

STAFF REPORT



Meeting Date: April 20, 2022
To: Board of Directors
From: Michael J. Aho – District Administrator
Subject: Approval of Arts and Entertainment Manager Position and Job Description.

I. Recommendation

As recommended by the Management and Personnel Committee at their March 28, 2022 meeting, approve staff's proposal to implement an additional full-time Arts and Entertainment Manager position.

II. Background

The Voters of Fair Oaks Recreation & Park District passed the General Obligation Bond Measure J in November of 2018. The renovations of Village/Plaza Park, the Community Clubhouse and Veterans Memorial Amphitheatre (PROJECT) are part of the Bond Measure. Starting in May of 2019 community outreach was done to determine what the renovations of those facilities would consist of and to update the 2012 Plaza Park, Village Park and Community Clubhouse Master Plan (Master Plan) to reflect the results of the community outreach. The Board approved the concept design that was developed from that outreach at their August 22, 2019 meeting.

On September 18, 2019 the Board approved adding a Master Plan Amendment to the Master Plan. Then on April 15, 2020 the Board added the Veteran's Memorial Amphitheatre renovation plans to the Master Plan and with that addition the Master Plan was completed.

Once the Master Plan was completed it was determined that an operational plan for the renovated facilities would be necessary. AMS Planning and Research was contracted by the District in May of 2020 to provide a Business and Operational Plan for the PROJECT. A Business and Operational Plan was approved by the Board April 21, 2021 for the future operations of

the Fair Oaks Recreation & Park District's Art and Entertainment Programs. To implement this plan AMS recommended that the District add additional staff to manage and operate the renovated facilities.

III. Problem /Situation/ Request

After examining the current market and cultural environment, AMS recommended that the District shift its past programming approach for Arts and Entertainment from that of being a facility provider and landlord to one where the District is an active programmer and partner, ensuring that arts and cultural programs are serving all members of the community. To accomplish this, additional staff members will be needed to operate the renovated facilities and programs.

Due to the high volume of programming, new partnership creation, creative approaches and business operational skills, staff believe this should be a Manager position. The Position Description (Attachment A) lists the duties, desirable skills and educational requirements for this position. The pay scale for this position is the same as the District's current Administrative Services Manager and Park Manager.

In December of 2021 the District applied for COVID-19 Fiscal Relief for Special Districts and was awarded \$219,459. Since the funds are unrestricted, staff is proposing those funds be used to fund the Arts and Entertainment Manager Position for at least 18 months. During those 18 months the Arts and Entertainment Manager would be responsible for creating a sustainable operational plan, identifying additional staffing needs and funding for any new positions. Staff believes the person selected for this position should lead the District in determining how the new programs are operated and how many staff will be needed. During the 18 months pre-opening period this new staff member will be creating the operational plan using the AMS report as a guiding document. It is expected that the operational plan will continue to evolve and be refined after the facilities are open. In their report AMS estimated that to be fully operational it will take three (3) years from the date the facilities are opened.

PROJECT renovations are projected to be completed October of 2023 (18 months). The use of the COVID-19 Fiscal Relief funds will allow us the opportunity to get the Arts and Entertainment program ramped up prior to a full opening. It is expected that the Arts and Entertainment Manager will establish new programs and events that will be operated prior to October 2023 which will become part of the overall Arts and Entertainment Program once the new facilities open. By creating new programs and events prior to the opening of the new facilities the Manager will be able to start creating additional revenues for the District to help offset current and future costs for the Arts and Entertainment Program.

IV. Financial Analysis

The cost of the position, including salary and benefits, is approximately \$91,000 per year. The actual salary will be determined by the skill and experience of the successful candidate. Anticipated start date will be after July 1, 2022.

Respectfully Submitted,

Michael J. Aho
District Administrator

Attachment A



JOB TITLE: Arts and Entertainment Manager
DEPARTMENT: Arts and Entertainment
REPORTS TO: District Administrator
FLSA STATUS: Exempt
SALARY RANGE: \$5,665-\$7,230 monthly
APPROVAL DATE: April 20, 2022
REVISION DATE:

POSITION SUMMARY:

Under the general supervision of the District Administrator, the Arts and Entertainment Manager manages the operations, activities and staff of the Arts and Entertainment Division of the Fair Oaks Recreation & Park District including but not limited to art and entertainment programming and facility rentals. The position provides technical advice to other District staff related to arts and entertainment, and coordinates and cooperates with community contacts regarding programs and issues. The Manager is responsible for developing and administering budgets, policies, procedures and controls for the Arts and Entertainment division.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following. Other duties may be assigned.

