

**Item # 48(4)**

**ADDITIONAL MATERIAL**

**Regular Meeting**

**May 4, 2021**

**SUBMITTED AT THE REQUEST OF**

**MAYOR STEVE GELLER**

# Hire 'known quantity' as Broward's next executive

## Letters to the editor

SOUTH FLORIDA SUN SENTINEL | APR 19, 2021

Monica Cepero, Broward's deputy county administrator, should get the job without a search, a reader writes.  
(Broward County)

I appreciate that your Sunday editorial, *Slow down, Broward, and search far and wide for next chief-executive* recognized Monica Cepero as a consummate, exceptionally experienced professional who, in your own words, is "clearly well-qualified" for county administrator. It was puzzling, then, to see you recommend that, rather than hire her for the role her entire career has been building towards, the county should undertake a lengthy, costly search for a potential alternative candidate.

Your editorial was particularly concerned with what Broward taxpayers should expect from their county commissioners. At the top of that list should be reasonable, practical decisions, not time-consuming and expensive shots in the dark. No matter how well-vetted a candidate may be through the interview process, they will always remain, to some extent, unknown quantities.

Monica is not simply a known quantity, she comes to the job having served for years under Bertha Henry, the current administrator. She holds Ms. Henry's endorsement and she is responsible for managing a range of county programs. It stretches credulity to believe that there is a candidate better suited to the role.

Monica is a doer, she is all about action and results, and she comes to the role with an uncommon combination of talents that will distinguish her as the chief executive officer of the county: The intelligence, communication skills and organizational abilities of an exceptional administrator with the compassion of a true leader. I am a business leader, and she has my 100% endorsement.

Marc Cannon, Fort Lauderdale

**Geller, David**

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**Subject:** FW: Monica Cepero

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**From:** Lisa Alvarez-Curbelo <[Lisaa@CITY-FURNITURE.com](mailto:Lisaa@CITY-FURNITURE.com)> **On Behalf Of** Keith Koenig  
**Sent:** Tuesday, April 20, 2021 6:05 PM  
**To:** Geller, Steve <[SGELLER@broward.org](mailto:SGELLER@broward.org)>  
**Subject:** Monica Cepero

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Dear Mayor Steve Geller,

Please accept my personal endorsement for Monica Cepero to be our next County Administrator. She is solid, smart and extremely experienced and this role is her life's goal. She has worked side by side with Bertha and they have served our County well.

No wonder she has Bertha's recommendation.

I have had to hire many top leaders in our company and I have always found that promoting a known, respected, effective leader from within to be better than searching outside. It sends an important message of respect and trust to the entire team.

You have that known, respected and effective leader in Monica.

Best regards and many thanks for your service to Broward County. I'm happy to say I never plan to leave our great community.

**Keith Koenig** | CEO

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