

# 2007 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 Joseph W. Yarbrough  
Nominated by Councilman George F. Locke  
(Name of City/Town/Village) City of South Daytona

**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)

[OVER]

## Contact Person

The following person will be the main contact if your city's nominee is selected as a finalist.

Please print or type.

Name Debbie Fitz-Gerald

Title Deputy City Clerk

Government City of South Daytona, Florida

Address 1672 South Ridgewood Ave., South Daytona, FL 32119

Telephone Number (386) 322-3010 Fax (386) 322-3008

E-mail Address DFTTZGERALD@southdaytona.org

## Nomination Certification

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

Signed *Debbie Fitz-Gerald*  
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.

Please include a word count: 1171  
Number of words

## 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 10, 2007**:

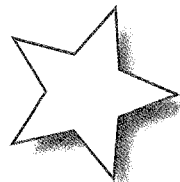
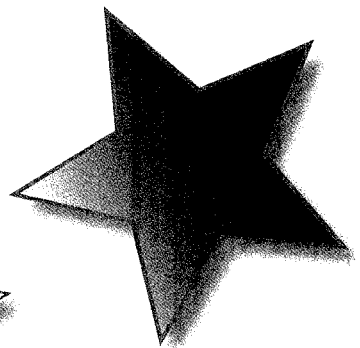
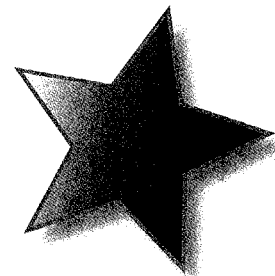
Florida League of Cities, Inc.

Attn: Florida Cities of Excellence

301 S. Bronough Street, Suite 300 (32301)

P.O. Box 1757

Tallahassee, FL 32302-1757





**CITY MANAGER OF THE YEAR AWARD**  
**City of South Daytona's**  
**City Manager Joe Yarbrough**

There could be no more deserving nominee for the Florida League of Cities' Manager of the Year Award. Joe Yarbrough, City Manager of South Daytona is being nominated for the outstanding work he performed in defending a challenge to municipal Home Rule, a cornerstone principle of the Florida League of Cities. He has served his municipality and profession with distinction for decades, recently raising the bar of local leadership by creating an organizational prototype for advocacy in local government.

Joe has demonstrated commitment to his profession throughout his career. He is proud to be an ICMA Credentialed Manager and encourages other managers to reach for the same professionalism. He is past President of the Florida City and County Management Association, he currently Chairs FCCMA's Ethics Committee and has served as President of the Volusia Managers' Association for more than twenty years.

In August of last year, the Volusia County Charter Commission reported back to the County Council with six amendments to change the Volusia County Charter. The County Council then added one of its own for a total of seven proposed amendments, four of which would significantly erode municipal Home Rule. Two of the amendments gave the County Council land-use control of any annexed land, one afforded the County control

of municipal water distribution and one gave the School Board veto power over local comprehensive planning.

When Joe brought these proposed charter amendments to his colleagues at the July 26, 2006 Volusia Managers meeting, the charter referendum was just a little over three months away. He suggested what the proponents of the changes knew: the majority of registered voters lived in the 17 cities of Volusia County; the cities were considered fragmented and parochial in their views; and they had never organized to advocate a collective position on any issue. Some Cities would not be adversely affected by the charter changes, which complicated opposition.

Nevertheless, Joe asked for and received support from his fellow managers to formally communicate to the County Chair that the association was concerned the affected municipalities had not been adequately represented on the Charter Review Commission. Further, he was asked to coordinate the cities' efforts in organizing an educational campaign against the charter amendments.

By early September, an organized campaign was beginning to develop. Fourteen of the 17 cities in Volusia County had passed resolutions opposing the charter changes with a supermajority committing resources to a Political Action Committee. The three cities not formally opposing the changes agreed to hold educational forums explaining the importance of the Home Rule doctrine. For the first time in Volusia County's history, no city broke ranks with the new concerted effort to protect their constituents' best interest.

The County's only daily newspaper had already spent over a year painting an image of cities being poor stewards of land use and water conservation. The County and its Charter Review Commission received extensive newspaper coverage of deliberating and promoting good policy in circumventing city decisions on

zoning and water treatment/distribution. The proponents of the charter changes had done their job. No sooner had Joe held his first organized meeting with all the city managers and Mayors than a Mason-Dixon poll painted a daunting challenge. With 45 days until the November 7, 2006 election, Volusia County voters supported all four of the objectionable charter amendments by a nearly two-to-one margin.

Joe knew that to win an election, your campaign had to be "open to all". While the cities began utilizing their newsletters and airwaves with a single message, speaking groups were organized for radio/TV, civic groups and other PACs. Civic activists, the Realtors and Home Builders' Association and even a citizens' antitax committee (Volusia Tax Reform) came on board. Within weeks, city residents understood the uniqueness of each city and were expressing concern that the County would challenge their individualism and civic pride. Joe's weekly organizational meetings soon began to grow with representatives of numerous groups attending to report how they planned to contribute to the cities' campaign. By Election Day, there were numerous public and private groups, that had never supported the same issue in the past, working together to protect municipal Home Rule.

All but one of the charter amendments was soundly defeated. Only the amendment dealing with school concurrency passed. Joe spent endless hours holding his coalition together. He made hundreds of phone calls and wrote endless e-mails necessary to organize and run a successful campaign in such a short period of time. Joe's efforts led the coalition to a stunning campaign win and the coalition won in a way that will forever change city/county government relationships.

Joe taught the cities of Volusia County the importance of solidarity. They stood shoulder to shoulder and realized that, together, they could do what none could have accomplished individually. They know they can come together and work to address such impending Home Rule challenges as property tax reform and

Hometown Democracy. Perhaps the development of a state of preparedness and confidence in their ability to affect change was among the greatest achievements to grow from this effort.

With the Charter questions now behind them, a new unity and respect for all government entities has evolved in Volusia County. There is an elevated level of cooperation around the negotiating table. The cities, the County and the School District all have a deep respect for each entity's autonomy and look for ways to work together.

And now the alliance that Joe first fashioned is being utilized in other parts of Florida and has quickly demonstrated its effectiveness. Shortly after the Volusia PAC's victory, a similar Political Action Committee was formed in Palm Beach County. The desire is to change the Palm Beach Charter to grant municipalities greater Home Rule authority and 35 cities have come together to bring about that charter change. Using Joe's model, they have crafted language and taken the idea to the people, who have signed petitions in such great numbers that the County Commission itself has adopted the concept and will place the question on the ballot themselves.

The League was formed to give greater voice to Florida's cities. Joe understands the founding principles of the League of Cities. He understands why the League is important as an institution and the very reason for its existence. Joe put those principles into practice in such a nuts and bolts way that no one could miss the virtue of collective advocacy. And no one can mistake his positive effect on cooperative inter-governmental relations throughout the state.

Joe did not organize and work tirelessly in a campaign to protect his own city's interest. South Daytona was one of the few cities that would not be impacted had the County Charter amendments passed. Rather, he understood the ramifications of Home Rule erosion and did what he has done for decades, provided the

leadership necessary to serve his partners in local government. This year, he led us all and all Florida cities are better for it. For this, Joe Yarbrough should be named Manager of the Year.