



CITY ADMINISTRATOR RECRUITMENT Online Survey Results

The City of Madera posted an online survey from May 1-30, 2018 to gather feedback from the community regarding the recruitment for the City's next City Administrator. The survey asked the following questions:

1. What are the most important issues/priorities facing the City of Madera that the new City Administrator should help address?
2. What skills, experiences and leadership attributes are the most critical to a new City Administrator's success in Madera?
3. How would you like the City Administrator to interact with the community?
4. Where do you see the City of Madera in 10 years?
5. Is there anything else you would like the City Council to consider when selecting a new City Administrator?

Responses provided by the participants are captured on the next pages. The City wants to thank everyone who took the time to participate.

What are the most important issues/priorities facing the City of Madera that the new City Administrator should help address?

- Taking care of the moneys the previous City Administrator took from the City of Madera.
- Downtown, budget issues, retail
- Planning Department doesn't provide any help to investors and making it hard to get a business permit or plan approved
- Pay scale for high level staff not equitable to same size, low income communities.
- Lack of businesses and social activity
- The public schools need to perform better to best nurture the potential of the younger generation.
- A decaying downtown area that is in need of building repair and better businesses that attract people. Right now it looks like a bad section of a border town.
- Road conditions, pave roads not just patch them up
- Fixing roads, cleaning up downtown, getting new business to Madera
- economy, bringing good jobs to Madera. There is a reputation out there that the City is terrible to deal with for businesses/permitting. That can really limit the growth opportunities for our city. New City Admin needs to be able to address that and help cut through the red tape.
- Planning and preparing for the future and future infrastructure issues. Having a tough skin in dealing with the public who don't understand how government work.
- Crime and student education
- Overspending
- Homeless, illegals, drugs, downtown.
- Creating a business friendly environment
- City advancement, community building
- Immigration enforcement!
- Homeless people/ gangs/ City's Appearance/ Hospital standards
- Crime, downtown looks run down, the community hospital has a poor reputation among people who live here, improve the unemployment rate, trolley service on the main streets to improve shopping in the area
- The city doesnt have enough green space with lights in the winter or fall months for the kids to play. At millview, MYSL the youth soccer league holds a monopoly over the space from August thru December. The city charges anyone that wants to rent fields with lights \$75 for two hours when we have other cities providing lights for free for the public.
- Create a thriving arts scene inclusive to all
- Fixing the awful non-customer friendly culture that is deep seeded within the city organization.
- Use of tax money
- water, safety, streets, recreation
- Homelessness and crime
- Homeless
- Gang presence/violence, prostitution, bad roads, panhandlers, residential areas without sidewalks, transients, health code violating restaurants that haven't been shut down.
- Lack of shopping restaurants things to do
- The development of new job opportunities for the residents of Madera that pay a liveable wage. The growth of downtown Madera as a tourist destination. The improvement of the city parks to be more inviting to the community. The expansion of small business.
- Oversight of salaries that are out of proportion with a city the size of Madera!
- Homeless
- Homelessness and overall lack of community involvement.
- drug penalties

- Economic growth
- Crime, vagrants, water police , illegals
- Budget discipline, aging infrastructure.
- Crosswalks on busy streets. Pedestrians have been hit multiple times at the one on Howard Road in front of MUSD and yet they put crossing signal in front on the T & C Park but not anywhere else.
- The PERS crisis.
- Homelessness, our DUI problem, Downtown revitalization, bringing new business.
- utility bills i.e. water
- Homeless, crime, downtown and infrastructure improvements
- Affordable housing, employment with living wages and political mismanagement.
- Law enforcement, school safety, occupational support for middle-class families, more opportunities for youth to engage/invest in their communities.
- Lack of business growth. ie Costco, Target. Residents are traveling to Fresno to shop.
- Cleanliness, Attracting New Businesses
- Road conditions, bringing new business to town to generate more income for the city
- City streets and cleanliness
- Downtown Madera. Downtown areas are a direct reflection of their City, drive thru ours and judge for yourself.
- Downtown need to be revitalized! The budget needs to make its way to the black!
- Seek new revenue streams for the City via an aggressive development plan including tax sharing agreements, annexations, and reducing urban blight/ revitalizing neglected areas. Use of sound fiscal decision making regarding the City's budget, employees, infrastructure, etc.
- The roads are terrible, especially down Yosemite. Homelessness and drugs, additional Fire protection
- Favoritism from the police force when it comes to arresting criminals and enforcing the law as well as enforcing the law on themselves when they break it.
- Crime, poverty
- Crime
- Decrease the water price on homw owners.
- More focus on helping the stray and loose animals that are always roaming around town.
- Shopping and jobs
- There is no business or restaurants in Madera which means no tax base all our people from Madera go to Fresno
- HOUSING units for homeless people without restrictions or minimal barriers. There are a lot of homeless people and it's not as easy as hiring them when they have a bad background, evictions, etc. Shelter for the homeless like an emergency shelter
- Getting new business to come to madera
- Social welfare/homelessness/rehabilitation programs
- Homeless , run down downtown and no big name stores
- Rehabilitation of downtown area. Bringing larger variety of shopping and restaurants to this area.
- Make sure that the city employees don't get paid a ridiculous amount of money
- excessively high salaries for city employees
- Street safety
- New large businesses
- Dui
- Gang violence
- The amount of DUIs in this town and traffic violations.

