

## CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Maureen Meghan Blake-Horst

Work Phone: 608-261-9171

2. Class Title (i.e. payroll title):

Code F191

Bargaining Unit: 6000 General

3. Working Title (if any):

Street Vending Coordinator

4. Name & Class of First-Line Supervisor:

Daniel Kennelly

Office of Business Resources Manager

Work Phone: (608) 267-1968

5. Department, Division & Section:

Department of Planning and Community and Economic Development

Economic Development Division

Office of Business Recourses

6. Work Address:

Madison Municipal Building

215 Martin Luther King Jr. Blvd.

Madison, WI 53703

7. Hours/Week: 38.75

April – November Tuesday – Saturday

9 AM-4:45 PM Tuesday – Friday & 6:45 AM-2:30 PM Saturday

November – April Monday - Friday

Start time: 9 AM                      End time: 4:45 PM

VOC Meets 4th Wednesday of the month from 5 PM-7 PM

8. Date of hire in this position:

December 5, 2016

9. From approximately what date has employee performed the work currently assigned:

December 5, 2016

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10. Position Purpose: (How this position fits into the overall mission, vision, and goals of your agency and work unit.)

The Street Vending Coordinator works 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 in to the City's broader economic development efforts and the City's

## Comprehensive Plan.

This position is in the front line of supporting the City's racial equity initiative. Over 60% of individuals and businesses this position supports are owned by people of color. This position works with hundreds of businesses annually, at all phases of business and from diverse business sectors.

### 11. Position Summary:

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, working with partnering organizations and City colleagues to support the City's business climate and advance economic development goals. This position requires a high level of professional and staff leadership responsibility, judgment, discretion, project complexity and programmatic responsibility.

Responsible for 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 (including Late Night Vending and Camp Randall Game Day Vending), art/craft vending, brick & mortar merchants, banner displays, political tabling and sidewalk cafes. This position requires experience working with businesses, a deep understanding of city policies and procedures affecting businesses, and the ability to independently serve businesses in the community.

The work involved licensing, making onsite observations and field inspections, communicating with the public and vendors advising a diverse group of startup business owners, following up on complaints, performing enforcement activities, collecting fees, and maintaining related records. Work including coordinating and directing the work of the city's Street Vending Monitor, staffing the Vending Oversight Committee, appointed to the Street Use Commission and sits on the Voice of Process team as it relates to Results Madison.

### 12. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

- 40% A. Provide 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. Assist in planning, scheduling and conducting related work sessions and public meetings. Support businesses in interactions with other city agencies.
1. Work with diverse individual street vendors, brick & mortar business owners, property owners, even organizers and developers on a one-on-one basis to assist them in navigating the City's process and regulations.
  2. Staffing Vending Oversight Committee and member of the Street Use Commission. As of 2017, the Street Use Commission appointment is a new responsibility for the Street Vending Coordinator. Street Vending Coordinator provides administrative support by creating agendas and minutes in Legistar for the Public Market Development Committee.
  3. Work with vendors and merchants to explain related ordinances and regulations, education and re-educate vendors and merchants on appropriate activities and procedures.
  4. Host, plan and schedule public information meetings, focus groups and vendor working groups. This includes surveys and post event data analysis, as well as, meeting facilitation.
    - Food cart review focus groups and community input meetings
    - MLK sidewalk repair project planning and public information session
    - Monroe St. reconstruction public meetings and community input sessions
    - Public Market events and public meetings
    - Creating a new Late Night Vending program
    - Art & Craft vending regulation review and updating
  5. Daily communication with businesses and regular meetings to educate on the licensing process and to connect to city resources and funding streams.
  6. Regularly works with and advise these business types regarding vending and special events. Assisting with making connections and provide education regularly with the business community. These businesses range from the pre-entrepreneur stage through international brands.
  7. Regularly review products, café measurements and food carts to ensure they meet requirements and are prepared to go through the licensing process.

