

TO: Personnel Board

FROM: Julie Trimbell, Human Resources

DATE: August 21, 2013

SUBJECT: Monona Terrace Sales Manager – Monona Terrace

Monona Terrace Director Gregg McManners and Monona Terrace Associate Director Bill Zeinemann have requested a review of position #3621, Monona Terrace Sales Manager (CG19, R09), currently occupied by Ms. Laura MacIsaac. The request was not to determine if the position was properly classified, but rather whether the current salary placement is appropriate. After reviewing the current position description (attached) and comparable classifications, and speaking with Mr. McManners, I recommend the salary range of CG19, R09 be amended in Sec. 3.54(1)(i)1 of the Madison General Ordinances and the incumbent's salary be adjusted accordingly in the new range.

The classification of Monona Terrace Sales Manager was created in 1999. We attempted to locate the file from 1999 to determine what factors went into the creation of the salary range. We were unable to locate the memo that actually went to the Personnel Board creating the salary range. From what we can piece together based on notes from the file, the salary was placed in CG19, R09, apparently calculated as an 8% increase over the Monona Terrace Sales Associate salary in CG19, R07, and also as a comparable to a CG18, R06 position. Prior to this, CG19, R09 did not exist in the salary schedule for CG19. CG19 is reserved for non-civil service positions, and outside of positions in the Mayor's Office, most positions in CG19 work under an employment contract, which places the employee in a salary range within CG19, but also allows for incentive payments not otherwise permitted in the ordinances. For the Sales Manager, per contract, an incumbent would be eligible to receive up to 15% of the quarterly base salary in non-cumulative incentive pay. It appears from what information we have, the intent was to bring the salary somewhat in line with CG18, R06, assuming the incumbent earned the full potential of the 15% incentive pay. However, the file is less than clear on this point, as one Personnel Board agenda for February 1999, indicates the position was to be placed in Range 8, consistent with a CG18, R06 position, but the agenda with the ultimate placement in Range 9 does not contain this same reference. Unfortunately by using the flat percentage increase of 8% applied at each step, the salary spread between steps 1 and 5 is truncated (\$6,040 annually) when compared to CG18, R06 (\$8,989 annually) due to a more limited spread at lower level CG19, R07 (\$5,592). Even when adding the 15% incentive, the spread is only \$6,946 annually. The 8% calculation did not effectively align with CG18, R06.

Although the job duties of this classification have not changed, a review of the position description reveals a higher level of responsibility than that found at CG18, R06. The Monona Terrace Event Services Manager, CG18, R06, is focused on the coordination of event services activities at Monona Terrace. This is conducted through the supervision of three Event Coordinators. The work of the Event unit is highly dependent upon the results of the Sales unit. The Monona Terrace Community Relations Supervisor, CG18, R08, is responsible for the development and implementation of education and community outreach and public relations

programs at Monona Terrace. This position is also responsible for grants development and fundraising activity. Supervision is exercised over two professional staff members, the Community Events Coordinator and the Tourism/Volunteer Coordinator. Similarly, the Monona Terrace Sales Manager is responsible for sales, supervisory and program administration work associated with the sales and marketing activities of Monona Terrace. The incumbent has supervisory responsibility over five staff members: Two professional-level Sales Associates; one Booking Coordinator; and two Booking Assistants. It is an integral position as the incumbent's success in this position directly impacts the overall financial success of Monona Terrace.

In order to correct the salary range spread issue and more properly compensate for the level of responsibility, and as there are no other classifications currently within CG19, R09, it is recommended an amendment be made to Sec. 3.54(1)(i)1 as detailed below. The steps of the salary range, when adding the full 15% incentive, bring it in line with CG18, R08. By amending the salary range, the salary level of the incumbent will be adjusted accordingly.

We have prepared the necessary Ordinance to implement this recommendation

Editor's Note:

Compensation Group/Range	2013 Annual Minimum (Step 1)	2013 Annual Minimum (Step 2)	2013 Annual Minimum (Step 3)	2013 Annual Minimum (Step 4)	2013 Annual Maximum (Step 5)	2013 Annual Maximum +12% longevity
19/09 (current)	\$45,842	\$47,546	\$48,985	\$50,419	\$51,882	\$58,110
19/09 (current +15%)	\$52,718	\$54,678	\$56,333	\$57,982	\$59,664	\$66,826
18/06	\$50,665	\$52,622	\$54,955	\$57,171	\$59,654	\$66,820
18/08	\$54,955	\$57,171	\$59,654	\$62,336	\$65,213	\$73,034
19/09 (proposed)	\$47,787	\$49,714	\$51,873	\$54,205	\$56,707	\$63,512
19/09 (proposed +15%)	\$54,955	\$57,171	\$59,654	\$62,336	\$65,213	\$73,034

Compensation Group/Range	2014 Annual Minimum (Step 1)	2014 Annual Minimum (Step 2)	2014 Annual Minimum (Step 3)	2014 Annual Minimum (Step 4)	2014 Annual Maximum (Step 5)	2014 Annual Maximum +12% longevity
19/09 (current)	\$46,759	\$48,497	\$49,965	\$51,428	\$52,920	\$59,270
19/09 (current +15%)	\$53,773	\$55,772	\$57,460	\$59,142	\$60,858	\$68,160
18/06	\$51,678	\$53,675	\$56,054	\$58,314	\$60,847	\$68,149
18/08	\$56,054	\$58,314	\$60,848	\$63,583	\$66,518	\$74,500

19/09 (proposed)	\$48,743	\$50,708	\$52,910	\$55,289	\$57,841	\$64,782
19/09 (proposed +15%)	\$56,054	\$58,314	\$60,848	\$63,583	\$66,518	\$74,500

cc: Gregg McManners – Monona Terrace Director
Bill Zeinemann - Monona Terrace Associate Director