

Laurie Garber Wilson

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July 19, 2023

Lissa Barker
Senior Vice President
Strategic Government Resources
LissaBarker@GovernmentResource.com

Dear Ms Barker,

I'm writing to express my interest in the Assistant City Manager position with the City of Killeen. It is clear from the Killeen website that superior customer service, community engagement and fiscal responsibility are at the forefront of the organization. I believe my skill set and strengths will positively contribute to the success of the organization as it continues to adapt with growth and serve a diverse population. My ability to identify, problem-solve, and implement solutions for cross-departmental challenges will no doubt be of value to the leadership team. I enjoy building relationships with community organizations to effectively partner in providing valuable programs and services for residents, while promoting the service wins achieved by the City.

During my tenure in Carrollton, I have developed and fostered partnerships with community organizations, our school districts, utility providers, and other government agencies to serve as an accessible communication point between the City and local leaders. I have worked closely with the City Council to help achieve their annual strategic goals through improved daily operations and innovative solutions that remove bureaucratic barriers to expedite accessible and friendlier service delivery. I'm proud that we have realigned our performance metrics in our City-wide call center to shift the focus on customer experience instead of speed of resolution, and built positive employee morale in empowering the team to offer solutions for our citizens. We have expanded the methods and means of service delivery to meet our population that's diverse in age and culture. In absorbing the Utility Billing Department, we have shifted the dynamics of the team to reinforce our organizational culture, fostered a collaborative team environment, offered training and development opportunities to reinvigorate our staff, and reduced inefficiencies. While managing our third-party solid waste contract, I have continuously held our vendor accountable to ensure value for our residents and service that meets our standards, and reduced recycling contamination rates through proactive communication. We have continued to meet and exceed all compliance regulations in Municipal Court while expanding our customer service and re-engaging Court into the Carrollton organization.

I've been fortunate in the City of Carrollton to build experience in many fields that were new to me. I've taken a deep dive into each field to learn what's needed to improve operations, solve cross-departmental challenges with creative solutions and collaboration, build effective teams, and develop strategies to better align the department metrics to meet organizational and council goals. The relationships I've developed within the Dallas-Fort Worth Metroplex through UMAN, my CPM, and other professional associations, have helped me bring best practices and a competitive edge to the City of Carrollton.

I would very much like to discuss ways I can positively contribute to the City of Killeen as the Assistant City Manager. To schedule an interview, please contact me at or call me at 214-918-0322. I look forward to speaking with you soon.

Sincerely,

Laurie Wilson

LAURIE GARBER WILSON

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Specializes in strategic leadership planning and implementation, development of high-functioning teams with a focus in customer service, accountability, and execution of projects to achieve overarching goals.

EXPERIENCE

2017- PRESENT · CITY OF CARROLLTON

ADMINISTRATIVE SERVICES DIRECTOR

- Oversee Utility Billing, City Secretary's Office, City-wide Call Center, Municipal Court and third-party Solid Waste Collection. Foster staff development for continued improvement and succession planning, empower collaboration to identify efficiencies and service improvements, and encourage a positive work culture by recognizing high performance and coaching team members.
- Evaluate policies to ensure consistent, superior customer service and fiscal responsibility through internal controls, and alignment of operations with Strategic Plans and Council Goals.
- Develop and implement departmental Strategic Business Plan in alignment with council goals and organizational objectives.
- Serve on Executive Team, providing a high-level support to the City Manager and Council.
- Implement City Manager/Council projects with internal and external impacts including the Carrollton Reporting App, Mayor's Advisory Council, Customer Service Mystery Shopper, Key Leaders Workshop, Candidate and Council Orientations, Agenda and Public Meeting Training for staff and officials, etc.
- Serve on committees to ensure objectives meet council and City Manager goals; includes Council Community Funding Committee, United Way, Facility Space Committee, Leadership Institute, etc.
- Represent the City at community functions and serve as a liaison to foster positive partnerships.
- Identify opportunities to implement council goals. Track and ensure progress throughout the year, preparing report to Council for their Annual Retreat.
- Monitor and evaluate legislative changes impacting department operations.
- Draft updates, proclamations, resolutions, and correspondence for Mayor, Council, and City Manager.
- Attend industry conferences and local leadership meetings for innovative ideas and solutions.

