

Dr. Reginald M. Edwards

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City of Daytona City Manager

*Provider of Visionary Leadership | Organizational Leadership | Training & Development
Public Policy Analysis and Development | Budget and Finance Management | Urban and Rural Development
Experience Public, Private and Non-Profit Sector Leadership | Critical Thinking | System Thinking*

Dedicated City Manager with over 20 years of experience in governmental leadership and educational roles offering a genuine passion and interest for the City of Daytona Beach as a native born and raised Daytonian. Firmly committed to fostering ethical, innovation-based, operational-excellence based, community-based, strategic, trustworthy, inclusive, and equitable strategies that result in growth and prosperity for the city and all of its residents.

Knowledge | Skills | Abilities

- Proven ability to create and implement strategic planning for business, education, not-for-profit sectors, and community organizations; successful in developing, collaborating, and leading cross-sector partnerships.
- Strong knowledge of municipal finance and budgeting, as well as long-range financial planning.
- Effectively communicates with elected officials, the business and non-profit sectors, and the public.
- Responds in a prompt, professional manner to time-sensitive inquiries or complaints.
- Knowledge of resource leveraging including grants and funding from the Federal and State Governments, foundations, and others.
- Successful experience in promoting smart growth that increases the tax base and meets community needs while doing so in a way that is sensitive to the city's limited resources.
- Adept with implementing technology and operational best practices for enhancing service delivery to residents.

Professional Experience

Deputy City Manager - Brooklyn Center, Minnesota

2016 – Present

Director, Department of Administration | Acting Director of Community Activities, Recreation and Services

Oversaw operations of Administrations and the Dept. of Community Activities, Recreation, and Services (Parks & City Facilities). Served on an executive work team with the city manager, finance director, and deputy finance director in the development of the city's annual budget and project-related matters. Co-led in all city council and finance commission meetings and budget deliberations. Provided oversight of Council's agenda process, policy analysis, development, and presented to the City Council on a variety of city projects. Developed policies in areas of public safety, employee appraisal, council electronic agenda process, tax increment financing, legislation, leadership development, equity hiring process, and business development. Work to develop the city's budget totaling approximately \$40M.

Key Accomplishments

- Developed, led City efforts to address diversity, inclusion, equity, civil unrest, and a Citywide COVID-19 project.
- Created and led many other improvement initiatives including an employee engagement program; a rebranding of the city; co-developed and revamped the city's financial sustainability strategies; a city beautification and public art program project; a centralized electronic employee evaluation and strategic performance measurement system.
- Developed an IT multi-departmental decision-making model; a new Communication and Community Engagement Division, and led a Program and Commission to build a relationship with the Vonjama, Liberia.

Professor of Government – Government (MPA Program) Minnesota State University, Mankato

2012 -2016

Taught Government – MPA Graduate Program – Responsible for developing and teaching graduate courses. Course subject taught included: Human Resources and Personnel Management, Organizational Theory, Strategic Planning, Public Administration Theory and Practice, Local Government Budgeting and Finance, Community and Public Leadership, Public Administration Graduate School Orientation.

Key Accomplishments

- Initiated development of the first Public Administration Local Government Center. This included two new programs: 1) the Executive Public Administration Internship/Apprenticeship and, 2) Executive Public Administration Student Studio Project Program.
- Developed and led new Organizational and Strategic Planning Program Service; a new Graduate Student Apprenticeship Program, and introduced Experiential Based Teaching to Public Administration Graduate Program.

Executive Director - Region Nine Development Commission, Mankato, Minnesota,

2001 to 2011

Facilitated multi-jurisdictional leadership, and developed opportunities and capacity for multi-jurisdictional collaborations and regional programs. Partnered directly with a board of 43 members comprised of 36 elected officials and 7 appointees. Developed policies on complex issues such as transportation, a small business development center, grant, and resource development, health and human services, economic development, aging, personnel, growth, and business opportunities. Worked on Legislative Initiatives. Developed, proposed, advocated, and tracked various federal programs at both the state and federal levels. Managed Finance and Budgeting, developed, presented, authorized, monitored, and analyzed the Region's budget of approximately \$7M.

Key Accomplishments

- Developed and led the creation of the Renewable Energy Valley Program and Coalition involving multiple states in renewable energy development; founder of the Southcentral Renewable Energy Initiative (predecessor to the Southcentral Minnesota Clean Energy Council), developed and led in the first Southcentral Minnesota Economic Development Plan (building agreement among jurisdictions across Southern Minnesota); developed and led regional merging of Department of Aging throughout Southwest Minnesota (30 plus counties).
- Brokered and moved Small Business Development Center and Minority Entrepreneurial Program with Minnesota State University; developed and led in Disaster Planning; brokered and moved to a new regional headquarters with the regional hub city of Mankato.
- Crafted and developed legislation for statewide gas tax formula; wrote federal legislation for the Northern Great Plains Regional Commission.

