

# 2006 Florida Cities of Excellence Awards Program ▶ Nomination Form

Category (Please check one) See Award Criteria for more information. Please print or type. One nomination per page.

**FLORIDA CITY OF EXCELLENCE AWARD**  
Name of Municipality Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY SPIRIT AWARD**  
Name of Municipality Nominated \_\_\_\_\_  
Nominated Project \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**MAYOR OF THE YEAR**  
Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**COUNCIL MEMBER OF THE YEAR**  
Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY EMPLOYEE OF THE YEAR**  
Name of Individual Nominated \_\_\_\_\_  
Title \_\_\_\_\_ Department \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY MANAGER OF THE YEAR**  
Name of Individual Nominated **MICHAEL T. BOOKER**  
Nominated by **CITY OF DAYTONA BEACH SHORES**  
(Name of City/Town/Village)

**CITY CLERK OF THE YEAR**  
Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY ATTORNEY OF THE YEAR**  
Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY FINANCE OFFICIAL (DIRECTOR OR OFFICER) OF THE YEAR**  
Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY CITIZEN OF THE YEAR**  
Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

# Person Completing Nomination Form

Please print or type.

Name Dr. Jennie M. Celona  
Title Council Member  
Government City of Daytona Beach Shores  
Address 2990 S. Atlantic Avenue, Daytona Beach Shores, FL 32118  
Telephone Number (386) 763-5373 Fax (386) 763-5360  
E-mail Address citycouncil@dbshores.com

## Nomination Certification

This nomination has been voted on and approved by a majority of the city council/commission.

Signed Cheri Schwab  
City Clerk

The judges will use the narrative and supportive information to select the award winners. Nominators/nominees are asked not to contact the judges directly.

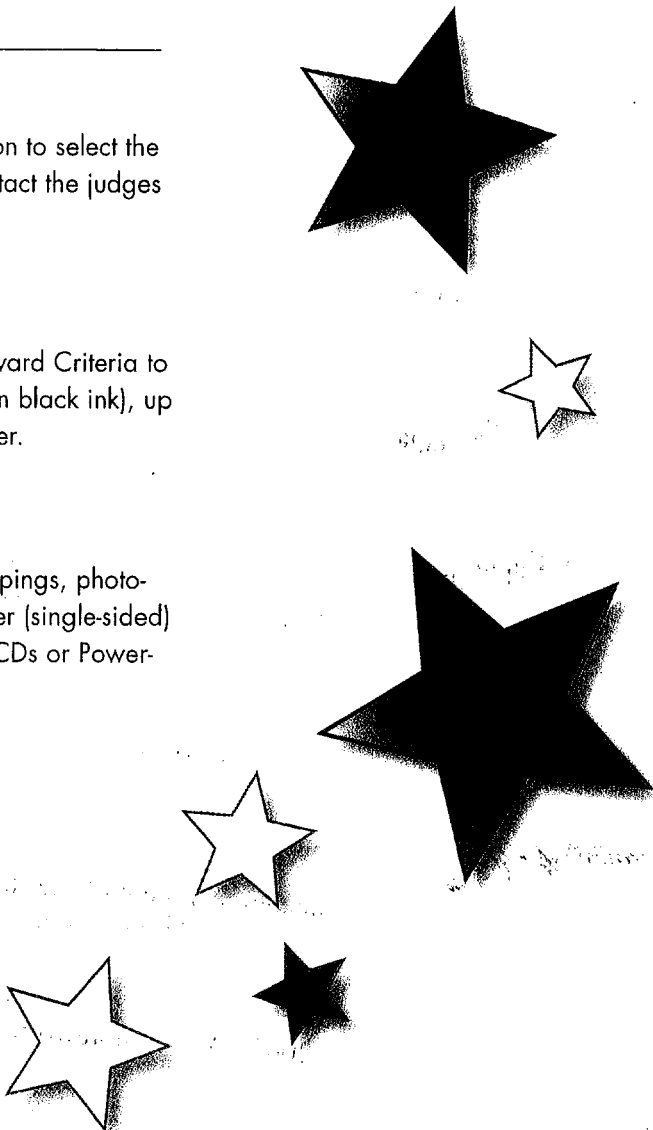
## Narrative

In the narrative, please be clear and concise, using the Award Criteria to support the selection of your nominee. Please type (or print in black ink), up to 1,200 words, double-spaced on white 8-1/2" x 11" paper.

## Supportive Information

Up to 10 pages of supportive information (newspaper clippings, photographs, letters from constituents, etc.), on 8-1/2" x 11" paper (single-sided) may be provided. Please do not include videotapes, DVDs, CDs or Power-Point presentations.

