

## 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):

Business Development Specialist 2

3. Working Title (if any):

Street Vending Coordinator

4. Name & Class of First-Line Supervisor:

Saran Ouk, Office of Business Resources Manager

Work Phone: 608-267-8717

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

Start time: 9:00 End time: 5:45

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 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:

This is 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. This position requires a high level of professional and staff leadership responsibility, judgment, discretion, project complexity and programmatic responsibility.

This position primarily serves as the Street Vending Coordinator and is responsible for leading the Street Vending Program involving program administration, field and office work, and general leadership relating to the licensing, monitoring and coordination of all street vending activities in Madison. The work involves communicating with the public and vendors, advising diverse startup business owners, 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.

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

30% A. Business Assistance, Education and Outreach

1. Educate and work with potential, new and/or existing diverse individual street vendors, brick & mortar business owners, property owners, and event organizers on a one-on-one basis to assist them in navigating the City's process, regulations and ordinances, and provide on-going support as needed.
2. First point of contact for businesses. Provide businesses with information and connect them to resources, other city agencies and/or external agencies or groups that can assist them with their business needs and provide education when needed.
3. 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 with businesses, alders, students and community members.
4. Review products, café measurements and food carts to ensure they meet requirements and are prepared to go through the licensing process.
5. Work with vendors and merchants to explain related ordinances and regulations, provide assistance, education and training to vendors and merchants on appropriate activities and procedures.
6. Make connections for local and national businesses, regional municipalities and community residents. 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.
7. 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.

30% B. Program and Policy Creation and Implementation

1. 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 such as Streatery Program, Carts in Parks, and Late Night Vending.
2. Develop, implement, and monitor systems and procedures for the selection, evaluation, placement, licensing and management of various street vendors.
3. Oversee the Annual Food Cart Review process, create application and review process, curriculum and training for Food Cart Reviewers, calculate results and assign food cart sites.

- 10% C. Communication, Marketing and Social Media
1. Create and maintain the Instagram social media platform for streetvending as well as monitor and update the Street Vending website.
  2. Prepare presentations for city staff, committees, and external stakeholders or groups regarding street vending programs, policies or trends.
  3. Draft talking points, memos and/or other communication pieces for Mayor, city staff, and Alders.
  4. Write and publish street vending news, information and/or other content for the media or public.
  5. 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).
- 10% D. Administration
1. Processing applications, issuing invoices and licenses and permits for all food carts, merchant vendors, sidewalk cafes, game day vending, banner placement and expressive tabling.
  2. Staffing the Vending Oversight Committee, preparing street vending staff reports, draft and communicate policy changes, and facilitate hearings for license renovation and suspension.
  3. Assist other committees such as Public Market Development Committee and other committees or commissions as needed.
  4. Review various city committee agendas that can affect Street Vending.
  5. 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 as it relates to street vending.
  6. Provide vending data for City reports and Results Madison.
  7. Create the platform, collect data and analyze Food Cart Review data and present results to determine annual eligibility and placement of food cart vendors.
  8. Track and collect other data related to street vending such as vendor numbers and revenue.
  9. Maintain a catalogue of business-related community information, vending statistics, business contacts and data for City related requests.
  10. Conduct research on best practices and maintain metrics to measure revenue, totals and other economic development related data.
  11. Member of the Street Use Commission.
- 10% E. Monitoring and Enforcement
1. Provides leadership and training for the Street Vending Monitor. Lead the work of the Street Vending Monitor and assign task when necessary.
  2. 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.
  3. Issue written warnings and citations.
  4. Follow up on street vending issues or complaints.
- 10% F. Other Duties and Responsibilities
1. Participate in city initiatives such as Neighborhood Resource Team.
  2. Participate in city committees such as Street Use Staff Commission.
  3. Sit on citywide groups for process improvements (ex. Voice of Process team as related to Results Madison).
  4. Work with other city agencies and stakeholders on road construction, business outreach, planning, etc. as it relates to Street Vending.
  5. Attend trainings and events to network, learn and collaborate with municipal staff around the country on best practices and trends.
  6. Participates on interdepartmental planning, advising and implementation of project goals. Examples of projects include Monroe St. reconstruction project (Monroe St. Plaza, Game

13. Primary knowledge, skills and abilities required:

Working knowledge of street vending and business development practices. Working knowledge of and ability to use computer software applicable to the duties of the position, including word processing and spreadsheet software. Knowledge of the principles, practices, and terminology applicable to enforcing the City's vending ordinances and regulations. Knowledge of the general challenges faced by small businesses, particularly food-based small businesses. Ability to become thoroughly familiar with the complex details of the City's street vending ordinances and regulations. Ability to perform program administration activities including planning, recordkeeping, reporting, organizing and prioritizing activities, developing procedures, and overseeing the activities of lower level staff. Ability to establish and maintain effective working relationships with street vendors, merchants, customers, enforcement personnel, elected officials, colleagues and the general public. Ability to deal effectively with potentially aggressive individuals. Ability to work with persons of varying cultural and ethnic backgrounds, including those who may have limited English speaking ability. Ability to communicate effectively, both orally and in writing. Ability to work independently, quickly assess situations and make decisions. Ability to attend meetings during evening or on weekends. Ability to maintain adequate attendance.

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14. Special tools and equipment required:

None

15. Required licenses and/or registration:

None

16. Physical requirements:

This position may require some 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).

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EMPLOYEE

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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).