

TO: Personnel Board

FROM: Julie Trimbell, Human Resources Analyst

DATE: February 27, 2020

SUBJECT: Street Vending Coordinator – Economic Development Division

At the request of Economic Development Division Director Matt Mikolajewski, I have studied the 1.0 FTE position (#3612) of Street Vending Coordinator (CG16, Range 14), currently occupied by Meghan (Maureen) Blake-Horst, to determine if the position is properly classified based on the current job responsibilities of the position. Based on meetings with the supervisor, Office of Business Resources Manager Dan Kennelly, Mr. Mikolajewski and Ms. Blake-Horst, and reviews of the updated and former position descriptions and other classifications within the City, I recommend deleting the Street Vending Coordinator classification, recreating position #3612 as an Economic Development Program Coordinator in CG16, Range 17 and reallocating the incumbent to the new position for the reasons outlined in this memo.

The last study of this position was completed in February 2015 and involved a different incumbent. At that time, the classification was upgraded from Range 13 to 14 due to the addition of responsibilities, which included leadwork, sidewalk cafés, late night vending, campus vending, etc. The Street Vending Coordinator class specification describes:

...responsible program administration, field and office work, and general leadership relating to the licensing, monitoring and coordination of all street vending activities in Madison including food carts, arts/crafts merchants, banner displays, political "tabling" and sidewalk cafés. The work involves issuing licenses, making on-site observations and field inspections, communicating with the public and vendors, advising diverse startup business owners, following up on complaints, performing enforcement activities, collecting fees, and maintaining related records. Work includes coordinating and directing the work of the City's Street Vending Monitor and staffing the Vending Oversight Committee. The Street Vending Coordinator will work with the Office of Business Resources Manager, staff and other City departments on various other projects and initiatives to support small business growth and development, and to integrate the street vending program into the City's broader economic development efforts. Work is performed under the general supervision of the Office of Business Resources Manager.

Ms. Blake-Horst was hired into this position in December 2016. For the past two and a half years, she has taken on greater responsibility with respect to the Street Vending Program to include:

- Expanding the program and revising MGO 9.13 to include free standing vending on private property, full size food trucks, updated fee structure, umbrella licenses, extended delivery, Top of State Vending Overlay District, etc.;
- Researching and analyzing new trends in the industry, such as battery operated trucks, full size mobile retail;
- Assisting with the creation of a new licensing portal;

- Creating and maintaining Instagram social media platform, and updating the Street Vending website;
- Serving as a member of the Street Use Commission;
- Regularly reviewing other city/committee business for vending related activities and decisions;
- Serving as a liaison/advisor with other city agencies/groups regarding road construction planning, Special Event ordinance, Public Market, etc.;
- Planning and hosting focus groups and public information meetings;
- Meeting with event organizers and relaying information/impact to vendors;
- Creating and providing training: full-day trainings to vendors; Madison College Food Cart Start-up Class; Wisconsin Women’s Business Initiative Cooperation (WWBIC) “How to Start a Food Cart,” etc.;
- Networking and creating partnerships with others in Street Vending community.

Many of these new responsibilities are beyond the scope of the current Street Vending Coordinator classification as written. This position now fulfills a more comprehensive role in expanding the program and serves as the citywide expert with regard to street vending. The incumbent is an integral member in reviewing other city processes and is asked to provide feedback on their impact with respect to street vending. Due to the increased responsibility, the placement of this position in terms of salary was analyzed.

In reviewing existing classifications with similarities to this position in terms of level of responsibility and scope, there are a couple classifications to consider:

- The Business Development Specialist series (CG 18, Ranges 6 to 12) describes “...responsible professional business development work within the Department of Planning & Community & Economic Development. The work involves providing one-on-one assistance to businesses seeking information and services through the City's Office of Business Resources, conducting research, staffing city committees, coordinating special projects, and working with partnering organizations and City colleagues to support the City's business climate and advance economic development goals.” As position #3612 is contained within the Economic Development Division and performs business development activities, it appears comparable on the surface; however, incumbents in these classifications work with a variety of businesses within a full spectrum of industries, which can change their work activities from day to day. Position #3612 is focused exclusively on a single program, street vending, and its related activities, and therefore has a more limited scope. Due to its narrow focus, this series is not equivalent.
- The Economic Development Program Coordinator (CG 16, Range 17) describes “...responsible program coordination, administrative support, and special project work in conjunction with the City’s professional economic development activities. The work involves providing business assistance, research, project management, and staffing in support of the City’s economic development goals.” The former incumbent of this classification had independent program responsibility for construction projects and

addressing their impact on the business community. This person represented Economic Development in working with the business community regarding construction projects, worked with multiple City agencies and external agencies on projects, worked with businesses to resolve issues, and had overall program coordination responsibility for construction-related issues. Similarly, position #3612 is housed in the Economic Development Division, is coordinating a specific business development program-street vending, works with a variety of stakeholders within the City and the business community, and has independent responsibility for the program. As such, this classification aligns more appropriately with the level of work that is performed.

After a discussion with Mr. Mikolajewski and Mr. Kennelly regarding the above analysis, the decision was made to delete the classification of Street Vending Coordinator and repurpose the Economic Development Program Coordinator class specification. The class specification has been updated to include street vending specific language and activities. This classification will also be able to encompass any other Economic Development programmatic work of a similar level that may arise. Placement of position #3612 in CG 16 Range 17 allows for comparable compensation, falling between CG18 Ranges 6 and 8 of the Business Development Specialist series.

Based on the prior analysis, I recommend deleting the classification of Street Vending Coordinator, recreating the 1.0 FTE position, #3612, in CG 16, Range 14, to a 1.0 FTE Economic Development Program Coordinator 4 in CG 16, Range 17, and reallocating the incumbent to the new class within the Economic Development budget.

The necessary resolution to implement this recommendation has been drafted.

Editor’s Note:

Compensation Group/Range	2020 Annual Minimum (Step 1)	2020 Annual Maximum (Step 5)	2020 Annual Maximum +12% longevity
16/14	\$57,692	\$64,939	\$72,732
18/06	\$60,836	\$71,630	\$80,226
16/17	\$62,379	\$71,980	\$80,618
18/08	\$65,988	\$78,305	\$87,702

cc: Matt Mikolajewski – Economic Development Division Director
 Dan Kennelly - Office of Business Resources Manager
 Greg Leifer – Employee and Labor Relations Manager