I. CALL TO ORDER / FLAG SALUTE / ROLL CALL

II. ORAL COMMENTS FROM THE PUBLIC

   Members of the Public may be heard on any item on the Special Meeting Agenda. Speakers addressing the Council will be limited to 3 minutes per speaker. Be advised, by law the City Council cannot deliberate or take action on issues presented during Oral Comments that are not shown on the Agenda.

III. DISCUSSION ITEMS

   A. City Manager Recruitment and Advertising Discussion
   B. Consideration of a Reclassification to the Full Time Position of Recreation Program Leader

IV. ADJOURN

   Pursuant to Government Code Section 54957.5, any non-confidential documents or writings that the City distributes, less than 72 hours before a regular meeting, to all or a majority of the legislative body's members must be made available to members of the public at the same time as the distribution. Documents and information related to the agenda topics are available for review at City Hall, 621 11th Street, between the hours of 8:00 AM to 5:00 PM. Members of the public are invited to come to the meeting and comment. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at 725-7600. Notification prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

   Siana L. Emmons
   City Clerk
STAFF REPORT
City Council Discussion Item

DATE: July 2, 2018

TO: Honorable Mayor and Council Members

FROM: Siana L. Emmons, City Clerk

SUBJECT: City Manager Recruitment

STAFF RECOMMENDATION:

Review the advertising options, draft recruiting flyers, and provide direction to staff regarding the recruitment of a City Manager.

EXECUTIVE SUMMARY:

At the May 7, 2018, special meeting Council consensus was to move forward with a recruitment utilizing local advertising in conjunction with an “enhanced” marketing effort. This would include using the City’s standard methods for recruitment as well as publishing in digital and printed resources that are specific to local governments and public agencies, as well as radio advertising. Council also directed staff to prepare an advertising “package” that could be mailed or presented to potential interested candidates. A sample recruitment package has been created for your review.

Staff has worked with Bicoastal Media to create a 60-second radio recruitment. Radio advertising offers various options that can be more complex than that of publications. There are different rationales behind marketing and demographics. Pricing for radio ads is based on the market(s) selected. For smaller markets like Fortuna and Eureka radio pricing will be comparable. For larger markets like Eugene and Medford, pricing will be higher because there will be a larger listening audience and therefore more reach into the community. Bicoastal Media is suggesting the City consider a combination. A draft “out of market”, meaning the script is geared toward potential candidates from out of the area; commercial script is provided for your review.

Staff has drafted a current job description, recruitment announcement, flyer and a matrix that outlines options for advertising and cost. If Council agrees with the description and flyers, and determines which efforts would best benefit the City’s search for a qualified candidate, staff can proceed with advertising efforts.

RECOMMENDED COUNCIL ACTION:

1. Receive staff presentation and review Council questions with staff
2. Open public comment
3. Close public comment
4. Provide direction to staff regarding the recruitment of a City Manager
FINANCIAL IMPACT:

The cost for utilizing all of the listed published advertising options would be approximately $5,000. That does not include the cost of Bicoastal Media radio ads, which could run from approximately $3,000/month up to $13,000/month depending on the chosen markets and airtime frequency.

ATTACHMENTS:

- City Manager Job Description
- Draft City Manager Announcement
- Draft Flyer
- Bicoastal Media Draft Script
- Advertising Pricing Matrix
CITY MANAGER
City of Fortuna, California
Administration Department

The purpose of this job description is to define the general character and scope of responsibilities for persons occupying this job classification. It is not intended to describe or list every duty or task for this classification.

DEFINITION
Under the administrative direction of the City Council, The City Manager is responsible for the efficient and effective implementation of Council goals and policies; maintains effective relations with and is responsive to the City Council; serves as the chief Administrative Officer of the City, provides leadership and direction to the organization; serves as liaison between the City staff and the City Council; and manages the day-to-day operations of the City.

DISTINGUISHING CHARACTERISTICS
This is a full-time, single position class responsible for all administrative affairs of the City. The work is performed under the administrative direction of the City Council, but the highest level of latitude is granted for the exercise of independent judgement and initiative. Work is typically performed in a general office environment.

SPECIAL CHARACTERISTICS
- This is an "At Will" position. Employment may be terminated by either the employee or the City at any time, with or without cause dependent upon the terms of the employment contract.
- This position is classified as FLSA exempt under the Executive Exemption.
- This is a nonrepresented position.

EXAMPLES OF DUTIES
Serves as Chief Administrative Officer for the City of Fortuna; provides advice and consultation on the development of City programs and policies; coordinates the preparation of the agenda for City Council meetings; conducts special studies and surveys to determine the effectiveness of City programs and policies; conducts special working sessions with Council members to keep them informed of City programs and services; provides follow up and implementation of Council decisions and directives; conducts negotiations and develops contracts for industrial and commercial development; meets and consults with Department Heads regarding the administration and operation of City Departments; prepares, develops, and recommends capital improvement programs; oversees and participates in meet and confer sessions with City employee representatives regarding wages, benefits, and working conditions; attends and participates in meetings of various City commissions and committees; reviews and approves personnel actions regarding the hiring, termination, discipline, and work performance of City staff; meets with citizens and community organizations to discuss City policies and operations; negotiates and administers franchise agreements for garbage and other City services; oversees Community Development programs; investigates and responds to service requests and citizen complaints; represents the City with other governmental jurisdictions; works on special projects such as economic development and grant applications; performs a wide variety of administrative assignments.

