

CITY OF RICHMOND, CA
HUMAN RESOURCES MANAGEMENT DEPARTMENT

**PERSONNEL BOARD
REGULAR MEETING**

**COUNCIL CHAMBERS
440 CIVIC CENTER PLAZA
RICHMOND, CA 94804**

**January 23, 2025
MEETING MINUTES**

The meeting was called to order by Rozma Paiz at 6:16 p.m. on January 23, 2025.

1. ROLL CALL

Present: Larry Wirsig, Chair
Vernetta Buckner, Vice Chair
Phillip Front, Board Member

2. AGENDA REVIEW

- None

3. STATEMENT OF CONFLICT OF INTEREST

- None

4. APPROVAL OF MINUTES

- a. Regular Meeting Minutes of November 20, 2024

SPEAKERS:

Cordell Hinder: Mr. Cordell Hindler stated he is a Richmond resident and listened to the recording of the meeting and was impressed with the detail. He stated it was good to check the recording and make sure everything he said was correct. Mr. Hindler stated the minutes should be approved because he listened to the recording.

Vice Chair Buckner made a motion to approve the Regular Meeting Minutes of November 20, 2024. Board Member Front seconded the motion. The Regular Meeting Minutes of November 20, 2024, was approved with the noted change of Court Administrator to Port Administrator by the following vote:

YEA: V. Buckner, P. Front, L. Wirsig. NAY: None. ABSENT: None.

5. PUBLIC COMMENT

SPEAKERS:

Cordell Hindler: Mr. Cordell Hindler stated he has a couple of agenda items to be placed on the March 27th agenda. Mr. Hindler submitted job descriptions for Deputy Director of Economic Development and Community Development from City of South San Francisco,

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<http://www.ci.richmond.ca.us/index.aspx?NID=1090>

and Economic Development Specialist from City of Daly City, and was passed to the board members. Documents attached. Mr. Hindler had conversations with Nannette Beacham, the Director of Economic Development, and Mr. Hindler stated she needs additional help and additional staffing. Mr. Hindler looked at the City of Richmond organizational chart and the only two departments he saw that have a Deputy were Finance and the City Manager's Office and stated it's unacceptable. Mr. Hindler stated that if he is a department head and getting burnt out, he needs additional help and asked for the items to be placed on the agenda. Mr. Hindler added in regards to the Economic Development Specialist, he looked at the City of Daly City and they have a similar classification that reports to the Economic Development Director. The third item Mr. Hindler stated is to receive a presentation from Raftelis on the workforce analysis as described. Mr. Hindler added Economic Development is very important to how the City is functioning and hopes it's added to the March 27th or April meeting agenda.

6. CONSENT AGENDA

- None

7. NEW BUSINESS

- a. Discuss nomination of and elect Personnel Board Chair and Vice Chair.

Vice Chair Buckner nominated Larry Wirsig for Chair. Board Member Front nominated Vernetta Buckner for Vice Chair.

SPEAKERS:

Cordell Hindler: Mr. Hindler stated he likes the setup; that both Vice Chair Buckner and Chair Wirsig has done a wonderful job and would keep the same setup has presented.

The nomination for Larry Wirsig for Chair and Vernetta Buckner for Vice Chair was approved by the following vote:

YEA: V. Buckner, P. Front, L. Wirsig. NAY: None. ABSENT: None.

- b. Presentation of the 2024 Annual Personnel Report

SPEAKERS:

Human Resources Director, Sharrone Taylor, presented the report.

Following the presentation, Chair Wirsig thanked the HR department and stated he is proud to be on the board. Vice Chair Buckner also thanked the department and Ms. Taylor. Vice Chair Buckner stated she is honored to be on the board. Board Member Front echoed the sentiment of Chair Wirsig and Vice Chair Buckner, and added his appreciation to the details and time that went into the report.

