

Sonia Alves-Viveiros, MPA, QPA
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December 25, 2024

ATTN: Doug Thomas, Executive Vice President
Strategic Government Resources

RE: Palm Coast - City Manager Position

Dear Mr. Thomas:

I'm writing to express my interest in the City Manager position for the City of Palm Coast. My experience as a public servant has enabled me to provide both elected officials and residents with the highest level of customer service. I have extensive experience in human resources, labor negotiations, financial management, budget development and implementation. Additionally, my concentration as the executive officer of a municipality has been to examine and reorganize departments so as to effectively and efficiently lessen the burden to taxpayers while providing exceptional services.

My experience in government and current duties are crafted in a collaborative manner and at the direction of the governing body. I have direct communication with all of the governing body members to discuss key items in their respective subcommittees, such as the municipal budget, succession planning and shared services. I believe these three areas are vital to an organization to have a sound budget and to be a prime example of a forward-thinking community. These items, as I am currently experiencing in the pandemic, are telling for the municipality's overall financial health.

A goal of mine is to engage the community with honesty, integrity and dedication. Dealing with diverse communities is something I have deep connections with. Without that group of diverse members, our communities would not be what they are. Keeping that in mind, is how I measure my success as the executive officer in a municipality.

Respectfully,

Sonia Alves-Viveiros



Sonia Alves-Viveiros, MPA

City Manager/Administrator

Personal Information:

908.956.3792
alves.sonia62@gmail.com

EDUCATION:

Seton Hall University

Master of Public
Administration 2010

Seton Hall University

Bachelor of Arts - Political
Science 2008

Rutgers University

Certified Qualified
Government Procurement
Agent (QPA)

SKILLS:

Language(s):

Spanish & Portuguese - Fluent
Reading & Writing

BOARDS/ASSOCIATIONS:

- NJ Municipal Managers Association - Board Treasurer and Executive Member
- International City Managers Association - Member

ACHIEVEMENTS:

- Integration of Two Career Fire Services Departments
- Reorganization and Restructuring Departments
- Project Manage \$120m Infrastructure & Capital Improvement Projects

SUMMARY

More than ten years of local government experience with expertise in management operations, strategic planning, labor relations, organizational restructuring and analysis, financial operations and budgeting, project management, customer service and media relations.

PROFESSIONAL EXPERIENCE

CITY MANAGER/BUSINESS ADMINISTRATOR *(Actual Title)* **2022-Present**

Township of Edison, Edison, NJ / Apr 2022 - Present

The Township of Edison, NJ is located in central NJ with a population of approximately 107,000 residents and is the sixth largest municipality in the state. There are approximately 1,000 employees throughout the municipality. As the Chief Operating Officer, I am responsible for the day-to-day operations of the Township along with planning and creating a budget. I currently manage and oversee all of the Township's services by setting programs and organizational goals and objectives, establishing organizational structure and determining the need for and developing plans for organizational changes; negotiating with ten bargaining unit contracts. Additional duties include the following:

- Recommending and setting policies for the organization; Implementation of performance evaluation reviews
- Develop and implement all procedural guidelines
- Work with elected officials to provide assistance with their constituent needs in their districts
- Oversight responsibility for the following functions: police, roads, stormwater drainage, water and sewer utility, parks, recreation, planning, zoning, finance, general services and personnel.

CITY MANAGER

2020-2022

City of Englewood, Englewood, NJ / Nov 2020 - April 2022

The City of Englewood is located in northern NJ and is considered a suburb of New York City. It is the home to many NYC commuters with a population of 30,000 residents. There are approximately 400 employees in the municipality. I served as the Chief Executive Officer responsible for day-to-day operations and creating municipal budget; Managed and oversaw City services by setting programs and organizational goals and objectives, establishing organizational structure and determining the need for and developing plans for organizational changes; negotiated eight bargaining unit contracts and prepared the municipal budget.

