

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

**PERSONNEL BOARD  
REGULAR MEETING**

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

**June 26, 2025**  
**MEETING MINUTES**

The meeting was called to order by Rozma Paiz at 6:16 p.m. on June 26, 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 April 24, 2025

**SPEAKERS:**

Cordell Hinder: Cordell Hindler, a Richmond resident, stated he listened to the recording of the April meeting, and under the second line, he said there was a typo; the minutes should say Port Administrator, not Port Administrative. Mr. Hindler recommended that the minutes be approved with the correction.

Board Member Front made a motion to approve the Regular Meeting Minutes of April 24, 2025, with the change from Port Administrative to Port Administrator. Chair Wirsig seconded the motion. The Regular Meeting Minutes of April 24, 2025, were 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 September agenda. The first is to review the classification of Economic Development Coordinator. He submitted the classification from the City of Martinez. The second item is to review the one from

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

the City of Emeryville, the job classification of Economic Development Coordinator I and II. Mr. Hindler stated he had spoken with the Director of Economic Development, Nannette Beacham, and brought it to her attention that she needs more positions in Economic Development because it generates revenue for the City of Richmond. Mr. Hindler also requested an update from the Code Enforcement Officer classification and asked the Board to recall that when Mr. Kevin Tisdale spoke, the Code Enforcement Officer does appear in court.

Mr. Hindler submitted to the Board the Economic Development Coordinator job specification from the City of Martinez and Community and Economic Development Coordinator I/II from the City of Emeryville.

**6. CONSENT AGENDA**

- None

**7. NEW BUSINESS**

- None

**8. UNFINISHED BUSINESS**

- Establish the classification of Community Ambassador.

Human Resources Director, Sharrone Taylor, presented the establishment of the Community Ambassador classification. She stated it was a part-time hourly position. The City of Richmond used to have a position called Park Ranger that was stationed in the parks and would assist with events, clean up, open the bathrooms because those were typically closed during events, tidy the bathrooms, and close them after the event. Ms. Taylor stated that the City of Richmond would like to expand the role to include community outreach, support to residents and visitors, support for events from setup to breakdown, including aspects of cleanup. Additionally, Ms. Taylor stated that market research was completed, and it was determined that the City of Richmond wanted to align the classification that is present in neighboring cities such as San Francisco, Oakland, and Berkeley. Ms. Taylor stated that the focus is to provide customer service. Additionally, it was stated that the classification is expected to sit in any of the departments that may need the support.

Vice Chair Buckner requested clarification on the duty on job specification that reads interact with vulnerable individuals with varying challenges in a respectful and empathic manner. Ms. Taylor answered that the individual in the role would be tied into community partners and departments that provide direct services to help align that person with the resources that they need. Ms. Taylor confirmed for Vice Chair Buckner that the person in the role would not be expected to engage, but to advise.

Chair Wirsig questioned if there would be more than one person in the role, and if there were other departments that cleaned the bathrooms and completed the maintenance.

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Ms. Taylor responded that there are other departments, but the City did have a Park Ranger classification that was phased out, which they want to expand. Ms. Taylor added that other classifications have been assisting, and the City of Richmond wants to have a dedicated position.

Board member Front inquired why the Park Ranger role was phased out and when. Ms. Taylor stated she didn't have the history and believed it had been phased out about fifteen years ago.

Chair Wirsig inquired about the jurisdiction of the role. Ms. Taylor stated the role would be throughout the City parks and facilities. She also added it's written so position could assist some community partners as needed at events.

Board Member Front commented that he would imagine the City would want to hire people to interact with the public well and be interested in public outreach, and inquired if the City would, and how the City would make the role visible to the community. Ms. Taylor responded that there would be a mechanism for them to be identifiable as City of Richmond employees and as persons who serve in the role.