JOB REQUIREMENTS
- Maintain a valid California Driver’s License throughout employment. Incumbent will participate in the DMV “Pull Program”.
- Bachelor’s degree in public or Business Administration or a closely related field.
DESIRABLE QUALIFICATIONS

Knowledge of:
- Safe work practices.
- Principles and practices of public administration, including administrative analysis, fiscal planning and control, and policy and program development.
- Municipal finance and economic development
- Laws, rules, ordinances and legislative processes controlling municipal government functions, programs, and operations.
- Organization, operation, and problems of municipal government.
- Research and evaluation methodologies.
- Public personnel, and employer-employee relations policies and procedures applicable to local government in California.
- Principles of supervision, training, and management.

Ability to:
- Plan, organize, direct, and coordinate the work of City management, supervisory, and staff personnel to achieve efficient operations and meet program goals.
- Prepare and administer a City budgeting and fiscal control process.
- Collect and analyze data on a variety of topics.
- Prepare concise and comprehensive reports.
- Coordinate the preparation of the City Council Agenda.
- Exercise leadership, authority, and supervision tactfully and effectively.
- Communicate well during public presentations.
- Evaluate and make recommendations regarding the improvement of existing department and municipal operations, programs, and services.
- Provide advice and consultation to the City Council on the development of ordinances, regulations, programs, and policies.
- Effectively represent the City's policies, regulations, programs, and services with citizens, community organizations, and other government agencies.
- Establish and maintain effective working relationships.
- Communicate effectively with others, both orally and in writing, using both technical and non-technical language.
- Understand and follow oral and/or written instructions, policies and procedures.
- Prepare and present accurate and reliable reports containing findings and recommendations.
- Operate or quickly learn to operate a personal computer using software applications appropriate to assigned tasks; as applicable.
- Use logical thinking and creative thought processes to develop solutions according to written directions or oral instructions.
- Perform a wide variety of duties and responsibilities with accuracy and speed under pressure of deadlines and changing priorities.
- Quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology.
- Act with integrity, ingenuity and inventiveness in the performance of assigned tasks.
And Education and Experience:
A Bachelor’s degree in public or Business Administration or a closely related field is required. A Master’s degree is desirable, as is possession of or the ability to attain an ICMA Credentialed Manager designation. Experience as a City Manager, Assistant or Deputy City Manager or Department Head in a community where economic development, customer service, high ethical standards and open communications exist and are valued is strongly desired. An equivalent combination of education and experience which provides the required knowledge skills and abilities to perform the job will be considered. Residency within the City of Fortuna is desired.

ESSENTIAL PHYSICAL ABILITIES
• Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, to enable the employee to communicate effectively;
• Sufficient vision or other powers of observation, with or without reasonable accommodation, to enable the employee to review a wide variety of materials in electronic or hard copy form
• Sufficient manual dexterity, with or without reasonable accommodation, to enable the employee to operate a personal computer, telephone, and other related equipment;
• Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, to enable the employee to safely lift, move, or maneuver whatever may be necessary to successfully perform the duties of their position;
• Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, to enable the employee to efficiently function in their assigned work environment, including where applicable the operation of motorized vehicles and equipment.
CITY OF FORTUNA
CITY MANAGER
Annual Salary: Dependent On Qualifications
Excellent Benefits

APPLICATION:
Submit Required Application Form, cover letter and resume to:
City of Fortuna
Attention: Human Resources
621 11th Street, P. O. Box 545
Fortuna, CA  95540

FINAL FILING DATE:  Applications must be received by 4:00 pm on Friday, August 3, 2018

The purpose of this job description is to define the general character and scope of responsibilities for persons occupying this job classification. It is not intended to describe or list every duty or task for this classification.

DEFINITION:
Under the administrative direction of the City Council, The City Manager is responsible for the efficient and effective implementation of Council goals and policies; maintains effective relations with and is responsive to the City Council; serves as the Chief Administrative Officer of the City, provides leadership, direction and oversight to management-level personnel within the organization; serves as liaison between the City staff and the City Council; and manages the day-to-day operations of the City.

DISTINGUISHING CHARACTERISTICS:
This is a full-time, single position class responsible for all administrative affairs of the City. The work is performed under the administrative direction of the City Council, but the highest level of latitude is granted for the exercise of independent judgement and initiative. Work is typically performed in a general office environment.