8. Work with hundreds of businesses annually. Many of these businesses and entrepreneurs are people of color and first generation immigrants to the US.
  9. Makes connections for local and national businesses, regional municipalities and community residents regularly. Some examples of this include Free-standing vending education, Public Health Madison - Dane County, Department of Agriculture Trade and Consumer Protection (DATCP), Wisconsin Department of Revenue (alcohol and tobacco licensing department), ALRC, DCC, Zoning, streets, Parks, etc.
  10. Meet with potential vendors as well as new and existing business owners regularly regarding business planning and licensing requirements through the licensing process and ongoing support as needed. These businesses vary in readiness from early research to national and international brands.
- 25% B. Respond to specific business requests for information on accessing resources, finding sites, licensing requirements, zoning requirements for different land uses, land uses processes, potential financial resources, market data. Organize and plan public meetings and events related to the City's business development and economic development work.
1. Manage incoming requests from small businesses for resources and information related to starting or expanding a business in Madison. Field a large volume of calls and emails annually from first time contacts.
  2. Works with event organizers, community groups, and businesses regarding special events, zoning requirements, licensing requirements and other related information.
  3. The first points of contact for businesses interested in having food carts on private property. This includes education on the new Free-standing Vending Ordinance and next steps. This includes connecting the property owner or developer to the Zoning Department for approvals. After approvals are granted, Street Vending Coordinator follows up with the property owner, manager or developer with approved list of food carts they can work with. Zoning and Street Vending work together regarding enforcement activities. Free-Standing Vending was approved in July of 2018 with a joint effort from Zoning and Street Vending to provide a new opportunity for food carts. This Zoning Code amendment was in response to requests for property owners and our business community.
  4. Organized focus groups with vendors and community groups including Street Vending community meetings. Working with UW Students, staff and the community at large as we begin the planning process for an updated Late Night Vending program. Presents as necessary regarding successes regarding programming and other initiatives in business districts around the city.
- 15% C. Monitor the activities of the Plan Commission, EDC and CC as they relate to ED. Prepare and present reports or information to these bodies regarding achievements, request for policy level action and/or specific development projects. Effectively participate in policy formulation.
1. Regularly presents at a number of Commission and Committee meetings and community meeting regarding street vending policies, successes and challenges. Some examples include the BID, Planners Association of WI, Downtown Coordinating Committee, Street Use Staff Commission, and Mayors Planning Meetings.
  2. Regularly review committee agendas for a variety of committees because vending related activities are often reviewed or action taken at other commission and committee meetings. These committees and commissions include, but are not limited to:
    - ALRC - Liquor license - Sidewalk Café
    - Downtown Coordinating Committee
    - Common Council
    - Street Use Commission
    - Plan Commission
    - Finance Committee
    - Madison Arts Commission
    - Others as vending or issues with vending will be addressed.

3. Work with vendors, business owners, property owners, the Vending Oversight Committee, the City Attorney's office, Alders and staff to effectively participate in policy formulation. Examples include:
  - Food Cart Review policy changes, including running a Fast Track RESJI review
  - Creation of the TOSVOD (Top of State Vending Overlay District)
  - Application and payment fees and deadlines
  - Seniority Points related to the Food Cart Review
  - Special Events Ordinance Update
  - Free-Standing Vending
  - Full Sized Food Trucks city-wide
  - Health Department Licensing education
  - Extended Delivery challenges, including running a Fast Track RESJI review
  - Planter Renovations around the Square including eliminating Encroachment Agreements as they relate to action in the right-of-way

- 15% D. Assist road construction planning efforts and long range economic development and business development projects (MPM, CapEast, Coop bus.) and other initiatives. Assist in planning, scheduling and conducting related work sessions and public meetings. Develop, implement, and monitor systems and procedures for the selection, evaluation, placement, licensing and management of various street vendors. Support the City's efforts in marketing, collection, monitoring, analyzing and reporting data on the state of the City's economy and local economic trends. Monitor and track national economic development best practice, emerging trends, new ideas and innovative projects to help inform Madison's ongoing business and economic development efforts.
1. Participates on interdepartmental planning, advising and implementation of project goals. Examples of projects include Monroe St. reconstruction project (Monroe St. Plaza, Game Day Vending and Wingra Park entrance), Camp Randall Gateway Project, Madison Public Market, Capitol Square, and the Martin Luther King Jr. reconstruction study. This was to insure street vendors and other business owner needs were considered and included in the process to align with the goals of the City's Comprehensive Plan to grow street vending.
  2. Focus groups, Food Cart Review Reviewer Training, Neighborhood Meetings, VOC Meetings, public meetings, NRT related events.
  3. Working with property owners to grow street vending activities in the Cap East Districts.
  4. Provides input and sits on planning teams regarding long-term City projects such as: Madison Public Market, Martin Luther King Jr. study, Results Madison Voice of Process team, and Top of State staff team.
  5. Processing applications, issuing invoices and licenses and permits for all food carts, merchant vendors, sidewalk cafes, game day vending, banner placement and expressive tabling.
  6. Coordinate activates for the City Street Banner Program.
  7. Process all payments through Accela and Tyler Cashiering.
  8. Oversee the Annual Food Cart Review process.
    - Determine criteria, application process and selection of Food Cart Reviewers.
    - Create curriculum, organize and run the Food Cart Reviewer Training.
    - Implement application process, and vendor organization leading up to the review.
    - Calculate the results of the Food Cart Review
    - Work with vendors for the site assignment process.
  9. Oversee enforcement including issuing written warnings and citations.
  10. Provide vending data for City reports. Create the platform, collect data and analyze Food Cart Review data and present results to determine annual eligibility and placement of food cart vendors. She also tracks vending numbers and revenue collected through vending fees.
  11. Street Vending Coordinator makes regular presentations at WWBIC, Madison College, the Latino Chamber of Commerce and other organizations as requested regarding food cart regulations, business development and related programs. Also, during one-on-one meetings with vendors and inquiries to the street vending office information is shared regarding resources for entrepreneurs is shared. This includes the UW Small Business Development Center, WWBIC, UW-Extension, Madison College and other programs.

