

CITY OF DANA POINT
AGENDA REPORT

Reviewed By:	
DH	<u>X</u>
CM	<u>X</u>
CA	—

DATE: NOVEMBER 30, 2005

TO: CITY MANAGER/CITY COUNCIL

FROM: KYLE BUTTERWICK, DIRECTOR OF COMMUNITY DEVELOPMENT

SUBJECT: RE-ORGANIZATION OF THE COMMUNITY DEVELOPMENT DEPARTMENT TO INCLUDE AN ECONOMIC DEVELOPMENT DIVISION

RECOMMENDED ACTION:

That the City Council approves the following actions:

1. Approve the re-organization of the Community Development Department to include a new Economic Development Division.
2. Authorize the hiring of two (2) new positions for the Economic Development Division: (1) Economic Development Manager and (2) Management Analyst.
3. Approve and adopt a resolution approving the job classification for an Economic Development Manager:

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DANA POINT, CALIFORNIA, ADOPTING THE POSITION TITLE, SALARY RANGE, AND CLASS SPECIFICATION FOR ECONOMIC DEVELOPMENT MANAGER.

4. Authorize transfer of \$67,930 in FY 05-06 and \$257,178 in FY 06-07 from the Undesignated General Fund to the Community Development Planning Budget #41 to cover personnel and operating costs per the line item budget costs outlined in the Fiscal Impact section of this report.

DISCUSSION:

On September 28, 2005, the City Council directed staff to hire an Interim Economic Development Manager and subsequently to develop a formal Economic Development Program and return with the appropriate staffing profile and hiring recommendation to support the long-term development of the program.

On November 1, 2005, the City entered into a contract with the Rosenow Spevacek Group, Inc. (RSG) to provide economic development services to the City on an interim basis (at a cost not to exceed \$50,000) until establishment of the permanent Economic Development Program and associated staff. RSG will be initiating economic development activities to enhance the Town Center area, promote Dana Point as an upscale

designation resort community and to assist with business development in Dana Point. The primary goal of RSG's activities will be to develop an Economic Development Plan for the City which will establish the framework and priorities to achieve the economic development goals of the community. The new Economic Development Division in the Community Development Department will be expected to implement the programs and activities identified in the Economic Development Plan. In addition to business development and marketing, the new Division will be engaged in other community-wide tasks such as the City's Affordable Housing Program, Coastal Transit Program, and business database management.

Attached to this Agenda Report as Supporting Document B is a task organizational ladder that illustrates the principal activities associated with the new Economic Development Division and the relationship of that Division with the balance of the Community Development Department operations. As the table indicates the economic development activities encompass a wide range of responsibility that collectively serves to promote and enhance business development and economic growth in the community.

Staff is recommending the addition of two (2) full time positions to perform the activities within the Economic Development Division. The proposed Economic Development Manager position would be responsible for over-seeing the day-to-day operations of the City's Economic Development Program. A resolution authorizing this new position and a complete job description is attached as Action Document A. The second position is expected to be a Management Analyst that would provide back-up research and assistance to the Economic Development Manager on a variety of complex administrative, professional and technical duties. The current approved job classification for a management analyst is attached as Supporting Document C.

Staff is also recommending that the Code Enforcement component of the department which is currently supervised by the Planning Division, be transferred to the new Economic Development Division under the supervision of the Economic Development Manager.

The overall direction and supervision of the Economic Development Division would be performed by the Director of Community Development. Importantly, the functions of the Economic Development Division will extend into a variety of City functions and programs within all of the departments in the City. For this reason, particular emphasis will be placed on the coordination of activities with other City operations.

FISCAL IMPACT:

The creation of the Economic Development Division in the Community Development Department will result in the expenditure of funds for the establishment of two (2) new positions. Staff is recommending a salary range for the Economic Development Manager that would equate with the non-represented position of City Architect/Planning Manager and City Engineer which is currently established at \$7,185 - \$9,485 per month. The Management Analyst position is currently an established non-represented classification with a salary range of \$4,460 - \$5,797 per month. The funding for these two (2) new

positions would be transferred from the undesignated General Fund Reserves to the Community Development Department (41). The funding details are presented below:

Economic Development Division	FY 05-06 (April-June)	FY 06-07
Salary & Benefits	61,430	251,678
Office Equipment (Computer, Desk, Chair, and Phone)	6,000	0
Memberships and Dues	500.00	500.00
Travel/Training	0	5,000.00
Total	\$67,930	\$257,178
Grand Total FY 05-06 & FY 06-07		\$325,108

