

**Town Superintendent (Manager)
Recruitment Profile**

Dayton
Virginia





TOWN OF DAYTON

The Town of Dayton is seeking an experienced professional to serve as Town Superintendent (Manager), the chief administrative officer responsible for directing programs and operations of the Town government.

This recruitment profile provides background information on the community, its government operations and its aspirations. It also outlines the qualifications, experience and characteristics determined to be necessary and desirable for the **position of Town Superintendent (Manager)**.

Qualified candidates are encouraged to submit a cover letter and resume, with salary history and professional references, to The Berkley Group via email at margaret@bgllc.net. While the position is open until filled, **review of candidates will begin April 8, 2019**. Inquiries relating to the Town Superintendent (Manager) position may be directed to:

Margaret M. Schmitt

The Berkley Group

P.O. Box 181

Bridgewater, Virginia 22812

Email: margaret@bgllc.net

Mobile: (434) 851-5814



Dayton, VA

Discover Historic Dayton: Small Town, Hometown, Downtown

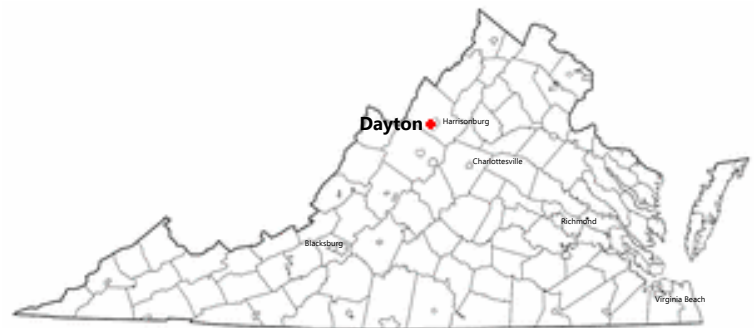
Community Background

The Town of Dayton, Virginia is a small town nestled in the heart of the Shenandoah Valley, bounded by two magnificent mountain ranges (the Alleghany and the Blue Ridge) and the impressive Shenandoah River. Dayton is one of the oldest settled communities in Rockingham County.

Dayton enjoys an exemplary quality of life with excellent schools, a safe, walkable community that is a great place to raise a family. The Town enjoys a sense of community with an engaged and welcoming citizenry. Natural recreational activities are nearby, and major metropolitan areas amenities are within a 2-hour drive. The George Washington National Forest, Shenandoah National Park and Skyline Drive, as well as numerous wildlife refuges, national recreational areas, streams, rivers and lakes, are easily accessible from the Town.

Dayton is surrounded by prime farmland. With working farms, many of which are owned by members of the Old Order Mennonite community, and vast open spaces, living in, and traveling through Dayton and the surrounding area is a retreat-like step back to an earlier time where horse-drawn buggies remain a common form of travel on rural roads throughout the community. Although Dayton has grown to the west and north, the central part of Town is largely unchanged. Dayton and the surrounding area feature must-see destinations that boast diverse outdoor recreation, thriving cultural attractions, vibrant and inviting small towns, numerous historical attractions and farm-to-table dining opportunities.

The Town of Dayton is 1.2 square miles and has a population of just over 1,600 which is approximately 76% white, 19% Hispanic, 3% Asian and .6% African American.



Median household income is \$48,984 (2015) and the poverty rate is approximately 4%. Rockingham County's population, which includes the population of its seven incorporated towns, is approximately 78,500. Dayton is part of the Harrisonburg, Virginia Metropolitan Statistical Area. Regional employment is focused on education, production and health care. Cargill, Inc., maintains a 327,000 square foot production facility in Town and is a proud partner in the Dayton community. There are numerous higher education institutions, all within a 15-minute drive, including James Madison University, Eastern Mennonite University, Bridgewater College, and Blue Ridge Community College.

Dayton is rich in history and tradition. Throughout the quiet streets and quaint downtown, some very picturesque and richly decorated buildings can be found. A walking tour of Dayton begins at The Heritage Museum, the official Historic Dayton Welcome Center. The Heritage Museum offers galleries, changing exhibits, an electric map of Stonewall Jackson's Valley Campaign of 1862, and an extensive genealogy library. Interesting buildings in Dayton include those that were once part of the Shenandoah

College campus. Founded in 1875 by A. P. Funkhouser and J. N. Fries, the school was first known as Shenandoah Seminary. In 1960, the college moved to Winchester and later changed its name to Shenandoah University.