12. Studied two reports on 2018 Food Cart Trends reports to be aware of national trends.
13. Monitor and engage with other professionals around the country as it relates to vending, placemaking, arts initiatives, special events and the economic impact of the creative and culinary community.
14. Attends the Municipal Special Event Summit to network, learn and collaborate with municipal staff around the country on best practices and trends.
15. Work with Mayors, Alders and City staff around the country to advise on street vending best practices for Food Carts, Merchant Vending and Sidewalk Cafes (outdoor dining in the right-of-way).
16. Created and maintain the Instagram social media platform for streetvending as well as monitor and update the Street Vending website.

5% E. Assist businesses in resolving violations of City's property, building and zoning codes. Provide liaison and/or referrals to other appropriate City staff as necessary. Assist various members of the business community by making them aware of, and guiding them through the various stages of the development process. Educates businesses regarding the regulations, timelines and process so they can maintain compliance and we can limit enforcement. Develop and maintain sources of information related to commercial growth and economic development in the City and preform related research studies.

1. Oversees licensing and enforcement for food carts, sidewalk cafes, Merchant Vending, Late Night Vending, and Art & Craft Vending as well as banner and TEM program.
2. Educates businesses regarding the regulations, timelines and process so they can maintain compliance and we can limit enforcement. Examples include being first point of contact for Free-Standing Vending and the Banner Program. Both these activities are under the MGO Section 9.54, in the Zoning Code.
3. Connect businesses to appropriate city organizations such and Public Health Madison-Dane County, DATCP, Zoning, Parks, Planning, Mayor's Office, Transportation, Parking, Police, Risk Management, among others. Many of the businesses that reach out to the Street Vending Coordinator are women and people of color.
4. Free-Standing Vending, Portable Sign Ordinance, Health Department licensing requirements, Licensing vendors (application through enforcement), Street Use Events meetings through event completion.
5. Maintain a catalogue of business-related community information, vending statistics, business contacts and data for City related requests. Conducts research on best practices and maintain metrics to measure revenue, totals and other economic development related data.
6. Street Vending statistics are one of the areas that is being used to begin tracking for Results Madison and Performance Excellence. There are currently four areas that we will be gathering statistics for to provide data for the external dashboard.

13. Primary knowledge, skills and abilities required:  
 Strong communication and organizational skills. Experience in customer service management, program support, small business management, or regulation enforcement, development and implementation.

14. Special tools and equipment required:

None

15. Required licenses and/or registration:

Possession of a valid driver's license.

16. Physical requirements:

This position requires a high percentage of work outdoors in all types of weather at various times of day and night while walking and standing. In addition, the incumbent is expected to physically visit the sites

where street vending occurs. Work includes attending meetings outside of regular business hours, including early Saturday mornings in the summer and periodic evening meetings and presentations.

17. Supervision received (level and type):

This position receives general supervision from the Office of Business Resources Manager.

18. Leadership Responsibilities:

This position:  is responsible for supervisory activities (Supervisory Analysis Form attached).  
 has no leadership responsibility.  
 provides general leadership (please provide detail under Function Statement).

19. Employee Acknowledgment:

I prepared this form and believe that it accurately describes my position.  
 I have been provided with this description of my assignment by my supervisor.  
 Other comments (see attached).

\_\_\_\_\_  
EMPLOYEE

\_\_\_\_\_  
DATE

20. Supervisor Statement:

I have prepared this form and believe that it accurately describes this position.  
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.  
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).  
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).  
 Other comments (see attached).

\_\_\_\_\_  
SUPERVISOR

\_\_\_\_\_  
DATE

Instructions and additional forms are available from the Human Resources Dept., Room 261, Madison Municipal Bldg., calling 266-4615 or visiting [cityofmadison.com/employeeenet/policies-procedures/position-descriptions](http://cityofmadison.com/employeeenet/policies-procedures/position-descriptions).