



**AGENDA  
CITY OF ROCKLIN  
PARKS, RECREATION, AND ARTS  
COMMISSION  
November 09, 2016  
TIME: 6:00 PM  
PLACE: Council Chambers  
[www.rocklin.ca.us](http://www.rocklin.ca.us)**

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**CITIZENS ADDRESSING THE COMMISSION**

Citizens may address the Commission on any items on the agenda at the time the item is considered. Citizens wishing to speak may request recognition from the Chairperson by raising their hand and stepping to the podium when requested to do so. Speakers will usually be allowed five (5) minutes; however, the Chairperson may set shorter time limits. Speakers are asked to identify themselves by stating their name and the city they reside in for the official record.

**ACCOMMODATING THOSE INDIVIDUALS WITH SPECIAL NEEDS**

In compliance with the Americans with Disabilities Act, the City of Rocklin encourages those with disabilities to participate fully in the public hearing process. If you have a special need in order to allow you to attend or participate in our public meeting and public hearing processes, including receiving notices, agendas, and other writings in appropriate alternative formats, please contact our office at (916) 625-5560 well in advance of the public meeting or public hearing you wish to attend so that we may make every reasonable effort to accommodate you.

**INTRODUCTION**

1. **Call to Order:**
  
2. **Pledge of Allegiance:**
  
3. **Roll Call:**
  
4. **Agenda Review:**

**Any writing related to an agenda item for the open session of this meeting distributed to the Recreation Commission less than 72 hours before this meeting is available for inspection at City Hall, 3980 Rocklin Road, Rocklin, during normal business hours. These writings will also be available for review at the Parks and Recreation Commission meeting in the public access binder located on the table at the back of the Chambers.**

5. **Consent Calendar:**
  - A. Minutes from 10/12/16 Meeting
6. **Citizens Addressing the Commission (for items not listed on the agenda):**
7. **Discussion Items**
  - A. Possible Action on Art Task Force Next Steps
8. **Staff Reports/Updates:**
  - A. Venue Rentals Revenue Report October 2016
  - B. RAET Business Development
9. **Future Agenda Topics:**
10. **Director's Reports:**
  - A. Recreation, Arts, and Event Tourism Budget update (Oral)
  - B. Recreation Programs
11. **Committee Reports:**
  - A. Whitney Park Phase II
  - B. Non-Profit models
12. **Commission Comments:**
13. **Adjournment:**



**MINUTES**  
**CITY OF ROCKLIN**  
**PARKS, RECREATION, AND ARTS**  
**COMMISSION**  
**October 12, 2016**  
**TIME: 6:00 PM**  
**PLACE: Council Chambers**  
**[www.rocklin.ca.us](http://www.rocklin.ca.us)**

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### **CITIZENS ADDRESSING THE COMMISSION**

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### **INTRODUCTION**

1. **Call to Order:**  
Chairwoman Anderson called meeting to order on Wednesday October 12, 2016 at 6:00 p.m.
2. **Pledge of Allegiance:**  
The Pledge of Allegiance was led by Chairwoman Anderson.
3. **Roll Call:**

Youth Commissioner Pitts	Commissioner Armstrong-Bryant
Commissioner Hartwell	Commissioner Richey
Chairwoman Anderson	Commissioner Stockton

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**4. Agenda Review:**

**5. Consent Calendar:**

- A. Minutes from 09/12/16 Commission Meeting  
Commissioner Hartwell made a motion to approve, Commissioner Richey second. Motion passed 5 to 0.

