



STAFF REPORT TO THE CITY COUNCIL

DATE: Regular Meeting of November 14, 2017

TO: Honorable Mayor and Members of the City Council

SUBMITTED BY: Nickie Mastay, Administrative Services Director 

SUBJECT: Resolution Approving One (1) Economic Development Director Position Authorizing the Appropriate Budget Adjustment

RECOMMENDED ACTION

It is recommended that the City Council take the following actions:

- 1) Discuss the funding for one (1) Economic Development Director; and
- 2) Adopt a resolution approving one (1) Economic Development Director position and authorize the appropriate budget adjustment.

STRATEGIC PURPOSE

Long Term Goal G: Economic Development.

Strategy G-1: Grow Antioch's Economy through Economic Development Activities.

Strategy G-2: Continue to focus on community enhancements, such as Downtown/Rivertown development, Highway 4 expansion, BART Specific Plan implementation, and future ferry service.

Strategy G-3: Determine and prioritize geographical areas of focus.

Strategy G-4: Participate in regional knowledge sharing, strategies, branding and marketing with regional partners, such as the East Bay Leadership Council, Contra Costa Economic Partnership, East Bay Economic Development Alliance, the Northern Waterfront Economic Development Initiative, the Workforce Development Board, the Small Business Development Centers, the Health & Wealth Initiative, and the Chamber of Commerce and EC2, as well as other east county cities.

Strategy G-5: Create and implement a marketing campaign for Antioch.

FISCAL IMPACT

The salary range (without benefits) for one (1) Economic Development Director in the Economic Development Department is \$127,392 - \$154,836. The total annual range of cost of funding one (1) Economic Development Director is (Step A – Step E) \$234,425 - \$279,277. It is recommended that a budget for four months of cost be appropriated in the FY2017/18 General Fund budget and a full year of cost in the FY2018/19 General Fund budget.

DISCUSSION

At the June 27, 2017 City Council Meeting, during the discussion about approving and adopting a two-year operating budget for the fiscal years 2017-2019, Council Members stated that they supported a six-month timeframe for Council to consider funding for an Economic Development Director in an effort to market the City to increase revenue and job growth.

The Economic Development Director plans, directs, manages, and oversees the activities designed to promote community vitality and encourage efforts to expand the local economy and coordinates assigned activities with other departments and outside agencies.

Some of the duties of the Economic Development Director are:

- Act as a catalyst to introduce new business to Antioch.
- Negotiate development agreements related to economic development activities.
- Coordinate consultants and City staff in securing funding for economic development projects and activities.
- Attend and participate in professional group meetings; maintain awareness of new trends and developments in the fields of redevelopment and economic development; incorporate new developments as appropriate.
- Develop a marketing plan.
- Coordinate information activities on City programs and oversee a public information program.
- Respond to and resolve difficult and sensitive citizen inquiries and complaints.

The Economic Development Director position is part of the Management (Executive) bargaining unit.

ATTACHMENTS

A. Resolution

Exhibit A to Resolution – Economic Development Director Class Specification

RESOLUTION NO. 2017/**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ANTIOCH
APPROVING ONE (1) ECONOMIC DEVELOPMENT DIRECTOR POSITION FOR
FOUR MONTHS IN THE FY2017/18 BUDGET AND ONE YEAR IN THE FY 2018/19
BUDGET AND AUTHORIZING THE APPROPRIATE GENERAL FUND
BUDGET ADJUSTMENT**

WHEREAS, the City must take advantage of the current economic upswing and other positive factors; and

WHEREAS, the City must leverage the economic recovery, Highway 4 widening, BART and annexation to grow Antioch’s economy to improve the quality of life in Antioch; and

WHEREAS, the City would like to create more local jobs and increase the City’s revenue.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Antioch as follows:

Section 1. That one (1) Economic Development Director position is hereby approved to be funded for four months in the fiscal year 2017/18 General Fund budget and one year in the fiscal year 2018/19 General Fund budget; and

Section 2. The Finance Director is authorized to make the necessary adjustments to the fiscal year 2017/18 and 2018/19 General Fund budget to effectuate this change.