SPECIAL CHARACTERISTICS:
- This is an "At Will" contract position. Employment may be terminated by either the employee or the City at any time, with or without cause dependent upon the terms of the employment contract.
- This position is classified as FLSA exempt under the Executive Exemption.
- This is a nonrepresented position.

EXAMPLES OF DUTIES:
Serves as Chief Administrative Officer for the City of Fortuna; provides advice and consultation on the development of City programs and policies; coordinates the preparation of the agenda for City Council meetings; conducts special studies and surveys to determine the effectiveness of City programs and policies; conducts special working sessions with Council members to keep them informed of City programs and services; provides follow up and implementation of Council decisions and directives; conducts negotiations and develops contracts for industrial and commercial development; meets and consults with Department Heads regarding the administration and operation of City Departments; prepares, develops, and recommends capital improvement programs; oversees and participates in meet and confer sessions with City employee representatives regarding wages, benefits, and working conditions; attends and participates in meetings of various City commissions and committees; reviews and approves personnel actions regarding the hiring, termination, discipline, and work performance of City staff; meets with citizens and community organizations to discuss City policies and operations; negotiates and administers franchise agreements for garbage and other City services; oversees Community Development programs; investigates and responds to service requests and citizen complaints; represents the City with other governmental jurisdictions; works on special projects such as economic development and grant applications; performs a wide variety of administrative assignments.

JOB REQUIREMENTS:
- Maintain a valid California Driver’s License throughout employment. Incumbent will participate in the DMV “Pull Program”.
- Bachelor’s degree in public or Business Administration or a closely related field.

EDUCATION AND EXPERIENCE
A Bachelor’s degree in public or Business Administration or a closely related field is required. A Master’s degree is desirable, as is possession of or the ability to attain an ICMA Credentialed Manager designation. Experience as a City Manager, Assistant or Deputy City Manager or Department Head in a community where economic development, customer service, high ethical standards and open communications exist and are valued is strongly desired. An equivalent combination of education and experience which provides the required knowledge, skills and abilities to perform the job will be considered. Residency within the City of Fortuna is desired.

DESIRABLE QUALIFICATIONS:
Knowledge of:
- Safe work practices.
- Principles and practices of public administration, including administrative analysis, fiscal planning and control, and policy and program development.
- Municipal finance and economic development
- Laws, rules, ordinances and legislative processes controlling municipal government functions, programs, and operations.
- Organization, operation, and problems of municipal government.
- Research and evaluation methodologies.
- Public personnel, and employer-employee relations policies and procedures applicable to local government in California.
- Principles of supervision, training, and management.

And Ability to:
Plan, organize, direct, and coordinate the work of City management, supervisory, and staff personnel to achieve efficient operations and meet program goals.

Prepare and administer a City budgeting and fiscal control process.

Collect and analyze data on a variety of topics.

Prepare concise and comprehensive reports.

Coordinate the preparation of the City Council Agenda.

Exercise leadership, authority, and supervision tactfully and effectively.

Communicate well during public presentations.

Evaluate and make recommendations regarding the improvement of existing department and municipal operations, programs, and services.

Provide advice and consultation to the City Council on the development of ordinances, regulations, programs, and policies.

Effectively represent the City’s policies, regulations, programs, and services with citizens, community organizations, and other government agencies.

Establish and maintain effective working relationships.

Communicate effectively with others, both orally and in writing, using both technical and non-technical language.

Understand and follow oral and/or written instructions, policies and procedures.

Prepare and present accurate and reliable reports containing findings and recommendations.

Operate or quickly learn to operate a personal computer using software applications appropriate to assigned tasks; as applicable.

Use logical thinking and creative thought processes to develop solutions according to written directions or oral instructions.

Perform a wide variety of duties and responsibilities with accuracy and speed under pressure of deadlines and changing priorities.

Quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology.

Act with integrity, ingenuity and inventiveness in the performance of assigned tasks.

**ESSENTIAL PHYSICAL ABILITIES:**

- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, to enable the employee to communicate effectively;

- Sufficient vision or other powers of observation, with or without reasonable accommodation, to enable the employee to review a wide variety of materials in electronic or hard copy form

- Sufficient manual dexterity, with or without reasonable accommodation, to enable the employee to operate a personal computer, telephone, and other related equipment;

- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, to enable the employee to safely lift, move, or maneuver whatever may be necessary to successfully perform the duties of their position;

- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, to enable the employee to efficiently function in their assigned work environment, including where applicable the operation of motorized vehicles and equipment.