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Board Member Front inquired if there is a system or metrics to measure the impact and improvement of the programs introduced such as the wellness program and employee engagement initiatives. Human Resources Director, Ms. Taylor stated that there currently isn't an in-house survey but is working closely with the Employee Assistance Program. Usage was pulled for the past five years, and it was apparent that employees weren't aware of the benefits available to them, nor did they use them. Ms. Taylor stated that marketing is being pushed out on the support systems that are available to employees. Ms. Taylor added that there is a need for training, and in the past years, there hasn't been a robust employee engagement program due to budget. There is a need for specialized training and although there hasn't been a survey and there is no data, there is a clear need. Ms. Taylor stated that once everything is established, the data to show success will be available to provide.

Board Member Front suggested that doing a base line survey sooner rather than later will be beneficial to see the success and be able to market the efforts to City Council and the Personnel Board. Board Member Front stated it's important to have data to back up the impact of the initiatives.

Board Member Front requested to be added to the distribution list for the internal newsletter.

Board Member Front inquired if there is an annual goal on what positions to fill and if there is a forecast or goal on applications received. Ms. Taylor stated there is an approved amount of positions that are approved with the budget and there are amendments throughout the year. Ms. Taylor will get back to the Board with the exact number of FTE vacancies. Ms. Taylor added that there is a new law that will require an annual report on vacancies which will provide the life cycle of the recruitment; how long it takes, how many applications, and how many end up on the employment list. This is something that is in development. Ms. Taylor stated the average number of applications received is about 6,000 and that is across the board including part-time. Ms. Taylor noted that part-time positions are not included in the FTE vacancies, and because of the civil service process, it has to be ensured that applications are screened for minimum qualifications. Ms. Taylor stated that HR analysts look at each application to make an assessment, which is indicative of the type of work that goes into the recruitment process for the Human Resources team.

Board Member Front followed up by inquiring if there is now or if able to get to a place where data is provided to be able to identify the percentage of applicants at each stage of the recruitment life cycle. Board Member Front added it would be useful proactively to see the data, and provided examples such as using the data to see if more applicants or more qualified applicants are needed or more applicants to move to the interview stage, and seeing the change year over year.

Ms. Taylor stated some positions are hard to fill, especially specialized positions such as attorneys and engineers, but for the most part people are interested in working at the City of Richmond, in city government. Ms. Taylor stated that she believes it will be requested

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at some point and recognizes the importance of knowing the numbers and data. Ms. Taylor added she will see if the numbers can be broken down and become available to the Board.

Vice Chair Buckner stated great work with promotions and asked if it was possible to get the turnover numbers and data included in the report. Ms. Taylor added that is relevant information to include.

SPEAKERS:

- Cordell Hindler: Mr. Hindler thanked Ms. Taylor for the presentation. Mr. Hindler had comments that he was going to raise but had already been addressed. Mr. Hindler stated he is looking forward to the class and comp study because the neighboring City of El Cerrito, recently did a class and comp study to compare what other cities have like vacancies, and the data that Board Member Front was referring to. Mr. Hindler added that Employee Wellness is a wonderful opportunity for staff and department heads, so they don't get burnt out. Mr. Hindler hopes this goes forward to the City Council to rubber stamp it.

Vice Chair Buckner made a motion to accept the 2024 Personnel Report. Chair Wirsig seconded the motion. The acceptance of the 2024 Personnel Report was approved by the following vote:

YEA: V. Buckner, P. Front, L. Wirsig. NAY: None. ABSENT: None.

8. UNFINISHED BUSINESS

- None

9. REVIEW OF SUBPOENA(S)

- None

10. CONSIDERATION OF PROBLEMS AND REPORTS

- None

11. ADJOURNMENT OF MEETING

The meeting adjourned at 6:42 p.m.

City of South San Francisco
Human Resources Department

Deputy Director of Economic and Community Development
Class Description

Definition

Under direction from the Economic and Community Development Director, uses operational decision making in the direction and coordination of assigned divisions within the Economic and Community Development Department; prepares and presents reports to the Economic and Community Development Director on activities, issues, and needs of assigned divisions; develops and implements policies, goals and objectives and ensures compliance with applicable laws, ordinances and regulations; provides highly responsible and complex administrative support to the Economic and Community Development Director; serves as the acting Director as assigned; assists in the strategic planning, organization, and high-level management of the Economic and Community Development Department; and does related work as required.