- Plans, organizes, and supervises the activities of technical and clerical staff in the Arts and Entertainment Division.
- Continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload and staffing, identifies opportunities for improvement and coordinates the implementation of changes.
- Participates in the development and administration of the department budget; researches and determines program fees.
- Approves contracts for facility use; accepts usage fees and ensures proper accounting of funds.
- Receives and responds to public inquiries, requests for assistance and complaints regarding division projects and other District activities; explains, justifies, and defends division programs, policies, and activities; resolves sensitive and potentially controversial issues with the division.
- Interprets and applies provisions of polices, procedures, laws, rules and regulations related to division and staff matters.
- Develops policies, procedures, standards, and ordinances to ensure compliance with applicable laws and regulations.
- Coordinates Art and Entertainment Division activities with other divisions, governmental agencies, and outside organizations as appropriate.

- Trains employees in work procedures, standards and safety practices, and reviews work in progress or upon completion for compliance with standards.
- Interviews and recommends selection of job applicants, appraises employee performance, conducts informal counseling on work issues, prepares documentation and improvement plans for deficiencies and recommends disciplinary action.
- Reviews and approves employee work schedules, overtime, vacation, sick leave, and timecards.
- Conducts regular staff and safety meetings.
- Participates in management meetings and works with managers and staff to resolve policy, procedural or operational issues.
- Prepares and maintains a variety of records, reports, and correspondence related to division activities.
- Attends and/or makes presentations to board meetings and other meetings as required.

SUPERVISORY RESPONSIBILITIES:

Supervises Arts and Entertainment staff and instructors. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

MEASURES OF PERFORMANCE:

The Art and Entertainment Manager shall be considered to be performing in an acceptable manner when the following have been accomplished:

1. **Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
2. **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
3. **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
4. **Written Communication** - Writes clearly and informatively; edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; reads and interprets written information.
5. **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Ability to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
6. **Ethics** - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethics; Upholds organizational values.
7. **Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

8. **Cost Consciousness** - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
9. **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
10. **Attendance/Punctuality** - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
11. **Dependability** - Follows instructions, Responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

A Bachelor's degree or higher from an accredited college or university in a field directly related to recreation administration, arts administration, leisure studies, or a closely related field and five or more years of increasingly responsible, recent experience in the development and administration of broad-based recreation and community programs, including two years of experience supervising full time and part time staff.

Must have knowledge of operational characteristics, services, and activities of art, entertainment, recreational, cultural and community service programs and understand the principles and practices of program development and administration. Must maintain current knowledge of recent developments and current sources of information related to recreational, cultural and community services programs.

LANGUAGE SKILLS:

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.

MATHEMATICAL SKILLS:

Ability to add and subtract two-digit numbers and to multiply and divide with 10's and 100's. Ability to perform these operations using units of American money and weight measurement, volume, and distance.

REASONING ABILITY:

Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.

CERTIFICATES, LICENSES, REGISTRATIONS:

California driver's license and proof of personal vehicle insurance are required.

COMPUTER SKILLS:

To perform this job successfully, an individual should have knowledge of Adobe Acrobat, the Microsoft Office Suite of products. Knowledge of basic office equipment should include internet and email, copy and fax machines, postage meter, telephone and answering machine.

PHYSICAL AND EMOTIONAL DEMANDS:

The physical demands described here 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 functions. The inability to cope with a stressful work environment does not constitute a protected disability.

While performing the duties of this job, the employee is regularly required to sit and frequently required to talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl and talk or hear. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate to loud.

APPLICATION DEADLINE: Open Until Filled. First review round ends on May 27th, 2022 (tentative).

INTERVIEWS: Interviews will be schedule through the HR Department.

TO APPLY: Applicants should apply via the link below and follow all outlined requirements. **LINK NEEDED**

ASSIGNED RECRUITER:

Jennifer Larkin, Administrative Services Manager/Human Resources

916-966-1036 | hr@forpd.org

ACKNOWLEDGMENTS:

I have reviewed and understand the above position guide and believe it to be accurate and complete. I also understand that the company retains the right to change this position guide at any time. I also understand that this job description is not a contract for work.

I certify that I possess all of the “Essential Requirements” of the job outlined herein, except as noted here: **(If none, so state):**

I certify that I am fully capable of completing all of the responsibilities documented herein and I do not have a physical or mental disability that would jeopardize the health and or safety of my co-workers.

I understand, and fully agree, that this job description does not constitute a written or implied contract for employment and that my employment relationship with the company is “at will,” for an unspecified duration, and may be terminated at any time by me or the company as specified by Section 2922 of the California Labor Code.

Employee signature

Date

Supervisor signature

Date