**EMPLOYEE BENEFITS- FULL-TIME**

<table>
<thead>
<tr>
<th>Salary</th>
<th>Dependent on Qualifications</th>
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</thead>
<tbody>
<tr>
<td>Retirement</td>
<td>The City is a member of the Public Employees Retirement System (PERS). The City currently has 3 tiers of PERS retirement. The 1st tier applies to members employed prior to March 1, 2012. The 2nd tier applies to current employees hired after March 1, 2012 and previous (Classic) PERS members with a break in service of less than 6 months hired after January 1, 2013. The 3rd tier is the State mandated retirement formula effective January 1, 2013, which applies to New PERS members and previous members with a break in service greater than 6 months. <strong>Miscellaneous:</strong> Tier 2: PERS CLASSIC MEMBERS (2% at 55, 3 highest years) - The current 7% employee contribution is paid by the employee. Tier 3: NEW PERS MEMBERS or PREVIOUS PERS MEMBERS WITH A BREAK IN SERVICE OF 6 CALENDAR MONTHS OR GREATER (2% @ 62, 3 highest years) - The 6.5% employee contribution is paid by the employee. For the 2% @ 62 formulas the employee contribution will change each fiscal year to be at least 50% of the normal cost rate as determined by PERS.</td>
</tr>
<tr>
<td>Insurance:</td>
<td>The City makes a substantial contribution towards medical, dental, optical and life insurance for employees and their families. Current medical coverage is through Anthem Blue Cross with a $250 annual deductible (up to $750 for family), and a $25 copay. Vision insurance is through VSP and dental insurance is through Delta Dental. For FY 2018-2019, the maximum employee contribution for full coverage for employee only is $81.16 per month, employee + 1 is $140.12 per month, and employee + two (or more) is $193.00 per month. A variety of supplemental insurance coverages are also available through AFLAC.</td>
</tr>
<tr>
<td>Employee Assistance Program:</td>
<td>This program is provided at no cost to employees and includes counseling for family matters and substance abuse, and assistance with legal and financial issues.</td>
</tr>
<tr>
<td>DeferredComp:</td>
<td>ICMA and VALIC deferred compensation plans are available to employees choosing to participate.</td>
</tr>
<tr>
<td>Vacation:</td>
<td>Two weeks after one year; three weeks after six years and four weeks after eleven years.</td>
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<tr>
<td>Holidays:</td>
<td>Twelve paid holidays annually.</td>
</tr>
<tr>
<td>Sick Leave:</td>
<td>Accrual at the rate of eight hours per month.</td>
</tr>
<tr>
<td>Other Benefits</td>
<td>To encourage Employees to reside within 20 miles of Fortuna, a residency incentive is given to eligible employees. Children of City employees are eligible to participate in certain City-sponsored recreation activities at no cost while employee is at work, including public skating, Holiday Recreation Programs and the Summer Fun program.</td>
</tr>
</tbody>
</table>

Although benefits have been reported as accurately as possible, there has been no warranty of complete benefit summary intended. All information provided is subject to the actual terms of the legal documents that control benefit programs.

**EQUAL OPPORTUNITY**

The City of Fortuna’s policy is to promote equal employment opportunity to all without regard to sex, age, race, color, religious creed, national origin, ancestry, political affiliation, marital status, disability, or other non-merit factors.

**REASONABLE ACCOMMODATION FOR THE DISABLED**

The City of Fortuna makes reasonable accommodation for the disabled. Individuals with disabilities requiring any accommodation in order to participate in the testing process, must inform the City Manager’s Office of the City of Fortuna in writing no later than the final filing date as stated on the job announcement. Also, those applicants needing such accommodations may be required to document this request including an explanation as to the type and extent of accommodations, as well as documentation from a qualified authority of the requirements needed to participate in the selection process.
IMMIGRATION LAW
In accordance with the Immigration Reform Act of 1986, the City must verify once an employment offer has been made, that all persons have written proof of their right to work in the United States. Therefore, acceptable proof of right to work must be submitted prior to the start date.

THE PROVISIONS OF THIS BULLETIN DO NOT CONSTITUTE AN EXPRESSED OR IMPLIED CONTRACT ANY PROVISION CONTAINED IN THIS BULLETIN MAY BE MODIFIED OR REVOKED.
THE CITY OF FORTUNA, CA INVITES YOUR INTEREST FOR THE POSITION OF CITY MANAGER
About the City of Fortuna

The City of Fortuna is located on the Eel River, approximately seven miles from the rural coastline in northern California’s Humboldt County. Fortuna is home to approximately 12,000 residents and encompasses an area of approximately 4.8 square miles.

Fortuna is a rural city and is surrounded by farmland where cows and horses can regularly be seen grazing. Fortuna is also surrounded by numerous County, State, and National Redwood Parks and is considered to be the gateway to the Giant Redwood Forests found in northern California. While Fortuna is impacted by coastal weather patterns, it is also affectionately dubbed “Sunny Fortuna” for its year-round temperate climate.

Founded in the 1800’s, Fortuna is often called “The Friendly City.” Today, Fortuna is known for it’s numerous family-friendly events throughout the year, including AutoXpo, the July 3rd Fireworks Festival, Apple Harvest Festival, the Annual Fortuna Rodeo, the Daffodil Festival, and many more events that provide opportunities for fun for people of all ages. In addition to annual events, Fortuna’s Depot Museum and Redwood Forests attract numerous visitors year-round.