Distinguishing Characteristics

Reporting to the Department Head, the Deputy Director manages, supervises, develops, maintains, directs and coordinates the activities of assigned divisions. This class is distinguished from the next lower-level classifications in that it has responsibility for managing programs and policies encompassing multiple divisions.

Typical and Important Duties

1. Manages the operations of assigned divisions within the Economic and Community Development Department.
2. Assists in the strategic planning, and development of departmental policies, procedures, goals and objectives.
3. Recommends the appointment of personnel; provides or coordinates staff training, conducts performance evaluations, and recommends discipline as necessary.
4. Oversees preparation and management of the budget for assigned divisions; assists in budget implementation; participates in the forecast of additional funds needed for staffing, equipment, materials and supplies; administers approved budgets.
5. Identifies funding sources, applies for state and federal funds, and obtains construction financing for projects; prepares and administers CDBG and Successor Agency funds and budgets; prepares and submits various budgetary documents to funding agencies; manages affordable housing loan portfolio, and portfolio or income restricted units.
6. Coordinates departmental activities with other departments and divisions.
7. Represents the Economic and Community Development Department to other City departments, government agencies, community members, and business representatives.
8. Provides technical assistance and information to a variety of boards, commissions, and committees.
9. Prepares and presents a variety of reports to the City Council, Planning Commission, City Manager, and others, including staff reports, monthly and periodic reports, data compilation, and responses to inquiries.

10. Represents the City at professional and technical meetings; provides comments and analysis concerning new and revised codes and standards; ensures that best practices are implemented.
11. Coordinates the preparation, training, and implementation of new or revised policies, standards, and regulations.
12. Builds and maintains positive working relationships with co-workers, other City employees and the public using principles of good customer service.
13. Performs other related work as required.

Job-related Qualifications

Knowledge of:

- Principles and practices of economic and community development including planning, building, housing and/or economic development.
- Principles and practices of leadership, team building, management, supervision, training, and employee development.
- Principles and practices of budget and financial management.
- Laws and regulations related to development projects, contracts, agreements, plans, specifications, and procedures associated with community development and private development.
- Pertinent local, State and Federal laws, ordinances and rules.
- Projects and contract management and negotiation methodologies.
- Principles and practices of public administration and human resources as applied to function, including basic employee-relations concepts.

Ability to:

- Organize, implement and direct the activities of assigned divisions within the Economic and Community Development Department.
- Effectively administer assigned programs within requirements and guidelines established by the City and funding agencies.
- Acquire a thorough knowledge of applicable City and department policies and regulations.
- Develop and maintain collaborative working relationships with the business community, outside agencies and other City departments.
- Maintain effective liaison with other City departments and other agencies and work successfully with the public and community groups.
- Communicate effectively in writing, orally, and with others to assimilate, understand, and convey information, in a manner consistent with job functions.
- Effectively supervise and direct the work of staff.
- Prepare complex reports and analyses; prepare clear, concise, and complete written reports.
- Assist in the development and monitoring of an assigned program budget.
- Develop and recommend policies and procedures related to assigned division- and department-level operations.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use initiative and independent judgment with established policy and procedural guidelines.
- Organize own work, set priorities, meet critical deadlines, and follow-up on assignments with a minimum of direction.

- Represent the City and the department effectively in contacts with representatives of other agencies, City departments, and the public.
- Establish and maintain cooperative relationships with those contacted in the course of the work.
- Take a proactive approach to customer service issues.
- Make process improvement changes to streamline procedures.
- Work in a safe manner modeling correct City safety practices and procedures; coach others and enforce adherence to safety policies and procedures.
- Maintain confidentiality regarding sensitive information.

Skill in:

- Using a personal computer and its associated applications, including Word, Excel and PowerPoint.