ALTERNATIVE ACTIONS:

As determined by Council

SUPPORTING DOCUMENTS:

- A. [Task Organizational Ladder](#)..... 4
- B. [Existing Management Analyst Job Classification](#)..... 5

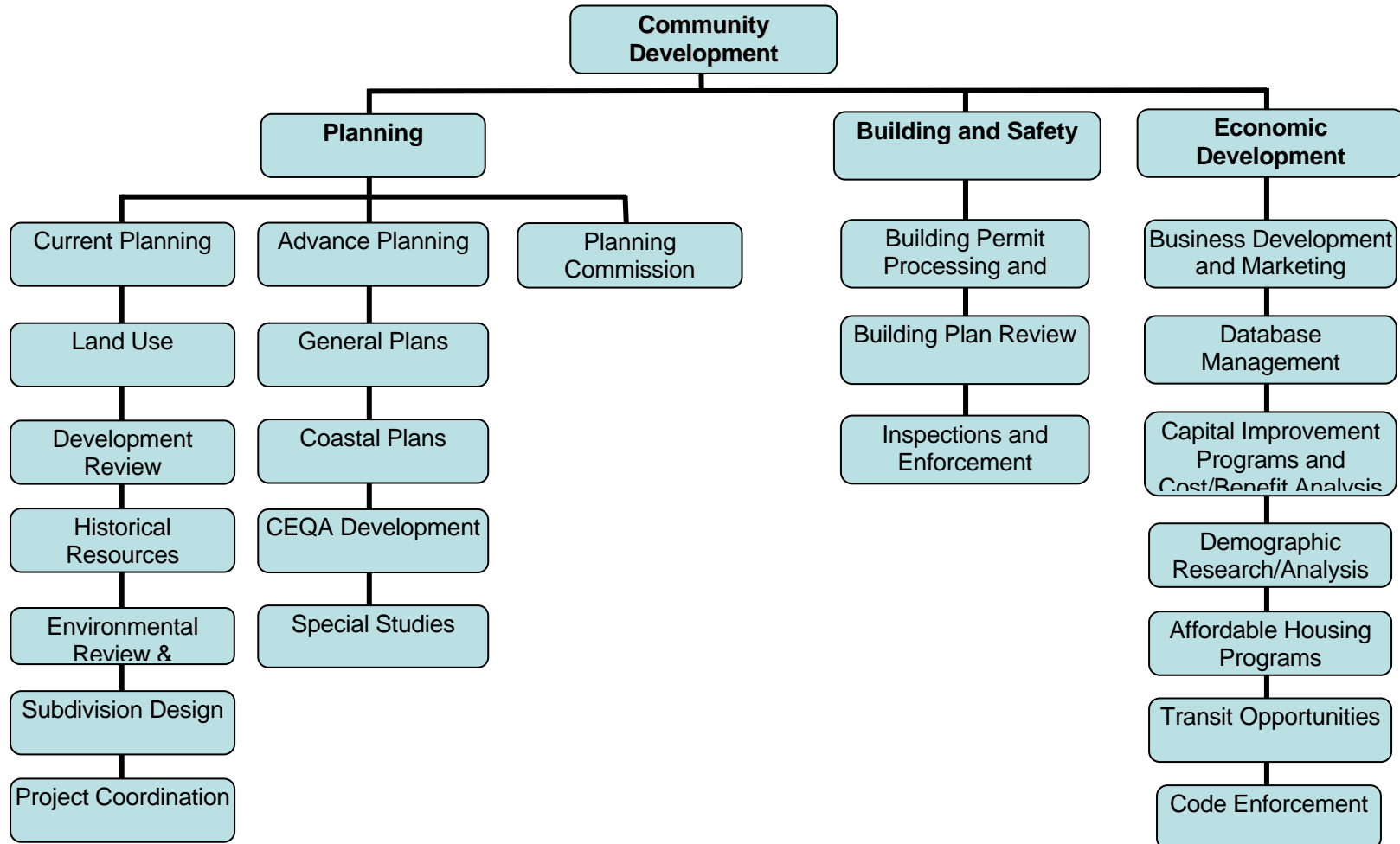
ACTION DOCUMENTS:

Page No.

