

TO: Personnel Board  
FROM: Tameaka Bryant, Human Resources  
Subject: Arts and Culture Administrator, PCED Planning  
DATE: March 8, 2022

At the request of the Planning Division Director Heather Stouder, and Bill Fruhling, Principal Planner a study was submitted to HR on March 2, 2021 for the Madison Arts Program Administrator position (CG 18, R 10), held by Karin Wolf (position #632). This position is the City's foremost expert on art and culture. After meetings with the incumbent, the supervisor, Heather Stouder, Yolanda Shelton-Morris, Community Development Program Manager and Nancy Saiz, Community Development Specialist 3 as well as reviewing the duties and responsibilities associated with this position, as seen in the attached position description, I recommend the following for reasons outlined in this memo.

- Delete the classification of Madison Arts Program Administrator in CG 18, R10;
- Create the classification of Arts and Culture Administrator in (CG18, R12) of the salary schedule;
- Recreate position #632 as a Arts and Culture Administrator; and
- Reallocate the incumbent, K. Wolf into the new position.

The Planning Division has 5 sections: Comprehensive Planning & Regional Cooperation; Neighborhood Planning, Preservation and Design; City Design & Plan Implementation; Transportation Policy & Planning; and the Metropolitan Planning Organization (MPO) for the Madison Metropolitan Area. This position reports directly to the Principal Planner of the Neighborhood Planning, Preservation and Design Section.

Karin Wolf started with the City in 2006 as the Arts Administrator and, the position was primarily focused on public art and administering the Arts Grant program. Over time, the actions by the Common Council and Mayor incrementally expanded the City's arts program to include poetry/spoken word, music, performing arts, murals, and other forms of cultural expression. To coordinate and establish policy around these activities, the City adopted the Cultural Plan in 2013. Over the years the position transitioned from K. Wolf performing nearly all of the professional and administrative work for the arts program to assigning major work elements to professional (Planner 2) and administrative staff, with K. Wolf serving as the program manager.

A large portion of the position requires coordination with Madison Arts Commission, Common Council, Alders, Mayor, Boards, Commissions, Committees, neighborhoods, and other diverse stakeholder groups around supporting artists, art venues and inclusivity. K. Wolf's projects range from the following:

- Coordinating the development of and implementing the Percent for Art Program - which allocates 1% of City capital projects to be spend on art;
- Task Force on Equity in Music and Entertainment;
- Mural Project on State Street in response to the murder of George Floyd;
- Integration of Art in the neighborhood plans that are created from the Planning Division;
- Staff chair of Friends of Madison Arts Commission - a not for profit group that is charged with raising funds to enhance the work of the Madison Arts Commission

As part of the position analysis, one comparable class specification identified was Planner 4, which describes the work as:

...responsible **professional urban and community planning work** within the Department of Planning & Community & Economic Development. This work primarily involves the **collection and analysis** of a **wide range of community and urban planning information**; the preparation of planning documents, **analytic reports**, and **graphic materials**; and providing related information, interpretations, evaluations and recommendations regarding planning strategies, processes, policies and ordinances. [emphasis added]

Distinguishing duties and responsibilities include:

- Perform all work of a Planner 3; and exercise considerable discretion in the development, implementation, and direction of Planning Division program activities, including, for example, **conceptualizing** community development and redevelopment **plans and strategies**, **developing standards, policies and ordinances** for land use, conducting research and developing and maintaining data for analysis and use in long-term multi-faceted community development plans.
- **Determine the components** and issues to be covered by a project and **prepare a project design** and work schedule.
- Provide **leadership** to professional and technical staff. **Assign, monitor and evaluate work**. Assist Principal Planners and Division Director in overall supervisory role.
- **Plan, schedule and conduct (interagency and intergovernmental) work sessions**; public meetings; and presentations to policy-making bodies and community, neighborhood, and special interest groups as necessary to accomplish the project.
- **Draft departmental comments, recommendations, and/or position statements on major planning proposals** before the City Plan Commission, the Common Council, other City boards and commissions, other units of government and other development-related bodies. [emphasis added]

The Planner 4 classification is distinguished by the ability to plan and implement major policy-related studies, to formulate implementation strategies, and the ability to represent the City interests before interagency/intergovernmental committees and groups. The work that K. Wolf is currently performs is in line with the Planner 4 classification.

K. Wolf also leads other technical, administrative and professional staff from the Planning Division as well as community service partners. For example, in her current role as the City's music expert she provides leadership and assigns duties to two Planner 2s. Also, when it came

to the Mural Project on State Street, K. Wolf directed the work of an independent contractor in order to triage the immense amount of requests that were coming in.

Based on the analysis and comparable work evaluated, I recommend deleting the classification of Madison Arts Program Administrator in CG 18, R10; creating a new classification of Arts and Culture Program Administrator in CG18 R12 in the salary schedule. Because of reasons outlined in this memo, I recommend the position #632 be recreated as an Arts and Culture Program Administrator and the incumbent K. Wolf, is reallocated to the new position.

We have prepared the necessary Resolution to implement this recommendation.

Editor’s Note:

Effective Date: 3/7/2021

Compensation Group/Range	2022 Annual Minimum (Step 1)	2022 Annual Maximum (Step 5)	2022 Annual Maximum +12% longevity
18/10	\$ 71,630.52	\$ 86,086.78	\$ 96,417.10
18/12	\$ 78,305.76	\$ 94,535.74	\$ 105,880.06

- cc: Bill Fruhling - Principal Planner
- Heather Stouder - Planning Division Director
- Matt Wachter - Director of Planning, Community & Economic Development
- Emaan Abdel Halim - HR Services Manager
- Harper Donahue IV - HR Director