Experience and Training

Any combination of experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Experience: Five years of progressively more responsible experience in community development, with at least two years in a supervisory capacity.

Training: A bachelor's degree from an accredited college or university with major coursework in planning, public administration, business administration, construction management, or a related field.

Licenses and Certificates

All licenses and certificates must be maintained as a condition of employment.

- Possession of, or ability to obtain, a valid, appropriate California driver's license and a satisfactory driving record.

Special Requirements

Essential duties require the following physical skills and work environment:

Physical Skills: Ability to use standard office equipment, including a computer; sit, stand, walk, and maintain sustained posture in a seated position for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone; lift and carry 35 pound boxes, files, and materials.

Work Environment: Mobility to work in a typical office setting with some exposure to the field and outdoors.

Ability to: Travel to different sites and locations; drive safely to different sites and locations; maintain a safe driving record; work protracted and irregular hours and evening meetings or off-shift work for meeting attendance or participation in specific projects or programs; available for evening meetings.

Approved: June 2002
Revised Date: March 2023
Former Titles: CDBG Coordinator, Manager of Housing and Community Development
Abolished: CDBG Coordinator abolished July 1997; Manager of Housing and Community Development abolished June 2002; Manager of Housing and Redevelopment abolished in October 2014; Economic Development and Housing Manager abolished in April 2017.
Bargaining Unit: Mid-management
ADA Review:
DOT: No
Physical: None
Status: Classified/exempt
EEOC Category: 1. Executive/Senior Level Officials and Managers
Job Code: M145

CITY OF DALY CITY
JOB SPECIFICATION
EXEMPT POSITION

ECONOMIC DEVELOPMENT SPECIALIST

DEFINITION

Under the direction of the Director of Economic and Community Development, the Economic Development Specialist assists in the development and management of programs to meet the City's long and short term economic goals and objectives and will be involved in the implementation of all economic development activities and performs related work as required.

EXAMPLES OF DUTIES

Performs work assigned on current and long-range development and business retention projects. Participates in developing relationships between the City and representatives of private sector development opportunities and serves as a point of contact for new and expanding businesses by providing information on available development sites and explaining development and/or permitting requirements of establishing and expanding businesses. Develops work programs and techniques to be followed for the attraction of new commercial and office real estate development; supports on-going commercial projects, light industrial development, expanded retail development and local labor force enhancement programs; works with relevant economic development groups and organizations at the local, regional, state and national levels; assists in the preparation of marketing and informational materials and the on-going gathering of data necessary to support the economic development activities of the department; prepares reports and makes presentations to business and neighborhood groups, City Commissions and Boards, City Council, and the public; supports an on-going process of evaluation and review of program goals, objectives, strategies and plans to ensure the long-term ability of the Department to accommodate appropriate responses to new or changing issues and opportunities.

MINIMUM QUALIFICATIONS

Knowledge of: Principles and practices of marketing/marketing research; economic and commercial development; statistical and research methods and the sources of information and data pertaining to economic development, business retention and labor force enhancement programs; evaluation and analysis of pro formas; the State of California Redevelopment Law; Federal and State Grants regulations and private sector development techniques.

JOB SPECIFICATION
ECONOMIC DEVELOPMENT SPECIALIST (PAGE 2)

Ability to: Prepare effective written reports and recommendations; make verbal reports at public meetings; deal effectively with the public; establish and maintain effective working relationships with staff, City officials, local commissions; provide strong administrative, fiscal management and policy analysis skills; interact positively and cooperate with co-workers, respond politely to customers, work as a team member, function under demanding time pressure, respond in a positive manner to supervision, and attend work and perform duties on a regular and consistent basis.

Education: Graduation from college or university with a Bachelor's Degree in Business Administration, Economics, Marketing, Planning, Public Administration or a related field; Master's Degree desirable.

Experience: Minimum of three years professional experience in economic development, commercial development, marketing/marketing research, planning or public administration which has resulted in familiarity with economic development issues and some exposure to private sector development.

License: Possession of a valid California Class C California Drivers License.

R: 3/2019