#### **SPEAKERS:**

Cordell Hindler: Cordell Hindler, a Richmond resident, thanked Ms. Taylor for the presentation. Mr. Hindler added that the City of Pinole has a Community Ambassador who is in the city hall lobby. Mr. Hindler also added that he is in support of the classification and would like to see added language about being multilingual, since the Richmond community is diverse. Also, Mr. Hindler added that he thinks it's a good idea that there is language about taking photos and videos. Mr. Hindler stated he likes the position, hopes that either a consultant or internal personnel will run the recruitment, and recommends the board approve it with the addition of multilingual language.

Vice Chair Buckner inquired if the Community Ambassador is engaging with visitors of the parks, and all the moving parts, when would they have a chance to video graph an event, and if they would have someone else assist. Ms. Taylor responded that the duties are broad based on need, and they may not always be doing the listed duties on one day or as a core job duty.

Ms. Taylor confirmed Board Member Front's inquiry that the City is hoping to use Richmond Build and Richmond Works programs to use as a transition into a paid position.

Board Member Front agreed with Mr. Hindler's suggestion to include language about being multilingual and asked if it could be added as a desirable attribute. Ms. Taylor stated the City doesn't typically write being bilingual or multilingual as a hard requirement in the job description, as not to deter people from applying, but will incorporate it into the job announcement as highly desirable.

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Vice Chair Buckner made a motion to approve the Establishment of the Community Ambassador job classification. Board Member Front seconded the motion. The Establishment of the Community Ambassador job classification was approved by the following vote:

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

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

- None

**10. CONSIDERATION OF PROBLEMS AND REPORTS**

- None

**11. ADJOURNMENT OF MEETING**

The meeting adjourned at 6:38 p.m.



City of Martinez

**ECONOMIC DEVELOPMENT COORDINATOR**

<b>CLASS CODE</b>	2050	<b>SALARY</b>	\$59.61 - \$79.90 Hourly \$5,166.11 - \$6,924.82 Semi-Monthly \$10,332.21 - \$13,849.64 Monthly \$123,986.52 - \$166,195.68 Annually
<b>BARGAINING UNIT</b>	Management Compensation Plan Members	<b>ESTABLISHED DATE</b>	February 15, 2017
<b>REVISION DATE</b>	February 15, 2017		

**Definition**DEFINITION:

Under general direction from the Community and Economic Development Director, or his/her designee, performs complex professional level assignments involving research, design, implementation, and monitoring of programs encouraging economic development. Work includes but is not limited to developing and administering plans and programs related to commercial and industrial business attraction, retention and expansion; basic financial and economic analysis; marketing, branding and event coordination; and other duties related to the administration of programs and projects.

DISTINGUISHING CHARACTERISTICS:

This position reports directly to the Community and Economic Development Director, or his/her designee. The primary focus of this position is to coordinate the implementation of the City's economic development and revitalization programs. The Economic Development Coordinator is responsible for assisting with the planning, administration, and operation of economic development and revitalization activities; and performs responsible and innovative administrative coordination in support of the City's goals and objectives.

SUPERVISION RECEIVED AND EXERCISED:

Reports to the Community and Economic Development Director, or his/her designee, and is expected to work independently and with minimal supervision. May exercise direct or indirect supervision of support, technical and professional staff.

FLSA DESIGNATION: Exempt

## Representative Duties

### REPRESENTATIVE DUTIES:

This section contains a list of duties that are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth to address business needs and changing business practices.