Fortuna and the surrounding communities offer plenty of opportunities for shopping, dining, recreation and culture. Nearby Humboldt State University attracts touring musicians, speakers, and theater groups throughout the year. The U.S. Census Bureau cites Humboldt County as home to more working artists than any other county in California providing an ever changing art scene for your enjoyment. Those looking to enjoy Humboldt County’s clean and fresh air have innumerable opportunities for hiking, fishing, kayaking, camping, and hunting within just a short drive from Fortuna. Fortuna is also the start of the Lost Coast Drive, a 100-mile loop that offers breathtaking views, remote beaches, and some of the tallest trees in the world.

Fortuna has a reputation of being a forward-thinking, business-friendly community. It is home to the River Lodge, a popular conference and event center and entrepreneurial spirit thrives in Fortuna—a result of the City’s combination of a culture that values hard work and a team of organizations who are constantly working to improve the business climate.

The City of Fortuna’s residents and visitors alike enjoy a beautiful location, a pleasant climate, and the friendliness of a small-town community.

About The Organization

The City of Fortuna is governed by a Council/Manager style of government. The City Council consists of five members, elected from the City at large, who serve 4 year terms. The Mayor and Mayor Pro Tem are elected bi-annually by the City Council from among its members. The City Manager works under the City Council and is responsible for supporting the policies enacted by the City Council, as well as managing the day-to-day operations of the City.

The City of Fortuna’s mission is “To be worthy of the public trust by providing timely, efficient, well-planned, and dependable services to the community.” In support of its mission, Fortuna has an approved FY 2018/2019 budget of $25 million and 82 full-time employees. Departments and divisions within the City include Animal Control, Building, City Clerk, Community Development, Finance, Human Resources, Parks and Recreation, Planning, Police, Public Works, Risk...
Managment, River Lodge Conference Center, and Utility Billing. Fire Services are provided by the Fortuna Volunteer Fire Department.

Like many California cities, the City of Fortuna has been impacted by the loss of its redevelopment agency. Water and Wastewater rate issues, and maintaining and improving an aging infrastructure will be among the priorities for the next City Manager. Opportunities exist for the new City Manager in attracting job-creating industries to the City, and the development of the Mill District, with a mixed-use zone that includes commercial, residential, and 75-acres of open land and freeway frontage that was formerly the Pacific Lumber Mill.

The Ideal Candidate

The City Council is seeking a skilled administrator who is a natural leader of people in its next City Manager. The ideal candidate will communicate well with all levels of the organization and have the knowledge and ethics to earn the trust and respect of the City Council, staff, and the community at-large. Candidate who promote a collaborative work effort and value teamwork and empowering staff members are ideally suited to this position. Candidates for this position should be comfortable with high public visibility and be committed to the community. The City Manager will foster an open and transparent environment for government. The ability to understand and respect a variety of viewpoints and facilitate meaningful discussions while addressing complex issues will assist the City Manager in accomplishing the Council’s goals and objectives.

The City of Fortuna is interested in a City Manager who will seek creative approaches to challenges encountered by the City, especially in the area of budgeting. Candidates with a strong background in municipal finance and economic development are highly desirable. The ideal candidate will manage the City’s finances in a prudent manner and have the ability to identify potential issues and problems as they are developing and recommend alternatives and solutions to the City Council.

Candidates for this position should possess a bachelor’s degree; a master’s degree is desirable, as is an ICMA credentialed manager.

The Compensation

The salary for the City Manager is open and dependant upon qualifications. The City also offers an attractive benefits package including:

- **RETIREMENT**: PERS 2% @ 62 Formula OR PERS 2% @ 55 (depending on eligibility)

- **MEDICAL/DENTAL/VISION COVERAGE**:  
  - Employee only- $81.16/month  
  - Employee plus 1- $140.12/month  
  - Employee plus 2 or more- $193.00/month

- **LIFE INSURANCE**: $10,000, paid by the City

- **AUTO ALLOWANCE**: $350/month

- **VACATION**:  
  - 1-6 YEARS  80 Hours Annually  
  - 7-10 YEARS  120 Hours Annually  
  - 11+ YEARS  160 Hours Annually

- **HOLIDAYS**: 12 paid holidays annually (including 4 floating holidays)

- **SICK LEAVE**: Approximately 8 hours accrual/month

- **ADMIN LEAVE**: 80 hours/year

To Apply

If you are interested in this outstanding opportunity, please visit our website at: www.friendlyfortuna.com

**FILING DEADLINE:** xxxxxx, 2018

Following the closing date, resumes will be screened according to the qualifications outlined above. The most qualified candidates will be invited to interviews with the City of Fortuna. A select group of candidates will be asked to provide references once it is anticipated that they may become finalists for the position. References will be contacted only following candidate approval. Candidates will be advised of the status of the recruitment following selection of the City Manager.