Shopping in Dayton is a unique experience as you browse through the Dayton Market, a place where you can feel welcome with more than 20 specialty shops featuring a wide variety of merchandise, including items made with local, skilled hands. There are other unique shops around Town where you will find glass art, gifts, crafts, primitives, modern furniture, antiques and collectibles, as well as a place to find all your sewing and quilting needs. Also, nearby is the Silver Lake Mill, a landmark structure that now houses a store offering mill themed products, gifts and commemorative collectibles.

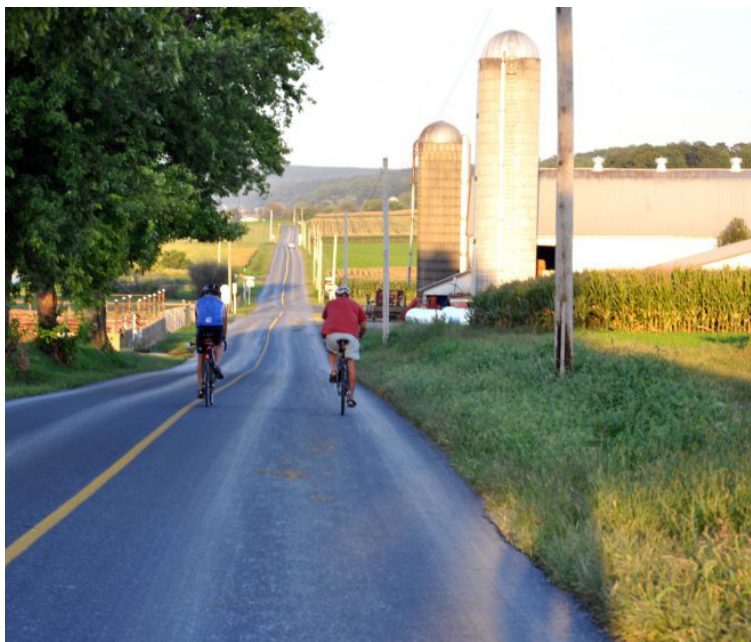
Dayton is home to a national historic registered landmark, The Daniel Harrison House, also known as Fort Harrison, the oldest house in Dayton and one of the oldest in Rockingham County. The two-story stone house was built around 1749 by Daniel Harrison, the first settler of Dayton, and is open to visitors every weekend from May through October, and for groups by appointment.

The Town of Dayton offers fun-filled community events from spring until the winter holidays. Dayton's oldest and most popular event is the "Dayton Days" Autumn Celebration, an arts and crafts festival held annually on the first Saturday in October. The festival attracts about 20,000 attendees annually to indulge in the culture, arts and handmade crafts of over 300 vendors from numerous states, and a wide variety of delicious foods. Other events include the Dayton Redbud Arts & Crafts Festival held in the spring, movie nights and live music during the summer, and the annual Dayton Christmas Parade.

On the first Saturday in August, the Dayton Muddler, a tough 3.2 mile adventure course through historic Dayton, will test your physical abilities and support our wounded veterans at the same time.

Town Government

The Town of Dayton provides an array of municipal services complementing the more broadly delivered services, such as public education and social services, provided by Rockingham County. Services include law enforcement, planning and zoning, water and sewer, stormwater management, and solid waste collection, including seasonal and scheduled special collections such as bulk and yard waste. The Town operates a water treatment plant and distribution system. The Town maintains approximately 15.5 miles of sanitary sewer lines, however, the Harrisonburg Rockingham Regional Service Authority (HRRSA), of which the Town is a member, is responsible for wastewater treatment. The Town maintains three community parks. A greenway is planned to connect Silver Lake Mill to the north with the Dayton Market to the south. Phase I is recently completed and includes a multiuse path stretching a half mile connecting Cooks Creek Park with Silver Lake Mill. The Dayton Police Department is responsible for law enforcement and is supported by the Harrisonburg-Rockingham Emergency Communications Center, which provides E911 call answering and dispatch services. Rockingham County and the Town of Bridgewater provide mutual aid for law enforcement and emergency management. Rockingham County Department of Fire & Rescue, the Bridgewater Volunteer Fire Company and Bridgewater Volunteer Rescue Squad provide fire and emergency medical response in the Town. As the



Town's population is less than 3,500 persons, the Virginia Department of Transportation is required to maintain streets in the Town; however, the Town works closely with VDOT for streets-related maintenance activities.

