

# Professional Services

## A Proposal to

### City of Rapid City



Dr. Helen Usera



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*Aspiring Consulting develops processes to increase effectiveness of organizations.*

Aspiring Consulting is providing the following proposal for services based on information provided in November 2019.

## 1 Current Situation

The City Of Rapid City is reviewing the criteria and determining the feasibility of adopting a Home Rule Charter of governance. In December 2019, the city council approved the commissioning of a committee to study the current situation and determine if and how to proceed with a new governance structure. The Mayor has requested that the committee begin its work in February 2019 following the council's approval of committee members.

## 2 Solution

Aspiring Business proposes the following activities to assist the City of Rapid City in studying the feasibility and implementation of a Home Rule Charter:

### 2.1 Objectives

- Objective 1: To investigate the process for adopting a Home Rule Charter
- Objective 2: To study the impacts on city departments and operations
- Objective 3: To develop recommendations regarding governance to the Mayor and City Council

### 2.2 Approach

Aspiring Business will provide professional services to address the objectives identified above. Utilizing the National Civic League's Guide for Charter Commissions (Sixth Edition) as a resource and guide, meetings will focus on the components of the charter.

### 2.3 Benefits

Aspiring Business is experienced working with the City of Rapid City and committee design. Aspiring Business has the skills and expertise to facilitate the discussions, monitor the progress, and complete the process.

- Benefit 1: Aspiring Business is an external entity with neutrality.
- Benefit 2: Aspiring Business is experienced in nonprofit incorporations and organizational development.
- Benefit 3: Aspiring Business is able to provide the professional support to facilitate the discussion and ensure objectives are achieved.



*Leadership is key. As a neutral and experienced leader, Aspiring Consulting will assist the team in identifying solutions.*

### 3 Implementation Plan

Dr. Helen Usera is a certified John C. Maxwell speaker, trainer and coach. She has education and training in the areas of leadership and organizational development.

#### 3.1 Methodology

Aspiring Business will be contracted to provide services. Aspiring Business will respond to the questions and directions of the Mayor or other designee(s). Aspiring Business will communicate on a regular basis with the identified designee. Communication will be maintained through in-person dialogue, email, phone calls, and meetings.

Methods for group facilitation will engage the supervisors in the discussion and decision making. The establishment work and process are based on a nine-month time period.

#### 3.2 Schedule

Aspiring Business proposes the following schedule for professional services. This is a **proposed** timeline which may need to be adapted to compensate for unforeseeable circumstances.

Several resource materials will be used to provide background information and guidance during the study of home rule charters. The key document will be the National Civic League’s Guide for Charter Commission.

Sessions will be 2 hours in length and will be held bi-monthly. Every session will include discussion. Some of the topics identified below may require more than one session. A total of 18 sessions are being forecasted for the committee members. Aspiring Business will provide additional support to the Mayor’s office between meetings.

Topics
Understanding the Home Rule Charter
Which Form of Local Government is Right for Us?
Essential Components of a Charter
Advantages and Disadvantages of Home Rule Charter / Cost-Benefit Analysis
Home Rule Process
City Manager, City Administrator, Mayor
Incorporation and Powers
Government Structure
Administrative Affairs
Judicial Branch
Elections and Removal
Finance
General Provisions



### 3.3 Qualifications

Dr. Usera, owner of Aspiring Consulting, has worked with organizations and businesses in leadership training, strategic and succession planning, merger, business development and fund development. Dr. Usera has worked as a Business Development and Management Consultant provided training and facilitation to small businesses and government agencies in the areas of leadership, organizational structures, and marketing and social media consultation. Dr. Usera received a doctorate in educational administration from University of Kansas and brings extensive experience in project management, program and curriculum development, strategic planning, program evaluation, institutional research and education research. Dr. Usera has provided evaluation services and training and technical assistance for numerous faith-based and community organizations. Dr. Usera served as the President of a nonprofit organization as well as project director for federal grants awarded to the nonprofit. Dr. Usera had a ten-year career in the United States Army Reserves which honed rapid response, decision making, assessment and leadership assets.

#### ***Accountability, Leadership and Management***

- Administrator of nonprofit organizations and schools
- Fiscal management oversight of budgets ranging from \$1 million to \$20 million including annual filings and audit (990)
- Employee hires, supervise and evaluate
- Contract management of consultants, vendors and volunteers
- Partnering with nonprofit and government organizations
- Strategic plan development, implementation and monitoring
- Develop and maintain donors and fundraising events

#### ***Small Business Development***

- Provided training in leadership, management, and ethics
- Facilitated strategic planning for small businesses
- Consulted small businesses on marketing, software, and project management
- Acquired contracts for services
- Managed projects for budget and outcomes
- Developed marketing and social media strategies

#### ***Project Manager***

- Ensured that project tasks were identified and assigned
- Developed Gantt charts for project oversight and implementation
- Conducted regular written and oral reports on the status of projects
- Assigned and supervised personnel to tasks
- Evaluated project for budget targets
- Identified areas of improvement
- Worked with a teams to ensure communication

***Presenter/Trainer***

- Trained middle and executive managers on leadership practices
- Presented at local, state, and national conventions and meetings
- Discussed topics such as leadership, research findings, fetal alcohol spectrum disorders and school improvement processes
- Presented to audiences as few as 25 to as many as 300

## **4 Costs**

The fee for services is \$27,000. Any additional services will be negotiated if determined they are needed after the signed agreement.

## **5 Conclusion**

Aspiring Business is submitting this proposal for services to the City of Rapid City. The proposal contains tasks to assist in facilitating the Home Rule Charter committee and creating a final document to present to the Mayor and City Council. All services will be guided by the Mayor. All final reporting documents will be the property of the city.

This proposal is valid until January 30, 2020.