- C. [Resolution approving the job classification for an Economic Development Manager](#)..... 7

SUPPORTING DOCUMENT A

**City of Dana Point
Community Development Department
Proposed Task Organization**



SUPPORTING DOCUMENT B**MANAGEMENT ANALYST****DEFINITION:**

Under general direction to perform a variety of complex financial, budgetary and administrative work; to provide staff assistance within or to City departments; to research, write and present reports and recommendations on a wide variety of topics or issues; and to do other work as required.

CLASS CHARACTERISTICS:

This is the journey level administrative classification. Incumbents are expected to work with considerable independence to produce thorough and complete analytical reports and recommendations on a wide variety of topics.

The next lower level of Administrative Assistant is distinguished by the difficulty and complexity of work performed.

EXAMPLES OF DUTIES - The typical duties assigned to this class include, but are not limited to:

1. Researches and analyzes a variety of complex financial, budget or administrative issues or questions; reviews records, files, legislation and other resource materials; compiles data; interviews or meets with other staff, representatives of other agencies, business representatives and others to obtain additional information; develops and presents written or verbal recommendations.
2. Compiles and analyzes data and makes recommendations on the formulation of policies and procedures; reviews analyzes and makes recommendations regarding staffing, equipment and facility needs.
3. Conducts surveys and performs research and statistical analyses on administrative, fiscal, personnel, risk management and operational problems or issues; monitors legislation and analyzes proposed legislation.
4. Assists in the implementation of new or revised programs, systems, procedures, and methods of operation; may supervise or direct assigned programs.
5. Compiles materials and prepares or assists in the preparation of reports, manuals or publications; designs and implements forms; prepares written materials to explain City programs or procedures.

MINIMUM QUALIFICATIONS:**Knowledge of:**

Thorough knowledge of principles of municipal government management.

Thorough knowledge of principles of financial and budget management in municipal government organizations.

General knowledge of municipal programs such as but not limited to purchasing, personnel, risk management, finance, budgeting or other municipal government related programs.

Ability to:

Research and analyze financial, budget or administrative issues or questions.

Develop and present oral and written recommendations on a variety of financial, budget and administrative issues.

Write clear, logical and concise reports and correspondence on a variety of financial, budget and administrative issues

Communicate effectively and maintain effective working relationships with citizens, City officials, staff and others regarding a variety of City policies, procedures and practices.

Administer assigned programs or projects.

Use or learn to use a computer to perform administrative or statistical analysis related to assigned duties.

Education and Experience:

Graduation from an accredited college or university with a major in accounting, business public administration, finance administration, personnel management, economics or a closely related field.

Three years of experience researching, analyzing, and recommending policies, procedures or actions on a variety of administrative issues. (Specific experience may be required for some positions.)

Licenses:

Possession or ability to obtain a valid California Driver's License may be required.

ACTION DOCUMENT C**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DANA POINT, CALIFORNIA, ADOPTING THE POSITION TITLE, SALARY RANGE, AND CLASS SPECIFICATION FOR ECONOMIC DEVELOPMENT MANAGER**

WHEREAS, pursuant to the City's Personnel Ordinance, the City Manager has the authority to hire, set salaries, and adopt personnel policies; and

WHEREAS, the City Manager has recommended and the City Council now wishes to adopt position titles and salary ranges.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF DANA POINT, CALIFORNIA, DOES HEREBY RESOLVE, DETERMINE, AND ORDER AS FOLLOWS:

SECTION 1. The following Personnel Policies are hereby amended:

Position Titles and Salary Ranges ([Exhibit 1](#))

Such Position Title and Salary Range is attached and incorporated into this Resolution by reference.

SECTION 2. The following classification is designated as an exempt, At Will position:

Economic Development Manager

SECTION 3. The following class specification is hereby adopted:

Economic Development Manager ([Exhibit 2](#))

SECTION 4. This Position Title and Salary Range shall become effective on November 30, 2005.

SECTION 5. All prior Resolutions and parts of Resolutions in conflict with this Resolution are hereby rescinded.

