



Paradise Recreation & Park District

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Agenda Prepared: 2/17/2023
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Prior to: 5:00 PM

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NOTICE OF BOARD OF DIRECTORS COMMITTEE MEETING

Committee: Personnel Committee (*Bellefeuille/Goodlin*)
Date: Tuesday, February 21, 2022
Time: 3:00 p.m.
Location: Via Teleconference and Terry Ashe Recreation Department, Room A

Notice:

The public may listen to this meeting via computer or telephone. The public may submit comments prior to the meeting via email to bodclerk@paradisepspd.com before 1:00 p.m. on the day of the meeting and they will be read into the record. Please use the link to join the webinar: <https://us02web.zoom.us/j/83319895913?pwd=c3JOeG0zMTI2Q0wyOWdXMXI5WjhDQT09> Or via Telephone: Dial by your location: +1 669 900 9128 US (San Jose)
Meeting ID: 833 1989 5913 Password: 6626

AGENDA:

The Committee will meet to:
1. Hiring Staff Request

CLOSED SESSION:

1. The Committee will meet in Closed Session pursuant to California Government Code Section 54957, District Manager Evaluation and Employment Agreement.
2. The Committee will meet in Closed Session pursuant to California Government Code Section 54957.6, Employee Salary and Wage negotiations.

ATTACHMENTS:

1. Staffing Request Report

https://paradisepspd.sharepoint.com/sites/BODMeeting/Shared Documents/_Committee.Personnel/2023/PC_22.0221.Agenda.docx

Staff Report**February 21, 2022**

DATE: 2/3/2023
TO: Personnel Committee
FROM: Kristi Sweeney, Assistant District Manager
SUBJECT: Hiring For Event Coordinator Position

Report In Brief

Staff have proposed hiring an event coordinator to support the District's goal of hosting new, inaugural events. Existing staff lack capacity to offer new events, in a year that is critical to branding the District as a recreation destination and highlighting the longevity of District service to residents of the District.

Attachments:

- A. Recommendation Event Staffing Memo

Document1
2/17/2023

Memo



Date: 1/12/2023
 To: Dan Efseaff, District Manager
 From: Kristi Sweeney, Assistant District Manager
 CC: Scott Amick and Jeff Dailey, Recreation Supervisors
 Sarah Hoffman, BOD Clerk/Office Manager
 Subject: **Staffing Recommendation**

Problem Definition: This District has prioritized hosting events that cross-promote District parks, facilities and programs, while rebranding the District as a destination recreation location. Public engagement meetings and surveys also identified events as one of the most wanted program opportunities. Staff launched several successful new events over the past two years, many of which are now going to be hosted every year. However, events are extremely time-intensive to plan and require a significant staff presence executing the events successfully. Staff lack capacity to seek sponsorship and vendors that may help monetize, or increase revenues associated with the events. Of critical importance in calendar year 2023 is the District's 75th anniversary and associated events at each of our parks and communities we serve. Recreation supervisors' plates are full in executing existing programs, grant (Elements), and some regular events (Gold Nugget Craft Fair, Kids Fishing Day, Bags & Beans, etc.), and are not able to plan and execute new events. Adding additional events, as desired to celebrate the District's 75th anniversary, necessitates additional support staff.

I. Proposed Staffing Addition

A. Event Coordinator New Hire

1) Definition

Hiring an Event Coordinator to support staff with event planning/execution for calendar year 2023.

This position would be part time, not to exceed 20 hours per week.

2) Staffing and Recreational Program Impacts

- a. If an event coordinator joined staff, the District would have additional capacity to plan and execute additional events.
- b. This District strives to implement Incident Command System (ICS) procedures for all District-hosted events, which necessitates a project lead to delegate and oversee all supporting ICS roles. The event planner would serve in this capacity.
- c. Responsibilities of an event planner would include sponsor recruitment and management to support the District's goal of year-round sponsorship for events. Additionally, the event coordinator would create marketing content (fliers, social media posts, and website content) to attract event participants and vendors.

