

RESOLUTION NO. 2025-26

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA APPROVING
AGREEMENT WITH PECKHAM AND MCKENNEY FOR RECRUITMENT SERVICES

WHEREAS, in December 2024, the Fire Chief retired; and,

WHEREAS, retired Fire Chief Doug McCoun returned in January 2025 on an interim basis to ensure the continuity of critical safety services; and

WHEREAS, the City searched for specialized recruitment service firms for executive safety positions; and

WHEREAS, under the recommended and proposed agreement, Peckham and McKenney will provide to the City of Marina, recruitment services to fill the Fire Chief vacancy; and

WHEREAS, the contract with Peckham and McKenney, proposes Diana Bishop as the lead recruiter; and

WHEREAS, Diana Bishop has extensive experience in the safety industry and in recruiting for executive safety positions.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Marina do hereby:

1. Adopting Resolution No. 2025- approving an agreement with Peckham and McKenney to provide recruitment services to the City of Marina; and
2. Authorizing the City Manager to execute the agreement

PASSED AND ADOPTED, by the City Council of the City of Marina at a regular meeting duly held on the 15th day of April 2025, by the following vote:

AYES: COUNCIL MEMBERS: McAdams, McCarthy, Biala, Delgado

NOES: COUNCIL MEMBERS: None

ABSENT: COUNCIL MEMBERS: Visscher

ABSTAIN: COUNCIL MEMBERS: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk



Layne Long
City Manager
City of Marina
211 Hillcrest Avenue
Marina, CA 93933

Via PDF/Email To: Bvalrea@cityofmarina.org

Dear Mr. Long,

Thank you for considering Peckham & McKenney for the City of Marina Fire Chief recruitment. I would be honored to represent the City and you in this important search.

As a boutique firm that specializes in recruitments for small and medium size communities in California, Peckham & McKenney is known for achieving successful and long-term placements. Among *many* strong attributes, these are four key reasons cities, districts, and counties choose us:

- We actively and personally search for and find candidates.
- We limit the number of concurrent searches in order to directly focus on serving our client.
- We prioritize communicating with our client and applicants to keep everyone informed.
- Your recruiter is personally and directly responsible for all aspects of the search and your one point of contact.

Our Peckham & McKenney team is comprised of retired municipal managers and directors who are passionate about the public sector. I am proud to be on the Peckham & McKenney team because the firm's values and priorities align with mine – to assist public agencies in furtherance of good government; to place quality above quantity; and to build long lasting relationships with those in the public service.

For this key position and search, I will serve as your Recruiter. As a retired Police Chief, I am familiar with the responsibilities of the Fire Chief, expectations of the position, and the needs/interests of your community. Having worked closely with senior public safety professionals throughout the State and conducted numerous recruitments, I am additionally knowledgeable of and connected to potential candidates.

Attached is a detailed proposal for conducting the search that includes information about our firm, process, timeline, resources, references, experience, and fee. We charge a fixed, all-inclusive fee, and for this search we are proposing \$28,000. Upon being selected to conduct this important search, we would be able to start as described in the provided draft schedule.

*Peckham & McKenney does not conduct background investigations for Public Safety searches. Our clients use a certified background investigator for this. We recommend telling them about the upcoming recruitment to secure time on their schedule.

I am excited for the opportunity to implement the process leading to the successful placement of a candidate that “fits” your interests and the organization. Please feel free to call me at 408-613-3849 if there are any questions.

Sincerely,



Diana Bishop
Executive Recruiter
Diana@peckhamandmckenney.com

Enclosure:

City of Marina Fire Chief proposal

Example Candidate Profile City of Gilroy Chief: <https://bit.ly/4i2lCYh>

City of Marina

RECRUITMENT PROPOSAL

for

Fire Chief



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.

TABLE OF CONTENTS

<u>WHY CHOOSE US?</u>	<u>2</u>
<u>EXPERIENCE</u>	<u>3</u>
<u>YOUR RECRUITMENT TEAM</u>	<u>5</u>
<u>THE SEARCH PROCESS AND SCHEDULE</u>	<u>7</u>
<u>COST OF SERVICES</u>	<u>8</u>
Cost of Services	
Process of Payment	
Insurance	
<u>GUARANTEE AND DIVERSITY</u>	<u>9</u>
Guarantee	
Diversity Statement	



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.

EXPERIENCE



With our recruitment team that solely consists 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. Just a few of our recent recruitments related to your search for Fire Chief have been for:

City of Gilroy
 City of Hollister
 City of San Luis Obispo
 Scotts Valley Fire District

Please don't hesitate to contact these agencies as well as our large list of current and former clients on our website ([here](#)); they will attest to our quality of service, on-going 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 with respect, and appropriately informing candidates to support their best effort. The many 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 and recent clients to inquire about their experience with Peckham & McKenney. In addition, we would be pleased to furnish the client contact and phone numbers for any past clients listed in this proposal.

