



June 11, 2025

Mayor Saemann, Mayor Pro Tem Detoy, Councilmembers Jackson, Keegan, and Francois
C/O Cyndi Stafford, Human Resources
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

Via PDF/Email to cstafford@hermosabeach.gov

Dear Mayor Saemann, Mayor Pro Tem Detoy, Councilmembers Jackson, Keegan, and Francois,

Thank you for considering Peckham & McKenney to recruit the City of Hermosa Beach's next City Manager. We understand the importance of finding candidates who will embody the essence of the Southern California lifestyle present in Hermosa Beach and serve you and the community for years to come. We appreciate being considered for a partnership with you. Based on our extensive experience conducting City Manager searches, thorough methodology, and track record of fruitful processes and placements, we believe Peckham & McKenney is an excellent resource for you and the City of Hermosa Beach.

As a boutique firm specializing in recruitment for small and medium-sized cities and agencies on the West Coast, Peckham & McKenney is known for achieving successful and long-term placements. Among *many* strong attributes, these are four key reasons counties and municipalities choose us:

- We actively and personally search for, find, and pursue candidates.
- We limit the number of concurrent searches to ensure a direct focus on serving our clients.
- We prioritize a respectful, thorough, and comprehensive process, including regular communication with our clients and applicants to keep everyone informed, avoid surprises, and ensure a positive experience for all.
- Your recruiter is your sole point of contact and is responsible for all aspects of the search.

Our Peckham & McKenney team is comprised of retired municipal managers and directors who know what it's like to work with a Council and lead an organization and are passionate about the public sector. I am proud to be part of the Peckham & McKenney team because the firm's values and priorities align with mine - to assist public agencies in finding their next right fit, furthering good government, prioritizing quality over quantity, and fostering long-lasting relationships with those in the public service.

With over 25 years of experience in Southern California, including 18 years in the active, big-city beach community and tourist destination of Santa Monica, where I served as a senior executive team member for 14 years, I bring extensive public sector expertise to this search. My background includes:

- **Municipal Leadership** – Roles as Deputy City Manager and Assistant Director/Acting Director of large, community-serving departments, including during the pandemic and through reorganizations. Direct experience working with five City Managers and multiple City Councils.
- **Recruitment Experience** – Served as a panelist for Police Chief, Assistant City Manager, Director, and Manager recruitments, and as a hiring manager on numerous occasions. Maintain a strong network of municipal professionals and a history of placing top talent as both a hiring manager and executive recruiter with Peckham & McKenney.
- **Career and Leadership Development Coaching** – Experienced in coaching municipal executives and emerging leaders, helping them with career transitions and to excel in high-level roles. Able to offer professional debriefing and coaching sessions to candidates.



As noted in our proposal, *Peckham & McKenney has conducted over 100 searches for City Managers since 2001*. Two relevant Candidate Brochures are offered as samples of our work. A detailed proposal is attached.

Successful placements don't happen by chance. A deep and unwavering dedication to finding the right candidates for each client is at the heart of my work. With a strategic, thoughtful, and comprehensive approach to executive recruitment, a commitment to understanding Hermosa Beach's vision for the community and expectations of its government, and a record of successful placements, I will help to build your leadership team through:

- **Candidate Profile Development** – I engage with and gather information from elected officials, department executives, and community stakeholders to understand the leadership qualities, technical expertise, communication style, and personality traits most important to this position. These insights shape a compelling Candidate Profile and marketing materials that reflect the position's unique priorities, and help establish a clear, shared vision for the ideal—and ultimately successful—candidate.
- **Customized Candidate Outreach** - Utilizing various data sources, I research and create customized, targeted lists of diverse potential passive candidates for each recruitment, tailored to the ideal candidate profile and the position's roles and responsibilities.
- **Comprehensive, Broad, and Strategic Marketing** - We post and promote on multiple social media platforms, engaging thousands of followers on LinkedIn, Instagram, and Facebook. We also place ads on an array of nationwide municipal job boards. For this recruitment, ads would be placed with ICMA, Careers in Government, Government Jobs, PublicCEO, California City News, and other relevant sites.
- **Proactive and Personal Engagement** - We don't wait for applicants to come to us. Throughout the filing period, I reach out directly and repeatedly to the customized list of diverse professionals, ensuring the strongest candidates are aware of and excited about this opportunity.
- **Thorough Screening and Selection** - I take a hands-on approach, carefully reviewing applications and supplemental materials submitted directly to Peckham & McKenney, conducting phone screenings, presenting a shortlist of preliminarily qualified candidates, managing interview logistics, developing interview questions, performing detailed background and reference checks, and assisting with negotiations.
- **Ongoing Communication and Support** – You can rely on me for ongoing communication, including weekly updates, transparent insights into the recruitment process and results, and continuous recommendations and guidance.
- **Guarantee** – We stand by our placements with a one-year guarantee that includes scheduled check-ins at six and 12 months. If a placement is not made, or the selected candidate vacates the role within one year, absent budget cuts, promotions, position elimination, or illness/death, we will conduct a second search within six months for a discounted rate. In the unlikely event that no qualified candidates are identified due to the search effort or process, we will extend the search for expenses only.

