

January 8, 2019

Hon. Mayor Milissa Holland  
City of Palm Coast  
160 Lake Avenue  
Palm Coast, Florida 32164

Hon. Mayor Holland and City Councilmembers:

Every day, everything I do is telling a story about what I value. I desire the story my life tells to be a contributing member of a community that seeks to thrive.

Throughout my previous employment experience, I have consistently demonstrated exceptional public service, superior problem solving and sound municipal finance skills.

I have proven my ability to develop and execute complicated work plans, create environments where employees may thrive and organize and manage complex multilevel operations. I have consistently demonstrated my ability to develop strategic regional partnerships with state and local governments and private enterprise. I have endeavored to create legacy in public service, recognizing that the actions we take now affect future generations. I have exceptional experience in positioning our people and resources to best accomplish the tasks before us today, while also effectively preparing to meet the challenges of the future.

I can offer you:

**Leadership:** I not only desire to continually improve the leadership I provide to those around me but have enough sincerity and humility to be mentored by leaders at all levels of an organization and throughout the community. I believe in cultivating a passion for shared success and a desire to continually improve performance, always reaching toward accomplishing our most important goals.

**Core Values:** The Core Values of Honesty, Integrity, Respect, Courage, Openness, Diversity, and Balance are an integral part of my character. I believe my demonstrated commitment to these core values provide a foundation for success in my personal and professional life. During the opening day of the Congresswoman Jennifer Dunn Leadership Institute, David Gergen (advisor to Presidents Nixon, Ford, Regan and Clinton) told me a very personal story about a time with President Nixon in the Oval Office and the importance of finding and always keeping your moral compass, no matter the challenge or storm. I assure you I have my compass firmly grasped.

**Proven Ability:** You will find I am contagiously enthusiastic and willing to be challenged, developed and stretched to where and how I may best serve the Council, the community and city

staff. I believe in being active, engaged and cultivating the talent and experience of those around me knowing that there is no limit to what we may accomplish if we do not care who gets the credit.

I have always endeavored to create vibrant and sustained energy in government, while building trust through integrity and transparency. Moreover, I am proud to say that every community I have worked for will emphatically validate the improvement and success we have shared as a result of our partnership together.

I sincerely hope that we will have the opportunity to meet and discuss how my energy and proven track record of success can benefit the City of Palm Coast. As a native borne Floridian I long to come back home. My wife and I believe Palm Coast is the dynamic place we are looking for to become productive and engaged members of the community and continue to raise our children.

I am a creative and motivated individual who would not only give all my efforts to succeed for you, but to continually exceed your expectations. I look forward to hearing from you.

Very Truly Yours,

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

Matthew T. Morton, ICMA-CM, EMPA  
[www.linkedin.com/in/matthew-morton-icma](http://www.linkedin.com/in/matthew-morton-icma)

# Matthew Thomas Morton, ICMA-CM, EMPA

PO Box 922  
Duvall, WA 98019

(c) 509-899-3515  
[pgceburg@gmail.com](mailto:pgceburg@gmail.com)

## Summary

It is not enough that public managers simply maintain the continuity of their organizations, or even that the organization become efficient in current tasks. To create public value, we must make our organizations adaptable to new purposes and new conditions. We must embrace innovation and the experimental while strengthening the public policies that guide municipal purpose and honor our community's history. I have over 22 years of diverse management experience with expertise in the following areas:

- Community Growth/Development
- Regional and Strategic Partnerships
- Municipal Finance
- Emergency Management
- Legislative Advocacy
- Financial Operations and Budgeting
- Accomplished Grant Writer
- Infrastructure Management
- Strategic Visioning
- Human Resources/EEOC/Loudermill

## Relevant Local Government Experience

**City Administrator, City of Duvall, WA**

**07/19/2015 to 08/11/2018**

Duvall, located in King County is strategically situated on the busy Highway 203 corridor. Duvall serves as a residential and service hub for the high-tech industry in one of the fastest growing and most diverse areas in the United States.

### Duties and Responsibilities as City Administrator:

- Implementation of council directed policy. Administration of day to day business of the city along with identification and resolution of long-range issues.
- Preparation and administration of capital and operations budgets.
- Interest based negotiation with public and private sector entities on a variety of issues including; economic development, community redevelopment and professional service contracts.
- Responsibility for the city's compliance with federal, state and county regulations, rules, policy and law.

### Achievements:

- Evaluated, assessed, reorganized and rebuilt City Departments after 16 years without a City Administrator.
- Significantly strengthened Local and Regional Partnerships.

