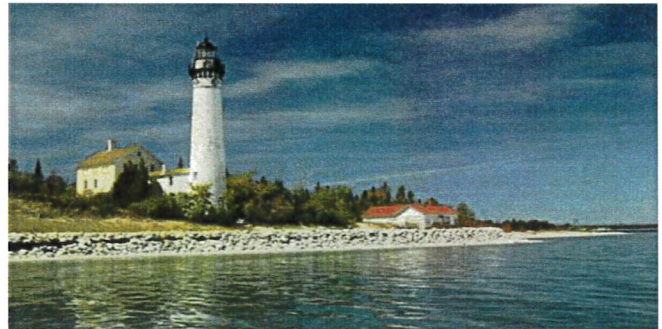
The next Administrator will be someone of high integrity who believes in transparency. The individual will be one of the County's primary representatives. As such the Administrator will be someone who understands listening to be an important part of communicating. The individual will be able to relate complex concepts in terms that are easily understood by the Board, residents, members of the business community, staff, and the media. The Administrator will be part of and visible in the community.



Leelanau County is a community that seeks excellence in all it does. As such the Administrator will place a high degree of importance on delivering high quality services. The desired candidate will also believe strongly in outstanding customer service and leads by example.

The selected candidate will be someone who is supportive of staff but who also requires accountability. The ideal candidate will create a team environment where departments work together to

achieve the goals. While the Administrator is responsible for implementing policy on behalf of the Board, he/she will ensure that residents and employees feel heard and valued in the decision-making process.



Leelanau County prides itself on being financially conservative so the individual will be expected to critically examine current operations with an eye to cost effectiveness. As a result, the individual will have strong analytical skills and understand how to apply and leverage sound management techniques and technologies. The Administrator will also need to understand the workload that the staff is under and set reasonable expectations and priorities with the Board so that projects are structured and scheduled in a manageable way for the staff to accomplish.

The Board would like someone who is personable, intelligent, upbeat, friendly, fair, honest, outgoing, patient, organized, and positive with a "can do" and engaging attitude. The ideal candidate will have a quick mind and not be easily discouraged, and will be positive and resilient. The County is looking for someone who will solve problems and build consensus without being controversial, and as will strongly believe in having an open door policy.



The Board is ideally looking for someone with direct experience in county government and with an



operational understanding of county government budgeting, finances, attorneys, and human resources. Individuals with relevant experience working with other Board run organizations will receive consideration as well. Experience in overseeing collective bargaining, county parks, master plans, and capital improvement plans is also sought.

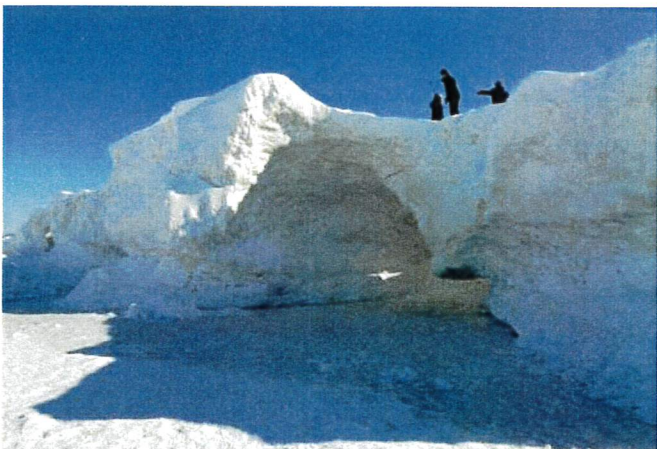
The Board also desires to continue to work collaboratively with other local, tribal, regional, and state government agencies. Experience working with the State of Michigan Legislature will also be a plus. The ideal candidate will also understand that proven leadership arises from alliances and partnerships. ...a sense of humor and having fun is a good thing, too!

This position prefers graduation from an accredited four-year college or university with major coursework in public administration, business administration or related field. Desired qualifications include at least 5 years of direct county government or 10 years of equivalent Board experience in a similarly sized organization.

#### COMPENSATION & BENEFITS

The salary range is \_\_\_\_\_ to \_\_\_\_\_, and the salary will depend on qualifications and experience. Benefits are excellent. Benefits include comprehensive medical, dental, vision and life insurance, vehicle allowance, professional development, public employee retirement system contributions, holiday, vacation, and sick leave.

Include ideal contract term?

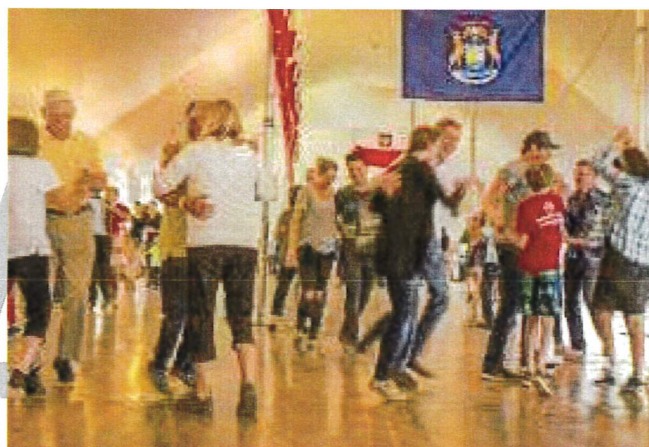


#### MOST RECENT COUNTY ADMINSTRATOR

The current Administrator was hired in 2012 and is expected to retire at the end of 2022. However, he is committed to providing direct assistance to the next Administrator to ensure a smooth transition. The Board of Commissioners seeks the same, so the next Administrator also enjoys a long tenure with the County.

#### RESIDENCY

The next County Administrator will be required to reside within 21 miles of Leelanau County.



#### HOW TO APPLY

E-mail your cover letter and resume, in PDF format, to \_\_\_\_\_ by July 15, 2022. Faxed and mailed resumes will not be considered.

Questions should be directed to \_\_\_\_\_

#### INTERNAL CANDIDATES

The Board does not anticipate an internal candidate. However, if an internal candidate does come forward, the Board is committed to an equal opportunity selection process that seeks to identify the best possible candidate for the position.

## CONFIDENTIALITY

Candidate names will not be released during the application and resume screening process without the candidate's permission. However, if a candidate is selected for the interview process, his/her name will be released to the public.

## PROCESS

Applications will be screened between July 20, 2022 and August 1, 2022. The first round of formal interviews (choice of remote or in-person) will occur the week of August 29, 2022. The final round of interviews (in-person) will be held on September 12 & 13, 2022. The identification of the preferred candidate will be made shortly thereafter.

Transportation and lodging reimbursement available?

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Leelanau County is an Equal Opportunity Employer.  
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