If you have any questions, please do not hesitate to contact Siana Emmons at: (707)725-1409
CITY OF FORTUNA
CITY MANAGER RECRUITING
DRAFT
.60 SECONDS

THE FRIENDLY CITY OF FORTUNA WITH A POPULATION OF SLIGHTLY OVER 12,000 RESIDENTS IS NESTLED BETWEEN THE STUNNING NORTHCOST AND ANCIENT REDWOODS IN HUMBOLDT COUNTY, CA JUST MILES AWAY FROM SOME OF THE GREATEST FISHING, HIKING, OUTDOOR ADVENTURES AND NATURAL BEAUTY.

FORTUNA IS CURRENTLY SEEKING A CITY MANAGER WHO SERVES AS CHIEF ADMINISTRATIVE OFFICER AND IS RESPONSIBLE FOR ALL ADMINISTRATIVE AFFAIRS OF THE CITY. THE ROLE EFFICIENTLY AND EFFECTIVELY IMPLEMENTS THE CITY COUNCIL GOALS AND POLICIES, AND MANAGES DAY TO DAY OPERATIONS. WORKING KNOWLEDGE OF PRINCIPLES AND PRACTICES OF PUBLIC ADMINISTRATION, FINANCE AND ECONOMIC DEVELOPMENT, LAWS, RULES AND ORDINANCES ARE DESIRED QUALIFICATIONS OF THE POSITION.

A BACHELORS DEGREE IN PUBLIC OR BUSINESS ADMINISTRATION AND A VALID CALIFORNIA DRIVERS LICENSE IS REQUIRED, A MASTERS DEGREE PREFERRED. EXPERIENCE AS A CITY MANAGER, ASSISTANT OR DEPUTY CITY MANAGER OR DEPARTMENT HEAD IN A COMMUNITY WHERE ECONOMIC DEVELOPMENT, CUSTOMER SERVICE, HIGH ETHICAL STANDARDS AND OPEN COMMUNICATION EXIST AND ARE VALUED IS THE CANDIDATE WE ARE LOOKING FOR.

FOR A FULL JOB DESCRIPTION AND APPLICATION, PLEASE VISIT FRIENDLY FORTUNA DOT COM.
<table>
<thead>
<tr>
<th>ADVERTISEMENT AGENCY</th>
<th>Pricing</th>
<th>Run Time</th>
<th>Additional Information</th>
<th>Point of Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zip Recruiter</td>
<td>$0</td>
<td>30-days</td>
<td></td>
<td>ziprecuiter.com</td>
</tr>
<tr>
<td>Indeed</td>
<td>$150 ($5 per day)</td>
<td>30-days</td>
<td>Does not include tax. May be included with Times Standard cost.</td>
<td>indeed.com</td>
</tr>
<tr>
<td></td>
<td>$299 (promo price)</td>
<td>60- days</td>
<td>Package B: weekly eNews only</td>
<td></td>
</tr>
<tr>
<td>California City Management Foundation</td>
<td>Package C: Job listing only</td>
<td>30- days</td>
<td>Package C: Job listing only (member/non-member)</td>
<td><a href="https://www.cacitymanagers.org/">https://www.cacitymanagers.org/</a></td>
</tr>
<tr>
<td>Western City Magazine</td>
<td>Basic: $250</td>
<td>30-days</td>
<td>Basic: 100-200 word count; no upload Premium: No word count limit; includes upload</td>
<td>Savannah Cobbs: <a href="mailto:scobbs@cacities.org">scobbs@cacities.org</a></td>
</tr>
<tr>
<td></td>
<td>Premium: $450</td>
<td></td>
<td>a. Monthly Magazine of the League of California Cities b. job board</td>
<td></td>
</tr>
</tbody>
</table>
| Bicoastal Media, LLC. | Finalizing Proposal 06/29 | Radio (far reaching)  
a. Lakeport, CA  
b. Ukiah, CA  
c. Eureka, CA  
d. Crescent City, CA  
e. Coos Bay, OR  
f. Medford, OR  
g. The Dalles, OR  
h. Longview, WA  
i. Columbia River, OR  
j. Albany, OR  
k. Eugene, OR  
l. Centralia, WA  
| Leslie Lavitt: leslielavitt@bicoastal.media (707) 442-2000(O) (707) 407-7812(M)  
https://www.bicoastal.media/ |
| Times Standard | $1841.42 $2235.54  
15- days  
30- days  
| Digital and printed publications  
a. Chico Enterprise-Record & Oroville Mercury-Register  
b. Paradise Post  
c. Red Bluff Daily News  
d. Vacaville Reporter  
e. Vallejo Times-Herald  
f. Woodland Daily Democrat  
g. Eureka Times-Standard, Tri-City Weekly, Redwood Times  
h. Monterey County Herald - Salinas Valley Weekly  
i. Santa Cruz Sentinel  
| Denise Irish (530) 896-7729 dirish@chicoer.com  
15 or 30 days including print, online, 2 runs on Top Jobs, 30 day mobile app and 2 runs in Tri-City Weekly. The cities listed under "additional information" are not included in the pricing, just Times Standard and Tri-City, however those are the other publications the representative has access to publish in. |
| Jobs Available | $312 for 1 Issue %10 off if you run 2 issues | Digital and printed publications - a listing of employment opportunities in the public sector. A bi-weekly publication in print since 1974. Mission to connect public sector advertisers with qualified employment seeking professionals. | contact@jobsavailableinc.net  (209) 571-2120 (209) 765-6665  Jobs Available Inc.  P.O. Box 1040 Modesto, CA 95353-1040 |
| California City News | $225 $260 $285 | 30- days 60- days 90- days | e-newsletter and job board/announcements | https://www.californiacitynews.org/user/register |
| International City/County Management Association (ICMA) | Member: $450  
Non-member: $600  
Add-on Items:  
$37.50 (M)  
$50 (NM)  
**Can be renewed at no charge** | ICMA has a long-standing reputation as a publisher of print and digital products for local government managers, assistance managers, department heads, and students. (Books reports, survey research, study guides, case studies and other resources used by local government management professionals.)  
a. Public Management Magazine  
b. Local Government Review  
c. SmartBreif e-newsletter  
d. Leadership Matters e-newsletter | Media Kit |
|---|---|---|---|
| Municipal Management Association of Northern California (MMANC) | $0 | MMANC Membership encouraged.  
A. Municipal Magazine  
b. job board | https://icma.org/ |
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DATE: July 2, 2018