- Created a successful 5'0' Law Enforcement Proactive Community Engagement Program and dramatically increased PD engagement through social media.
- Recognized opportunity and created an over 40k annual recurring cost savings to the City by remodeling the city approach to liability and risk management.
- Completed and implemented a city-wide salary survey, compensation metric and FTE deployment analysis designed to retain exceptional employees.
- Modernized city operations including; updating and creating a management plan for city owned real estate, created a targeted investment program to reduce capital liability and city-wide maintenance and operations costs.
- Successfully designed and led a voted levy campaign to improve technology and complete a turfed sport field recreation complex.
- Provided context-sensitive problem solving leadership around community development/redevelopment growth pressures.

**City Administrator, City of Cle Elum, WA**

**07/13/2010 to 07/15/2015**

**Asst. City Administrator, Community Development Director 01/01/2006 to 07/12/2010**

Cle Elum is strategically situated on the busy Interstate 90 corridor. Cle Elum serves as the Upper Kittitas County regional provider for municipal water, wastewater and contracted police services to several neighboring communities and the Suncadia master planned resort and hotels.

**Duties and Responsibilities as City Administrator:**

- Chief executive officer of a local municipal government.
- Oversight responsibility for the following functions: regional police force, municipal fire department, airport management, roads, regional water and wastewater systems, parks, planning, zoning, municipal finance, general governmental services and personnel.
- Economic Development Visioning and Strategic Planning.
- Implementation of council directed policy. Administration of day to day business of the city along with identification and resolution of long range issues.
- Preparation and administration of capital and operations budget.
- Negotiation with public and private sector entities on a variety of issues ranging from economic development and interlocal agreements to professional service contracts.
- City representative for the Kittcom Regional 911 EMS executive management and oversight board.

**Achievements:**

- Conducted a regional water rate analysis and cost model to more appropriately distribute both fixed and variable costs fairly to all parties.
- Instituted development agreement mechanisms to create predictability for required capital expenditures and created revenue streams for anticipated capital equipment needs.
- Conducted Industrial System Optimization Studies to improve efficiency and realize utility cost savings at regional water and wastewater plants.
- Reduced operating budget by 9% while maintaining existing levels of service.
- Eliminated long term lease arrangement and procured a new regional police station facility through short term municipal bonds, resulting in a 40% savings on annualized facilities costs.

- Converted city water meter reading to remote radio read system thereby reducing labor costs, improving efficiency and streamlining the billing process.
- Championed staff morale initiatives to increase productivity and reduce labor costs.
- Successfully authored a variety of over thirty local, state and federal grant awards for public infrastructure, municipal airport improvements, parks, and economic development.
- Negotiated the siting and dedication of the Washington State Horse Park at Cle Elum, a regional equestrian facility, serving as the foundational component of the city's economic development strategy.

**Senior Project Coordinator / Strategic Process Reengineering**                      **12/10/2002 to 12/30/2005**  
**Land Use and Environmental Project Coordinator**                                      **11/06/2001 to 12/09/2002**

Yakima County is the second largest county in Washington State (population 243,231). I co-chaired the executive team responsible for improving customer service, increasing staff interactions, enhancing productivity, and reducing costs in the countywide development processing and permitting systems.

**Duties and Responsibilities as Senior Project Coordinator:**

- Served as chief change manager with extensive hands-on experience in managing comprehensive and complex system change, innovative business process re-engineering, strategic change management, permit streamlining, organizational analysis, and integration of new technologies to improve efficiency and reduce costs.
- Worked with the development community to create a new county customer service culture and redefine customer expectations.
- Special projects liaison to the Confederated Tribes and Bands of the Yakima Indian Nation.
- Project coordination and management of complex interdisciplinary land use and environmental actions.
- Represented the county on a variety of intra- and inter- governmental task forces and commissions.

**Achievements:**

- Dramatically improved interdepartmental communication and efficiency.
- Earned the trust of over 100 employees to be selected as their representative in collective bargaining negotiations.
- Tested and implemented cost saving technology improvements in the county permitting and development process.
- Ensured effective communication on behalf of the county permitting center team to community members, local leaders and regional stakeholders.
- Assisted with the feasibility and cost analysis of the Yakima County Regional Corrections Facility.

### **Additional Professional Experience**

#### **County Planner, Yakima County**

**10/09/2000 to 11/06/2001**

Served as a land use and environmental planner administering land use and zoning regulations, the Washington State Growth Management Act and processed land use and development applications.