We charge a fixed, all-inclusive fee for this. We do not charge additional fees for advertising, printing, travel, or other expenses. The proposed cost for securing a City Manager for the City of Hermosa Beach is \$30,000.

Thank you for the opportunity to work with you to secure your next City Manager, someone who will advance the Hermosa Beach Vision 2031, as well as the organization's mission, Leadership Philosophy, and PLAN Hermosa. We would also be prepared to submit all necessary documentation and commence work immediately after selection.

Sincerely,



Danielle Noble, Executive Recruiter

Enclosure:	City of Hermosa Beach, Proposal
Candidate Brochures:	City of Malibu, City Manager
	City of Santa Barbara, City Administrator



City of Hermosa Beach

RECRUITMENT PROPOSAL

for

City Manager

June 11, 2025



Peckham & McKenney EXECUTIVE SEARCH

Serving local governments (cities, counties, districts) by conducting recruitments and placing management and executive leaders that fit the personnel needs and interests of agencies.

20 years of serving government

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WHY CHOOSE US?

Peckham & McKenney focuses on *quality* searches and placements (over quantity) in recognition that each placement is “All about fit”. Serving local government since 2004, we are one of the most trusted and respected executive recruitment firms in the country. We have successfully placed hundreds of local government professionals including City Managers, County Executive Officers, General Managers, Police and Fire Chiefs, Department Heads, Assistant Managers, and mid-level Managers. Time and again, we receive unsolicited compliments from clients and candidates

in reference to our integrity and high ethics, commitment, follow-through, communication, and service. We take pride in treating both our clients and candidates with utmost respect.



For more information, please visit our website at www.PeckhamAndMcKenney.com.



OUR COMMITMENT TO YOU

Peckham & McKenney, by maintaining the quality, style, values and culture established by Bobbi Peckham and Phil McKenney, performs on the premise that an executive search firm must be dedicated to providing its clients and candidates with professional and responsive service, and a personal, hands-on approach. Our business philosophy is founded on the understanding that we are in a “people” related industry and that attention to others’ needs is the key to providing effective customer service.

- **We believe in honesty.** No client should ever appoint an individual without being fully knowledgeable of the candidate’s complete background and history. Additionally, no candidate should ever enter into a new career opportunity without full disclosure of any organizational “issues.”
- **We keep everyone involved in the recruitment process informed.** Not only do we provide regular updates to our clients, we also have a reputation for keeping our candidates up to date.
- **We do not recruit staff from our client agencies** for another recruitment during an active engagement, nor

do we “parallel process” a candidate, thereby pitting one client against another for the same candidate.

- **We do not recruit our placements — ever.** Should a placement of ours have an interest in a position for which we are recruiting, they may choose to apply. If they become a finalist, we ask that they speak to their supervisor to alert them of their intent.
- **We are retained only by cities, counties and special districts.** We are not retained by applicants or non-governmental agencies.
- **We do not over commit ourselves to too many searches.** Your recruiter maintains a small, limited number of concurrent searches at all times in order to focus specifically and diligently on recruiting qualified candidates for your vacancy.
- **We commit to diversity in its broadest possible definition in every aspect of each executive recruitment.** Peckham & McKenney has a well established reputation of placing women and people with diverse backgrounds.

