



City Manager Performance Evaluation

City Manager: Audra Curts-Whann

For each performance factor, please rate the City Manager on a scale of one (1) to five (5), based on how well they have met your expectations in that area.

- 5** Exceeds Expectations – Results significantly surpass expectations. Superior contribution to the objectives of his/her performance in assigned areas of responsibility.
- 4** Above Expectations – Results are very good. Significant contributions to the objectives of the department and functional area.
- 3** Meets Expectations – Results are good. Performance is consistent with expectations. No important areas of lack of accomplishment.
- 2** Needs Improving – Results do not consistently meet expectations. May lack experience but has the capacity to improve the overall level of performance within a reasonable period of time.
- 1** Does not meet Expectations – Results fall consistently below expectations and improvement is necessary.



City Manager Performance Evaluation

PERFORMANCE FACTORS

I. MANAGEMENT OF THE ORGANIZATION:

Effectively oversees the operations of the organization, fostering a collaborative, team-oriented environment that positions the City for success. Recognizes and celebrates the accomplishments of staff and partner agencies working on behalf of the City. Demonstrates a strong commitment to professional development, succession planning, and internal advancement opportunities. Accepts full accountability for staff performance and the outcomes of City projects and decisions. Proactively addresses mission-critical services, identifies organizational challenges, and implements corrective action.

Performance Factor Rating:

X					
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

1st hand reports from Staff indicate that many issues appear to be a crisis. The crisis mentality seems to set the office atmosphere into a “Walking on eggshells”.

When there is a failure the CM blames others for that rather than taking the responsibility. Individuals that work with the city (non-staff) have indicated the same sort of behavior that; there seems to be no responsibility and instead finger pointing or blaming others for mis information. In one case it was the 1st time this person/agency had any interactions with CM. Another agency said “She (CM) does not represent the City well.

Some agencies mentioned by CM do not give positive reports about her as she has indicated otherwise.

Improvement Suggestions:

I am not convinced that this can be improved on. Those first impressions and further lack of responsibility and finger pointing have appeared to ruined some City relationships.

II. EXECUTION OF POLICY:

Understands and adheres to ordinances, resolutions, policies, and procedures governing the City, as well as applicable Federal and State laws and directives. Implements City policy fairly and consistently in alignment with Council decisions, initiatives, and legal requirements. Presents matters in a clear, factual, and analytical manner. Effectively communicates Council policy decisions to staff, partner organizations, and the community.

Performance Factor Rating:

	X				
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

I have disagreed with the CM understanding of the FEMA regulations as it relates to buildings in the City & reporting of repairs. I was ignored and told I was wrong.

While the CM does provide information to Council, the information many times is biased toward her own view of the situation. I have been told things like "...the other Council members agree" so of a leading technique to avoid a disdaining argument.

From reports I have gotten from the public, they do not always match what I feel we as the Council had discussed or decided.

Improvement Suggestions:

I believe this behavior could be corrected but again, what damage has been done with community & partner relationships?

III. FINANCIAL MANAGEMENT:

Properly oversees and manages the budget, demonstrating ingenuity and creativity in addressing budgetary matters, including long-range financial planning, ongoing monitoring, and organizational adaptation. Integrates evolving technologies to enhance service delivery and actively works to maintain cost-competitive government and utility services.

Performance Factor Rating:

		X			
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

The CM seems to have a good understanding of budgetary items and feels it is her strongpoint. I would agree.
Where I have an issue is, I brought up the fact that CRA budget items were not being used correctly and should be changed. She informed me she already knew about it. At a later Council meeting, she took credit for noticing the errors and said she corrected them.

Improvement Suggestions:

I feel CM meets these expectations.

IV. RELATIONS WITH THE COUNCIL:

Makes a consistent effort to remain accessible to Council members and addresses issues they raise in a timely and consistent manner. Maintains honest, transparent, and professional relationships with each Council member. Approaches new ideas, concerns, and complaints from Council members with a positive, solution-focused attitude.

Performance Factor Rating:

X					
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

CM has always been accessible to me. Relationships on the other hand have been unprofessional. Some have been driven by a dispute with another Councilperson. I cannot prove this, but I do not feel that CM has dealt honestly with me. I feel that there has been some “behind the scenes” conversations and actions and collaborations with at least one other Council person directed at my personal business operations. New ideas are listened to but often shot down or “run over”. From the start I have felt bullied by CM and any disagreements I would have about her ideas were met with negative comments. My comments have been dismissed.

Improvement Suggestions:

Again, I reiterate, can this behavior change? And if it does, what is the lasting damage to relationships with the Council?

V. COMMUNITY RELATIONS AND ENGAGEMENT:

Makes a consistent effort to understand the issues, concerns, and values of the community. Engages with residents to **listen**, discuss concerns, and gain insight into their interests. Utilizes public engagement and community interactions to inform, educate, and advocate for City initiatives and services. **Represents the City in a professional, positive manner.** Works proactively and maintains a nonpartisan, professional approach with the media and press. **Effectively and appropriately leverages social media.** Fosters collaboration and **builds strong partnerships with neighboring jurisdictions, partner agencies, and community organizations.**

Performance Factor Rating:

X					
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

CM simply does not listen, she talks.
Several businesses have indicated this to me & I have experienced it myself.
Quite frankly she pisses people off, talks without listening and this in turn HAS NOT fostered a good relationship with the businesses, individuals and some of the agencies I have spoken to.

