



City Manager Performance Evaluation

City Manager: Audra Curts-Whann

For each performance factor, please rate the City Manager on a scale of one (1) to five (5), based on how well they have met your expectations in that area.

- 5** Exceeds Expectations – Results significantly surpass expectations. Superior contribution to the objectives of his/her performance in assigned areas of responsibility.
- 4** Above Expectations – Results are very good. Significant contributions to the objectives of the department and functional area.
- 3** Meets Expectations – Results are good. Performance is consistent with expectations. No important areas of lack of accomplishment.
- 2** Needs Improving – Results do not consistently meet expectations. May lack experience but has the capacity to improve the overall level of performance within a reasonable period of time.
- 1** Does not meet Expectations – Results fall consistently below expectations and improvement is necessary.



City Manager Performance Evaluation

PERFORMANCE FACTORS

I. MANAGEMENT OF THE ORGANIZATION:

Effectively oversees the operations of the organization, fostering a collaborative, team-oriented environment that positions the City for success. Recognizes and celebrates the accomplishments of staff and partner agencies working on behalf of the City. Demonstrates a strong commitment to professional development, succession planning, and internal advancement opportunities. Accepts full accountability for staff performance and the outcomes of City projects and decisions. Proactively addresses mission-critical services, identifies organizational challenges, and implements corrective action.

Performance Factor Rating:

				X	
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

Ms. Curts has demonstrated these qualities as a City Manager.

Improvement Suggestions:

None at this time.

II. EXECUTION OF POLICY:

Understands and adheres to ordinances, resolutions, policies, and procedures governing the City, as well as applicable Federal and State laws and directives. Implements City policy fairly and consistently in alignment with Council decisions, initiatives, and legal requirements. Presents matters in a clear, factual, and analytical manner. Effectively communicates Council policy decisions to staff, partner organizations, and the community.

Performance Factor Rating:

				X	
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

I appreciate that Ms. Curts prioritizes policy execution. She is meticulous in adhering to federal and state laws, oftentimes she is looking ahead and informing the council of upcoming changes. My assessment is that Ms. Curts communicates to relevant personnel as stated above, on council policy decisions and fairly implements them.

Improvement Suggestions:

I would suggest that Ms. Curts continue to uphold those characteristics.

III. FINANCIAL MANAGEMENT:

Properly oversees and manages the budget, demonstrating ingenuity and creativity in addressing budgetary matters, including long-range financial planning, ongoing monitoring, and organizational adaptation. Integrates evolving technologies to enhance service delivery and actively works to maintain cost-competitive government and utility services.

Performance Factor Rating:

				X	
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

Ms. Curts exhibits financial literacy and is qualified to manage and oversee city finances. I believe the city has an advantage, considering that our city manager holds a master’s degree in business administration and is also a Certified public accountant.

Improvement Suggestions:

None at this time

IV. RELATIONS WITH THE COUNCIL:

Makes a consistent effort to remain accessible to Council members and addresses issues they raise in a timely and consistent manner. Maintains honest, transparent, and professional relationships with each Council member. Approaches new ideas, concerns, and complaints from Council members with a positive, solution-focused attitude.

Performance Factor Rating:

				X	
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

Ms. Curts has always been easy to reach and to communicate with. On occasion if she cannot answer the phone right away, she responds within an hour and avails herself to questions or requests I may have. She is flexible with meetings and considers my personal schedule when contacting me.

I can only speak for my own relationship with Ms. Curts, as I'm not privy to the other council members relationship details with her, due to sunshine laws. Ms. Curts and I do not discuss her relations with other councilmembers.

Improvement Suggestions:

None at this time.

V. COMMUNITY RELATIONS AND ENGAGEMENT:

Makes a consistent effort to understand the issues, concerns, and values of the community. Engages with residents to listen, discuss concerns, and gain insight into their interests. Utilizes public engagement and community interactions to inform, educate, and advocate for City initiatives and services. Represents the City in a professional, positive manner. Works proactively and maintains a nonpartisan, professional approach with the media and press. Effectively and appropriately leverages social media. Fosters collaboration and builds strong partnerships with neighboring jurisdictions, partner agencies, and community organizations.