20 years of serving government

EXPERIENCE



With our recruitment team, which consists solely of retired City Managers, Assistant City Managers, Police Chiefs, and Department Heads, and our expert support team, Peckham & McKenney brings more experience and knowledge of local government and executive search than any other California recruiter. Since 2001, we have conducted over 100 recruitments for City Managers. Just a few of our recent recruitments related to your search for a City Manager have been for:

City of Camarillo, CA	City Manager
City of Malibu, CA	City Manager
City of San Luis Obispo, CA	City Manager
City of Santa Barbara, CA	City Administrator
City of Santa Maria, CA	City Manager
City of Santee, CA	City Manager
City of Seaside, CA	City Manager
City of Stockton, CA	City Manager
City of Sunnyvale, CA	City Manager

Please don't hesitate to contact these agencies or our large list of current and former clients on our website ([here](#)); they will attest to our quality of service, ongoing communication throughout the process, personal and direct outreach and sourcing of candidates, quality applicant pool, written materials, and interview facilitation.

As an ambassador of our clients, Peckham & McKenney is also known for maintaining ongoing communications with our applicants throughout the search process, treating every applicant respectfully, and appropriately informing candidates to support their best efforts. The numerous compliments we have received from applicants fairly illustrate this reputation.

Comfortable and Professional Experience

"I'd like to thank you again for your support and guidance throughout the recruitment and selection process. It was a comfortable and professional experience, and I attribute a great deal of that to you. It's my hope that our professional paths may cross again in the future." **Candidate**

Straightforward, Friendly, and Humane Recruitment Process

"I wanted to let you know what a terrific job I thought you and Peckham & McKenney did on the recruitment. It was absolutely the most straightforward, friendly, and humane recruitment process I've ever participated in. And I would feel the same way even if the outcome was not successful for me." **Candidate**



Proactive and Responsive

Diana worked with the City to fill the Chief of Police position early in 2023. Diana is clearly well respected in the LEO community and has a vast network which led to a competitive pool of candidates for the City to select from. Diana was proactive from our very first meeting and always very responsive. The City team valued Diana's integrity, opinion and sense of humor. She was a pleasure to work with and I wouldn't hesitate to hire her for any executive recruitment critical to your organization. **Client**

You Made Me Feel So Comfortable

"This is my first time working with a recruiting company, and I'm so happy for having the opportunity to work with your company, wow! I truly enjoyed the process! Your interview skills are amazing! You made me feel so comfortable and I felt like I was just talking shop with a longtime friend. Thanks for the personal touch that you include in your job, I believe that this is what makes your firm so desirable and successful."

Candidate

Testimonials from clients and candidates are at <https://www.peckhamandmckenney.com/testimonials>.

Please feel free to contact any of the following current or recent clients of Danielle's to inquire about their experience with her and Peckham & McKenney. We would also be pleased to furnish the contact and phone numbers for any past clients listed in this proposal.

City of Union City
Community and Recreation Services Director Recruitment
Jason Castleberry
Human Resources Director
(510) 675-5381
jasonc@unioncity.org

City of Tracy
Assistant City Manager Recruitment, City Attorney Recruitment
Kimberly Murdaugh
Human Resources Director
(209) 831-6161
kimberly.murdaugh@cityoftracy.org

City of Burbank
Library Services Director Recruitment
Joy Casucci, Acting Human Resources Manager
(818) 238-5030
TCasucci@BurbankCA.gov

County of Sonoma
Assistant County Administrator Recruitment
Lisa Conner, Recruitment and Classification Manager
(707) 565-3207
Lisa.Conner@sonoma-county.org



YOUR RECRUITMENT TEAM

Our Approach

With every Peckham & McKenney recruitment, your Recruiter has the entire Peckham & McKenney team of Recruiters and administrative personnel for backup, support, collaboration, and sourcing. However, when you retain Peckham & McKenney, your Recruiter is your single point of contact throughout the entire search process and is fully responsible for its success. Moreover, to fully focus on your search and find applicants that fit with the ideal candidate you are seeking, your recruiter also maintains no more than six active searches.

The Executive Recruiter for you in this search is Danielle Noble.



Peckham & McKenney Team

Danielle Noble, Executive Recruiter

Danielle Noble began her career as a social worker and non-profit administrator, transitioned to local government, and became a professional coach. She is both a generalist municipal executive and an expert in social services, homelessness, housing, and organizational development. Between 2005 and 2024, she served the City of Santa Monica in various roles, including Deputy City Manager, Assistant Director, and Acting Director of the Community Services and Housing and Human Services Departments. During this time, she addressed homelessness; provided strategic direction on cultural, recreational, social services, educational, and affordable housing programs; conducted policy analysis; managed Council agenda preparation; and guided budget development, communications, legislative affairs, strategic planning, and grantmaking policies.



