

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 09/24/07		Item Number: <u>A-8</u>	
AGENDA ITEM: Approval of the Revised Classification Specification for Economic Development Administrator.			
Contact Person/Dept.: Linda Coll		Phone Number: 310-253-5640	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List and Culver City Management Group on (09/19/07)			
Department Approval: Serena Wright (09/13/07)		City Attorney Approval: Carol Schwab (by H. Iker) (09/17/07)	
City Controller Approval: Marlee Chang (09/18/07)		City Manager Approval: Jerry B. Fulwood (09/19/07)	

RECOMMENDATION

Staff recommends the City Council approve the revised classification specification for Economic Development Administrator.

BACKGROUND

In FY 2005/2006, City Council approved the addition of the Economic Development Division, in the Community Development Department, with the primary responsibility for retaining, expanding and attracting preferred businesses, as well as managing the contracts of various Culver City property sites. In February 2006, City Council approved a new classification specification, Economic Development Administrator, to more accurately reflect the responsibilities and duties performed within the Economic Development Division.

During the FY 2007/2008 budget process, City Council approved reorganization of the Community Development Department which included:

- The elimination of the Economic Development Division; and
- Reclassification of the Redevelopment Administrator classification specification to Assistant Community Development Director.

DISCUSSION

Elimination of the Economic Development Division resulted in the necessity to further revise the Economic Development Administrator classification specification as set forth below:

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1. *Change title from Economic Development Administrator to Economic Development Manager*

This change will appropriately align the Economic Development Manager with the Redevelopment Project Manager classification specification in that both:

- Have a similar level of responsibility but separate and distinct functions, Economic Development (business promotion) or Redevelopment (property acquisition);
- Are on salary range 552, \$81,016 to \$98,889 annually; and
- Will report directly to the Community Development Director and/or Assistant Community Development Director/Redevelopment Administrator.

2. *Significant Revisions to Essential Job Duties*

- The position will coordinate, rather than supervise, duties of professional, technical and clerical staff, therefore references to supervision have been deleted; and
- Responsibilities have been included which focus on:
 - Interaction with real estate professionals interested in establishing businesses within Culver City;
 - Oversight of the City's Business Resource Center; and
 - Coordination of parking, building rehabilitation and streetscape improvement programs in an effort to promote economic development.

3. *Significant Revisions to Minimum Knowledge*

- Knowledge of economic development and real property management added; and
- References to personnel management, selection, training, supervision, evaluation, and discipline have been eliminated.

4. *Significant Revisions to Training and Experience*

- Expanded degree requirements to include marketing or a closely related field;
- Changed years of experience from five years to four years (equivalent to Redevelopment Project Manager classification specification); and
- Eliminated references to supervisory experience.

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The Civil Service Commission unanimously approved the revised classification specification at the September 5, 2007 meeting.

FISCAL ANALYSIS

This position and the funding of the position were included in the FY 2007/2008 adopted budget

ATTACHMENTS

1. Revised Classification Specification for Economic Development Administrator
2. Draft minutes excerpt from Civil Service Commission meeting, September 5, 2007

MOTION

That the City Council:

Approve the revised classification specification for Economic Development Administrator.