**6. Citizens Addressing the Commission (for items not listed on the agenda):**

**7. Discussion Items:**

- A. Commission action on Parks and Trails Master Plan  
Commissioner Stockton made a motion to recommend to City Council the approval of the Parks and Trails Master Plan, Commissioner Armstrong-Bryant second. Motion passed 5 to 0.
- B. Commission action on Trails Strategy and Action Plan  
Commissioner Hartwell made a motion to recommend to City Council the approval of the Trails Strategy and Action Plan, Commissioner Richey second. Motion passed 5 to 0.
- C. Art Task Force membership  
Karen Garner, Director of Recreation, Arts and Event Tourism, discussed the structure of the Art Task Force membership. Director Garner explained, given the election coming up and the holiday season approaching, she recommended waiting until the beginning of the year before soliciting interest in appointment to the Art Task Force. Director Garner explained that commissioners have between now and January to finalize questions and criteria for the application for the Art Task Force. Chairwoman Anderson stated that she would like to keep a roster for all that are interested. Commissioner Stockton recommended forwarding all information to local art organizations. Chairwoman Anderson suggested to the commission that at the November commission meeting the designating commission members that will be on the art task force should be decided. No public comment.
- D. Art Non-Profit models  
Director Garner spoke to the commission about options that different types Art Non-Profits have and the pros and cons with working with

either type, more of a singular based non-profit organization or more of a broad based organization that doesn't have just one objective.

Director Garner recommended the commission appoint a subcommittee consisting of two commission members to work with staff for bring back information to the commission.

Public comment: Mr. John Carter suggested to the commission to research successful cities that have instituted forming an art non-profit. The examples he gave were: New Port Beach, Long Beach and Temecula.

Public comment closed.

Commissioner Hartwell made a motion to approve Commissioner Stockton and Commissioner Armstrong-Bryant to serve on the subcommittee. Commissioner Richey second. Motion passed 5 to 0. To provide Commissioner Stockton time to serve on the Art non-profit subcommittee, commission appointed Commissioner Hartwell to the Whitney Park Phase II committee in place of Commissioner Stockton.

#### 8. **Staff Reports/Updates:**

- A. Venue Rentals Revenue report - September 2016  
No comment or changes.
- B. List of Special Events  
RAET staff are working on the special events schedule for next season now and when the calendar is complete and approved she will provide commission with the information.

#### 9. **Future Agenda Topics:**

- Art Task Force
- Art non-Profit models
- Whitney Park phase II
- Community Grant Program

#### 10. **Director's Reports:**

- A. Request for park behind Wal-Mart shopping center  
Director Garner updated commission on the park space, requested by Mr. Mitch Elkins at the September commission meeting, to be put in the subdivision behind Green Acres and Wal-Mart. Director Garner stated that staff will work with Mr. Elkins to identify opportunities for a park to be constructed. Director Garner stated there is no funding to build a new park at this time.

- B. Dog Park update  
Director Garner notified commission that she will provide information to commission at a later date in regards to how the dog park was constructed and why.
- C. Recreation Programs  
Director Garner gave an update on recreation programs and the direction the RAET department is going. City staff have been researching different sports organizations and identifying what their needs and interests are. Director Garner stated that staff will have a proposal to present to the City Manager within the next month or so. Commissioner Stockton asked that commission get clarification on the vision of City Council and the City Manager in regards to recreation and the direction it is heading.
- D. Social Media update  
Director Garner stated she is going to provide commission comments to the City Communications team and ask for feedback in regards to sharing events/information on all department social media sites.
- E. Inaugural season at Quarry Park summary  
Director Garner notified the commission that she is working on having a detailed summary to conclude all special events in January.
- F. Budget Report  
Director Garner shared how expenses and revenues work in the RAET department, she stated that she will provide more information next month in regards to budget projections. Chairwoman Anderson asked if commission can get information on money budgeted for Art.

**11. Committee Reports:**

**12. Commission Comments:**

**13. Adjournment:**

Chairwoman Anderson adjourned meeting at 7:18 p.m.



## Parks, Recreation, and Arts Commission Report

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**Subject: Art Task Force**

**Submitted by: Karen Garner, Director**

**Date: November 9, 2016**

**Department: Recreation, Arts, and Event Tourism**

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- **Staff Recommendation:**
    - Approving the Art Task Force application and questions
    - Requiring the Art Task Force to publicly notice meetings and meet as needed
    - Approving the Art Task Force description
    - Direct staff to request council appointment of one member at their December meeting.
    - Appoint two commission members to the Art Task Force
- 

### **BACKGROUND:**

At the September and October meetings, the Commission discussed formation of an Art Task Force, the application process and timelines. The commission determined that membership would be as follows;