Ms. Noble holds a Bachelor of Arts degree in Women's Studies from Ithaca College in New York, a Masters in Social Work (MSW) from the University of Southern California. She is a Certified Professional Co-Active Coach (CPCC) through the Co-Active Training Institute, and a credentialed Associate Certified Coach (ACC) through the International Coaching Federation.

She has recently recruited for the following positions:

City of Burbank, CA	Library Services Director
City of Moorpark, CA	Deputy Community Development Director
Ouray County, CO	County Manager
City of Pasadena, CA	Assistant City Attorney
	Sr. Planner – Community Planning
	Sr. Planner – Current Planning
City of San Juan Capistrano, CA	Engineering and Environmental Services Director
Sonoma County, CA	Assistant County Administrator
City of Tracy, CA	Assistant City Manager
	City Attorney
City of Union City, CA	Community and Recreation Services Director

Danielle is supported by the following [team](#).

Joyce Johnson, Operations Manager

Joyce Johnson joined Peckham & McKenney in 2005 and serves as the firm's Operations Manager. She has over 30 years of experience in the field of administrative and executive support for all aspects of the executive recruitment process. She oversees the internal administration of the firm as well as directing contract administrative support in the areas of advertising and design, web posting, and duplication and mailing services. Prior to joining Peckham & McKenney, Ms. Johnson oversaw internal administration in the Western Region headquarters of two national management consulting and executive recruitment firms. Ms. Johnson is complimented regularly on her strong customer orientation working with both clients and candidates alike. Ms. Johnson holds an Associate of Arts degree from American River College.

Tayler Bergstrom, Research Assistant

Tayler Bergstrom joined Peckham & McKenney in 2022 and currently serves as a Research Associate. Tayler is currently pursuing a PhD at UCLA where she worked previously as a lab manager overseeing various research projects. Prior to that, Tayler graduated from UC San Diego with a Bachelor of Science degree in Psychology.

Linda Pucilowski, Graphic Designer

With nearly 30 years of experience, Linda Pucilowski provides her expert design and marketing skills to Peckham & McKenney. She is the firm's "go-to" professional for all advertising and brochure design and creation. Ms. Pucilowski holds a Bachelor's degree from California State University, Sacramento.

Rachel Moran, Website & Social Media Assistant

Rachel Moran has been in the graphic design field since 2007 and prides herself on creating eye-catching visual art. She supports the Peckham & McKenney team by handling all website visual and technical design as well as social media. Ms. Moran graduated from the Art Institute of Houston obtaining her Bachelor's Degree in Fine Arts with a concentration in Graphic Design.

Peckham & McKenney

"All about fit"

THE SEARCH PROCESS AND SCHEDULE

Peckham & McKenney is committed to finding the best fit for your position. Our process is 12 to 14 weeks and generally involves the following phases:

PROJECT ORGANIZATION (PRE-RECRUITMENT) – We will meet to discuss the search timeline, process and logistics for conducting a successful search.

DEVELOPMENT OF THE CANDIDATE PROFILE (2 WEEKS) – We will meet with agency members to listen to specific expectations of the position; learn the background and experiences desired in the ideal candidate; and understand the organizational culture and interests to create an attractive Candidate Profile marketing brochure.

RECRUITMENT (4 TO 6 WEEKS) – Our main focus in outreach will be direct, personal contact with quality potential candidates. Additionally, ads will be placed in industry publications and social media to broadly market the opportunity. Our client agency is continuously updated on our progress.

SUPPLEMENTARY REVIEW (2 WEEKS) – Upon our review of the resumes received, supplemental questionnaires will be sent to candidates who appear in most alignment with the Candidate Profile. Following a thorough review of the supplemental questionnaires, we will conduct preliminary telephone interviews. Internet research will also be conducted so that we may probe the candidate regarding any areas of concern.

RECOMMENDATION OF CANDIDATES/SELECTION OF FINALISTS (1 WEEK) – A report will be provided to the agency that includes, among a variety of documents, a full listing of all candidates for review and the materials submitted by candidates recommended for an interview.

INTERVIEW PROCESS (2 WEEKS) – Your recruiter will facilitate the interview process, inclusive of an orientation session at the beginning, and a discussion of candidates at the end.

QUALIFICATION (1 WEEK) – Once a finalist is selected, a reference check and thorough background check will be conducted. Assistance with negotiating compensation will also be provided.