- Building city for the future 30 plus years not just next 5-10 years. Realistically goals!
- Balanced budget with contributions to reserves
- Fix problems and SPEND TAX DOLLARS better
- budget deficit
- salaries, honesty, transparency
- Continue progress on Madera Performing Arts Center and city scape. Working with San Joaquin River Parkway, continue efforts to improve and add river access on Madera side. These two items would improve the quality of life for people of all ages in Madera.
- homelessness
- Homeless
- Not being corrupted
- Water, road repair, homelessness
- Homeless and filth
- Homelessness, affordable housing, business growth.
- Add at least six officers to the MPD for the purpose of traffic enforcement.
- Synergy, clear direction
- Increase developers fees, management pay review, work to reduce water payments
- Increase in homelessness, drug use. These impede economic growth.
- Infrastructure
- Parks and recreation projects. Beautification of the city. Education programs and more support from the city to keep the youth off the streets by providing affordable or free extracurricular activities.
- Employees pay
- CalPERS situation. Infrastructure maintenance and development. Development fees
- The budget crisis and finance director

What skills, experiences and leadership attributes are the most critical to a new City Administrator's success in Madera?

- Being a fair, just, and impartial in every decision & action they do .
- Experience with city budgets, familiarity with city, ability to be transparent, ability to make tough decisions, listen to stakeholders
- A person who likes Diversity and been in a business development area
- Well organized Knowledgeable of the area and the demographics of the community Past experience as a City Administrator
- Communication and corporation with the community
- The new administrator needs to be honest, hard-working, and be able to communicate effectively. He/she needs to be from Madera to address our weaknesses and highlight our good qualities.
- Intelligence, vision, and an ability to lead the masses
- Communication and effectiveness in completing the tasks given in a timely and efficient manner.
- Bilingual, not out for political gain, local
- should be a collaborative leader, have experience with a city with similar economic issues
- Administrative skills, understanding of government monies, how they can be spent. A good listener but a decision maker on what's best. Someone who can/will stand up to bullies.
- Setting up a mission statement and sticking to it. Having core values that will help guide the administration. Be personal, take pride in serving the city. We want leaders that will set the example and not just take the talk. Prevent crime, improve the education system, rebuild the city, and don't over spend.
- Whatever

- Imagination, financial experience, organization
- Prior business experience, or city administration experience
- Well spoken, articulate, background in city development, willingness to listen to majority and minority community members. Most importantly willing to go against the good old boy culture that is Madera.
- Sweeping up the illegals and sending them back.
- Customer Service/ education/ Family centered/
- Down to earth, understand the needs of the community farmers, water issues, poor run areas get overlooked, crime issues
- Needs to have good planning skills, be willing to get involved, willing to question current process and think outside the box. Be willing to listen and follow thru. surround himself with smart people.
- Loyal, honest and fair individuals, non-liberal, preferably college educated, diversity and hopefully not all Madera life long residents.
- The next Administrator needs to be friendly, collaborative, and know how to work well with others both internally and externally.
- True experience at a similar CA city controlling costs and addressing city services
- fairness, compassion, open to new ways of solving old issues
- Be intelligent and not play into the politics of Madera
- 1 Stop where they may obtain services needed and away from river and residential areas. Need to be drug-free and sign consent for rules decided by administration. Give incentives to them once they reach a goal.
- Good speaking skills, probably bilingual, first responder experience, no politicians.
- Someone who has experience in transforming a community. A proven leader that has knowledge on how to improve a community.
- Previous experience in a role similar to this one with 10+ years of experience. A college degree with an emphasis on city management. A proven track record of city development. Volunteer work.
- A proven track record in Business Administration. We don't need another career politician.
- Honesty, ability to communicate, diverse,
- The individual needs to live in the city limits of madera. Also, they need to have experience with the ongoing issues that this city faces.
- business related with basic knowledge in criminal justice
- Real world business experience- not just academia. The city admin should have experience is working in impoverished settings.
- Policy and protocol follow through, no nepotism or family relations, process management and budgeting
- Proven track record of success
- I don't know what skills, experience or leadership attributes the candidates should have.....How about a community member that actually cares about Madera. One that does play into the politics game and has the ability to listen to diverse groups of citizens and follow through with the needs of the community.
- CPA and budgeting skills for large corporations along with some public service
- Some kind of planning background, urban growth, and interpersonal skills.
- passion for the City and people of Madera
- diplomacy, forward-thinking, past experience with a good reputation in a city manager position. Accessible and available to the public.
- Honesty, integrity, strong leadership, bilingual-Spanish, 10+ years in city management, experience with crisis management such as an active shooter situation or others and be politically savvy.