- Created and implemented policies for the organization
- Developed and implemented all procedural guideline

CITY MANAGER**BUSINESS ADMINISTRATOR & ASSISTANT BUSINESS ADMINISTRATOR** (*Actual Title*)**2016-2020**

Township of Maplewood, Maplewood, NJ / Jun 2018 - Nov 2020 /Asst BA Sep 2016 - May 2018

The Township of Maplewood is located in the northwestern part of NJ with a population size of approximately 27,000 residents. It is considered a suburb of NYC with a direct train line to NYC Penn Station. There are approximately 300 employees in the Township. I served as the Chief Executive Officer responsible for implementing Township policies along with planning and creating a budget; managed and oversaw all of the Township's services by setting programs and organizational goals and objectives, establishing organizational structure and determining the need for and developing plans for organizational changes; negotiate eight bargaining unit contracts. As the Assistant Business Administrator, I was responsible for planning and creation of the Township budget, acting as a department head and performing all necessary duties in absence of the administrator.

- Prepared the Township's municipal budget
- Setting policies for the organization
- Developed and implemented all procedural guidelines
- Performed duties and acted as the Township's Qualified Purchasing Agent; oversight on all procurement procedures for the government entity
- Compiles and prepares the Township budget
- Performed all human resources duties which include FMLA processing, grievances,
- performance evaluations, union negotiations and attendance tracking
- Attended all Township Committee meetings including closed session and budget hearings
- Managed IT services for the Township, operated and oversaw the Township's website
- Performed purchasing duties which include creation of bid specifications, review bid packages and make recommendations to the Township Committee to award contracts
- Other roles in the Township are as follows: - Commissioner & Executive Member of the New Jersey Intergovernmental Insurance Fund; serving as an executive member and liaison to the Risk Management Committee; review and research liability factors, make risk assessments, and recommendations to members for overall safety guidance.

OTHER RELEVANT EXPERIENCE
PROFESSOR/INSTRUCTOR

Rutgers University, New Brunswick, NJ/ Apr 2023 - Present

Provide government procurement instruction to students

- Develop and deliver engaging lectures and tutorials, fostering critical thinking and analytical skills among students.
- Assist students with course material, provided feedback on assignments, and held regular office hours.
- Collaborate with colleagues to create innovative teaching materials and assessments.

DEPUTY CITY CLERK

City of Summit, Summit, NJ / Aug 2015 - Sep 2016 Manager responsible for developing the annual budget for the City Clerk's department. Lead administrator supervising staff training and supporting departmental actions.

- Administer financial reports for budget preparation; Summit's current budget is about 55 million and has been reduced by 11.25 percent from 2015. By researching and developing more efficient ways to use technology in which the budget has significantly been affected by those improvements.
- Prepared ordinances, resolutions and proclamations for execution, recording, archival and distribution.
- Performed administrative tasks, such as answering telephone calls, filing court
- documents and maintaining office supplies and equipment.
- Issued public notification of official activities or meetings.
- Recorded and edited minutes of meetings and distributed to appropriate officials or staff members.

ASSISTANT TO THE TOWNSHIP CLERK/HR ASSISTANT

Bernards Township, Basking Ridge, NJ / Feb 2012 - Sep 2015

- Maintained personnel files; monitor record retention
- Provided technical support to the QPA, compiled bid packages, contracts and resolutions for vendors; created purchasing orders for the entire Administration department
- Monitored tort claims involving the Township
- Assisted the Township Clerk with municipal duties such as, prepared resolutions, ordinances, agendas and minutes, Informed and provided citizens with current Township information including having knowledge on ordinances and resolutions that affect their daily lives. In addition, I organized materials and make all necessary arrangements during elections
- Provided assistance to Human Resources department with data entry and filing as well as developed and redo FMLA excel spreadsheets for Human Resources, compiled FMLA paperwork for employees; maintained confidentiality with employee and Township related issues, assisted employees during injuries and monitored and maintain up-to-date Federal and State labor postings on all employee bulletin Boards and processed Workers' Compensation claims for Human Resources