Additional Experience

City Administrator, City of Chisago City, Chisago City, Minnesota

Delivered successful, effective, and efficient city services. Oversaw and managed all operations and developed policies on complex issues such as future growth, police, and public safety, fire department, public works, parks and recreation, planning and zoning, motor vehicle registration, elections, libraries, economic development, capital improvement, finance recovery, and planning. Managed a budget of approximately \$5M.

Key Accomplishments

- Brokered and led financial bonding recovery plan; developed and led the first strategic plan.
- Developed and led a first performance measurement system; brokered and led in the creation of a multi-jurisdictional industrial park and a library system.
- Created, developed, and led the city's first GFOA structured and awarded budget. Crafted the legislation for the first multi-jurisdictional tax sharing district.

Senior Policy Analyst (County Manager's Office) Ramsey County Government, Saint Paul, Minnesota

Developed and analyzed policies for the County Board. Worked on department restructuring, special projects, planning efforts, legislative initiatives, financial matters, and governance. Worked directly with the Board of Commissioners on policies including critical incidents planning, taxes, health merger, transit, and crime prevention. Work to develop the county's budget totaling approximately \$403M through a challenging time of federal cutbacks.

Key Accomplishments

- Collaborated on the development, facilitation, and review of a countywide critical incident plan. Developed alternatives to incarceration project, implemented a multi-departmental approach to prevention, defining the role of county government (represented Ramsey on a seven-county committee). Addressed poverty issues and increased the participation of communities of color in the county government.

- Co-developed and led countywide strategic plans (engaging 10,000 residents) including the first countywide performance measurement system, the first 5-year budget performance measurement system, and a Community of Colors Engagement Initiative and crafted legislation for MN first light rail transit system.

Education

Ed.D. - Doctorate of Educational Administration and Leadership, (2017) – St. Cloud State University, Minnesota (Dissertation – The Role of Innovation in Minnesota’s Local Government)

M.P.A. - Master of Public Administration, (1992) – University of Central Florida, Orlando, Florida

B.A. - Bachelor of Arts Degree, Journalism/Marketing, (1989) - University of Central Florida, Orlando, Florida, Full Athletic Scholarship

Certifications/Training

IDEO U (Innovation) Certificate – Current Candidate, 2019 (COVID-19 Delayed)

ICMA Credential – Certified, 2018

Labor Negotiations and Collect Bargaining – Michigan State University, 2018

Collective Leadership for Profound Innovation and Change, – The Society for Organizational Learning Inc. (Outgrowth of former MIT Center for Organizational Learning), Cambridge, Massachusetts, 2007

Mediation Certification, – Center for Dispute Resolution (CDR) – Boulder, Colorado, 1999

Critical Incident Emergency Management, – Federal Emergency Management Agency, Washington D.C., 1997

Professional Honors

National Forum for Black Public Administrators – Policy Committee and writer for Police Accountability and Transparency White Paper. Lead facilitator for MN statewide review and recommendations of the MN Policy Use of Deadly Force Report.

LMC Minnesota Deputy/Assistant City Manager of the Year (Nominated 2018)

Minnesota State University Pre-Doctoral Fellowship (2012), Mankato, Minnesota

TedX Talk Presenter (Gustavus TedX - “An Audacious Journey” at <https://www.youtube.com/watch?v=9eoW1yHKkl&feature=youtu.be>)

German (American) Marshall Fellowship (2000), Washington, D.C.

Hubert H. Humphrey Policy Fellowship (1998), Minneapolis, Minnesota

Northern Great Plains Meadowlark Project (selected as 1 of 25 Midwest Regional Leaders)

MN Governor appointment to the Minnesota Council of Black Minnesotans Board

MN Representative to the Federal Northern Great Plains Regional Authority – Five State Initiative (selected member)

Minnesota City Manager Mentor of the Year (Nominated)

Leadership St. Paul Program (Selected Member)

Leadership Orlando Program (Selected Member)

National Marketing Awards (i.e. Dances with Wolves, Jetson’s the Movie) and Regional Marketing Award (Walt Disney World’s Four-Season Salute)

Civic and Professional Involvement

Civic and Board Participation: League of MN Cities Housing Policy Committee (asked to Chair), • National Forum for Black Public Administrators (State Chapter Vice Chair), International City and County Management Association (ICMA) • National Innovation Alliance • Northeast Suburban Community Economic Assistance Program (Board Member) • Brooklyn Center Community School – Community Education Advisory Board (Board Member) • 2016 League of MN Cities Annual Conference Planning Committee • Mankato Salvation Army • Mankato/North Mankato Youth Football • MN Sustainable Development Board (University of Minnesota) • MN Children Defense Fund • Crossview Covenant Church (finance committee) • Women’s Care Organization, Somalia, Africa (volunteer consultant) • MN Government Training Services (former chair) • MN Regional Development Organization Association (former vice chair) • Kappa Alpha Psi Fraternity (former regional strategic planning coordinator) • National Association for the Advancement of Colored People, Mankato (former vice chair) • MN Governor’s Task Force on Tax Reform • St. Paul Catholic Charities (former steering committee) • League of Minnesota Cities (selected to board) • St. Paul Rondo Housing Land Trust (former vice chair)