Dayton has approximately 20 employees, with an annual Town budget for FY 18-19 of approximately \$5.5 million, \$4.5 million of which is for operations.

The Town of Dayton is governed by the Mayor and six council members. Elections are held every two years. Council members are elected in staggered terms with four elected in one election cycle and two in the other cycle. The Mayor's term of office is two years, with Council Members serving four years. The Council is the legislative policy making body for the Town government. The popularly elected Mayor presides at meetings of the Council and is established as the chief executive officer for the Town government in the charter.

The Town Superintendent/Manager is responsible for the day-to-day administration and operations of the Town government, appoints and supervises employees, implements policies and addresses priorities adopted by the Council. The Town is working toward a charter change that will redefine the Superintendent position as Town Manager to be consistent with state law that describes the chief administrative official in local government. The Superintendent/Manager serves as the Clerk to Council, human resources manager, purchasing agent and FOIA Officer. The Superintendent/Manager represents the Town on the Harrisonburg Rockingham Regional Sewer Authority (HRRSA) and the Policy Board for the Harrisonburg Rockingham Metropolitan Planning Organization (HRMPO). The Superintendent/Manager is also responsible for ensuring that all laws, ordinances, resolutions and bylaws of the Council are faithfully enforced.



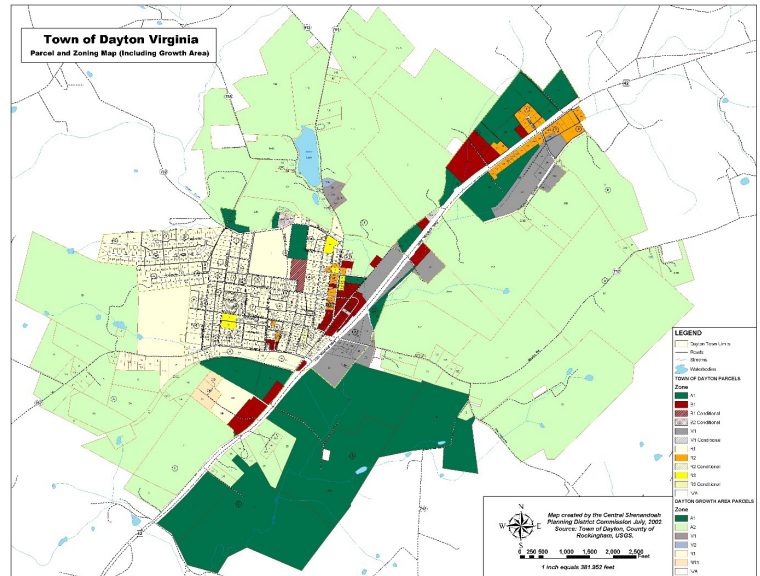
Challenges, Issues & Opportunities

Council adopted a Comprehensive Plan for the Town in 2017. The goals and objectives of the plan, which give added focus to infrastructure and economic development, will guide the Town into the future. A key goal established by Council is the preservation of “an attractive balance between the built and natural environment”. Other goals include:

- Encourage orderly growth in adherence to the Comprehensive Plan, Town codes and zoning ordinances;
- Preserve, enhance and promote Dayton’s historic, rural, small-town atmosphere while seeking limited planned residential growth;
- Retain and expand the strong employment base;
- Maintain a safe coexistence between motorized and non-motorized vehicles with pedestrian friendly access to historical and cultural sites, parks and Town businesses;
- Work closely with the Harrisonburg Rockingham Metropolitan Planning Organization’s 2040 Long Range Transportation Plan;
- Maintain and upgrade current water treatment systems and staff to assure safe, high quality drinking water;
- Develop and maintain high quality, safe recreational areas.

Within the context of the comprehensive plan and the current environment, the Council has identified the following areas of focus for the next three to five years:

- Addressing significant infrastructure maintenance and improvement needs, focusing on deferred maintenance projects and managing on-going flooding issues.
- Moving forward with the Dayton Greenway project, a multi-use greenway that traverses through a variety of areas in Dayton and connects various community assets throughout Town, the downtown district, and Silver Lake.
- Enhancing community beautification.
- Fully staffing the police department, supporting a return to 24/7 community policing response, not as a result of increased crime rates, but in response to the community’s desire for full-time community policing and support.
- Diversifying the Town’s financial and economic base. The Town currently relies on significant transfers from the water fund to the general fund to support operations.