Santa Clara County Fire Department **Deputy Director of Emergency Management**

Recruiter: Diana Bishop
Doug Baker, Director of Personnel Services
(408)378-4010 Doug.baker@sccfd.org

City of Gilroy **Fire Chief and Police Chief**

Recruiter: Diana Bishop
LeeAnn McPhillips, Assistant City Administrator
(408) 846-0228 LeeAnn.McPhillips@cityofgilroy.org

City of Bell **Police Chief**

Recruiter: Diana Bishop
Gina Skibar, Human Resources and Risk Manager
(323) 558-6211 gskibar@cityofbell.org

City of Santa Maria **Police Chief**

Recruiter: Diana Bishop
Toni Lane, Executive Administrator
(805) 925-0951 tlane@cityofsantamaria.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* serves as your single point of contact throughout the entire search process and is fully responsible for its success. Moreover, in order to fully focus on your search and finding applicants that fit with the ideal candidate you are seeking, your Recruiter also maintains no more than 6 active searches.

The Executive Recruiter for you in this search is Diana Bishop.



Peckham & McKenney Team

Diana Bishop, Executive Recruiter, Peckham & McKenney Executive Search

Diana had a professional career of over 35 years in local government as a peace officer. She rose to the rank of Captain at the Santa Clara Police Department, supervising each of the department's divisions in a senior management role. In a recruitment process by Peckham & McKenney in 2011, she was selected to be Police Chief for the City of San Rafael, where she served nine years.

Diana is a lifetime member of the International Association of Chiefs of Police, and a member of the California Police Chiefs Association. Diana holds a Bachelor of Arts in Public Administration from the University of San Francisco and an Executive Master of Public Administration from Golden Gate University. She is also a graduate of the FBI National Academy and the Harvard Kennedy School Senior Executives in State and Local Government program.



Diana 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' experience in the field of administrative and executive support for all aspects of the executive recruitment process. She oversees 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.

COST OF SERVICES

The fee to conduct the entire search process for your next Fire Chief is \$28,000.

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

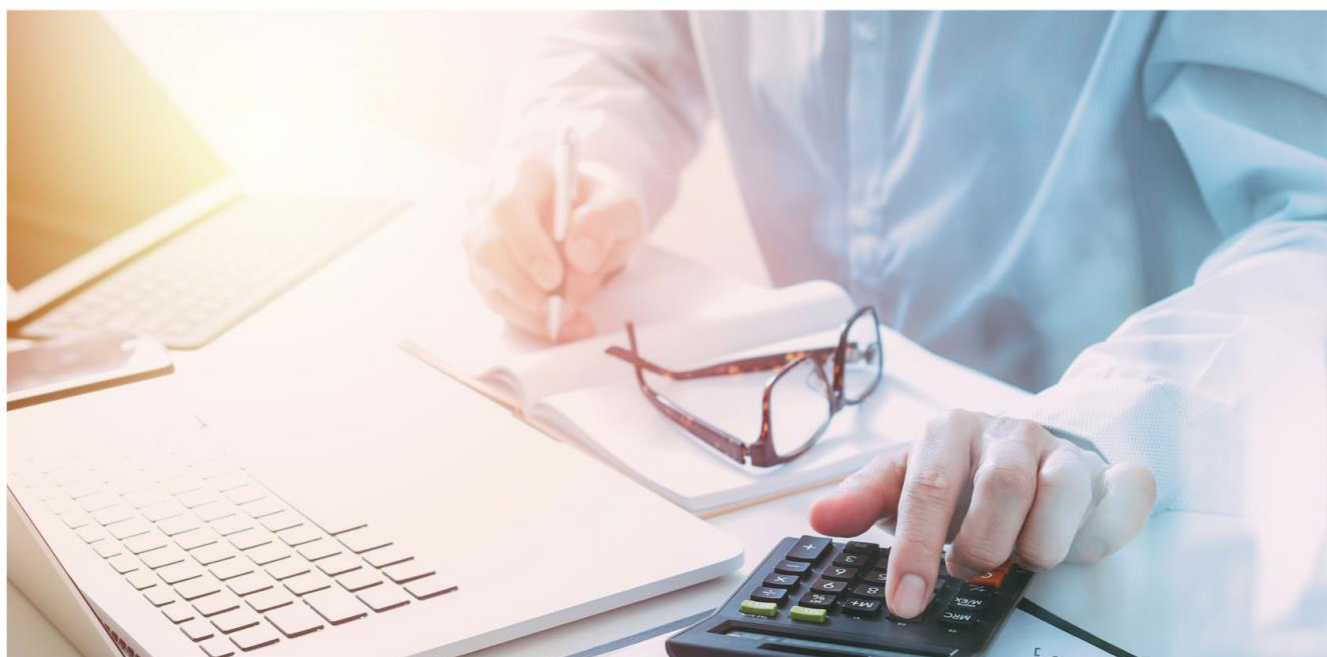
One-third of the all-inclusive fee is due as a retainer upon execution of the agreement. This retainer covers upfront and necessary expenses incurred by Peckham & McKenney on the City's behalf for the preparatory work and advertising. If the retainer is not received by Peckham & McKenney within 30 days 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 six months and one year after the appointment to check-in.
- We will conduct a second search within six months of our search process if a candidate is not placed.
- If the placement vacates the position within one year from the date of accepting the offer, we agree to conduct a second search within six 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 one year after accepting the offer, a second search will be conducted for the discounted fixed fee of \$17,600 (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