PROPOSED SCOPE OF WORK FOR HERMOSA BEACH CITY MANAGER RECRUITMENT

Project Organization	1 week
Discuss and finalize the scope of work and schedule with staff Prepare documents for contracting	
Contract Approval and Execution	1 week
Council consideration of contract, scope of work, and schedule Execute contract	
Development of Candidate Profile	3 weeks
Design and review an online survey for community member input Hold virtual discussions with elected and appointed officials and staff to gather information Facilitate one virtual meeting with community members Draft Candidate Profile, receive staff approval of the Word document Design Candidate Brochure with text and photos Create outreach lists Create an advertising and marketing plan, and prepare an announcement and materials	
Approval of Candidate Brochure by Ad Hoc Committee	1 day
Virtually attend an Ad Hoc Committee meeting, seek approval of Candidate Brochure	
Recruitment Period	6 weeks
Advertise in appropriate local, national, and regional resources and venues Distribute Candidate Brochure to a diverse group of municipal professionals Post on Peckham & McKenney and City website, engage in a social media campaign Repeatedly reach out to individuals within the Candidate Profile parameters Respond to all inquiries, acknowledge all applications received within 48 hours	
Preliminary Review and Interviews	2 weeks
Screen applications and conduct internet research Identify leading candidates and request supplemental questionnaires Review supplemental questionnaires Conduct preliminary phone interviews with leading candidates Develop and provide Candidate Recommendation report to the Ad Hoc Committee	
Candidate Recommendations and Selection by Ad Hoc Committee	1 day
Virtually meet with the Ad Hoc Committee regarding Candidate Recommendations Ad Hoc Committee selects the candidates for the interview process Notify all candidates of their status	
Interview Process (In-person)	1 – 2 weeks
Schedule candidates for interviews Develop interview materials (questions and interview packet) Conduct in-person briefings and facilitate one day of in-person interviews by two panels, one comprised of executive staff and one comprised of the Council Council selects a finalist Document non-selected recommendations Offer optional interview debriefings and coaching to candidates	
Qualification	1 – 2 weeks
Conduct thorough background and reference checks on the leading candidate Provide contract negotiation assistance	
Approval	1 day
City Manager contract approval in Open Session	

COST OF SERVICES

The fixed fee to conduct the entire search process for the City of Hermosa Beach's next City Manager, inclusive of travel and administrative expenses, is \$30,000.

Peckham & McKenney is unique among recruiting firms for several reasons including having a fixed all-inclusive fee. We have found that an all-inclusive fee for the search process is simpler, cost-effective, and efficient.

The all-inclusive fee above includes professional fees and expenses (out-of-pocket costs associated with advertising, Recruiter travel, administrative support / printing / copying / postage / materials, telephone / technology, internet research checks on recommended candidates, and full background check on selected finalist only). For services not specified herein, we will discuss your interests and an appropriate fee.