- Experience in budget management, knowledge of local laws and policies, volunteer work in the local community, can enforce laws and policies with tact, attends church service regularly, Spanish as a second language.
- Approachable personality. Good communication skills. A person that is able to make decisions on his/her own. Leader not a follower.
- Honesty, Integrity, Listening, Open to New Ideas
- Being transparent, Resilience, Emotional Intelligence, Empathy, Open-minded, Diplomacy, Trust, Integrity, Listening, Ownership / Accountability
- Honest and good business sense. Placing city needs before anything else.
- Young (as in not ready to retire), holds people accountable, hardworking, community involvement, educated, progressive thinking, motivated, charismatic, have a plan, not afraid of builders and local business leaders, and from Madera.
- A proven track record of success, and hopefully experience with revitalizing a down town and a proven financially sound advisor
- Transparency, willingness to work with the diverse community, support of City employees.
- Leadership training, high morals and ethical, financially responsible
- One not from Madera who has not been in office and someone who is not white or shady dishonest and Who runs the town like the military would with honor and respect and furthermore one who is not afraid of getting his feelings hurt to do what is right for the people.
- Humble, leadership
- Honesty and dignity
- Understand the needs and culture of the Latino population. Be a local resident of Madera who cares about the City is proud of the City. Have experience in City Administration and finances. Management skills that demonstrates leadership who can unite the community and City staff.
- Having more focus on what the public actually want and not thinking they know what is automatically best.
- Values, delegation, development
- Need to be able to market the city of Madera so that we're not just a bedroom community. Needs experience in having a visual idea of the city
- Really know and understand different populations. The new person needs to be humble and understand. Do not have biases or stereotypes against the less fortunate like the homeless
- Having experience in running a city before!
- Experience in Social Work, Education and Communication skills
- Resident of Madera not Madera Ranchos, foothills etc. Preferably somebody born and raised, That takes pride in Madera and see in a grow. Despite the Mumbai jumbo that the Population would not support growth.
- Background in downtown revitalization, budgeting, addition of recreational areas, ability to work well with a variety of people.
- Honesty
- Experience on the job.
- Economics, Human Resources and planning
- Experience with business development and job growth.
- Friendly
- Communication with the community
- Previous experience that can be related to this position. Must possess a strong leadership ability. gang violence
- Listening, caring, selfless, cares for others despite difference of opinion. Willing to do what's best for the overall city not to just be elected or hired. Title has a lot of responsibility and should respect that.

- empathy and ability to communicate well with Council, staff, and the community. Strong/positive work ethic and sense of public service
- Honesty, ability to cut costs and put Madera first. Live in Madera
- honesty integrity accountability of all City employees
- fairness, honesty, integrity, ability to motivate, attention to detail, putting consultant recommendations into action, not falling into the "good ol' boys club" mentality, the utmost experience with fiduciary responsibility.
- Strong communication skills. Outgoing, friendly, reliable. A passion for our city.
- proven abilities to handle many projects at once without neglecting any, staying under budget, funding all departments according to need
- Ability to work with others, work ethic, length of job experience, overall qualifications
- Accountability
- Team player, preferably from the region, understands the diversity in Madera.
- Should have prior knowledge of what it takes to hold position. Be a leader, with an open mind, and the ability to share the vision of where the City is headed. Willing to relocate to our City if not from here.
- Team building, leadership skillsets, and management skills. Must know how to bring people together.
- Be your own person. Do what is right for the City of Madera, not just for one particular geographic area.
- Communicator, leader, fiscal knowledge, not afraid to deal with stagnancy
- Having actually run a city or county not a department.
- We need someone with wisdom, who has been in Madera more than 10 years and knows how things work.
- Analytics, Finance, Human Resource
- The City Administrator must be someone with strong ethical attributes, honest, and with love for the city. Him or her should be willing to fight for the town's best interest and be able to relocate the city's tax money approximately.
- Experience and the education in business management
- A fair but firm team leader. Willing to cut loose an ineffective department head, no matter how long that person has worked here. The City Administrator should have experience with success in revitalizing, economic centers of the city and, neighborhood revitalization and beautification.
- Diversity among class and color knowing that the lower class gets the jobs done including within the city structure

How would you like the City Administrator to interact with the community?