Performance Factor Rating:

				X	
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

Ms. Curts makes an intentional effort to attend most, if not all, city and community events. These events range from formal ribbon cuttings to community clean up days at Crystal Memorial Garden's , a small local cemetery. In my assessment of Audra, she makes an effort to address residential concerns and is receptive to suggestions.

From what I've witnessed, Ms. Curts engages with city, organizational and county leaders regularly to foster camaraderie.

Improvement Suggestions:

None at this time.

VI. COMMUNICATIONS:

Ensures Council members receive important information promptly and effectively. Provides regular updates to keep the Council informed on current and critical issues. Delivers clear, accurate reports and correspondence to the Council and community. Responds to correspondence, requests, and complaints in a timely and appropriate manner. Promotes open, two-way communication and fosters mutual honesty and respect among the Council, staff, and the community.

Performance Factor Rating:

		X			
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

I receive prompt information on issues from Ms. Curts, however, there was a glitch in communication about a matter in which Ms. Curts was given incorrect information by another organization and sent to me.

Furthermore, the city manager is respectful and aims to communicate effectively.

Improvement Suggestions:

In the future I would appreciate more advocacy to prevent accidental but significant mistakes as we discussed in a concern I brought forward to Ms. Curts. Although the nature of this scenario was with good intention, I do not feel the error was advocated enough by the city manager to the organization that made the glitch in communication, therefore I had to.

I have faith moving forward that this will not occur again.

VII. LEADERSHIP:

Provides the Council and the organization with practical solutions and creative alternatives to issues and challenges, reflecting the community's values. Anticipates and responds proactively to emerging concerns. Ensures Council decisions are well-considered, objective, consistent with past practices, and both legal and ethical. Applies sound administrative practices and leads positively through collaboration, mentoring, coaching, and motivational strategies. Serves as a positive ambassador for the City.

Performance Factor Rating:

				X	
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

Ms. Curts encompasses all the above leadership characteristics.

Improvement Suggestions:

None at this time.

VIII. PROFESSIONALISM:

Engages effectively and appropriately with the public and other organizations. Demonstrates dedication by devoting the necessary time and energy to the role. Upholds high ethical standards and integrity, ensuring that politics and personal perspectives do not influence decision-making. Remains active in professional organizations and stays informed on current issues.

Performance Factor Rating:

				X	
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

I am grateful to work with a City manager that upholds ethical practices and integrity to a high standard. I believe one of Ms. Curt’s strengths as a city manger is that she is not driven by politics or personal gain. It’s refreshing to know that the city manager does not prioritize her personal relationship with others to influence her decision-making in regard to city matters.

Improvement Suggestions:

None at this time.

IX. VISION, INITIATIVE, PLAN EXECUTION:

Demonstrates leadership that inspires both the organization and the community to embrace problem-solving and solution-oriented action. Actively envisions a future beyond the status quo, developing and presenting new ideas and initiatives for consideration. Adapts to emerging technologies and evolving social media platforms to enhance communication and service delivery. Utilizes the City Council Budget Workshops to identify strategic priorities for the annual budget and work plan, taking ownership of outcomes. Provides professional recommendations and effectively implements the Council's vision to position the City of Crystal River for success.

Performance Factor Rating:

				X	
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

Ms. Curts demonstrates the above statement exceedingly.

Improvement Suggestions:

None at this time.

NARRATIVE EVALUATION

What would you identify as the City Manager's strengths expressed in terms of the principal results achieved during the rating period?

The city manager handled a tremendous task with orchestrating hurricane efforts through the city during Helene and Milton storms. She acted fast and efficient and took leadership during this time, just days after she was officially made city manager.

What performance areas would you identify as most critical for improvement?

Being an active listener with city staff concerns, maintaining staff morale and seeking opportunities to build greater rapport with staff. Not saying that she doesn't already do this, I just feel this should be a continuous priority for any city manager.

What suggestions or assistance can you offer the City Manager?

My suggestions for Ms. Curts are to continue striving for the City's success, maintain a healthy work-life balance, be an active listener, and explore new ways to celebrate staff and foster a cohesive environment. I believe that Ms. Curts has overall done a phenomenal job and will only perform better for the years to come. I am happy to work alongside her, while making the City of Crystal River a great place for our residents and community.

What other comments do you have for the City Manager (for example, about priorities, expectations, or specific objectives for the next year)?

None at this time.

Printed Name	Gabrielle Satchell
Signature	
Date	10/19/2025