

TO: Personnel Board
FROM: Michael Lipski, Human Resources
DATE: June 29, 2012
SUBJECT: Madison Parks Foundation Coordinator

On July 3, 2012, the Common Council passed Legislative File #26651, which in relevant part stated

WHEREAS, the Madison Parks Foundation is a 501(c)3 non-profit entity advocating for the City's parks and open spaces and supporting park improvement opportunities by encouraging and mobilizing financial support of neighborhood groups, foundations, and citizens; and

WHEREAS, the Madison Parks Foundation plans to move forward with expanding its fundraising efforts to promote additional philanthropic opportunities benefiting Madison Parks by adding a full time director; and

WHEREAS, having additional resources available to generate income will stabilize the Foundation as it transitions into a more active agent in soliciting private financial support for the City of Madison Parks system; and

WHEREAS, a cooperative agreement between City of Madison and the Madison Parks Foundation Parks system establishing the Foundation as the official fundraising partner and formalizing the relationship between the City and the Foundation will be created;

NOW, THEREFORE, BE IT RESOLVED that the Common Council authorizes the transfer of funds within the McClellan Dodge segregated revenue account to the Madison Parks Foundation upon the execution of a cooperative agreement between the City and the Madison Parks Foundation; and

BE IT FURTHER RESOLVED that the Common Council authorizes the Mayor and City Clerk to enter into a cooperative agreement with the Madison Parks Foundation to establish the Foundation as the official fundraising partner of the City of Madison Parks Division;...

The intent of this resolution is to enable the Parks Division to hire a director for the Madison Parks Foundation and have the Madison Parks Foundation reimburse the Parks Division for the costs associated with the position. Within the next 4 years, this position would transfer from the Parks Division to becoming employed directly by the Foundation. However, the Foundation currently lacks the institutional capacity to directly employ the position at this time. After reviewing the proposed position description and meeting with Parks Superintendent Kevin Briski and Assistant Superintendent Eric Knepp, I recommend that a new classification of Madison Parks Foundation Coordinator be created in CG18, Range 08, and a limited term position of Madison Parks Foundation Coordinator be created in the Parks Division operating budget. This position would be a limited term position due to the fact that it is anticipated to be employed by the City for less than 4 years, meeting the definition of LTE under the Personnel Rules.

The Madison Parks Foundation Coordinator will be responsible for managing the day to day activities of the Madison Parks Foundation (MPF), engaging in fund raising and sponsorship development activities on behalf of the MPF and the Madison Parks Division, and participating

in Parks Division special events. The primary focus of the position according to the attached position description, is the fund raising/sponsorship activities. This position will not be a part of the Parks Division management team, but will report directly to the Parks Superintendent.

The Parks Division has 2 other positions that involve management and oversight of a related non-profit fund-raising organization—the Botanical Center Director in CG 18, Range 13, and the Parks Facilities Manager in Range 11. However, in addition to overseeing the operations of the Olbrich Botanical Society, the Botanical Center Director is in charge of the entire Olbrich facility, including operations, programming, and management of the facility. This requires specialized scientific expertise and is why the position is in Range 13. The Parks Facilities Manager oversees the Warner Park Circle of Friends non-profit, but this is a very small non-profit compared to the Madison Parks Foundation. The position is in Range 11 because of responsibility for overseeing all operations, programming and activities at the Warner Park Community Recreation Center, as well as the Goodman Pool. The Madison Parks Foundation Coordinator does not have the operations or programming responsibility of either position, which makes consideration of a lower range in CG 18 appropriate.

I recommend placement of the position in CG18, Range 8. The Overture Center, while no longer a City entity, had a similar position, the Overture Center Sponsorship Associate. The classification identified “...responsible professional and administrative work in planning for and administering a multi-faceted sponsorship program for the Overture Center for the Arts programs and events; and providing related staff support to the 201 State Foundation.” This is similar to the Madison Parks Foundation Coordinator. The Overture position was in CG19 because it had the ability to make commission on activities. The entry salary in CG18, Range 8 is just under \$54,000, versus \$41,613 in CG19, R07, which was supplemented by the commission. The Overture Center also had a Promotions Supervisor in CG18, R08. This position also had responsibility for developing marketing plans and strategy for the Overture Center, oversaw all advertising and marketing activities, and maintaining relationships with clients. This is similar to the Madison Parks Foundation Coordinator being responsible for significant client contact and sponsor relationship development. Based on this, I find placement in CG18, R08 to be appropriate.

Finally, as noted above, the person selected for the position is intended to become an employee of the Madison Parks Foundation within 3-4 years. The MPF has requested the position be initially filled as a City position because the MPF does not have structures in place to offer benefits. However, this is expected to be in place in a couple years, at which time the position will transfer to the MPF. The City of Madison Personnel Rules define a Limited Term position as one which is expected to last less than 4 years. Since the position is expected to transfer to the MPF within 4 years, it is appropriate to create the position as Limited Term within the Parks Division budget.

We have prepared the necessary Ordinance and Resolution to implement this recommendation.

Attachments

Compensation Group/Range	2012 Annual Minimum (Step 1)	2012 Annual Maximum (Step 5)	2012 Annual Maximum +12% longevity
18/08	53,878	63,935	71,604

cc: Kevin Briski-Parks Superintendent
Eric Knepp-Asst. Parks Superintendent