- Meet with the Mayor, and other key local government officials monthly to work out all plans for the City of Madera.
- Be a resident, listen to stakeholders concerns
- Attend professional conferences, invite city investors and address issues they face and offer help plans to expand the city investments.
- Public forums for input on community needs
- Hosting recurrent social gatherings is fundamental to establishing a good rapport and consistent interactions with the community.
- Be a part of the community. Attend and participate in events. Volunteer and be active - don't do the political handshake and a smile...be genuine
- To have meetings monthly and to advise and communicate the situations at hand
- Community outreach, town hall meetings

- Should be someone who is willing to live in Madera, so they should be involved in the general living/experience of our community. Potentially could hold periodic town hall/open houses to allow the community access to bring up issues of concern.
- I believe that city administrator should not be involved in the community. So it doesn't seem that they could 'bought' and be part of a 'good ole boys' club.
- Through social media and by holding events where the community can meet and speak with them.
- Website
- Be transparent
- Consistent communication with the community to ensure all concerns are addressed
- Greatly. The new city administrator needs to have dialogue with all members of the community. Not just the farmers and old luminaries of the city but everyone. The administrator needs to listen to young and old, men and women, regardless of race or creed. We need a leader that understands that Madera must finally take its step forward. We must bring change to this city and stop letting those that ran it 30, 40, 50 years ago still feel they can control it. Times and ideas have changed and we need a city administrator that will go towards the future, not be stuck in the past.
- Actually interact with the people and not sit in your million dollar home.
- For making better changes so the people of Madera are proud to live in this town!
- Local meet & greet, attend community events
- he needs to be out in the community. you can only get so much from behind a desk.
- Kindly. But I don't think it's necessary to be so involved.. His job is to run the city not make people like him. Leave that for council members.
- They should actually participate in community events and be a friendly approachable person... unlike the last Administrator.
- Social media or newspaper
- Spanish speaking, English speaking. Open door sessions
- Positively with community members and be accessible
- Offer services and obtain volunteers/retirees. Clothing for interviews can be donated and washed for next candidate. Once employed then clothing can be given.
- Social media updates and announcements, an article in the city of Madera newsletter that comes in the water/trash bill every month letting the citizens know how our water supply is doing and what steps the city is taking to keep us from severe drought.
- I think he should interact through social media .. and also be open and available to meet in person
- Be visible.
- I don't feel this is a necessity. He/She should just do the job, and let results speak for him/her!!!
- On all levels including social media.
- I would like them to communicate with business owners to best understand how to help the community.
- once a month
- Social media is increasingly popular and easy. I also love the mayor's Starbucks meetings.
- Truthfully and sparing no feelings forget touchy feely direct and honest
- Be involved in local activities to have a pulse what is going on but not to a point of exhaustion.
- Mailings, Nextdoor or other internet forum and Public Meetings. Not everyone will show up to Public Meetings because they have no knowledge of when, where or what the topics are. Not everyone has access to internet forums. Anyone that is a citizen of Madera has an address. So maybe send out monthly or quarterly news letter with the City Water bills that has information from City Administrator. I have lived in the city of Madera for over 30 years and have no idea when the City Counsel meet.

- He or she should live in Madera
- Transparently.
- Needs to be approachable, face to face availability, social media presence
- Attend community and city-sponsored events. This person should also be a resident of the community.
- Openly, honestly, bluntly and regularly.
- Transparent, regularly accessible through old and new technology, periodical updates via social media/mail, initiate dialogue with those who may not feel empowered.
- Lives in the City of Madera. Belongs to local organizations. A genuine person who really cares what really goes on in the City and just wants to make the city better.
- Town Hall style meetings, online surveys
- How about a link that will take you to a page where you can rate services you have received from individuals or departments in the City. There is a place to type in comments as well. You want to hear from your residents, and actually using the data you receive. Let's work together to make Madera a beautiful place to live, work, and play.
- Bye having transparent and open agendas with the people of the city of madera.
- Be more energitic, engaged and listen.
- To be very transparent and be VERY active in the community. Not just sit behind a desk and never see or hear anything from!
- That is not a priority, however, being approachable and maybe communicating milestones of the projects the City is completing would be beneficial for the public.
- Visit local businesses, drive roads and experience different viewpoints of citizens. Visit local schools and fire stations.
- Brutally honest someone who speaks the truth does what they're told shows initiative and furthermore doesn't say they're going to do something and never do it. Furthermore someone who does without being told and shows initiative by doing for the people as to the pocket or their friend on the police force.
- More meetings and city events.
- Daily with nothing but the facts
- Make the City hall welcome to all people and allow some time to participate on community events. Listen to needs of the people.
- Join in with the police department and do scheduled meet and greets and socialize with the actual community.
- Town newsletter
- Our last city administrator never interacted well with the city or it's employees. Most important thing would be to put people around the city that wanna be in Madera. That live in Madera etc so the new administrator needs to be seen around town as a regular person
- Host events, go to ceremonies, be open to talk to the vulnerable populations. Be genuine of meeting people. Speaker of ceremonies. Make himself available. Have nice personality just like our current mayor, Andy that feels like he is our friend and connects to the community.
- Out meeting with the citizens
- Creating and community involvement programs for long-term welfare betterment of the city
- Go out into the community go into schools, grocery stores , parks, and walk the city. Not just once but several times throughout the days especially on the east side of town
- Inform the community through meetings, flyers, and social media.
- He needs to inform us what he is doing and be more transparent
- Be accessable
- Monthly inserts in water bill
- N/A
- Being involed

