

**CITY OF RICHMOND, CA**  
**HUMAN RESOURCES MANAGEMENT DEPARTMENT**

**PERSONNEL BOARD  
REGULAR MEETING**

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

**April 24, 2025**  
**MEETING MINUTES**

The meeting was called to order by Rozma Paiz at 6:24 p.m. on April 24, 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 March 27, 2025

**SPEAKERS:**

Cordell Hinder: Mr. Cordell Hindler stated he listened to the recordings of the meeting and the minutes sound accurate. Mr. Hindler asked the board to approve the minutes as presented.

Vice Chair Buckner made a motion to approve the Regular Meeting Minutes of March 27, 2025. Chair Wirsig seconded the motion. The Regular Meeting Minutes of March 27, 2025, was approved by the following vote:

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

**5. PUBLIC COMMENT**

**SPEAKERS:**

Cordell Hindler: Mr. Hindler stated he has items to place on the May 22<sup>nd</sup> agenda. The first item to review is the classification of the Deputy Director for Economic Development. The second item is to review the revisions of the Economic Development Manager. The third item is to review the Port Administrator classification. Mr. Hindler stated he spoke with the Director of Economic Development, Nannette Beacham, and

***Audio recordings of Personnel Board Meetings are available at:***

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

brought it to her attention that she needs positions, and added that the Economic Development Manager is important because the individual will be working with the Port and business communities.

Mr. Hindler submitted the Economic Development Manager job specification from the City of Pleasant Hill.

**6. CONSENT AGENDA**

- None

**7. NEW BUSINESS**

- None

**8. UNFINISHED BUSINESS**

- Receive an update from staff on revisions to the Code Enforcement Officer I/II of the job specification.

Human Resources Director, Sharrone Taylor, provided an update on what has been worked on since the last meeting, regarding the Code Enforcement Officer and Construction Inspection job specifications, and how the City will address the sidewalk vendor ordinance enforcement.

Board Member Front inquired if the City has considered working with either the Fire Department for enforcement or partnering with County Health Services. Also, if the City is aware of certain areas or days where the sidewalk vendors are, and if there could be a joint enforcement action with the County Health Services or the Fire Department. Ms. Taylor clarified that there is a partnership with County Health Services. Ms. Taylor stated that staff members will interact with sidewalk vendors to the point of letting them know what they are not allowed to be on the sidewalk, may give information pamphlets or some type of document, and the county would enforce any health regulations that need to be upheld.

Board Member Front added that he read that other similar-sized cities partnered with health services in a joint enforcement action and shut down 100 illegal street vendors in one big action.

**SPEAKERS:**

Cordell Hindler: Mr. Hindler stated he is a Richmond resident, and he did his research and also submitted a similar classification from Calistoga at the last meeting and believes it's a helpful idea.

**9. REVIEW OF SUBPOENA(S)**

***Audio recordings of Personnel Board Meetings are available at:***  
**<http://www.ci.richmond.ca.us/index.aspx?NID=1090>**

- None

**10. CONSIDERATION OF PROBLEMS AND REPORTS**

- None

**11. ADJOURNMENT OF MEETING**

The meeting adjourned at 6:35 p.m.



## **Economic Development Manager**

Bargaining Group: Management  
Revised Date: April 2021

---

### **DEFINITION**

Under direct supervision of the City Manager plan, organize, direct, and coordinate the activities of the Economic Development Division utilizing specialized knowledge and skills to attract, retain and expand business within the City. Perform a wide variety of problem solving, management/organizational analysis, and program management for the City's economic development function. Carry out the citywide economic development strategy; provide expert professional assistance to City staff on economic development matters; select, assign, direct, and review work of staff and/or consultants; meet with a wide variety of officials, business organizations, and individuals, both public and private, concerning the work and goals of the City. Perform other duties related to financial, technical, management, administrative and budgetary work to support City economic development functions as assigned by the City Manager.

### **EQUIPMENT, METHODS & GUIDELINES**

Use and knowledge of Federal, State and local laws, statutes, regulations and procedures related to economic development. Effectively operate a personal computer, including internet, social media and use of Word, Excel, PowerPoint and Outlook programs. Use of general office equipment, telephones, FAX machines, printers, calculators, and various resource materials.

