

CITY OF MADISON POSITION DESCRIPTION

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

Warren Charles Hansen

Work Phone: 608-261-9171

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

Street Vending Coordinator 16-13

3. Working Title (if any):

Street Vending Coordinator

4. Name & Class of First-Line Supervisor:

Matthew B. Mikolajewski (Class?)

Work Phone: 608-267-8737

5. Department, Division & Section:

Planning, Economic Development Division, Office of Business Resources

6. Work Address:

Madison Municipal Building, 215 Martin Luther King, Jr. Blvd., P.O. Box 2985, Madison WI 53701-2985

7. Hours/Week: 38.75

Start time: 6 a.m. End time: 2:30-3:30 p.m.

Winter: Monday through Friday, 6 a.m. through 2:30 p.m.

Summer: Tuesday through Friday, 6 a.m. through 3:30 p.m. and Saturday 6 a.m. through 9:45 a.m.

8. Date of hire in this position:

June 1998

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

June 1998

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10. Position Summary:

This is responsible independent work coordinating and enforcing all street vending and sidewalk café activity in the City of Madison. Madison's street food system recently became nationally recognized. The position includes citation-writing authority. The incumbent is responsible for the education and evaluation, approval or denial of the suitability of an applicant's submission for licensing. An eye for detail, incorporating the required regulatory specifications, and including appropriate design aesthetics, is a necessity. Licensing and permitting information are submitted by hundreds of applicants annually and may be personally entered online by the Street Vending Coordinator or entered online by the applicant, with the incumbent approving the online application in stages, allowing it to proceed if complete, and usually resulting in a license or permit being issued. There is field work, but the volume of inquiries and applicants via telephone, email, in person, or online applications, and of related meetings, may at times require a good deal of in-house activity. A broad knowledge of the complimentary roles of many City

agencies would be ideal. Well developed communication skills, both verbally and in writing, are essential for interacting with a widely diverse population of vendors and sidewalk café operators. As Lead Worker, the Street Vending Coordinator oversees the performance of the Street Vending Monitor, assigning and evaluating tasks under the supervision of the Principle Planner of the Office of Business Resources.

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

- 50% A. Coordinate, Educate, License, and Enforce Vendors Citywide, including site assignments for Mall/Concourse Food Vendors (organizing and conducting annual food cart review, which incorporates recruiting and training a diverse group of panelists), Mall/Concourse Arts & Crafts Vendors, Camp Randall High Density Vendors, Langdon Street High Density Vendors, Southeast Campus Vending Area Vendors, Basic Street Vendors; License and Coordinate Late Night Vendors; Issue Tabling Permits; Citation-writing authority
1. Receive inquiries from aspiring vendors and provide the information they need; discuss design aesthetics and construction.
 2. Personally enter application information into online licensing system and issue licenses. In 2012, I issued 558 licenses and permits valued at \$156,802.50 in City revenue.
 3. Observe vendor performance and educate as needed
 4. Organize and maintain records
 5. Respond to inquiries about miscellaneous topics (farmers markets, bake sales, street musicians, signage, fund raisers, special events, etc.)
- 25% B. Inspect, Educate, License, Coordinate, and Enforce Sidewalk Cafes Citywide and Mall/Concourse Merchant Vendors
1. Receive inquiries from aspiring Sidewalk Café operators and Merchant Vendors
 2. Meet at site to discuss its proper use of available space; determine whether the site could be used as a sidewalk café space according to ordinance 9.13
 3. Discuss design of components; approve or reject proposed design
 4. Approve or adjust/reject finished Sidewalk Café or Merchant Vendor display at site
 5. Observe performance and educate as needed
- 15% C. Staff to Vending Oversight Committee (VOC); coordinate with many City agencies including IT (street vending website, in which most text was written by me and most pictures were taken by me, and the online Accela licensing system), Health, Mayor's Office, Parks (including the Community Events Coordinator and the Mall Maintenance Crew), Engineering, Housing Inspection, Police, Finance, City Clerk, City Treasurer, City Attorney, Traffic Engineering, Zoning, Planning Unit, Real Estate, Risk Management, Parking Enforcement, plus sundry construction projects, as well as working with elected officials, the Dane County Farmers Market Manager, Capitol Police, the Business Improvement District Manager, Madison College, and the University of Wisconsin; Appear before such bodies as the Board of Estimates, the Bicycle/Pedestrian/Motor Vehicle Commission, and the Street Use Staff Commission; Attend in town and out of state speaking engagements; create and give presentations about Madison street vending.
1. Using Legistar, create VOC agendas and minutes
 2. Attend VOC meetings
 3. Schedule and set up VOC meeting rooms
 4. Make recommendations to VOC
 5. Coordinate street vending and sidewalk café process with entities listed above
- 5% D. Schedule and Coordinate Banners on Campus Drive and Part Street Bridges
1. Receive inquiries from those seeking banner space
 2. Distribute email information, reminders, and applications
 3. Process hard copy and online applications
 4. Schedule banners
 5. Monitor banner activity and remove unauthorized banners
- 5% E. Organize annual "Freakfest Food Court"; Adjust street vendor locations to numerous special events, such as Taste of Madison; Advise and communicate with new non-City created