- Do more events with the community
- Keep us posted on ongoing progress in our city, whether that be through a post in the newspaper or Facebook. The people like staying informed on what is going on in our city, the good or the bad.
- Easy to reach, easy to approach and be easy to come talk to rich or poor. Social media active daily but not too much to blow up feeds. Just enough to update Monday to Friday.
- Be responsive to direct communication, delegate to departments for technical and specific issues, be available and visible to the community
- In an open and friendly manner.
- Quarterly town hall meetings is a great way to keep the community informed.
- With honesty and integrity either through print or social media.
- Interact in a manner that is inclusive of all citizens.
- monthly or bi-monthly reports via social media, be out and about at various community activities
- Be hands on
- Truthfully especially in all its money related dealings.
- Conduct town hall meetings, get involved in community projects, be visible.
- They should be present for public and community outreach to answer questions and get to know citizens.
- In person, social media, and video streams.
- The Administrator, along with the Department Heads should make themselves available to the public on a regular basis. The Administrator and Department heads should be required to reside in Madera County.
- Department meetings, functions/fundraisers other than council mtg,
- Social media updates seems to be more acceptable.
- Social media. It's instant, accurate and gets to a lot of people quickly.
- Power of social media. Use it!
- City Administrator should be involved in the city's events in order to experience and see what's needed and what's a priority or th best for the community.
- To be approachable and listen to the public
- I would hope a City Manager would choose to live in the city where employed and become a part of the community.
- Often

Where do you see the City of Madera in 10 years?

- Having a key place in the politics & welfare for the state of California.
- In a deficit if nothing is done, loss of tax dollars to Fresno and ranches area if no new retail tax base is recruited to city.
- With the current planning department management, no where
- Double in size. Hopefully with well developed community areas which include parks and shopping centers which are well coordinated with the community.
- A city of over 100,000 residents trying to remain a small town.
- Madera is becoming too congested and over-populated. New housing and commercial developments need to occur outward and not within the city to distribute the rising population as much as possible.
- If Madera doesn't invest money in revitalizing it's downtown and attracting new businesses, it will continue to be a pit stop off of 99. People will stop to gas up, use the bathroom, and get back on the road
- Being the best city in the valley
- Hopefully better off than now

- Hopefully thriving. There is significant county growth happening out near 41, I do not want all interest and services to get pointed out there, and leave Madera behind. We need to actively pursue business/retail opportunities here in the City to be able to grow and compete with that.
- Thriving because there was forward thinking decisions made so the city is financially sound. A city that is clean and people are proud to live in the city and care about each other.
- I want Madera to look and run like Placer county city like Roseville or Rocklin.
- Bankrupt
- If we don't do something quickly, it will be a ghost town. Something needs to be done to revitalize the city because everyone will sell their homes and head east to the 41 Corridor where all the new building is going
- The city of Madera can be retail/industrial hub similar to Tracy, CA. We need to spend more time bringing retailers and other businesses to our community
- Hopefully different and grown. Madera have been the same my whole life. We need to stop fighting change and finally embrace it.
- Even more broken down and yellow and blue and pink buildings. Things falling apart. More crime. All because more and more immigrants coming in.
- Still.... no nice stores...more homeless people Need more policemen and cleaning up the town I feel like I should move to a place like Clovis
- higher crime rate, gang violence, & higher unemployment. We need a better hospital, more counseling services, & more stores in the area not a casino.
- Honestly I see the city going backwards... decisions are made in a bubble without taking input from the public. The way to have access to the public and hear what they need is to be out and about at all the events that the community puts together. The city will grow but the available green spaces and facilities available aren't growing accordingly.
- Vibrant, strongly English speaking, lots of cool, artsy shops, to have more 2 than a corporate coffee shops, some great local indie coffee houses and book stores and tech business, maybe a Bitwise-ish tech place and a FresCo location for local cool people like myself :) , a local Maderan poet laureate, and better parks.
- The Council must take the time to find a good Administrator, which includes good pay equivalent to the last Administrator. Don't cut the pay. IF you find a good Administrator, Madera could be completely transformed in 10-years.
- Growing. It will need better roads, sidewalks and water storage
- either dried out with no water because of county developments or thriving beyond believe. We are at a crossroads.
- Continuing to grow and hopefully not a ghost town since all of the new development outside of the City of Madera
- More populated and hopefully more grocery stores. Such as a Costco or Winco where more employment can be offered.
- Overrun with transients, panhandlers, prostitutes, and gang members.
- I hope in 10 years the city will grow .. have a nice community and shopping center .. Madera will be known as a place to be
- Hopefully on a track to invite new business to Madera, tourist destination, and active job developer.
- From Arizona... or any other state.
- Hopefully with a large amount of growth. New businesses big and small.
- I see the overall quality of the city continuing to deteriorate unless drastic measures are taken.
- I believe it'll still be in the city of Madera; cities don't tend to switch their locations all too often
- Left behind Fresno's economic growth.
- Hopefully with a few more restaurant options a target and Costco
- Madera will have 71,000 restaurant dents with many of the same issues we have today.