PASSED, APPROVED AND ADOPTED this 30th day of November, 2005

WAYNE RAYFIELD, MAYOR

ATTEST:

ELIZABETH EHRING, City Clerk

STATE OF CALIFORNIA)
COUNTY OF ORANGE) ss.
CITY OF DANA POINT)

I, Elizabeth Ehring, City Clerk of the City of Dana Point, do hereby certify that the foregoing Resolution No. 05-11-30-___ was duly adopted and passed at a regular meeting of the City Council on the 30th day of November, 2005, by the following roll-call vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

ELIZABETH EHRING
CITY CLERK

EXHIBIT 1

**CITY OF DANA POINT
SALARY RANGE**

<u>Position Title</u>	<u>Monthly Minimum</u>	<u>Control Point</u>
Economic Development Manager	\$7,185	\$9,485

EXHIBIT 2**ECONOMIC DEVELOPMENT MANAGER****DEFINITION:**

Under general direction of the Community Development Director to develop, manage and coordinate programs in support of the City's economic development interests; and to perform a wide variety of complex professional and technical duties relating to economic development.

CLASS CHARACTERISTICS:

This is a one position class responsible for overseeing the day to day operations of the City's economic development program. Incumbents are expected to work with considerable independence and may supervise lower level support staff.

EXAMPLE OF DUTIES: - Typical duties assigned to this position include, but are not limited to:

1. Plan, organize, review and participate in programs to attract, retain, and expand business in the City of Dana Point.
2. Respond to inquiries pertaining to business development in Dana Point; analyze business needs against available programs and make recommendations.
3. Represent the City in providing guidance to business owners, property developers/investors, and other groups interested in economic development.
4. Collect, compile, and analyze economic, demographic, and marketing data; recommend program modifications or enhancements; coordinate the development of economic studies relating to target areas, industries, and development programs.
5. Coordinate and work closely with the Community Development Director, City departments, and various community groups in discovering and developing economic development opportunities.
6. Make presentations to real estate brokers, developers, investors, and other members of the business community to encourage program participation.
7. Assist in development and administration of grant proposals and applications for Federal and State economic development programs.

8. Participate in the development and implementation of goals, objectives, policies, and priorities for economic development programs; recommend policies and procedures.
9. Oversee the City's Business Registration Program.
10. Supervise and oversee the Code Enforcement Program in the Community Development Department. This Program involves coordination with staff members in the Planning and Building Divisions.
11. Analyze proposed and enacted Federal and State legislation for impact on economic development; coordinate preparation of department response to legislation within City policy guidelines.
12. Serve as staff liaison to a variety of boards, commissions, and committees; prepare and present staff reports and other necessary correspondence
13. Organize and implement information forums and workshops for the business community.
14. Perform other duties as required.

MINIMUM QUALIFICATIONS:

Knowledge of:

Economic development procedures related to local government and the private sector

Pertinent Federal, State, and local laws, procedures, codes, and regulations

Economic development assistance programs of Federal, State, and local governments

Principles and practices of urban economic development, finance, accounting, marketing, and business management

Research and reporting methods and techniques applied to the collection, tabulation, and analysis of data and information affecting urban economic development

Understanding and experience in Municipal Code Enforcement

Grant proposal and application preparation and grants management

Basic principles of supervision and training

Principles and practices of public speaking, public contact, and community relations

Municipal budget development and administration

Ability to:

Plan, organize, direct, and evaluate economic development projects.

Interpret Federal, State and local rules, regulations, policies, and procedures pertaining to economic development.

Conduct research; prepare and analyze comprehensive technical and statistical reports and documents relating to economic development.

Assist businesses in obtaining necessary loans, permits, site analysis, and environmental reviews.

Prepare and present effective written and oral presentations to the City Council, Commissions, and community and business organizations.

Work independently, and set priorities.

Manage, direct, and coordinate the work of assigned staff.

Negotiate and administer a variety of administrative contracts, and effectively coordinate functions and activities between departments and outside agencies.

Prepare and administer grant proposals and applications.

Communicate effectively, and maintain effective working relationship with citizens, business owners, developers, contractors, City officials, staff, and others regarding economic development activities within the City.

Use a personal computer to produce professional quality reports, newsletters, brochures, and marketing materials.

Administer and coordinate the City's Code Enforcement Program.

Prepare and administers the City's economic development annual budget. Identify economic loan and grant resources.

Develop, recommend, implement, and coordinate advertising and marketing programs.

Represent the City in its efforts to recruit and retain businesses.

EDUCATION AND EXPERIENCE:

Graduation from an accredited college or university with a major in urban planning, economics, public or business administration or closely related field.

Five years of responsible, practical experience in the area of economic development, including supervisory experience.

LICENSE:

Possession of a valid California Drivers License is required.