3) Fiscal Impact

Staff recommend hiring a step 1, Recreation Specialist (\$24.50 per hour) working up to 20 hours per week through the end of calendar year 2023 (48 weeks), resulting in an increase in payroll of \$27,048 when utilizing the part time multiplier of 1.15.

The revenue generated via sponsorship or vendor rental fees associated with well-planned/executed events is unknown, but targets should be set for each event determined by the size and anticipated attendance of each event throughout the year.

B. Promotion of Existing Staff

1) Definition

Staff member Lorrennis Leeds has demonstrated a strong commitment to the District and a high degree of success in fundraising for the ice rink. Ms. Leeds has also demonstrated competency with event planning (sponsor appreciation dinners, staff Christmas party, PRPD booth at Johnny Appleseed Days, etc.) and managing one of the District's largest programs (ice rink). Ms. Leeds is familiar with District policies, procedures, and goals. This would necessitate promoting staff member Leeds to full time.

2) Staffing and Recreational Program Impacts

- a. Event coordination could begin immediately and lighten the load of current staff tasked with planning/executing events.
- b. Fundraising could begin immediately.
- c. The number of new events the District offers is likely to increase due to added capacity.
- d. The number of hours required to perform these additional duties may be fewer than a new hire because downtime in staff member Leeds' current role could be directed to new responsibilities of event coordination.

3) Fiscal Impact Of Alternative Hiring

Promoting staff member Leeds to full time would result in an increase in payroll of \$19,680. (see calculation below)

\$750 health insurance stipend x 12 months = \$9,000

2080 hours (full time annual) – 1600 hours (current hours per year) = 480

480 hours x 22.25 (rec coordinator, step 5, Ms. Leeds' current rate of pay for managing ice rink) = \$10,680

Fiscal impacts should also consider savings in recruitment, interviewing, and onboarding plus Ms. Leeds' existing relationship with sponsors, existing office space and equipment, and speed at which she could begin event planning for the District.

C. Private Contractor Event Coordinator

1) Definition

The District could hire a private contractor to plan events and seek sponsorships for new events hosted by the District.

2) Staffing and Recreational Program Impacts

- a. Hiring a private contractor would add capacity to the District and enable new inaugural events, particularly for the District's 75th celebrations throughout the District. However, staff would still need to support the planning process and execution.
- b. Implementation of ICS across staff could be challenging for a private contractor to achieve without significant time investment related to training on District staff roles, processes/policies, and District resources.
- c. Gathering sponsorships outside of the District may be enhanced by an experienced private contractor with existing relationships with big sponsors. However, a private

contractor would likely need support from staff to draw upon established relationships with businesses on the Ridge.

d. A private contract would not necessitate additional office space or equipment.

3) Fiscal Impact

Costs associated with hiring a private contractor for event coordination include:

- a. Recruitment, interviewing, onboarding/introduction to District rules, policies, priorities, history.
- b. Staff time to coordinate with contractor.
- c. Delay in planning/fundraising for new events.
- d. Possible connections to existing big sponsors, likely limited relationships with Ridge sponsors.
- e. Contract costs are unknown but based on experience with Winter Wonderland private contractor support, costs were approximately \$2,500-\$3,000 per month.
\$2,500 x 12 months = \$30,000 (estimate)

D. Alternative To Hire Event Coordinator – No Action

1) Definition

Choosing not to hire an event coordinator and following the status quo.

2) Staffing and Recreational Program Impacts

- a. Staff will maintain existing events, but not offer new, additional events.
- b. Implementation of ICS will take longer to execute well across all events.

3) Financial Impact

Payroll and benefits would not increase and no additional equipment would be required, which would save the District money. However, the District would likely be losing money in well-monetized and sponsored events. The District would also miss out on events that highlight the District's longevity in service for our community, and a tremendous marketing opportunity to the larger destination recreation strategy.

Staff recommend Option B, promotion of existing staff. The benefits and financial savings outweigh all the other options. Expediency of fundraising and planning is of critical importance to the success of new events and the District's 75th anniversary.

Kristi

https://paradisepd-my.sharepoint.com/personal/ksweeney_paradisepd_com/Documents/22.0112_Recommendation.Event.Staffing.Memo.docx