Improvement Suggestions:

If I could give a 0 for this aspect I would. The damage may be done.

VI. COMMUNICATIONS:

Ensures Council members receive important information promptly and effectively. Provides regular updates to keep the Council informed on current and critical issues. Delivers clear, accurate reports and correspondence to the Council and community. Responds to correspondence, requests, and complaints in a timely and appropriate manner. Promotes open, two-way communication and fosters mutual honesty and respect among the Council, staff, and the community.

Performance Factor Rating:

	X				
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

We are provided with important information promptly. How the information is delivered is another matter. This brings to mind the "Fluoride Debate". After bringing this to the council and putting us through an intense debate with the public, asking our opinions about continuing or deleting it, she informs us the State will get rid of it anyway. I received actual threats of violence for my comments and stance on this issue. Totally avoidable and an incredible waste of our time.

Improvement Suggestions:

Present all facts with no bias and let the Council decide.

VII. LEADERSHIP:

Provides the Council and the organization with practical solutions and creative alternatives to issues and challenges, reflecting the community’s values. Anticipates and responds proactively to emerging concerns. Ensures Council decisions are well-considered, objective, consistent with past practices, and both legal and ethical. Applies sound administrative practices and leads positively through collaboration, mentoring, coaching, and motivational strategies. Serves as a positive ambassador for the City.

Performance Factor Rating:

	X				
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

I cannot speak towards the CM’s own comments on this.
What I hear from Staff though is that many feel talked down to or bullied.

My other comments apply. CM does not appear to be a positive ambassador for the City.

Improvement Suggestions:

VIII. PROFESSIONALISM:

Engages effectively and appropriately with the public and other organizations. Demonstrates dedication by devoting the necessary time and energy to the role. Upholds high ethical standards and integrity, ensuring that politics and personal perspectives do not influence decision-making. Remains active in professional organizations and stays informed on current issues.

Performance Factor Rating:

	X				
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

See my other comments. She is not well liked by many of the community folks & those that deal with the city on a regular basis I have spoken to.

Her personal perspectives seem to absolutely influence her decision making. CM has intentionally placed “roadblocks” in the way of the Mainstreet program citing her distrust of the director and creating a difficulty creating a lease for their facility.

I feel she is being influenced by a past Councilperson about the role of Mainstreet and that it overlaps with the CRA and therefore is not needed.

Improvement Suggestions:

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IX. VISION, INITIATIVE, PLAN EXECUTION:

Demonstrates leadership that inspires both the organization and the community to embrace problem-solving and solution-oriented action. Actively envisions a future beyond the status quo, developing and presenting new ideas and initiatives for consideration. Adapts to emerging technologies and evolving social media platforms to enhance communication and service delivery. Utilizes the City Council Budget Workshops to identify strategic priorities for the annual budget and work plan, taking ownership of outcomes. Provides professional recommendations and effectively implements the Council’s vision to position the City of Crystal River for success.

Performance Factor Rating:

		X			
1 Does Not Meet Expectations	2	3 Meets Expectations	4	5 Exceeds Expectations	Unable to Rate

General Comments:

CM certainly seems to care about the city & shares a portion of the Council’s vision.

CM has been able to execute many of our plans but seems to get sidetracked with some of her own ideas and slows down the process.

Case in point – Train Depot. She seems to be pushing ideas for the train depot that although could be doable, without a concrete plan and council agreement is a waste of time. This has slowed progress of that project

Improvement Suggestions:

Focus.

NARRATIVE EVALUATION

What would you identify as the City Manager's strengths expressed in terms of the principal results achieved during the rating period?

Definitely an understanding of budgets.

Embraces technology. Understands the limitations of the existing facilities of the city by pushing for the use of Project Management companies.

What performance areas would you identify as most critical for improvement?

My concern over this last year and seeing the reactions of the staff, the community and the agencies the city is involved with leads me to honestly feel that damage has been done to relationships and that it is a hindrance to the city.

I tried as a new councilman to overlook some of what I was seeing and give the CM the benefit of the doubt. Unfortunately, it appears that it has only gotten worse.

I felt on day 1 at my first meeting that she was not listening and bullied me. The overbearing behavior made it hard for me to interact appropriately with her on city matters. She refused to hear some of the information that me as a 30-year resident of the city may have been able to give her insight on.

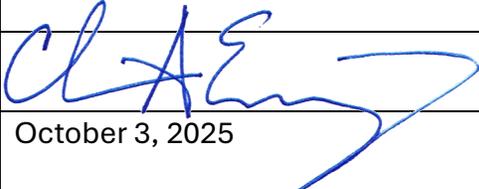
What suggestions or assistance can you offer the City Manager?

Listen more, talk less. Stop the bully attitude.

Stop running over the folks you deal with and meet, listen to their side and see if there is a way to accomplish the goal.

What other comments do you have for the City Manager (for example, about priorities, expectations, or specific objectives for the next year)?

It pains me to say this but, I feel that the damage done is not repairable and that unfortunately the best avenue may be a resignation or dismissal.

Printed Name	Chris A. Ensing
Signature	
Date	October 3, 2025