- 2 Parks, Recreation, & Arts Commissioners
- 1 City Council Member
- 1 City Staff
- 1 Community Member
- 1 Business Owner
- 1 Artist/Art Organization

The Commission directed staff to provide information regarding the structure of the Art Task Force. Following is information for the commission's consideration;

- Recommend that the Art Task Force hold publicly noticed meetings. Agenda and meeting notice must be posted 72 hours in advance. Meetings open to the public.
- Meetings can be held as needed. Regular date or time is not necessary.
- Members do not need to be Rocklin residents (does not apply to council or commission members).
- Members may be added, removed, reappointed as needed, so long as in the 5-8 member range.
- Artists or other subject matter experts may be invited to provide input or share expertise with the Art Task Force, but are not considered members.

### **Art Task Force Purpose/Description**

To assist with recruitment of members and ensure clarity of purpose, staff recommends the commission use the following description to describe the purpose and scope of the Art Task Force:

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The Rocklin Art Task Force is a seven member ad hoc committee that advises the Parks, Recreation and Arts Commission on public art matters. Art Task Force duties include;

- Review and recommendation to the Commission for public art proposed as part of a private development project against the criteria established by the Rocklin Public Art Master Plan.
- Review and recommendation to the Commission of public art proposed as part of a public (city) funded project against the criteria established by the Rocklin Public Art Master Plan.
- Recommendations to the Parks, Recreation and Arts on public art matters including;
  - Artist qualifications
  - Expenditure of funds collected for the purpose of public art
  - Selection of public art for rental or loan of completed works
  - Acceptance of gifts of art
  - Conservation of public artwork
  - Decommissioning public artwork
- Advocate for public art and assistance and guidance in securing grants or other funding for public art.
- Assistance with public art related projects such as documentation and creation of a public art inventory, marketing and promotion of public art and developing relationships with area art groups, artists, educational institutions and other organizations that support public art.

The Art Task Force will meet on an “as needed” basis and may include day or evening meetings. Art Task Force Member’s schedules will be taken into consideration when meetings are scheduled to ensure a quorum. Agendas will be sent to members and publicly posted at least 72 hours prior to the meeting.

Art Task Force members need not have direct experience in the arts, but interest in and support for public art is highly desirable.

### **Commission Appointment**

The commission may appoint two members to the Art Task Force. There are no requirements for how the two members are selected.

### **Timeline**

- October – feedback on Art Task Force membership questions and timeline.
- November – City Attorney input on structure and legal requirements of the Art Task Force; finalize interview questions and “job description”; review timing of application period and interview date(s).
- December – finalize application and timing of application period and interview date(s); request council member be appointed to Art Task Force; commission appointment of two members to Art Task Force.
- January/February – open application period and interviews. Recommend 30 day open application period. Recommend interviews of all qualified candidates at a regularly scheduled commission meeting date (may consider starting the meeting an hour early).



*Parks, Recreation, and Arts Commission Report – Art Task Force Membership*

*October 12, 2016*

*Page 3*

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Attachment

- Draft Application and Questions



# CITY OF ROCKLIN

## APPLICATION FOR PARKS, RECREATION & ARTS COMMISSION APPOINTMENT TO THE ART TASK FORCE

**RETURN TO:**

City Clerk  
City of Rocklin  
3970 Rocklin Road  
Rocklin, CA 95677

**FILING DATE:**

JANUARY XX, 2017  
5:00 P.M.

Thank you for your interest and willingness to serve your community. Please fill out the information listed below and return this application by the filing date indicated above.