TO: Honorable Mayor and Council Members

FROM: Siana L. Emmons, City Clerk/Human Resources Manager

THRU: Merritt Perry, Interim City Manager

SUBJECT: Consideration of a Reclassification to the Full Time Recreation Program Supervisor Position

STAFF RECOMMENDATION:

Consider a reclassification to the full time Recreation Program Supervisor position in the Parks and Recreation Department.

EXECUTIVE SUMMARY:

Staff is proposing a change to the salary classification for the Recreation Supervisor position in the Parks and Recreation Department. The reclassification will move the Recreation Supervisor from Payroll Code (P/R) 27 to 46. The reclassification is based on findings from a classification audit that took place in May of this year at the request of the Parks Director in consultation with the Human Resources Director and Interim City Manager. The audit analyzed the roles and responsibilities of the position as well as records of the progression of the position.

The audit identified the position was originally a part time, seasonal position with limited responsibilities. When that position was converted to a full time position with added responsibilities, no adjustment was made to the classification to reflect the additional responsibilities. That resulted in this position having a similar responsibility level and required skills as other positions with a higher salary classification. Therefore, staff determined that an adjustment of classification is warranted to reflect the change in responsibility level of that position. The proposed updated job description, with track changes has been included here as “Attachment 1”, for your review.

Rule III, Section 3.5 Reclassification of the Personnel Rules and Regulations states “Positions, the duties of which have changed materially so as to necessitate reclassification, whether new or already created, shall be allocated by the Personnel Officer to a more appropriate class after consultation with any recognized employee organization affected. Reclassifications shall not be used for the purpose of avoiding restrictions concerning demotions and promotions.”

In the past, the City’s Salary and Classification Schedules were presented to Council as part of the Budget process. This request comes after the adoption of the budget because the Salary Schedule is not a component of the actual budget, although they are closely related and can be
affected by each other. As outlined by Rule X Section 10.1. “The Personnel Officer, their designee, or a person or agency employed for that purpose, shall prepare a Pay Plan consisting of a schedule of salary ranges and a chart showing the allocation of each class in the Classification Plan. The Pay Plan also shall include a schedule of hourly wage rates applicable to regular part time, seasonal, on-call and temporary employees not in the classified service. The level of compensation applicable to any class or position shall be determined with due consideration to prevailing compensation levels for comparable work in public and private employment, the meet and confer process with recognized employee organizations, the financial condition of the City and other relevant factors” and Section 10.2 “The Pay Plan shall be adopted and may be amended or revised from time to time by the City Council.”

FISCAL IMPACT:
With the anticipated COLA increase, the following table reflects the change in salary for Recreation Program Supervisor with the recommended reclassification.

<table>
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<th>Classification</th>
<th>Step 0 (Base Salary)</th>
<th>Step 5 (Base Salary)</th>
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<td>P/R Code 27</td>
<td>$25,958.40</td>
<td>$31,582.36</td>
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<tr>
<td>P/R Code 46</td>
<td>$30,367.66</td>
<td>$36,946.90</td>
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The benefits costs would increase proportionately with the increased salary.

RECOMMENDED COUNCIL ACTION:

1. Receive staff report and review questions with staff
2. Open Public Comment
3. Close Public Comment
4. Provide direction Staff to regarding the proposed reclassification of the Recreation Program Supervisor Position.