- Probably exactly where it is now. This city has been run by old farmers that do not want there small farm town to progress into anything else....sad to say.
- Mostly blue collar
- We are currently at a fork in the road. With new development going on in the County, we will either face feast or famine in regards to growth in jobs and bringing in higher income families.
- Thriving with more shopping, restaurants, parks and job opportunities
- Expanded business opportunities and an improved downtown corridor.
- Hopefully, improved by technology and innovation, whether it be in ag or other businesses, grown out of its current limitations and thus, less impoverished.
- I hope that Madera can avoid the recklessness of current state politicians and preserve our conservative values. I see us growing and adapting with the needs of our youth. I see that we will continue to be part of the foundation of the financial power house that California has been for many years by supporting our ag and industrial workers.
- The City has great potential. Things cannot continue the way they are. The city needs strong a financial leader to help clean up the current mess.
- Would love to see new businesses like Target, Costco, Best Buy alongside the local businesses so it is more like Clovis/Fresno
- Hopefully a beautiful city that will make Fresno and the surrounding communities jealous. Lets bring in more business to old down town Madera and grow the communities near the 99 freeway. Lets add in walking trails that are not near the river - so other neighborhoods will have access as well. Make them feel safer.
- I don't know
- Break ground on casino. Take back Yosemite Ave from Caltrans. Revitalize Downtown. Affordable living. Better businesses. Swimming in millions of dollars for investing. Bigger and better Parks. Less homeless. Preserving our history and heritage of this Great City.
- A extremely healthy city with a thriving down town and a huge attraction to business typically in the industrial sector, with very well paying jobs. AND A CASINO!
- I see the City's boundaries reaching to the rail system at Avenue 12 and 99, providing housing, retail, commercial at this location. Open green spaces, providing good reliable water infrastructure and maintaining good local governance.
- If someone doesnt address the ussues, it will be exactly the same or worse.
- The same place it is now because you people are lame people like you and made this good town in Madera go to shit and a handbasket furthermore too many people like a good old boys that need to be put to the criminal law book again hung out to dry for the crimes that are committed by law enforcement and District Attorneys and judges for Madera
- I hope to see a growing city. With a population of 100,000 and local and chain businesses blooming
- Cleaner and safer community
- Developed, clean, safe and good median class jobs
- Praying for more jobs, less homeless, and more focus on helping the community and animals of madera.
- A suburb of fresno
- I see the city of Madera in major issues as the current city is not set up for growth if businesses restaurants etc. Madera ranchos new housing addition, and Fresno etc will continue to take out dollars away. I am thinking of moving as our city has no vision and nothing really here. I could see Madera having less people in 10 years as they have moved to cities with better resources and more to do
- Prospering and clean
- Without change, where it is now!!
- That depends on the community

- In the same place it has been. I have come across so many people saying how hard it is for small business owners to open up Establishments. There's a lot of red tape, it does not help that bay area on many of the commercial spaces. Why hasn't grown just like Clovis has.?
- With a revitalized, themed, downtown area, new shopping, and recreation areas.
- It all depends on what actions we take now
- Hopefully being progressive in supplying useful services at a fair rate to the citizens
- Much larger with denser population
- With business growth that matches the population.
- In a safe neighborhood
- Hopefully, no gang violence. Crime rates at an all time low. Good relationship between the justice system and the community.
- Hopefully keeping gang crimes at a low rate, just trying to expand the area and bring more jobs and opportunities to our town. However we need to address the amount of increase in crime and DUIs.
- The looks of it, keep on building businesses or schools between residential area which is dumb cuz traffic is terrible. Hopefully some good flow of traffic. It's not a tourist down but too many dumb stop signs and when people come from out of town there confused yet we only have 4 exits. Signs and direction isn't good but hopefully it can be.
- Madera is primed to be the Valley's "Opportunity City"! In ten years I see a Madera that has grown and diversified its economic opportunities, has a diverse range of industries, lower costs of living, and larger numbers of families that make it an attractive place to incubate and grow small business. We've tapped into and developed education both as a sector and as the foundation for the human capital (our most important resource).
- Bankrupt and declining further
- I see the City of Madera experiencing moderate growth with new residents and new businesses.
- Hopefully, better than it is today both financially and aesthetically
- I see the completed Performing Arts Center and beautiful city scape.
- More productive in the area of community service, business booming, becoming more like a bigger city with all the shopping available to all of our citizens, we should never have to travel to another city to purchase items that we need for everyday life...but yet I do all my major shopping in Fresno, our city is lacking in that area..
- Expanding with illegal immigration like all of California, and all republicans leaving this shithole called California.
- I would like to see some industrial growth, and maintain a vibrant agricultural market. Help grow the local wine industry.
- Hopefully in a better place with a cleaner community and more people wanting to live her. With more businesses and job opportunities.
- Would like to see the city embrace commerce and controlled growth. Lots of potential to be great especially with our new schools coming.
- I see our city in rapid decline along with our state. I believe the illegal population and the welfare state will ultimately destroy us.
- Growing
- Unfortunately, I see our city run down with nothing new such as industry and retailers. Developers are more interested in the Riverstone and Tesoro Viejo area. We have nothing in our city!
- It depends. We will either be pulled together by wise leadership, or we will be torn apart by a failed leadership.
- All Maderans are finally proud to say they live in Madera. Preserve the western look of the town but give us option on activities.