* * * * *

I HEREBY CERTIFY that the foregoing resolution was passed and adopted by the City Council of the City of Antioch at a regular meeting thereof, held on the 14th day of November, 2017, by the following vote:

AYES:

NOES:

ABSENT:

**ARNE SIMONSEN, CMC
CITY CLERK OF THE CITY OF ANTIOCH**

ECONOMIC DEVELOPMENT DIRECTOR

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under general administrative direction, plans, directs, manages, and oversees the activities and operations of the Economic Development Department including programs and projects designed to promote community vitality and encourage efforts to expand the local economy; coordinates assigned activities with other departments and outside agencies; and provides highly responsible and complex administrative support to the City Manager.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Assume full management responsibility for all Economic Development Department services and activities including community vitality and efforts to expand the local economy; plan, organize, direct and coordinate the City's economic development activities.
2. Manage the development and implementation of departmental goals, objectives, and priorities for each assigned service area; recommend and administer policies and procedures.
3. Establish, within City policy, appropriate service and staffing levels; monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; allocate resources accordingly.
4. Assess and monitor work load, administrative and support systems, and internal reporting relationships; identify opportunities for improvement; direct and implement changes.
5. Plan, direct, coordinate, and implement, through subordinate level staff, the Economic Development Department's work plan; assign projects and programmatic areas of responsibility; review and evaluate work methods and procedures; meet with key staff to identify and resolve problems.
6. Select, train, motivate, and evaluate assigned personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures as allowed by City MOUs and rules.
7. Oversee and participate in the development and administration of the department budget; approve the forecast of funds needed for staffing, equipment, materials, and supplies; approve expenditures and implement budgetary adjustments as appropriate and necessary; prepare cost estimates on special projects.
8. Act as liaison to the Chamber of Commerce and other community groups as directed by the City Manager.
9. Act as a catalyst to introduce new business to Antioch.

**CITY OF ANTIOCH
ECONOMIC DEVELOPMENT DIRECTOR (CONTINUED)**

10. Coordinate the efforts of other departments relative to the City's economic development activities.
11. Coordinate information activities on City programs and oversee a centralized public information program including but not limited to news releases, newsletters and other publications on various City programs.
12. Develop plans for improved communications with the public.
13. Negotiate development agreements related to economic development activities.
14. Develop a municipal marketing plan.
15. Coordinate consultants and City staff in securing funding for transportation and other economic development projects and activities.
16. Provide staff assistance to the City Manager; prepare and present staff reports and other necessary correspondence.
17. Represent the Economic Development Department to other departments, elected officials, and outside agencies; coordinate assigned activities with those of other departments and outside agencies and organizations.
18. Explain, justify, and defend department programs, policies, and activities; negotiate and resolve sensitive and controversial issues.
19. Participate on a variety of boards, commissions, and committees.
20. Attend and participate in professional group meetings; maintain awareness of new trends and developments in the fields of redevelopment and economic development; incorporate new developments as appropriate.
21. Respond to and resolve difficult and sensitive citizen inquiries and complaints.
22. Perform related duties as required.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Operations, services, and activities of a comprehensive economic development program.
- Advanced principles and practices of economic development, and long range planning.
- Advanced principles and practices of program development and administration.
- Methods and techniques of public affairs and public relations.
- Principles and practices of municipal budget preparation and administration.
- Principles of supervision, training, and performance evaluation.
- Statistical and financial research methodology.
- Practices and techniques for the development and implementation of economic development, marketing and communication techniques.

- Practices of private sector developers, lenders and financial institutions as they relate to economic development projects and activities.
- Pertinent federal, state, and local laws, codes, and regulations.

Ability to:

- Manage and direct a comprehensive economic development program.
- Develop and administer departmental goals, objectives, and procedures.
- Analyze and assess programs, policies, and operational needs and make appropriate adjustments.
- Identify and respond to sensitive community and organizational issues, concerns, and needs.
- Plan, organize, direct, and coordinate the work of lower level staff.
- Delegate authority and responsibility.
- Select, supervise, train, and evaluate staff.
- Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Direct the preparation of designs and plans, field studies, inspection, contract documents and economic analyses.
- Negotiate and administer a variety of agreements and contracts.
- Provide leadership and direction to staff.
- Prepare clear and concise administrative and financial reports.
- Prepare and administer large and complex budgets.
- Interpret and apply applicable federal, state, and local policies, laws, and regulations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

Education and Experience Guidelines

Education/Training:

A Bachelor's degree from an accredited college or university with major course work in public administration, business administration, planning, economics, or a related field.

Experience:

Six years of increasingly responsible economic development experience including three years of management and administrative responsibility.

License or Certificate:

Possession of, an appropriate, valid driver's license.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting with some travel to different sites; incumbents may be required to work extended hours including evenings and weekends and may be required to travel outside City boundaries to attend meetings.

CITY OF ANTIOCH
ECONOMIC DEVELOPMENT DIRECTOR (*CONTINUED*)

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

FLSA: Exempt

March 1998
Revised: September 2013

This class specification identifies the essential functions typically assigned to positions in this class. Other duties not described may be assigned to employees in order to meet changing business needs or staffing levels but will be reasonably related to an employee's position and qualifications. Other duties outside of an individual's skill level may also be assigned on a short term basis in order to provide job enrichment opportunities or to address emergency situations.