ATTACHMENTS:

- “Attachment 1” Updated Recreation Programs Supervisor Job Description with Track Changes
RECREATION PROGRAMS LEADER SUPERVISOR
City of Fortuna, California
Parks and Recreation Department

The purpose of this job description is to define the general character and scope of responsibilities for persons occupying this job classification. It is not intended to describe or list every duty or task for this classification.

DEFINITION
Under the general supervision of the Director of Parks and Recreation, Recreation Program Supervisor, to plan, direct, promote and conduct an assigned recreation program for the City’s Parks and Recreation Department; to supervise and train other recreation staff; to perform a variety of assignments for the City’s Parks and Recreation Department; and to do related work as required.

DISTINGUISHING CHARACTERISTICS
Recreation Program Leader Supervisor is a full-time, experienced-level, single position class in the Recreation class series. Incumbents are expected to have some previous experience in supervising recreation programs and personnel. Job assignments include an emphasis on the more complex and responsible assignments and include supervision of staff. While incumbents continue to learn the more complex and responsible assignments, work is performed under the general supervision of a Recreation Program Supervisor. Job assignments may be performed with minimal guidance and supervision with the expectations that incumbents have the ability to choose among alternatives in completing tasks. Work is typically performed under the general direction of the Director of Parks and Recreation but latitude is granted for the exercise of independent judgment and initiative. Work is typically performed in a variety of environments such as indoor recreation facilities, including recreation center, skating rink, and others; and outdoors, including City parks, local field trips, and others. Outdoor activities may involve work in inclement weather. Work includes light to moderate physical activity in carrying out assigned recreation program tasks. Typical work week might include nights, weekends and holidays.

SPECIAL CHARACTERISTICS
- Regular, full-time.
- This position is classified FLSA non-exempt.
- Not represented by any employee association. This position represented by the Fortuna Employee Association (FEA).

JOB REQUIREMENTS
- May be required to maintain a valid California Driver’s License throughout employment. If required, incumbent will participate in the DMV “Pull Program”.
- Mandated Reporting

EXAMPLES OF DUTIES
Plans, directs, and conducts an assigned recreation programs such as roller skating, Summer Fun camp, youth basketball and other sport programs, and holiday programs, as well as community programs, for example, the CalRecycle Beverage Container Grant Program, Food For People Program, and the Community Service Worker Program for the City of Fortuna; designs program content and conducts
program activities for interested persons; may prepare publicity notices, brochures, press notices, and announcements for programs and events; develops and maintains information on program effectiveness and costs; may assist with supervision of recreation aides; provides information to the public concerning leisure and recreation program content and availability; may assist with assessing community leisure service needs, programs and facilities; may assist with grant development for programs; coordinates with Parks and Recreation Director, Parks and Recreation Administrative Assistants, and others to provide effective and efficient programs and activities; supervises Recreation Program Staff, Leaders and Aides, prepares various reports; provides input for activity budgets and developing programs to meet those needs; recommends improvements to leisure service programs and facilities; may assist with grant development for programs. Other duties as required.

**DESIRABLE QUALIFICATIONS**

**Knowledge of:**
- Safe work practices
- Philosophy, principles, and techniques of providing comprehensive public recreation and leisure service programs.
- Public recreation and leisure service programs.
- Recreation and leisure service needs of the local community.
- Community organizations.
- Laws, rules, procedures, and activities of the assigned recreation program.
- Goals and objectives of the City's Parks and Recreation Department.
- City policies and procedures pertaining to participant safety and child care.
- Basic principles of supervision and training.
- Playground safety, water safety, and first aid methods, as applicable to the assigned various programs.

**And Ability to:**
- Plan, organize, and implement an assigned recreation program.
- Work a flexible schedule that may include nights, weekends and holidays.
- Maintain general responsibility for program participants during program activities.
- Maintain records and prepare various reports.
- Work a flexible schedule that may include nights, weekends and holidays.
- Prepare program reports.
- Prepare publicity brochures and materials.
- Assess community leisure service needs and develop programs to meet those needs.
- Perform a wide variety of duties and responsibilities with accuracy and speed under pressure of deadlines and changing priorities.
- Quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology.
- Act with integrity, ingenuity and inventiveness in the performance of assigned tasks.

**And Education and Training:**
High School diploma or GED required. Any combination of training and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the requisite knowledge and abilities would be **two to three (3) years of previous experience with oversight of public recreation programs and activities, including supervisory experience, and childcare.** First aid and CPR training is desirable.

**ESSENTIAL PHYSICAL ABILITIES**
- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, to enable the employee to communicate effectively;
- Sufficient vision or other powers of observation, with or without reasonable accommodation, to enable the employee to review a wide variety of materials in electronic or hard copy form
- Sufficient manual dexterity, with or without reasonable accommodation, to enable the employee to operate a personal computer, telephone, and other related equipment;
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, to enable the employee to safely lift, move, or maneuver whatever may be necessary to successfully perform the duties of their position;
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, to enable the employee to efficiently function in their assigned work environment, including where applicable the operation of motorized vehicles and equipment.