- If the city's tax money is administered accordingly, Madera could become a safe and respected town.
- Same financially
- We are fortunate to be a city with a better financial picture than most although there are still shortfalls. The new Administrator should be able to build on the successes that have already been achieved and foresee problems coming down the road. A lot of groundwork has been laid for future development. The future of Madera is good if we can keep the ball rolling
- Anywhere but here hopefully

Is there anything else you would like the City Council to consider when selecting a new City Administrator?

- Yes. That they would have more meetings for accountability for every department.
- Have them be someone whom the City Council believes can make Madera great again.
- Investment experience, business management experience, diversity
- Create a pay scale that is not so over the top. Keep it equitable to communities of our size, demographics and economic stature.
- I want to reemphasize the need to improve our public schools. Having all these new structures and buildings are essentially worthless if test scores are poor and drugs continue to infiltrate our schools.
- You don't need to pay a fat salary to a person with a vision and a plan - the right person would work for a nominal salary to have the opportunity to implement their plan and see their vision materialize. Put the fat salary into rebuilding Madera. Don't be like the BOS who have fat wallets and think they are working when they smile and shake hands. Hire someone who is not political and genuinely has the City of Madera as their priority
- Having the person be a veteran of the military. They served our country with honor and now can help the city become the best city in the valley.
- Someone young (30-45) with fresh ideas
- I want the council to look outside themselves and those in the community that TELL them how to think and make decisions that are best for everyone and not those that scream and yell about what they want. I want the council to work TOGETHER and stop and listen to each other and the majority of the citizens that aren't self serving. And care about the whole city and not just those that are the people that are in the council members ears.
- I would like to see the city council select someone who can take Madera from where it is today and improve the quality of life by ten times.
- No
- Someone who has the energy the knowledge and the imagination to rebuild the city with a thriving downtown as it once was.
- The city administrator should be party neutral, or be eager to consider bipartisan efforts to make Madera a better place for everyone.
- Do not make this decision lightly or quickly. Take your time when finding the right candidate. Don't just go into this thinking it has to be someone from Madera only. Or someone from Madera with a good last name or someone that is a good member of so and so's church. That seems to be the way decisions are made in Madera sometimes and it is time for that to change. Do not be afraid of a hire based on race, gender or creed. Truly do what's right and hire the right candidate. We are more than a farming town. We can be better and we can be more. We need to move Madera to the future.
- Pick one that's all for getting these illegals out of here. I was born and raised here. This city has gone straight down since I was born 40 years ago!
- A person who actually cares for this town No I'm not for just the money
- What is their long term goal, what other businesses do they operate, will their business endeavors be an asset or concern, do they understand how serious the drug issues are here?

We have generational poverty, generation child welfare issues, & generation unemployment. The city years ago to picked a casino over a U.C campus in our community which says alot. The percentage of college graduates in the area is very low & limited for those without their own means of transportation.

- Like I said someone that is willing to go and look at what the city needs are not just during the day but also after normal hours. Someone that is willing to do something regarding all the homeless that are camping through out the city.
- No. We selected them to make the right choice. I trust they can.
- Keep the pay up and make it a prerequisite to live in Madera. Don't cut the pay. If you do you will get a mediocre Administrator.
- Be transparent
- Use your hearts and heads to decide what is best for this community we all love. We have all had opportunities to leave but we decided to chose Madera.
- The new City Administrator should be someone that is not influenced by politics. Someone that is in it for the long haul and not just moving on in a year to a bigger, better opportunity. Someone bilingual would be a great asset for the community with demographics such as Madera.
- Some residents are being ticketed for parking on their properties. New to community. Should this information be put on the Newsletter or note the link of the rules. Never had this issue where I came from.
- Not a career politician, preferably law enforcement experience or military experience beyond 4 year enlistment, actually lives in this city and has for 5 or more years, US born.
- Please pick someone with experience who can make our community better.. please no more good ole boys..
- Someone outside Madera.
- Term limits, depending on performance. No preference on age. A youngster with his/her head on "straight" could have fantastic ideas to improve Madera's lot in life!
- Person should be local. Should be from Madera, live in Madera, pay taxes in Madera. Be Madera Proud!
- The individual needs to be pro business in order to increase civic engagement and bring new jobs/businesses to this city.
- no stealing money from the general fund
- Let's get some "new blood" in here. Hopefully someone who is not seen as one of the "good ol' boys". Maybe that will quiet some of the ney sayers that apparently are not please with out local representatives
- A woman
- Make sure he or she walks on water with with wisdom of Solomon.
- This is a huge decision. I wouldn't rush the process. This is not an election or popularity contest. The public has no right to push their personal interests on who they want to be the Administrator.
- reasonable salary consistent with what working citizens of Madera are making.
- Yes. To be forward thinking, and be for the people. Have a positive vision for Madera! Lead in service! Eliminate complacency in yourselves as well as your staff at ALL levels; not just management and admin. Stop with the clicks, nonsense agendas and get to work. You have residents and employees willing to do that, just need strong leaders and their direction. We are tired of being a stepping stone for politicians wanting to be at the state level, instead of improving Madera.
- Should be a valley native who understands the importance of preserving our conservative values.