2015-2017 · CITY OF CARROLLTON

ADMINISTRATIVE SERVICES MANAGER/CITY SECRETARY

- Prepare candidate materials and training and administer Elections in partnership with 3 Counties.
- Serve as Records Management Officer for city-wide records including publication, maintenance, and destruction in compliance with state law.
- Ensure compliance of Texas Open Meetings and Public Information Acts by staff, elected, and appointed officials through training and regular monitoring.
- Issuance of TABC permits, reducing a 10-day turnaround to 4 days.
- Recruit, appoint, and manage membership for City boards; increased applications from 60 to 100+.
- Create and maintain department web pages for increased transparency.
- Manage Mayor and Council schedules and correspondences.
- Complete special projects for Council and City Manager including City Hall Space Evaluation, annual furniture replacement, New Employee Orientation revision, proclamation policy revision, evaluation of solid waste service delivery and recycling contamination, implementation of various software, and increased partnership with school districts.
- Title VI coordinator, maintaining annual work plan and report in compliance with federal program

2013- 2015 · CITY OF CARROLLTON

MARKETING COORDINATOR

- Coordinated cross-departmental efforts to plan and promote events, programs, and information.
- Tracked analytics for performance, archiving, discrepancies, and opportunities.
- Developed content for local media releases, PEG channels, newsletters, website, and social media.
- Worked with Downtown Association to foster open communication for events.
- Coordinated with 35Express Project to communicate project details to residents and impacted staff.
- Developed sponsorships for events and programs; recruited sponsors and executed contracts.
- Spearheaded multiple projects from inception including Carrollton Trail Guide App, Get Fit Program, City-wide Sponsorship Brochure, Social Media Policy and Committee, Community Fireworks Display.
- Worked with community leaders on Volunteer Awards Committee and Centennial Time Capsule.
- Coordinated annual Festival at the Switchyard recruiting & coordinating vendors, volunteers, sponsors, contractors, children's activities, site logistics, maintaining Festival website, approving promotional materials, managing advertising & sponsor contracts, finding cost recovery options.
- Planned Centennial activities: Gala, Community Picnic, Photo Contest, and Story Sharing Project.
- Additional duties included award submittals, research, and editing materials.

2012-2013

PARKS & RECREATION ADMINISTRATIVE INTERN, CITY OF CARROLLTON

- Researched and developed Parks History, and benchmarked alternative recreation programming.
- Updated and coordinated the implementation of the Department Marketing Plan.
- Benchmarked fitness facilities, programs, and rental spaces for cost comparison and revenue ideas.
- Organized and edited Policies and Procedures Manual.

EDUCATION & DEVELOPMENT

BACHELOR OF ARTS & SCIENCES,
UNIVERSITY OF NORTH TEXAS, 2012
Political Science, Minor in Public Admin

CERTIFIED PUBLIC ADMINISTRATOR
TEXAS STATE UNIVERSITY, 2020

LEADERSHIP METROCREST, 2017

CARROLLTON LEADERSHIP INSTITUTE
INAUGURAL CLASS, 2018

TEXAS REGISTERED MUNICIPAL CLERK
UNIVERSITY OF NORTH TEXAS, RECERTIFIED 2021

CERTIFIED MUNICIPAL CLERK
INTL. INSTITUTE OF MUNICIPAL CLERKS, 2021

ICMA EMERGING LEADERS
2021-PRESENT

COMMUNITY INVOLVEMENT

- Carrollton-Farmers Branch Rotary Board, Secretary
- Carrollton-Farmers Branch ISD Education Foundation Grants Chair
- North Texas Regional Leadership Planning Committee 2019 Chair
- Carrollton-Farmers Branch ISD Mentor
- Carrollton Citizens Police Academy, 2018
- Plano Citizens Academy, 2018
- Carrollton Citizens' Fire Academy, 2017
- Collin County Citizen Prosecutors Academy, 2016

PROFESSIONAL AFFILIATIONS

- Urban Management Assistants of North Texas, Past President
- North Texas City Manager's Association
- North Texas Municipal Clerks Association, Scholarship Chair
- Texas Municipal Clerks Association, Clerk of the Year Committee
- ICMA 2020 Conference Planning Committee