



# 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:**

<b>1</b> Does Not Meet Expectations	<b>2</b>	<b>3</b> Meets Expectations	<b>4</b> <b>X</b>	<b>5</b> Exceeds Expectations	Unable to Rate

#### **General Comments:**

In a years time, the City Manager and staff has brought the City through some rough and joyous events. The CM carried out most of what the City Council has given in concise directions. The CM is always thinking about what is best for the City.

#### **Improvement Suggestions:**

Sometimes ideas presented need to be vetted for balance the Citizens VS tourism.

## 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:

<b>1</b> Does Not Meet Expectations	<b>2</b>	<b>3</b> Meets Expectations	<b>4</b> X	<b>5</b>	Unable to Rate

### General Comments:

The CM has kept the City in good standing with all agencies and continues to solve issues from previous Administrators.

### Improvement Suggestions:

Continue representing to City and be receptive to different opinions. Council need a Quarterly Workshop/town hall meeting to listen to the public.

**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:**

<b>1</b> Does Not Meet Expectations	<b>2</b>	<b>3</b> Meets Expectations	<b>4</b>	<b>5</b> X	Unable to Rate

**General Comments:**

The CM's previous experience has greatly improved the Budget process. The costs of various services needs to be fully transparent for the Citizens.

**Improvement Suggestions:**

**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:**

<b>1</b> Does Not Meet Expectations	<b>2</b>	<b>3</b> Meets Expectations	<b>4</b>	<b>5</b> <b>X</b>	Unable to Rate

**General Comments:**

The CM has handled all of my constituents issues conveyed to me. The CM receives many differing view points, and brings forth motions/information for the Council to act upon.

**Improvement Suggestions:**

The CM runs the City . Staff involvement, ideas, and opinions should be received in context to what’s best for the City. A thick skin and listening trumps slander.

## 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:

<b>1</b> Does Not Meet Expectations	<b>2</b>	<b>3</b> Meets Expectations	<b>4</b> X	<b>5</b> Exceeds Expectations	Unable to Rate

### General Comments:

The CM represents the City very well. Engagements/events keeps the CM busy even after regular hours, all for the City.

### Improvement Suggestions:

Always seek opinions and LISTEN.

## 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:

<b>1</b> Does Not Meet Expectations	<b>2</b>	<b>3</b> Meets Expectations	<b>4</b> X	<b>5</b> Exceeds Expectations	Unable to Rate

### General Comments:

The CM has always notified me of issues affecting the City. I can in turn notify the CM of issues of concern.

### Improvement Suggestions:

Ask questions and listen. Sometimes no response is needed.

## 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:

<b>1</b> Does Not Meet Expectations	<b>2</b>	<b>3</b> Meets Expectations	<b>4</b>	<b>5</b> <b>X</b>	Unable to Rate

### General Comments:

The CM excels at this.

### Improvement Suggestions:

If some ideas or alternatives are not accepted, forget and move on.



**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:**

<b>1</b> Does Not Meet Expectations	<b>2</b>	<b>3</b> Meets Expectations	<b>4</b> <b>X</b>	<b>5</b> Exceeds Expectations	Unable to Rate

**General Comments:**

The CM maintains professional standards and helps foster that on to the staff.

**Improvement Suggestions:**

Continue on for the Citizens of CR.

**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:**

<b>1</b> Does Not Meet Expectations	<b>2</b>	<b>3</b> Meets Expectations	<b>4</b>	<b>5</b> X	Unable to Rate

**General Comments:**

The CM provides the Council with sound advise and visions for the City.

**Improvement Suggestions:**

If not all suggestions, visions, or ideas are accepted, smile and move on.

## **NARRATIVE EVALUATION**

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

From past administrations, storms, on going projects, and some anguish, the CM has kept the City moving forward. Keep everyone involved and important.

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

Ask for opinions, good or bad, listen.....

What suggestions or assistance can you offer the City Manager?

I'm just a conduit of likeminded citizens.

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

For me, stormwater, Citrus Ave. to Turkey Oak improvements, rethink density of master plan....

Printed Name	Robert Holmes
Signature	
Date	10-09-25