#### **Duties and Responsibilities as County Planner:**

- Processing of a variety of land use, zoning and environmental permitting applications.
- Code enforcement compliance and inspection.
- FEMA compliance, floodplain management and permitting.

#### **City Planner, City of Kent, WA**

**08/18/1999 to 10/08/2000**

The city of Kent is the third largest city in King County and the sixth largest in the State of Washington (population 92,411). During my tenure Kent served as the hub of the original “.com” revolution and was a focal point of break of bulk distribution and mega scale warehousing.

#### **Duties, Responsibilities and Achievements as City Planner:**

- Worked with Boeing Space Division for terrestrial satellite communications equipment siting.
- Served as the primary cellular and wireless communications tower permitting individual.
- Reviewed and permitted several first of their kind “.com” warehousing facilities.
- Developed and implemented the first web page for the City of Kent Planning Department.

#### **County Planner, Grant County, WA**

**07/01/1998 to 08/19/1999**

Grant County was incorporated in 1909 and covers more than 2,971 square miles (population 89,120).

#### **Duties and Responsibilities and Achievements as County Planner:**

- Appointed by the Board of County Commissioners as the Grant County representative for the Hanford Nuclear Facility Reach 20-year Interim Action Plan under the United States Department of Energy, Secretary Bill Richardson.
- Principal Planner for the MCA Universal Gorge Amphitheater expansion, a key economic development project for Grant County.
- Principal Planner, county representative and chief liaison for the Genie Industries North American Manufacturing Operations relocation from King County to Grant County.

### **Education**

Harvard University, John F. Kennedy School of Government, Cambridge MA, Founded 1636  
HKS Program Senior Executive in State and Local Government, Completed 2017

University of South Dakota, Vermillion, SD, Founded 1862  
Executive Master of Public Administration Awarded 2013

Walt Disney Institute, Anaheim, CA  
Disney's Approach to Leadership Excellence and Performance Benchmarking, Completed 2011

Central Washington University, Ellensburg, WA, Founded 1892  
Bachelor of Arts Geography Awarded 1998

### **Significant Honors and Awards**

International City/County Managers Association 20-Year Service Award  
2017 Awarded at 103rd International ICMA Conference, San Antonio, TX

2017 Washington State Governors Smart Communities Award  
Kittitas County Tourism Infrastructure Plan

2016 Washington State Governors Smart Communities Smart Vision Award  
Smart Vision Award Watershed Planning

2014 Parade Grand Marshall  
Honored as the Pioneer Days Parade Grand Marshall for Service and Dedication to the Community

National Incident Management Team 2: Table Mountain Fire  
Award of Recognition for Outstanding Support and Significant Contributions

2010 Newsmaker of the Year NKC Tribune  
Honored as Newsmaker of the Year for the Vision Cle Elum Planning Effort

### Professional Affiliations

Washington Cities Insurance Authority Executive Board Member  
 International City/County Managers Association – ICMA Credentialed Manager  
 Washington City/County Managers Association  
 Government Finance Officers Association  
 Washington Cities Insurance Authority  
 Association of Washington Cities  
 Economic Development Group of Kittitas County Executive Board Member, 2008-2010  
 Congresswoman Jennifer Dunn Leadership Institute Executive Board Member, 2010-2011

### Recent Highlighted Continuing Education/Professional Development

4DX The Four Disciplines of Execution For Strategic Organizational Change	2018
Harvard University & edX - CitesX: The Past, Present and Future of Urban Life	2018
FBI National Academy and Coach Pete Carroll Foundation Leadership Training	2017
WA City & County Managers Association Summer Conference	2017
AWC Annual Conference & Legislative Action Days	2017
FBI National Academy: Lessons Learned: Sandy Hook School Shooting	2016
ICMA International Conference (Attendee and Host Committee Volunteer)	2016
Leadership Eastside Executive Insights Program	2016
National Labor Relations Board NW Institute, NLRB	2015
Sustainable Management of Water and Waste Water Systems, WDOH	2015
Fiscal Sustainability Training: Bending the Cost Curve, AWC	2015
Human Resource Training and Compliance, EEOC & WCIA	2015
Completion of Executive Master of Public Administration	2013
Alliance for Innovation, Consolidation of Municipal Services Training	2013
Washington Cities Insurance Authority, Employment Law Institute	2012
Law Enforcement Oversight and Management Training, WCIA	2012