

Mayor's Message

IMPLEMENTING OUR FIVE-YEAR STRATEGIC PLAN

Friends and Neighbors:

I hope this message finds you and your family doing well and enjoying your Wildwood experience.

Our City continues to bustle with new projects and improvements, one of which is the expansion of our beautification projects to the west of Highway 109 in the Highway 100 median. This will not only be nice scenery; it will also serve to blend areas west of Highway 109 with our Town Center area.

These projects are part of our five-year Strategic Plan, along with many other improvements that we're implementing. This Plan was developed by the City Council and me after extensive analysis and consideration of our priorities, budget limitations, etc.

You can view the Plan at this link:

www.cityofwildwood.com/strategicplan

Some aspects of our advancement go unnoticed but are nonetheless important to the successful operation of our City.

One of those is in the administration area and concerns a proposed Charter amendment that will be presented to you for approval in the April election. This amendment changes the way our key Department Directors (such as Public Works, and Planning and Parks) are selected.



Mayor Jim Bowlin, Ext. 300

Our primary lead at City Hall is the City Administrator. The current requirement is that the City Council (and Mayor, in the event of a tie) must approve of the City Administrator's decision to hire or fire these Department leads. This can not only present conflicts because the City Administrator is most familiar with their job performance and routinely provides them with formal reviews of that performance. It also places elected officials in the position of having to make key hiring and firing decisions, without the benefit of knowledge from a daily examination of their performance, or involvement in the hiring or personnel review process.

The new change will allow the City Administrator to make these hiring and firing decisions in consultation with the City Council. This is more consistent with best business practices.

The new structure, while not as visible as many of our other Strategic Plan items, is just as important because those Department leads have key roles in the implementation of that Plan. Here's a link to the proposed Charter language: www.cityofwildwood.com/proposition1.

Please consider joining me at one of my monthly Coffees on the first Thursday of each month. You can attend in-person at City Hall or participate virtually with this link: www.cityofwildwood.com/coffee.

Please also let me know if you have an idea or concern. You can reach me at jbowlin@cityofwildwood.com, or by phone at (636) 458-0440, ext. 300.

Thanks for your continued support, and for the honor to work for you as your Mayor.

A handwritten signature in black ink, appearing to read 'Jim Bowlin', written in a cursive style.

Jim Bowlin
Mayor