

# MICHELE PARRY

## CITY MANAGER

20055 HWY 62, Shady Cove, OR 97639 | micheleparry123@gmail.com | www.micheleaparry.com

---

July 27, 2025

City of Coronado  
1825 Strand Way  
Coronado, California 92118  
Deputy City Manager

c/o Ralph Andersen & Associates  
David Morgan  
apply@ralphanderson.com

Dear Hiring Committee,

I am writing to express my strong interest in the Deputy City Manager position with the City of Coronado. As a municipal leader with a proven track record of delivering transformational results, including \$26.5 million in secured grant funding, innovative state-level program creation, and complex infrastructure project management, I am excited to bring my strategic vision and execution capabilities to Coronado's exceptional team.

### **Why Coronado Represents the Perfect Opportunity**

Coronado's reputation as the "Crown City" reflects exactly the type of excellence-driven environment where I thrive. Your community's commitment to maintaining high standards while navigating complex challenges like housing compliance and infrastructure development aligns perfectly with my experience managing both stable operations and organizational transformation. After successfully leading municipalities through various scenarios—from routine excellence in Lakeview to crisis management in Shady Cove—I am ready to focus my skills on maintaining and enhancing Coronado's already strong foundation.

### **Delivering Results That Matter**

My approach to municipal leadership centers on turning vision into measurable impact:

Innovation & Technology Leadership: I've spearheaded the development of AI technology, modernization of municipal systems, housing innovation, and implementation of 3D Technology, as well as digital infrastructure development, to enhance citizen engagement. This forward-thinking approach to municipal technology directly translates to Coronado's need for innovative solutions to complex challenges.

Crisis Leadership Excellence: During unprecedented political upheaval, including the resignations of the mayor and council president, I provided institutional continuity, ensuring that residents continued to receive essential city services without interruption. I've gained invaluable experience managing contemporary municipal realities, including social media-driven political dysfunction, while maintaining an unwavering commitment to transparency and ethical governance.

# MICHELE PARRY

## CITY MANAGER

20055 HWY 62, Shady Cove, OR 97639 | micheleparry123@gmail.com | www.micheleaparry.com

---

Legislative Innovation: I co-conceived, developed, and successfully proposed Oregon's Regional Rural Revitalization (R3) program, securing \$10 million in housing funding for rural communities. This experience navigating state-level policy development directly translates to California's complex regulatory environment, particularly in relation to housing accountability requirements.

Infrastructure Excellence: I secured \$15 million from Governor Brown's administration to address Lakeview's 20-year water system challenges and obtained \$1.5 million to establish Shady Cove's municipal water delivery system, resolving a 30-year barrier to economic development. These achievements demonstrate my ability to identify critical infrastructure needs and secure the resources necessary to address them.

Community Development: I wrote and secured complete grant funding for Lakeview's family community park, which features a splash pad that has become a community hit for three years. I also made 30 dry camp spots in Bullard Canyon for dark sky recreation, expanding tourism opportunities while demonstrating innovative approaches to community asset development.

Strategic Partnerships: I extended Shady Cove's beautification program from one to four years by securing donations from fiber optic companies, demonstrating my ability to leverage private sector relationships for public benefit—a skill particularly valuable in Coronado's business-friendly environment.

### **Housing Policy Expertise in California's Regulatory Environment**

My experience with Oregon's Housing Accountability and Production Office (HAPO) provides direct insight into California's Housing Accountability Unit (HAU) requirements. Having worked with local governments to navigate new compliance requirements, I understand both the state accountability mechanisms and local government constraints that Coronado faces in accommodating 912 housing units while maintaining community character. This balanced perspective helps prevent compliance issues before they escalate to state enforcement—exactly what Coronado needs following its 2023 settlement agreement.

### **Transparency and Accountability as Leadership Strengths**

When I inherited significant municipal challenges in Shady Cove, I chose transparency over concealment. While this approach generated media attention, it demonstrated the kind of accountable leadership that prevents minor problems from becoming major crises. In California's current regulatory environment, where the HAU actively monitors compliance and can refer violations to the Attorney General, Coronado benefits from a Deputy City Manager who addresses challenges proactively rather than reactively.

# MICHELE PARRY

## CITY MANAGER

20055 HWY 62, Shady Cove, OR 97639 | micheleparry123@gmail.com | www.micheleaparry.com

---

### **Organizational Excellence and Strategic Vision**

Your Deputy City Manager role requires someone who can handle day-to-day operational excellence while supporting strategic initiatives and organizational development. My experience managing both stable operations and crises ensures I can maintain Coronado's high standards while contributing to long-term strategic planning. Whether leading the Information Technology Steering Committee, supporting City Council special projects, or managing complex interdepartmental initiatives, I bring the systematic approach and attention to detail that Coronado's residents expect.

### **A Partnership Approach to Municipal Excellence**

I view the Deputy City Manager role as an opportunity to be a strategic partner in maintaining Coronado's reputation for excellence. My crisis management experience becomes an asset for preventing problems, my grant writing skills help secure resources for community priorities, and my stakeholder engagement abilities support the collaborative approach that makes Coronado special. Most candidates bring experience from stable environments. I offer something unique: proven ability to excel in both optimal and challenging scenarios. This experience doesn't represent a liability—it represents a strategic advantage for a community committed to maintaining excellence while navigating an increasingly complex municipal landscape.

### **Commitment to Coronado's Future**

I am not seeking to escape problems; I am seeking to apply proven problem-solving skills in a proactive, strategic environment. Coronado represents the opportunity to use crisis prevention skills, strategic thinking, and resource development capabilities to help maintain and enhance what is already an exceptional community.

Thank you for considering my application. I would welcome the opportunity to discuss how my experience in transformational leadership, strategic planning, and municipal excellence can contribute to Coronado's continued success. I am available at your convenience for an interview and look forward to the possibility of joining your team.

Sincerely,

Michele Parry

C: 541-601-2120

E: micheleparry123@gmail.com

W: micheleaparry.com

Enclosures: Resume, Professional References