PROCESS OF PAYMENT

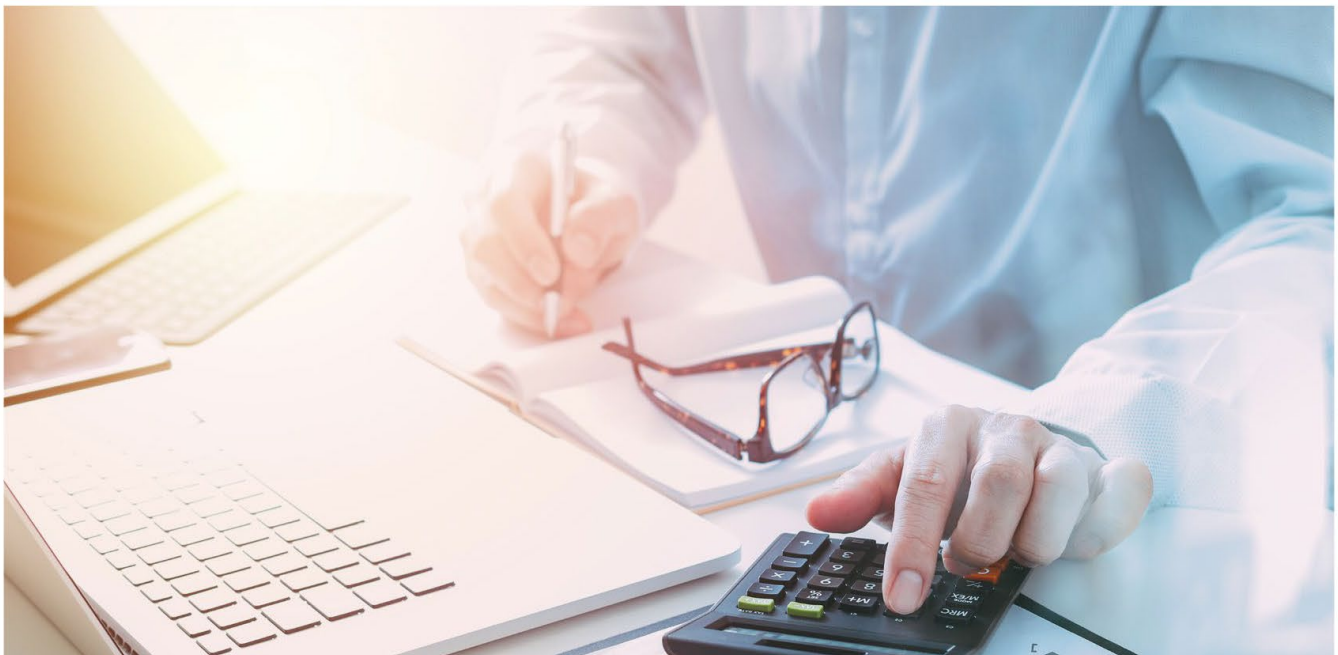
One-third of the all-inclusive fee is due as a retainer upon execution of the agreement. This retainer covers upfront and necessary expenses incurred by Peckham & McKenney on the City's behalf for the preparatory work and advertising. If the retainer is not received by Peckham & McKenney within 30 days of execution of the agreement, we will suspend the recruitment process until payment is received. The second one-third of the full payment will be invoiced 1 month from contract execution, and it is due within 30 days following the invoice date. The final one-third of the full payment will be invoiced 2 months from contract execution, and it is due within 30 days following the invoice date.

AGREEMENT

Peckham & McKenney is the operating name of City Management Advisors LLC, Anton Dahlerbruch, Managing Member.

INSURANCE

Peckham & McKenney carries Professional Liability Insurance (\$1,000,000 limit), Commercial General Liability Insurance (\$2,000,000 General Liability, and \$4,000,000 Products) and Automobile Liability Insurance (\$1,000,000). Our Insurance Broker is B&B Premier Insurance Solutions, Agoura Hills, CA.



GUARANTEE

We are pleased to share that the Peckham & McKenney success and placement record are particularly strong. We are confident that our recruitment process will result in a quality candidate that will stay in your employment.



OUR GUARANTEE:

- We will connect with you and our placement in 6 months and 1 year after the appointment to check-in.
- We will conduct a second search within 6 months of our search process if a candidate is not placed.
- If the placement vacates the position within 1 year from the date we complete the background check/reference check, we agree to conduct a second search within 6 months of the vacancy.

It is unusual that we are unsuccessful in providing a placement or the placement vacates the position within a year. In the unlikely event that no qualified candidates are identified as a result of the search efforts, and it is mutually agreed that the result is due to the search effort and/or process, we will extend the search for a second time for expenses (\$7,200) only. If qualified applicants are not selected or the selected candidate is separated from employment within 1 year after accepting the offer, a second search will be conducted for the discounted fixed fee of \$18,500 (external candidates only and except in the event of budgetary cutbacks, promotion, position elimination, or illness/death, etc.).

DIVERSITY STATEMENT



Peckham & McKenney is committed to diversity in its broadest possible definition in every aspect of each executive recruitment our firm provides. We take pride in the placement of women and applicants of diversity, and are known for long, successful tenures of candidates selected by the agency.

Peckham & McKenney does not discriminate on the basis of race, color, religion, creed, sex/gender, national origin/ancestry, disability, pregnancy, sexual orientation (including transgender status), marriage or family status, military status, or age. We are fully compliant with all applicable federal and state employment laws and regulations in all of our recruitments.

For over 30 years, founder Bobbi Peckham has been a champion of women seeking executive leadership positions within local government.

With our diverse team of Recruiters, Peckham & McKenney supports, promotes and advocates for diversity in the recruitment and hiring processes. In addition to our outreach methods, Peckham & McKenney routinely advertises with the National Forum of Black Public Administrators (NFBPA), Local Government Hispanic Network (LGHN) and CivicPRIDE as well as the National Diversity Network to ensure placement of your opportunity with the following online venues:

- African American Job Network
- Asian Job Network
- Disability Job Network
- Latino Job Network
- LGBT Job Network
- Retirement Job Network
- Veteran Job Network
- Women's Job Network