APPLICANT INFORMATION			
NAME (LAST, FIRST, MIDDLE)			
ADDRESS			ZIP
PHONE	HOME ( )	BUSINESS ( )	
E-MAIL ADDRESS			
NUMBER OF YEARS ROCKLIN RESIDENT (IF APPLICABLE)		REGISTERED VOTER	YES <input type="checkbox"/> NO <input type="checkbox"/>

PERSONAL INFORMATION		
Have you ever applied to or worked for the City of Rocklin before? If yes, when? _____	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you have any relatives working for the City of Rocklin? If yes, state name(s) and relationship. _____	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you own real property (including residence), personal property, financial holdings or receive income from any source which might present a potential conflict of interest or appearance of conflict of interest with your requested appointment?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Do you or any members of your immediate family:		
Own any interest in any enterprise which does or might do business with the City of Rocklin and/or the Planning Commission?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Own any interest in any real property adjacent to or within the City of Rocklin?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Have any interests or associations which might present a conflict of interest?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Office of the City Clerk  
3970 Rocklin Road | Rocklin, CA 95677  
(916) 625-5588 | [CityClerk@rocklin.ca.us](mailto:CityClerk@rocklin.ca.us)

**PERSONAL INFORMATION**

Please state the reasons you are interested in serving on the Art Task Force. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

In what ways do you think public art can benefit Rocklin? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How do you feel you would add value to the Art Task Force? What unique characteristics, qualifications, perceptions, and experience would you bring to the Art Task Force? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

One of the main functions of the Art Task Force is to review public art proposals against the criteria of the Public Art Master Plan and make recommendations to the Parks, Recreation and Arts Commission. Are you familiar with the Public Art Master Plan? How would you describe the role of the Art Task Force in encouraging and supporting public art in Rocklin? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The Art Task Force will meet on an “as needed” basis and likely will not be more than 1-3 hours a month. Is your schedule flexible for meeting if given at least a week advanced notice? What are the best days and times for you to meet? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Have you had previous served on any committee, group or board as a volunteer or in some other capacity (i.e., nonprofit, school organization, scout troop, athletic group, etc.)? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What additional information would you like us to know to better evaluate your suitability to the Art Task Force? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

EDUCATION/TRAINING/SPECIAL QUALIFICATIONS		
College/University/Trade School or Special Training	Course of Study/Major	Types of Degree or Certificate
Certificates of Training, Licenses, or Professional Registration (include date issued and registration number if applicable): _____ _____ _____		
Describe any job related skills, knowledge or special training you may possess. _____ _____ _____		

EMPLOYMENT HISTORY/WORK EXPERIENCE			
Present or Most Current Employer: _____			
Address: _____			
<i>Street</i>	<i>City</i>	<i>State</i>	<i>Zip Code</i>
Exact Title of Position: _____		Employed from: _____ to _____	
Supervisor Name/Title/Phone Number: _____			
Duties and Responsibilities: _____ _____			
Reason for Leaving: _____			
Previous Employer: _____			
Address: _____			
<i>Street</i>	<i>City</i>	<i>State</i>	<i>Zip Code</i>
Exact Title of Position: _____		Employed from: _____ to _____	
Supervisor Name/Title/Phone Number: _____			
Duties and Responsibilities: _____ _____			
Reason for Leaving: _____			

**REGULATORY REQUIREMENTS**

*STATEMENT OF ECONOMIC INTEREST FORM 700: PER THE STATE OF CALIFORNIA FAIR POLITICAL PRACTICES COMMISSION, PERSONS APPOINTED TO THE ART TASK FORCE ARE REQUIRED TO FILE A STATEMENT OF ECONOMIC INTERESTS (FORM 700). THIS RULE REQUIRES THE DISCLOSURE OF A VARIETY OF SOURCES OF INCOME FOR PUBLIC OFFICIALS.*

*ETHICS TRAINING: ALL APPOINTEES ARE REQUIRED TO SATISFY THE LOCAL ETHICS TRAINING REQUIREMENT MANDATED BY GOVERNMENT CODE SECTION 53234. INFORMATION FOR AN ONLINE TRAINING RESOURCE WILL BE PROVIDED BY THE CITY CLERK UPON APPOINTMENT.*

