



SENT TO COUNCIL:

Distributed on:
OCT 21 2011
City Manager's Office

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Debra Figone

**SUBJECT: CMO COMMUNICATIONS
STAFFING CHANGES –
RETIREMENT OF TOM MANHEIM**

DATE: October 21, 2011

INFORMATION

The purpose of this memorandum is to inform you that Communications Director Tom Manheim has notified me of his intent to retire at the end of the year.

Tom has led the City Manager's Communications Office since 1996 during a time of tremendous technological advancement within the communications field. He became the City Administration's first communications director, ensuring that complex issues like the budget were communicated effectively by the City Manager's Office and senior staff. Tom has also built upon the collaborative relationship with the Mayor's Public Information Officer to further enhance external and internal communication efforts. One of his key responsibilities has involved media relations, and he has developed long-lasting relationships between the City and the media, facilitating the delivery of accurate, timely information to the public and stakeholders. He has seen us through the dawn of the Internet Age, and guided the City in connecting with its community online in addition to the traditional means of print and television.

Over his 15-year career with the City, Tom has been instrumental in upholding the City's commitment to open and honest government as illustrated through his efforts with the Sunshine Reform Task Force and the subsequent development of the City's *Open Government and Public Records Management* programs. His breadth of accomplishments include the planning and development of the City's Government Access Channel, CivicCenter Television Channel 26; web streaming of public meetings; crisis communications as the City's Emergency Public Information Officer; leading initial planning efforts for the City's 24/7 Customer Service Call Center; and enhanced internal communications for employees. He's also helped the City embrace new communication tools as the way the world communicates continues to evolve. In 2003, Tom received the Paul B. Clark Award from the California Association of Public Information Officials (CAPIO) for lifetime achievement.

Tom has left an extraordinary mark on the City's multidimensional approach to both public and employee communications. He has brought together a small but solid, quality team to continue his legacy of strategic communications. I was personally involved in bringing Tom on board with the City, and am eternally grateful for his outstanding contributions over the years. Tom informed me more than a year ago of his intention to retire. He will be missed by his colleagues and the City as a whole. Please join me in wishing him the best in his retirement.

I am appointing David Vossbrink as Communications Director effective with Tom's retirement. In his new position, David's responsibilities will include media relations, polling and surveys, emergency public information, executive communications, communication strategies, public outreach efforts, web planning and development, public records management, cable franchise administration and Civic Center TV.

David has been the Communications Director for Mineta San José International Airport since 2007 where he's managed the Airport's external and internal communications functions. David also served as Public Information Officer for former San José Mayor Ron Gonzales for more than seven years. He has a long career in public service, having served as a top-level communicator for the City of Sunnyvale and East Bay Municipal Utility District. A graduate of Stanford University, David is current president of the Silicon Valley Chapter of the Public Relations Society of America and was recognized by the California Association of Public Information Officials in 2002 with the Paul B. Clark Award for his career contributions. I am confident that David will excel as he leads the City Administration's communication efforts and that he will continue the strong collaborative relationship with the Mayor's Public Information Officer, and between the City Manager's Office and the Mayor and City Council.



DEBRA FIGONE
City Manager

CC: Senior Staff