Submit nominations by **August 18, 2006**:  
Florida League of Cities, Inc.  
Attn: Florida Cities of Excellence  
301 S. Bronough Street, Suite 300 (32301)  
P.O. Box 1757  
Tallahassee, FL 32302-1757



During the year 2005, Michael Booker displayed excellence in judgment, initiative, integrity, innovation, professionalism, commitment and citizen relations by guiding the City of Daytona Beach Shores into creating its first-ever Community Redevelopment Area (CRA). Acquiescing to citizen's constant requests for enhancement of the west side of SR A1A, and facing head-on the changing demographics of our City, he spearheaded the process in February by educating and guiding the City Council on the steps to create a CRA. As is his way, he worked assiduously behind the scenes to provide the City Council with the best possible information, thereby allowing them to receive all the glory for excellent decisions. He arranged a presentation from a former CRA director in a neighboring community and, at our February 23 Council meeting, after listening to said presentation, it was easy for the City Council to agree to start the background work necessary for creating a CRA. His excellent judgment and commitment then led to a joint City/County Council Meeting on April 18 when the education process continued for both citizens and Council members. Thanks to his outstanding professionalism and integrity he found an existing contract for a CRA study on which we were able to "piggyback." Once again, it was easy for Council at our June 22 meeting, to decide to initiate the contract immediately. Due to the \$50 million discrepancy between property valuations on opposite sides of the street, it was imperative for the well-being of our embryonic CRA that 2005 be set as the tax base. Mainly because of Mike's excellence in commitment,

innovation and judgment, we were able to actually hold the first CRA Board meeting on December 14, 2005, thus solidifying a healthy CRA.

Although the creation of a CRA would appear to have consumed most of his working hours, there are many more instances in 2005 of Michael Booker's outstanding performance as a City Manager. Let us begin with excellence in judgment and professionalism as per preparation of the City's budget for Fiscal Year 05-06. Faced with skyrocketing construction costs from the aftermath of 2004 hurricanes, Mike found himself in the uncomfortable position of having to renegotiate the cost of the new Public Safety building and borrow additional funding to cover the costs. He succeeded in doing this and still provided us with a budget that reduced the City's tax rate by 6%, without sacrificing services for citizens. This budget also contained a 3% COLA and 2.5% step wage increase for eligible employees. All this, and yet he managed to keep our 2006 tax rate the second lowest in Volusia County and the lowest among full service cities.

His excellence in innovation was highlighted in 2005 by the dedication of a Daytona Beach Shores new City Hall in February and groundbreaking ceremony in November for the new Public Safety building. Having worked diligently in previous years to convince the Council to buy an existing office building and remodel it to provide a much-needed, larger City Hall, we were all popping our buttons with pride when showing it off on February 4. Thanks to his leadership, this pride only increased when our District Representative opted to move her local office from a neighboring community into our new City Hall. The hurdles he had to overcome in order to arrive at the previously mentioned

groundbreaking ceremony might have conquered someone without his phenomenal commitment. First approved by more than 60% of voters in 2003, and in spite of financial difficulties caused by Mother Nature, once again we popped our buttons (or hard hats) with pride when we finally broke ground in 2005 for our new Public Safety Building, nearing completion at this writing.

Let's move on to Mike Booker's excellence in citizen relations. Since the City's resident base consists of representatives from many foreign countries and cultural backgrounds, City-wide events such as the semi-annual barbeques foster cohesiveness and civic pride. As shown in the supporting pages, Mike was "in the trenches" grilling hamburgers and hot dogs for some 500 residents. In addition to community relations, as the staff member responsible for the Culture and Entertainment Board, he also helped Daytona Beach Shores make cultural history in 2005. For the first time in the history of the Florida International Festival, which biannually brings the London Symphony Orchestra (LSO) to Daytona Beach, members of the LSO actually performed a mini-concert in Daytona Beach Shores in July. Under his excellent guidance, the same Board also provided a free concert in the park in August, offering citizens the unique experience of oceanside entertainment. Further examples of his ability to ensure that "Life is Better Here" (as per our City slogan) are to be found in the accomplishment of the stamped concrete project with planter areas and custom-designed trash receptacles that began in March and was completed by the fall of 2005. A final noteworthy example of his excellence in the area of citizen relations was his guidance of the City Council in passing an ordinance that

prohibits certain sex offenders from living near the beach and other places where children gather.

As an active member of the FCCMA he attended their Winter Institute and annual conference in 2005. He maintains membership in ICMA as well as City Manager Certification. A member of the Oceanside Rotary Club of Daytona Beach, he was actively involved in their fund raising efforts by selling corporate tables for their annual "Hall of Fame" banquet.

Of all the areas where we have shown Michael Booker's excellence as City Manager in 2005, his integrity should be at the top of the list. Whether managing delicate staff reassignments, remaining neutral in a mayoral race that pitted an extremely popular incumbent against a former vice-mayor who was term-limited out while he was City Manager, or balancing the five distinct personalities on the current City Council, he maintained the highest level of ethical behavior throughout the year. As a Council member who can discuss agenda items with no one but him prior to Council meetings, this writer can attest to his enlightened guidance towards a decision that is best for the City while always reminding one to "vote your conscience." The harmonious and non-contentious Council meetings that have become commonplace in the "Shores" are due in no small measure to the excellent preparation of agenda items by him, and the staff he oversees, and his individual briefings of Council members on issues. With such an outstanding professional to guide us, it is not surprising that of the 132 motions (minus Consent Agendas and Minutes) passed by the Daytona Beach

Shores Council in 2005, 129 of them passed with a 5-0 or 4-0 vote; 2 passed with a 4-1 vote; and 1 passed with a 3-2 vote.

This narrative has attempted to show why Michael Booker should be named City Manager of the Year. Although written by one Council Member, the record will show that the majority of the City Council will approve this nomination. In fact, we have learned so well from his excellence that even without his guidance and preparation on this matter, it is expected that this nomination will pass with a 5-0 vote.