*OFFERS OF APPOINTMENT ARE CONDITIONAL UPON SUCCESSFUL COMPLETION OF FINGERPRINT CLEARANCE.*

**AUTHORIZATION AND RELEASE**

I UNDERSTAND THAT IN CONNECTION WITH THIS APPLICATION FOR APPOINTMENT, AN INVESTIGATION OF MY PERSONAL AND BUSINESS BACKGROUND MAY BE CONDUCTED. I HEREBY AUTHORIZE THE RELEASE OF ANY AND ALL INFORMATION PERTAINING TO ME OR BUSINESSES IN WHICH I PARTICIPATE, INCLUDING INFORMATION OF A CONFIDENTIAL OR PRIVILEGED NATURE IN THE POSSESSION OF GOVERNMENT OR PRIVATE AGENCIES OR INDIVIDUALS. I HEREBY RELEASE ALL SUCH AGENCIES OR INDIVIDUALS WHO FURNISH SUCH INFORMATION FROM LIABILITY FOR DAMAGE, WHICH MAY RESULT FROM FURNISHING THE INFORMATION REQUESTED.

DATE:

PRINT NAME:

SIGNATURE:

## Venue Rental Report - October 2016

Rental Usage	General	Weddings	Instructors	MOU/Contract	Churches	Seniors	City Use	RUSD	Total
Event Center Ballroom	11	2							13
EC Garden Room	9	5					5		19
EC Alpine Room	3	5	1						9
EC Beverage Room									-
EC Buffet Room	10	2				1			13
EC Bridal Suite	3	5							8
EC Room 101	2		10						12
EC Room 102	3		8						11
EC Room 105	1		3						4
EC Room 107	2					4			6
Community Center	7	3		13			1	1	25
Parks & Rec Building	10		27						37
Finn Hall				31			1		32
Picnic Pavilions	19	4					1		24
<b>Total Usage</b>	<b>80</b>	<b>26</b>	<b>49</b>	<b>44</b>	<b>-</b>	<b>5</b>	<b>8</b>	<b>1</b>	<b>213</b>

	October 2015	October 2016	15-16 Year to Date	16-17 Year to Date
Event Center	19,132.50	27,728.75	86,558.78	95,830.00
Community Center	3,027.50	4,501.00	17,523.00	18,586.00
Parks & Rec Building	1,881.25	1,228.75	8,930.00	6,253.00
Finn Hall	1,250.00	1,250.00	5,000.00	5,450.00
Picnic Pavilions	1,200.00	600.00	4,100.00	8,300.00
<b>Total Revenues</b>	<b>26,491.25</b>	<b>35,308.50</b>	<b>122,111.78</b>	<b>134,419.00</b>

	16-17 Budgeted	Fiscal Year to Date
<b>2016 - 2017 Venue Rental Revenues</b>	<b>340,000.00</b>	<b>134,419.00</b>



## Parks, Recreation, and Arts Commission Report

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**Subject: RAET Business Development**

**Submitted by: Karen Garner, Director**

**Date: November 9, 2016**

**Department: Recreation, Arts, and Event Tourism**

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- **Staff Recommendation:** Information only.
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### **BACKGROUND:**

At the October meeting, the Commission requested information on Recreation, Arts, and Event Tourism (RAET) activities related to business development and specifically, recent staffing changes that support increasing weekday business rentals at the Rocklin Event Center.

As indicated in the department name, event tourism is a core focus of the department. Event tourism includes programs and activities that attract people and result in a positive economic impact to the city. Although this could include residents, it is particularly focused on visitors from outside the area coming into Rocklin. Non-residents that use our facilities or attend events in Rocklin are likely to spend additional dollars in Rocklin that they might not otherwise spend here. Examples include people visitors attending a concert at Quarry Park or a business training at the Event Center who also spend money at a restaurant, purchase gas or stay at a hotel.

Creating a positive economic impact may be direct or indirect. A direct positive economic impact includes sponsorship and ticket sales revenue that RAET receives. Indirect economic impacts include money spent at local businesses to support city events, programs or services such as hiring a local caterer for a wedding at the Event Center. Indirect economic impacts are important to the health of the city since it supports local businesses, boosts city sales tax revenue and provides jobs for our residents.

The Citywide Strategic Plan adopted by the City Council includes objectives and actions related to event tourism and creating a positive economic impact through RAET programs and services. The objectives and actions in the Strategic Plan guide staff in ensuring our daily operations and work programs support the vision of the City and the Council.

