

## **STREET VENDING COORDINATOR**

### CLASS DESCRIPTION

#### General Responsibilities:

This is responsible program administration, field and office work, and general leadership relating to the licensing, enforcement, and monitoring of the activities of street vendors, merchants, and sidewalk cafes using the sidewalks on the Capitol Square, Mall-Concourse (State Street), and other specified vendor locations. The work involves issuing licenses, making on-site observations and field inspections, communicating with the public and vendors, following up on complaints, issuing citations and performing other enforcement activities, collecting fees, and maintaining related records. The work also involves administering the street banner placement and reservation program; participate in the enforcement of related Sign and Graphic Ordinance provisions; and staffing of the Vending Oversight Committee. Work is performed under the general supervision of the Office of Business Resources Manger.

#### Examples of Duties and Responsibilities:

Develop, implement, and monitor systems and procedures for the selection, evaluation, placement, licensing, and management of various street vendors, food carts, banner placement, and cafe operations to ensure operation within applicable City regulations. Plan and execute the procedures for food cart reviews, recruit and coordinate the evaluation panels, monitor the tabulation of scores, recommend future site placements, coordinate vendor activity and placement during special events, and conduct the site placement lotteries.

Issue vending licenses, maintain accurate records and filing system of current licenses and violations. Keep accurate insurance records. Maintain forms and statistical records pertaining to the score sheets from the annual food cart review.

Make on-site observations, monitor activities of street vendors, examine licenses for validity, and ensure compliance with Ordinance 9.13 and the accompanying regulations, follow up on complaints from the public, prepare related reports, and issue citations for enforcement action. Participate in the enforcement of related Sign and Graphic Ordinance provisions. Work with the City Attorney's Office on the interpretation, application, and enforcement of ordinances and regulations, including the prosecution of citations. Testify in court as required.

Work with vendors and merchants to explain related ordinances and regulations, educate and re-educate vendors and merchants on appropriate activities and procedures.

Communicate with City officials, staff of other City and State departments, committees, commissions, boards, interest groups, event organizers, and University of Wisconsin staff, students, and interest groups as needed. Make reports to the Common Council.

Serve as administrative staff to the Vending Oversight Committee. Prepare agendas and related materials and develop recommendations and reports, as directed.

Coordinate activities for the City Street Banner Program in accordance with City Ordinances (i.e., reservation of several Madison sites where public banners can be hung on overpasses or across streets). Review applications, determine eligibility, maintain a schedule of banners,

collect appropriate fees, and provide information about the program. Make field inspections and enforce regulations, remove unauthorized banners, and issue citations as required.

Perform general office functions relating to the street vending program including updating forms; typing memos, letters, and related correspondence; maintaining the informational database; answering telephone and in-person inquiries; assisting the public; and preparing all paperwork for the food cart review committee.

Participate in the hiring and training, scheduling, evaluating, and overseeing the activities of hourly vendor monitor staff.

Perform related work as assigned.

## QUALIFICATIONS

### Knowledge, Skills and Abilities:

Working knowledge of basic program and procedures planning, development, implementation, and administration techniques and practices. Working knowledge of office equipment and clerical procedures, including applicable computer software applications. Knowledge of the practices of street vending. Knowledge of the principles, practices, and terminology applicable to enforcing the City's vending ordinances and regulations. Ability to become thoroughly familiar with the City street vending ordinances and regulations and to describe and explain them to others. 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, and the general public. Ability to work with persons of varying cultural and ethnic backgrounds where communications may sometimes be difficult. Ability to observe events and factually report and record them. Ability to communicate effectively, both orally and in writing. Ability to work independently and make good judgment. Ability to perform clerical functions including the use of a computer for word processing and spreadsheet functions. Ability to maintain adequate attendance.

### Training and Experience:

Generally, positions in this classification will require:

Two years of related experience, e.g. in code or other types of regulation enforcement, including involving customer relations and program support/clerical experience. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

### Necessary Special Qualifications:

Ability to meet the mobility and transportation requirements of the position.

### Physical Requirements:

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

<b>Department/Division</b>	<b>Comp. Group</b>	<b>Range</b>
DPCED/Economic Development Division	16	14

Approved:

Brad Wirtz  
Human Resources Director

Date