

CHAPTER 28. DUTIES AND RESPONSIBILITIES OF CITY ADMINISTRATOR.

28.01. Office of the City Administrator. In order to provide the City of Ashland with a more efficient, effective, and responsible government under a system of a mayor and common council (hereinafter referred to as “council”) at a time when city government is becoming increasingly complex, there is hereby created the Office of City Administrator for the City of Ashland (hereinafter referred to as “administrator”).

28.02. Appointment, Term of Office and Removal. The administrator shall be appointed on the basis of merit with due regard to training, experience, administrative ability and general fitness for the office, by a majority vote of the council. The administrator shall hold office for an indefinite term subject to removal at any time by a two-thirds vote of the council. This section, however, shall not preclude the council from establishing other employment terms and conditions not inconsistent with the provisions of this ordinance or the Municipal Code of the City of Ashland.

28.03. Functions and Duties. The administrator, subject to the limitations defined in resolutions and ordinances of the City of Ashland and Wisconsin State Statutes, shall be the chief administrative officer of the city, responsible only to the mayor and the council for the proper administration of the business affairs of the city, pursuant to the statutes of the State of Wisconsin, the ordinances of the City of Ashland, and the resolutions and directives of the council. The administrator shall be responsible to and be under the supervision of the mayor on a day-to-day basis. Any dispute between the mayor and administrator shall be resolved by the decision of the council which resolution shall be final and binding. The powers and duties of the administrator are set forth in sections 28.04 through 28.07.

28.04. General Duties.

(a) Implementation. Carry out directives of the mayor and council which require administrative implementation, reporting promptly to the mayor and council any difficulties encountered therein;

(b) Day-to-Day Operations. Be responsible for the administration of all day-to-day operations of the city government including the monitoring of all city ordinances, resolutions, council meeting minutes and state statutes;

(c) Strategic Plan. Annually after the spring general election, the Administrator and Council shall jointly develop a strategic plan outlining the goals and objectives to be accomplished by the resources of City government for the following budget year. The strategic plan, to be reviewed and adopted by the Council by May 15th annually, shall serve as guidance for the allocation of municipal resources during the following fiscal year. The strategic plan shall:

- (1) Take into account the City’s planning documents of record;
- (2) Consider the results of the most recent surveys of community residents;
- (3) Consider the resources of the City available for implementation; and
- (4) Reflect on the capacity of staff to implement.

(d) Efficiency. Establish when necessary administrative procedures to increase the effectiveness and

efficiency of city government according to current practices in local government, not inconsistent with paragraph 3 above or directives of the mayor and council;

(e) Non-Voting Board Member. Serve as ex-officio nonvoting member of all boards, commissions and committees of the city, except as specified by the council or Wisconsin State Statutes;

(f) Keeping Informed. Keep informed concerning current federal, state, and county legislation and administrative rules affecting the city and submit appropriate reports and recommendations thereon to the council;

(g) Coordinate Funding. Coordinate initiatives to secure federal, state, county or private funds for local programs. Assist department heads and the council in obtaining these funds under the direction of the mayor and the council;

(h) Representation. Represent the city in matters involving legislative and intergovernmental affairs as authorized and directed as to that representation by the mayor and council;

(i) Public Information Officer. Act as public information officer for the city with the responsibility of assuring that the news media are kept informed about the operations of the city and that all open meeting rules and regulations are followed;

(j) Communication. Establish and maintain procedures to facilitate communications between citizens and city government to assure that complaints, grievances, recommendations and other matters receive prompt attention by the responsible official, and to assure that all such matters are expeditiously resolved;

(k) City Projects. Coordinate and ensure development of city projects such as the Waterfront Development Plan and Comprehensive Plan;

(l) Leadership. Contribute to and be a vital part of the leadership team that is charged with developing Ashland's future;

(m) Goals and Objectives. Promote the well-being of the City of Ashland through public and private sector cooperation. Coordinate the development and acceptance of city-wide goals and objectives. Ensure that achievement plans are created and successfully implemented for these goals and objectives;

(n) Promoting Economic Development. Work in conjunction with appropriate stakeholders such as commercial, industrial, and citizen representatives to promote the economic well-being of Ashland.

28.05. Responsibilities to the City Council.

(a) Meetings. Attend all meetings of the council, assisting the mayor and the council as required in the performance of their duties;

(b) Agendas. In coordination with the mayor, the council, and the clerk, ensure that appropriate agendas are prepared for all meetings of the council, all council committees, and all other appropriate committees and commissions of the city, together with such supporting material as may be required; with nothing herein being construed as to give the administrator authority to limit or in any way

prevent matters from being considered by the council, or any of its committees and commissions;

(c) Ordinance and Resolution Preparation. Assist in the preparation of ordinances and resolutions as requested by the mayor or the council, or as needed;

(d) Reporting to Council. Keep the mayor and council regularly informed about the activities of the administrator's office by oral or written report at regular and special meetings of the council;

(e) Directives. In the event that action normally requiring council approval is necessary at a time when the council cannot meet, the administrator shall receive directives from the mayor

28.06. Personnel.

(a) Supervising. Be responsible for the administrative direction, supervision, and coordination of all employees of the city according to the established organization procedures;

(b) Department Heads. Recommend to the mayor the appointment, promotion, and when necessary for the good of the city, the suspension or termination of department heads;

(c) Personnel. In consultation with the appropriate department head, be responsible for the appointment, promotion, and when necessary for the good of the city, the suspension or termination of employees below the department head level;

(d) Evaluations. Coordinate with the personnel officer for the city to see that complete and current personnel records, including specific job descriptions, for all city employees are kept; evaluate the performance of department heads on a regular basis; assure that employees below the department head level are evaluated by their supervisor(s) on a regular basis; recommend salary and wage scales for city employees not covered by collective bargaining agreements; develop and enforce high standards of performance by city employees; assure that city employees have proper working conditions; work closely with department heads to promptly resolve personnel problems or grievances;

(e) Negotiations. Assist in labor contract negotiations and collective bargaining issues;

(f) Employee Training. Work closely with department heads to assure that employees receive adequate opportunities for training to maintain and improve their job-related knowledge and skills and act as the approving authority for requests by employees to attend conferences, meetings, training schools, etc., provided that funds have been budgeted for these activities.

28.07. Budgeting and Purchasing.

(a) Preparation of Budget. Be responsible for the preparation of the annual city budget, in accordance with guidelines as may be provided by the city council and the mayor and in coordination with department heads, and pursuant to state statutes, for review and approval by the mayor and the council;

(b) Administering Budget. Administer the budget as adopted by the council;

(c) Fiscal Reporting. Report regularly to the council on the current fiscal position of the city;

(d) Accounting System. Supervise the accounting system of the city and ensure that the system employs methods in accordance with current professional accounting practices;

(e) Purchasing. Serve as the purchasing agent for the city, supervising all purchasing and contracting for supplies and services, subject to the purchasing procedures established by the council and any limitation contained in the Wisconsin State Statutes;

28.08. Cooperation. All officials and employees of the city shall cooperate with and assist the administrator so that the city government shall function effectively and efficiently.

28.09. Severability. The provisions of this ordinance shall be deemed severable and it is expressly declared that the Council of the City of Ashland would have passed the other provisions of this ordinance irrespective of whether or not one or more provisions may be declared invalid; and if any provisions of this ordinance or the application thereof to any person or circumstances is held invalid, the remainder of the ordinance and the application of such provision to other persons or circumstances shall not be affected thereby.

ADOPTED: 28 (1313) 3/15/1994

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