April 15, 2025

Item No. **10g(5)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of April 15, 2025

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2025-
APPROVAL OF AGREEMENT WITH PECKHAM AND MCKENNEY FOR
FIRE CHIEF RECRUITMENT SERVICES**

REQUEST:

It is recommended that the City Council consider:

1. Adopting Resolution No. 2025- approving an agreement with Peckham and McKenney to provide recruitment services to the City of Marina for the Fire Chief recruitment; and
2. Authorizing the City Manager to execute the agreement

BACKGROUND:

Following the retirement of Doug McCoun in December of 2024, the City requested Mr. McCoun return on an interim basis to ensure the continuity of services and head the department. The intent of the interim appointment is to allow time to go through the recruitment process to fill the position.

Typically, the City uses professional recruiting firms when recruiting for department head and upper-level manager positions in the City to maximize outreach to qualified and talented applicants and when a specialized recruitment process is needed such as public safety. Additionally, the assistance of a professional executive search firm will allow the City to more aggressively seek out candidates who may not be seeking new employment and would not normally respond to routine advertising.

The cost for these services from executive search firms previously has been under \$25,000 which is within the City Manager's approval authority. The fee for this proposed agreement is \$28,000 and requires City Council approval.

ANALYSIS:

City staff contacted several search firms, including Peckham and McKenney to discuss the recruitment for Fire Chief, with the intent to locate a firm that included a recruiter who has successfully filled executive safety positions, that require extensive networks to attract top qualified candidates in the industry. Peckham and McKenney provides executive search services to local government agencies throughout the Western United States with Executive Recruiters based in Northern California. As such, Peckham and McKenney is sensitive to the unique challenges, issues and needs of its local government clients. The firm's team background is comprised of direct and personal experience in various aspects of city services. Peckham and McKenney provides an approach to understanding the needs, values, and culture of the City, including the City's commitment to attracting qualified, diverse candidates. Peckham and McKenney was used in the City's Police Chief recruitment.

The firm's search process is customized for each recruitment and typically includes the following: pre-recruitment conferences to ensure the organizational and departmental needs are understood, developing a candidate profile, to aid in targeted advertising efforts, attracting and actively recruiting top talented candidates, application screening, preliminary interviews, supplemental questionnaires, recommendation of candidates, finalist interviews and thorough background and reference checks.

The lead recruiter recommended through Peckham and McKenney, is Diana Bishop who has successfully led recruitments for Fire Chiefs for the cities of Gilroy, San Luis Obispo, Clovis and El Cerrito and other Police Chief recruitments with various government entities. Ms. Bishop had a professional career of over 35 years in local government as a peace officer. In a recruitment process completed in 2011 by Peckham & McKenney, she was selected to be Police Chief for the City of San Rafael, where she served nine years. Diana holds a Bachelor of Arts in Public Administration from the University of San Francisco and an Executive Master of Public Administration from Golden Gate University. She is also a graduate of the FBI National Academy and the Harvard Kennedy School Senior Executives in State and Local Government program.

FISCAL IMPACT

The all-inclusive fee is \$28,000 and can be funded within the existing Fire Department budget for Fiscal year 24/25 budget.

CONCLUSION:

This request is submitted for City Council consideration and approval.

Respectfully submitted,

Belinda Varela, Director
Human Resources & Risk Management
City of Marina

REVIEWED/CONUR:

Layne Long
City Manager
City of Marina

EXHIBITS:

Exhibit A – Proposal Submitted by Peckham & McKenney