### **WORKING CONDITIONS**

Work is conducted predominantly inside. Conditions also involve some travel and frequent attendance at meetings, including some that may be conducted during evening hours. Work may also include irregular hours due to morning and night meetings and attendance of outside organization and business events.

### **PHYSICAL DEMANDS**

The work emphasizes speech, hearing and vision (including the color vision necessary to accurately interpret visual displays), as well as the manual dexterity necessary to operate computer and office equipment. The work requires the ability to communicate clearly and concisely both orally and in writing.

Physical requirements include the following:

Ability to sit for long periods of time, stoop, kneel, crouch, reach, finger, grasp, write, and perform repetitive motions.

Exerts up to 20 pounds of force occasionally and/or a negligible amount of force frequently to lift, carry, push, pull, or otherwise move objects with the human body. There may be some light physical work involved in the handling of promotional supplies, files, etc.

## **SUPERVISION RECEIVED & EXERCISED**

Receives direction from the City Manager and may exercise direct supervision of professional contract, technical and/or administrative support staff.

## **EXAMPLES OF DUTIES**

Duties may include but are not limited to the following:

- Plan, organize, direct, coordinate, and manage the City's economic development program.
- Develop and implement strategies and projects to encourage business attraction, retention and expansion.
- Assist the City Manager in developing and implementing the goals, objectives, policies and priorities for the economic development program.
- Prepare and present staff reports and information on economic development projects to the City Council
- Plan, prepare and implement marketing strategies, programs and special events that promote and expand the quality of life for both residents and businesses in the City and support economic vitality of the City.
- Participate in and manage collaborative programs of economic development with the Chamber of Commerce, business community and other public and private sector entities.
- Serve as the City's representative and primary liaison to the Pleasant Hill Tourism Improvement District (TID), including staff support for formation/renewal of the TID.
- Monitor, compile, analyze and report on various information data sources including employment, retail sales tax, business license, commercial real estate, population and demographics, hotel occupancy rates and assessed property values.
- Coordinate with other City divisions/departments on current and planned development projects.
- Exercise management and operational authority over assigned projects, services, and administration operations; maintain financial and administrative processes and records; develop recommendations for establishing and/or modifying policies and procedures.
- Monitor workflow of the Economic Development Division and review and evaluate work products, methods and procedures and make necessary recommendations to the City Manager.
- Prepare budget and forecasting for the economic development division.
- Serve as primary staff support for the City Council Economic Development Committee providing policy research and project implementation of economic development activities in the City.
- Serve as the City's primary contact with the commercial real estate brokerage community including participation at local and regional International Council of Shopping Center (ICSC) events.
- Represent the City and establish and maintain positive working relationships with representatives of community organizations, business organizations, state and local agencies and associations, city management, staff and the general public.
- Serve as the City's liaison with the property owner and manager of Downtown Pleasant Hill to coordinate and facilitate projects in the Downtown.
- Perform related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

Principles and practices of economic development, including commercial real estate development, financial analysis, research methods and analysis of data related to economics, project planning and management, principles and practices of budget development and implementation, public relations and effective marketing techniques, business principles, facilitation and strategic planning. The general principles of planning, including the general plan, zoning, architectural review and building processes.

### **Ability to:**

Plan, manage, coordinate, organize and assign work of professional contract, technical and/or administrative support staff and manage assigned projects from inception to completion.

Ability to review and analyze estate and land acquisition records, reports, leases, agreements, options, deeds and contracts.

Prepare and conduct public information, marketing and community relations programs.

Handle difficult situations with tact and diplomacy and mediate problems and resolve conflicts with other City Divisions/Departments.

Establish and maintain a positive customer service oriented attitude with individuals both inside and outside the organization, City officials and other governmental organizations.

Organize work, set priorities and exercise sound judgment in keeping with citywide goals and objectives.

Communicate clearly and concisely, orally and in writing.

## **EXPERIENCE AND EDUCATION**

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

### **Experience**

Four years of progressively responsible experience in economic development or redevelopment, including at least two years managing a complex economic development or redevelopment project preferably in a City or County agency or comparable setting.

### **Education**

Equivalent to a Bachelor's degree in public administration, economics, business administration or a related field from an accredited college or university.

### **License or Certificate**

Possession of or ability to obtain an appropriate California driver's license prior to employment. Must have a satisfactory driving record.

## **FLSA STATUS**

Exempt.