The Dayton Town Council recognizes the importance of building stability in government operations, and focusing on governing as it addresses important issues for their community. The Council indicates a collaborative spirit exists among its members and they are committed working together for the good of the Town. The Council is looking forward to a strategic planning session following hiring of the new Superintendent/Manager, providing this person a unique opportunity to work together with Council to develop a long-range plan for the Town.

The new Town Superintendent/Manager will have the opportunity to assist the Council in its development as an effective governing body and lead the implementation of the strategies and decisions approved in an anticipated planning session.

In addition to the identified responsibilities, the Superintendent/Manager will need to focus on:

- Learning and managing Town needs, allowing Council to focus on governing;
- Creating and maintaining an effective, responsive organizational structure capable of meeting the needs of the Town within the fiscal constraints of the Town;
- Balancing workloads and workflow to meet Town operational needs;
- Identifying and presenting proposals to Council for maintaining an aging infrastructure;
- Working with the staff to promptly resolve citizen inquiries, problems and accomplish goals; and
- Engaging in Town events, developing relationships with local business owners, community members and regional partners



Position Profile

Town Superintendent (Manager)

Qualifications, Education & Experience

The following education and experience factors are the expected qualifications for successful performance:

- A Bachelor's degree in Public Administration, Business Management, Civil Engineering, Planning or a related field; a Master's degree is preferred.
- Three to five years of successful leadership at a senior executive/administrator level in an organization with comparable hands-on responsibilities; possessing a broad skill set appropriate to the breadth of Town government operations. Local government experience in Virginia local government as a manager, deputy or assistant is highly desirable.
- Demonstrated experience managing complex and multiple capital projects simultaneously through a variety of funding/granting agencies.
- A demonstrated commitment to ongoing professional development through participation in organizations such as the International City/County Management Association (ICMA) and the Virginia Local Government Management Association (VLGMA); designation or progress toward designation as ICMA Credentialed Manager would be a plus.
- Any combination of education and experience that qualifies an applicant may be considered in lieu of the more specific criteria listed above.

Personal Traits & Desired Characteristics

- Absolute integrity, ensuring ethical, equitable, honest, fair, open and personable interactions with Council, Town employees and community members.
- Professionally competent, with confidence tempered by humility.
- Excellent communications and interpersonal skills, including the ability to listen effectively to understand and manage differing points of view.
- Strong leadership skills, in the government organization, the community, and the region; visionary, analytical, proactive, decisive and consistent; able to facilitate the blending of differing points of view into a reasonable approach for community betterment.
- Knowledgeable and supportive of the principles of the council-manager form of government and respectful of the different and complementary roles of the Town Council and the Town Superintendent/Manager.
- A role model, coach, and mentor for town employees; dedicated to the professional development of staff; able to empower employees with a focus on performance, collaboration and accountability.

Performance Expectations

- Short-term, immediate actions will be to engage with staff and council, review Town policies and procedures, master the budget process, and get up to speed on active/planned infrastructure projects.
- Active and visible participation in community activities, ideally as a resident of the Town or nearby county.
- Responsive to citizen concerns and issues; listening, understanding and providing timely follow-up.
- A commitment to open and transparent government; promoting a positive and interactive relationship with Town citizens and stakeholders; encouraging citizen engagement.
- Effective communications with all stakeholders; presenting information in a form understandable to various audiences.
- Fair and equitable treatment of Town employees and departments.

Compensation & Benefits

Compensation for the Superintendent/Manager will be competitive, depending on qualifications and experience. The successful candidate will be offered a generous benefits package including participation in the Virginia Retirement System (VRS), health insurance coverage, paid time off, disability insurance (short-term and long-term), professional development support and other benefits as identified in a negotiated employment contract.

Application Process

Initial review of candidates will begin on April 8, 2019. Applications received after that date may be considered until the position is filled. A timely submission ensures the most advantageous review. To be considered, please **submit a cover letter and resume with salary expectations and professional references to The Berkley Group**, via email at margaret@bgllc.net. A town application is required of all finalists. Questions may be directed to:

Margaret M. Schmitt

The Berkley Group

P.O. Box 181

Bridgewater, Virginia 22812

Email: margaret@bgllc.net

Mobile: (434) 851-5814

For Additional Information

Visit www.daytonva.us

The Town of Dayton is an Equal Opportunity Employer