gatherings of food vendors outside the downtown such as "Let's Eat Out Madison"; Advise and/or organize special food cart gatherings for University Research Park, Oscar Mayer, church and school festivals, and block parties. Address media face to face, on the phone, and on camera. I have proposed a North American Street Food Conference for Madison to host in 2016 and it is in development with The Greater Madison Convention and Visitors Bureau.

1. Alert vendors to forthcoming events
2. Reassign sites as needed
3. Coordinate with vendors, neighborhoods, and corporations
4. Receive inquiries about such activities
5. Remain aware of safety hazards and vending laws

12. Primary knowledge, skills and abilities required:

This is responsible Citywide coordination, field inspection, enforcement, and organizational work requiring a detailed knowledge of Street Vending Ordinance 9.13 and the Regulations Governing Vending on the State Street Mall/Capitol Concourse. Knowledge of the principles, practices and terminology applicable to enforcing the City's vending ordinance and regulations, and the ability to describe and explain them to others. Knowledge of computers and their operation; detailed knowledge of the Accela online licensing and permitting system; detailed knowledge of Legistar for the creation of VOC agendas and minutes, knowledge of committee procedures and requirements; maintaining a working rapport with many City agencies and non-City entities. Sound customer service skills and the ability to establish and maintain appropriate relationships with street vendors, elected officials, sidewalk café operators, merchants, customers, enforcement personnel, and event organizers. Ability to deal with persons of varying cultural and ethnic backgrounds where communications may sometimes be difficult. Ability to observe occurrences, and factually report and record them. Ability to maintain confidentiality of information. Ability to communicate effectively, both orally and in writing. Ability to use email communication to City staff and others as required. Ability to work independently and make good judgments. Ability to organize groups of vendors by site assignment or developing new ways of grouping them. Ability to organize records. Ability to alert vendors and sidewalk café operators to potentially impactful forthcoming situations like construction projects and special events; ability to create viable location alternatives under such conditions. Ability to organize events such as the annual food cart review, the Freakfest food court, and a national street food conference. The ability to create and deliver effective presentations that describe the Madison street vending style. As Lead Worker, the Street Vending Coordinator oversees the job performance of the Street Vending Monitor, assigning tasks and reviewing completed work under the supervision of the Principal Planner in the Office of Business Resources.

13. Special tools and equipment required:

None

14. Required licenses and/or registration:

None

15. Physical requirements:

This position may require a high percentage of work outdoors in all types of weather and at various times of the day while walking and standing. In addition, the incumbent will be expected to physically visit the sites where street vending occurs.

16. Supervision received (level and type):

17. 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).

18. 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

19. 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

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.