#### *1.13 Special Events Enhancements*

*Action 1.13b Increase private business sponsorship of citywide special events.*

#### *3.8 Expand Quarry District Concept*

*Objective – Expand the Quarry District concept and consider a focus on arts, music and food that complements and leverages existing assets including public buildings and spaces. The Quarry District*

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*should be positioned as a unique, regional asset to attract private investment and tourism and expand community events.*

*Action 3.8c Consider specialized assistance or incentives unique to the Quarry District that will encourage investment by the private sector.*

At the September 27<sup>th</sup> City Council meeting, the Council approved the Recreation, Arts, and Event Tourism Business Development Manager classification. This position manages the business development programs and activities for the department. The incumbent in the Special Events Manager position was reclassified to the Business Development Manager position and the vacant Special Events Manager position was deleted from the budget. The job description is attached.

One area this position will be focused on is to increase weekday business use of the Rocklin Event Center. The Event Center has been very successful with weekend and evening use, particularly for wedding and social events; however there is capacity to grow and expand weekday use. The RAET Business Development Manager has begun conducting research looking at other similar venues that serve business customers including amenities and services expected by business customers; the type of business customers and functions the Rocklin Event Center can best accommodate and marketing materials needed. In addition, the Business Development Manager is working on establishing relationships with Rocklin businesses that could serve both business and social functions at the Rocklin Event Center and other venues such as caterers, florists, photographers, etc. The Business Development Manager will analyze the feasibility of a program to encourage use of Rocklin based businesses, such as a rental discount or rebate when a Rocklin based business is used.

The Business Development Manager is also responsible for sponsorships for all RAET program areas including special events and developing and managing business relationships with nonprofits, community and educational organizations and other agencies.

The Business Development Manager will be a key staff point person in developing partnerships and supporting our local businesses and increasing revenue for RAET and the city to offset costs. The RAET department will also be reviewing all areas of department operations looking for opportunities to increase event tourism and partnerships with local businesses including recreation programs, special events and the arts.



SEPTEMBER 2016

CITY OF ROCKLIN

**RECREATION, ARTS, AND EVENTS TOURISM BUSINESS DEVELOPMENT MANAGER**

Salary Range: 3 (Management Salary Schedule)

**DEFINITION**

Under administrative direction from the Director of Recreation, Arts, and Event Tourism manages, directs, plans, oversees, implements, and coordinates departmental business development programs and activities; assists with overseeing facility and field rentals; coordinates City of Rocklin co-sponsored events with community groups and organizations; performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

This is a single-position management classification with overall responsibility for managing the business development programs and activities for the Recreation, Arts, and Events Tourism Department. The incumbent is expected to carry out the full realm of duties with or without direct supervision, utilizing initiative and independent judgment.

**SUPERVISION EXERCISED AND RECEIVED**

This position reports to the Director of Recreation, Arts, and Event Tourism and is responsible for providing direct and indirect supervision over professional, technical, and administrative personnel within the Department.

**EXAMPLES OF DUTIES, KNOWLEDGE, AND ABILITIES:**

Duties may include, but are not limited to the following:

- Manages, directs, plans, oversees, implements, and coordinates departmental business development programs and activities.
- Develops, implements, and monitors goals, objectives, policies, and priorities for designated program areas reflective of the community's needs and the City's and Department's overall goals, policies, and ordinances; ensures compliance with applicable governing rules, regulations, and guidelines.
- Develops marketing plans and carries out marketing activities, including advertising and promotional efforts; plans and analyzes related business and community needs and demographic data.
- Manages and analyzes venue rental activities; implements improvements and modifications; prepares various reports on operations and activities.
- Assists with the oversight of venue and field rentals.
- Uses a variety of media to promote departmental programs, events, and activities.
- Identifies and creates opportunities to initiate new connections, including developing sponsorships, partnerships, and new programs that will facilitate the achievement of strategic goals, and meet the evolving needs of the community.
- Establishes business partner relations with hotels, caterers, and other special event suppliers.

