City of Salinas

- Incorporated 1874
- Population 161,042
- 34th largest in the state
- 23 square miles
Monterey County
Largest City in County
County Seat

City of Salinas
Known as and for:
Salad Bowl of the World
Clean air
City of Salinas

- Full Service City
- 611 FTE’s
- 861 Employees w/PT

Finance Department

- 27 FTE

- Assistant Finance Director
- Accounting Manager
- Senior Buyer
- Senior Accountant
- Information Systems Manager
- Network Systems Administrator
- Telecom Service Technician
- Computer Systems Administrator (for PD)
- Payroll Supervisor
- Payroll Technician
- Senior Accounting Clerk (A/R)
- Office Assistant (P/T)
- Sr. Accounting Technician (Assist. Dist.)
- Deferred Comp Technician
- Purchasing Technician
- Revenue Technician
- Senior Accounting Clerk (Grants)
- Sr. Accounting Clerk (A/R)

Bolstering the Finance Team
City of Salinas – Recruiting

- Marketing your position
  - Conventional options
  - Take the time to target your audience and create a custom email blast
  - Create a nice compelling brochure
- Be inclusive and selective
  - Interviews – emphasis on fit of the individual/personality
  - Look for red flags

City of Salinas – Retaining

- Maintain healthy positive culture
- Cross training
- Respecting individuals
- Providing growth opportunities
- Recognition for work well done
- Coaching and mentoring
California Society of Municipal Finance Officers (CSMFO)

- Regional Chapter meetings
- Annual statewide conference
- Low cost training
- Directory of all members
- Knowledge Base (previous Listserv)
- CSMFO News

[www.csmfo.org](http://www.csmfo.org)

CSMFO Coaching Program

- Webinars (panels of master coaches)
- Coaching Resources
  - Financial Management Skills Inventory
- One-to-one coaching
Contact Information

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