- When it comes to the decision on selecting the perfect person for the job that this question is considered. Is this person well rounded in all aspects that the community will be proud to have as the New City Administrator?
- Put the City of Madera first - not your paycheck! This city has great potential and with the correct candidate in office, Madera can be one of the best places to live in California!
- Don't hire someone ready to retire. Don't hire someone who is simply using this position as a stepping stone. Hire someone who's children go to school here in Madera. Hire someone who's mindset is to surpass Fresno!
- DONT BE AFRAID TO HIRE SOEMONE YOUNG!
- A solid commitment to improve the lives of the hard working residents of Madera.
- Someone who isn't from the "Good ol' boys" club.
- Truly somebody who hasn't common knowledge of what it takes to be a leader as you being a follower and dictating somebody else's moves and what they've done prior and they need to know yeah maybe if I follow in their footsteps people will listen. Someone with leadership skills who is ex-military like a sergeant who knows his duty to his community who swore an oath and upholds that oath to the degree of the nation
- Someone who actually care for the citizens and has previously demonstrated those skills. Rather than having someone who has the job just for the salary/power.
- Honesty and commitment
- Somebody who values diversity and Make a an effort to hire people from the community. Must live on the City
- Focus more on helping the community rather than lining admin pockets. They are in that position to help better the city not better themselves.
- A local who actually lives in madera
- We need to get someone out and away from the Madera area. Needs to be someone who can come in and review the city from A to Z without the idea that we have always done it this way. Also the city administrator needs to have a contract as the city let the past city administrator stay for almost 30 years that was way too long it stalled the city as nothing was ever changed
- Be a genuine person. Someone we can relate to and feel comfortable with. Someone who isn't flaky but rather open with the community
- His past
- Political party aside, the person has to be trustworthy, Community focused and concerned more with the issues in our city ranther than their paycheck
- Somebody that's not in it so much for the money although I know that people have to live and earn a living. Somebody that's going to be clear as water when it comes to finances or any other city plans.
- Someone who can evaluate current city administration and have a vision to implement changes to move Madera forward in the coming years.
- Make sure that they hire someone that will not allow city employees to make a ridiculous amount of money
- Non politician preferibly a businessman
- N/A
- Having more activirys
- NA
- To consider a candidate who will be able to handle this position, not only as the overseer of every aspect of our towns departments but also someone who really wants to improve Madera as a whole and is realistic. Someone who can respect the public and keep our interests at heart.
- Yeah hire someone who isn't just a buddy but a person who has lived, learned and want to see the city thrive not their own self. They can thrive once the city does.

- The new City Administrator needs a vision (however pie in the sky) for the community and support from the Council and staff to bring it to life.
- Hire someone new with honesty and better skills FOR A REASONABLE SALARY.
- The administrator needs to have an understanding of the inner workings of the organization within itself and how departments assist the public.
- Make sure that every candidate knows up front that the residents of the City of Madera will be watching him/her very closely as to his/her performance. And, that the residents of the City of Madera will be vocal if issues arise that appear to be less than above board.
- Look for a person who has a positive vision for our city, who believes our diversity is an asset.
- Is the person who is hired able to have follow through on anything they start, is there success in their work portfolio.
- Republican
- Be willing to pay for top talent.
- They should either be a resident currently or willing to relocate to live in the town they are wanting to run.
- Be mindful of city goals and the needs of ALL CITIZENS.
- Try to find someone who wants to retire here in our city/county and get someone from the outside to clean up the current financial/wage problems that have been made and continue to be made public. There are some really disgruntled citizens that will soon become vocal.
- Someone new, different or untraditional ideas, can communicate with different groups
- Less pay because this town can't afford these high salaries!
- We need someone who loves Madera. The only way Madera will grow and thrive is if the city leadership truly love the city they serve.
- Pretty clear. Consider what is best for Madera. What will invite families to live here.
- I hope the selection is honest and the most qualified person gets elected. The City is aware of the corruption; this is the City Council's opportunity prove their willingness to work for us Maderians.
- Listen to the public.
- Not really
- Anything but the old boys club