- Develops and manages business relationships with sponsors and vendors; initiates initial contract discussions.
- Manages corporate rentals; builds business relationships to enhance corporate facility rental activity.
- Supervises, trains, and evaluates professional and technical subordinates; provides technical advice and assistance to staff.
- Maintains public relations, makes public appearances, provides information, promotes, coordinates, and serves as a liaison for program activities with the media, schools, community organizations, local groups, government agencies, and arts and recreation organizations.
- Oversees, directs and reviews the work of contract consultants providing assistance to staff.
- Responds to difficult or sensitive complaints and requests for information from the public.
- Researches, compiles, and analyzes data for special projects and various reports; assists in the preparation of City Council agenda items including the preparing of material and data.
- Prepares a variety of correspondence and reports.

### **EMPLOYMENT STANDARDS**

#### **Knowledge of:**

- Administrative principles and methods, including goal setting, program and budget development, implementation and control, personnel management and supervision
- City organization and functions; laws, rules, codes, and regulations governing department activities
- Contemporary trends and practices of recreation, arts, and events tourism
- Operational characteristics, service and activities of recreational, cultural and community service programs
- Principles and practices of marketing, advertising, public relations, market research and analysis, printing and publishing.
- Basic principles and methods as it pertains to social media tools and internal and citizen-to-government communication.
- Principles and practices of recreation program business development and administration
- Practices of contract negotiation, preparation and administration
- Principles and practices of computer-based project management and project scheduling
- Recent developments, current literature and sources of information related to project management, recreational, arts, and event tourism programs
- English usage, spelling, grammar and punctuation
- Modern office practices and technology including personal computer hardware and software
- Safe work practices

#### **Ability to:**

- Plan, organize, assign, direct, review, and evaluate activities of the department
- Select, train, motivate, and evaluate staff

- Develop, implement, and interpret goals, objectives, policies, procedures, and work standards
- Analyze complex problems, evaluate alternatives, and make sound recommendations related to department activities
- Analyze department support needs and ensure prompt and efficient delivery of service, materials, and supplies
- Interpret, apply, and ensure project compliance with applicable federal, state, and local policies, procedures, laws, regulations, codes, and ordinances.
- Effectively manage the planning, development and operations of the City's recreation, arts, and event tourism programs.
- Develop plans, schedules, specifications, and cost estimates for assigned projects
- Negotiate and administer service contracts and prepare bid packages
- Use and apply principles and practices of budget preparation, financial principles, and administration
- Prepare clear, concise and accurate reports, correspondence, and other written materials including bids and financial information
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work
- Use computer technology and applications in the performance of daily activities
- Meet the physical requirements necessary to safely and effectively perform the assigned duties

**Minimum Qualifications:**

*Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to a bachelor's degree from an accredited college or university with major coursework in Public and/or Business Administration, Recreation Administration, Arts Management, or a related field

**AND**

Five (5) years of increasingly responsible local government experience including a minimum of three (3) years in an administrative or management position.

**GENERAL QUALIFICATIONS:**

**License Requirements:**

A valid California Class C driver license or higher is required at the time of appointment. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

**Physical Requirements:**

The incumbent appointed to this class must be physically able to perform the duties of this position, including mobility to work in a standard office environment, use standard office equipment and attend off-site meetings; intermittently sit at a desk for long periods of time; walk, stand, bend, squat, twist and reach while performing office duties; lift light to moderate

weights;. manual dexterity to use standard office equipment and supplies and operate a keyboard, manipulate single sheets of paper and large document holders (binders, manuals, etc.); vision to read handwritten and printed materials and a computer screen; hearing and speech to communicate in person and by telephone or radio.

**Working Conditions:**

The incumbent appointed to this class must be willing to work in the field, drive a vehicle be willing to work irregular hours including after-hours, holidays, and weekends; be subject to “on-call” status 24 hours a day, and be willing to work outdoors in all types of weather conditions.

**FLSA: EXEMPT**

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Not all duties are necessarily performed by each incumbent. Additionally, incumbents may be required to follow any other instructions and to perform any other related duties as may be required by their supervisor.