

TO: Personnel Board

FROM: Mike Lipski, Human Resources

DATE: October 9, 2018

RE: Monona Terrace Gift Shop Manager

Monona Terrace Director Gregg McManners and Associate Director Connie Thompson are requesting a review of the Gift Shop Sales Leadworker position. Since 2013, the gift shop at Monona Terrace has been operating without a manager, with the Leadworker assuming responsibility for overseeing shop operations. However, as the website and store point of sale systems have become more complex, it is appropriate to consider reinstating the classification of Monona Terrace Gift Shop Manager. However, whereas in the past, the MT Gift Shop Manager was classified in CG19, Range 07, working under an employment contract with incentives, the request is that the classification be placed in CG18. After reviewing the attached position description and meeting with Ms. Thompson, Business Manager Jeff Boyd, and Leadworker Lisa Sparks, I recommend that the classification of Monona Terrace Gift Shop Manager be deleted in CG19, R07 and recreated in CG18, R04, and that position #3782 of Gift Shop Sales Leadworker be recreated as a Monona Terrace Gift Shop Manager, to be underfilled as a Gift Shop Sales Leadworker until the new position is filled through an internal competitive process.

The gift shop at Monona Terrace is open to the public but primarily serves conference attendees and other visitors to the Monona Terrace Community and Convention Center. From 1999-2013, the gift shop had a manager, leadworker, and sales staff. The manager worked under an employment contract and was eligible for commission based on sales at the shop. When the manager retired in 2013, it was determined that the position would not be filled. Rather, the leadworker would take on day-to-day operations of the gift shop, overseeing scheduling and other operational issues. However, not having a manager on-site has led to issues in dealing with staff personnel issues. In addition, the leadworker has ended up taking on greater responsibility for the gift shop budget, website, promotions, and merchandising. Whereas the leadworker was originally supposed to assist the Manager in merchandising, website, and promotional material design, the incumbent has taken on full responsibility. These responsibilities are beyond the expectation of the leadworker, but appear to be on-going and growing in nature.

Because the work of the gift shop requires someone to manage the budget, inventory, promotional materials, merchandising, etc., it is appropriate to consider reinstating the classification of Monona Terrace Gift Shop Manager. This way, the Manager can focus on the higher-level responsibilities associated with running a retail store, consistent with the submitted position description and prior class specification. However, because there is only one permanent sales clerk, and a handful of hourly staff, the need for a leadworker does not currently exist. Rather, Monona Terrace can recreate the leadworker into the manager position. However, if the staff at the gift shop were to grow, the classification of Gift Shop Sales Leadworker will be maintained.

The question also becomes appropriate placement of the Monona Terrace Gift Shop Manager within the City's classification system. As noted above, the request is to recreate this position

within CG18, and eliminate the bonus/commission component of the position. After discussions with Monona Terrace management, I agree and recommend that the Monona Terrace Gift Shop Manager be recreated in CG18, R04. Because the gift shop sales depend significantly on the amount of convention business at Monona Terrace, a factor over which the Gift Shop Manager has little control, it is not appropriate to have commission be a factor in this position's compensation. Rather, when looking at the former position's compensation (base \$54,108), with the commission included (15%, or an additional \$8,116), it is commensurate with the CG18, R04 salary range (Step 5 salary of \$61,900). Because of this, I recommend that the position be recreated in CG18, R04, and deleted from CG19, R07. In addition, I recommend that the position of Gift Shop Sales Leadworker be recreated as the Monona Terrace Gift Shop Manager. The incumbent will continue to underfill the position until it has been filled through an internal competitive process.

The necessary resolution to implement this recommendation has been drafted.

Editor's Note:

Compensation Group/Range	2018 Annual Minimum (Step 1)	2018 Annual Maximum (Step 5)	2018 Annual Maximum +12% longevity
19/07	\$47,811	\$54,108	\$60,601
18/04	\$53,677	\$ 61,900	\$69,328

cc: Gregg McManners—Monona Terrace Director  
 Connie Thompson—Monona Terrace Associate Director  
 Lisa Sparks—Gift Shop Sales Leadworker  
 Greg Leifer—Employee and Labor Relations Manager