- Administers economic development projects and programs from conception, design, budget development, implementation, and general financial overview, to final effectiveness evaluation
- Acts as liaison between developers and businesses in the evaluation of real estate developments, and landlords/brokers and potential tenants in pursuing leasing of commercial vacancies
- Develops and conducts economic studies, needs assessments, research and financial analyses; researches and analyzes business community demographics; compiles and updates an economic development database, including establishing and maintaining a real estate inventory, land costs, population trends, demographics, traffic patterns, vacancy rates, lease rates and related records for businesses; keeps abreast of current trends affecting business development
- Develops, implements, and tracks economic development efforts to maximize the efficiency and effectiveness of the City's economic development program
- Develops marketing techniques, strategies, programs, public relations strategies and promotional material to encourage the retention, expansion and attraction of new businesses to the community; develops financial incentives and resources through community and other groups
- Prepares and monitors project budgets and expenditures; develops project timetables and work programs; researches and analyzes complex data; evaluates alternatives and makes recommendations
- Assists in analyzing proposed development projects for financial feasibility and impacts on economic development and revitalization
- Analyzes fee financing and deferral requests and makes recommendations to the Community and Economic Development Director
- Negotiates development transactions and leases consistent with City policies
- Assists with the acquisition, management and disposition of property on behalf of the City
- Resolves legal, financial, environmental and technical real estate issues involved in development projects and commercial leasing opportunities
- Encourages and facilitates development by communicating with citizens' groups, individuals, and public and private organizations
- Conducts field investigations of development sites
- Performs general administrative activities including preparing, negotiating and administering contracts, agreements, grant applications, requests for proposals and related material
- Represents the City at a wide variety of community meetings
- Makes written and verbal presentations to City Council, Planning Commission, other Boards and Commissions, outside organizations and community meetings
- Monitors legislation related to economic development and make recommendations concerning policy and procedural improvements
- Attends and makes presentations at meetings during day, evening, and weekend hours
- Performs other related duties as assigned

### Qualifications/Education/Experience

QUALIFICATIONS:Knowledge of:

- Economic development programs and principles including business attraction, retention and expansion; demographic research and basic analysis of market conditions and public relations
- Real estate principles; the development process; and project management
- Principles and practices of demographic, financial, and statistical research and analysis applicable to economic analysis
- Principles and practices of grant writing
- Basic city governmental operations involved in the land use and business permit functions
- Marketing and promotional practices and strategies, especially related to municipal and community promotion
- Federal, state, and other resources for economic development and business assistance
- Use of a personal computer and software applications

Ability to:

- Effectively apply the principles of economic development to projects and programs
- Effectively manage project assignments; to operate within budget allocations; to meet deadlines
- Analyze and solve complex problems involving the collaboration with one or more parties
- Plan, organize, and execute events, projects, and technical studies
- Design and create promotional materials
- Keep accurate records and files
- Write clearly and concisely for a variety of audiences; to communicate effectively orally; and to prepare public presentations for a variety of audiences including the community, the business community including the Chamber of Commerce and Main Street
- Understand and interpret for the public the City's planning, engineering, and building permit processes and prepare written material and content for the City's website on those processes
- Develop and maintain administrative databases, and work with graphics design software
- Effective use of spreadsheets, developing PowerPoint presentations, and generating maps and information from other data sources
- Skill in public and interpersonal relations in a group setting or in a one-to-one situation
- Establish effective relationships with those contacted in the course of work

EDUCATION/EXPERIENCE:

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

Minimum: Equivalent to a Bachelor's degree in Planning, Economics, Public Administration or Business Administration, or a closely related field

*and*

Three (3) years of experience in land use planning or economic development. Graduate degree in an appropriate field may be substituted for one (1) year of experience.

OTHER REQUIREMENTS:

Must possess a valid California driver's license. Must be able to pass a pre-employment physical examination,

including drug screen, and background investigation.

**CITY OF EMERYVILLE**  
**Created: SEPTEMBER, 1994**

**Title: COMMUNITY AND ECONOMIC DEVELOPMENT COORDINATOR I/II**  
**FLSA Status: Non-Exempt**  
**Job Code: 1450**

**ABOUT THE POSITION:**

Under the direction of the Community and Economic Development Director, the Community and Economic Development Coordinator (CDC) I/II provide a variety of detailed, professional and specialized assignments for the Community and Economic Development Department; provide professional level support in the areas of economic development, redevelopment, community development and housing; perform related duties as required.

**DISTINGUISHING CHARACTERISTICS:**

**CEDC I** is an entry level professional classification. Responsibilities include specific assignments that are well-defined and often times limited to support of other department professionals and the Director. As experience is gained, assignments may become more broad and project oriented, working more independently. The work is reviewed while in progress and upon completion. Experience gained at the entry level qualifies an incumbent for advancement to CEDC II. Such advancement is based on an incumbent having gained sufficient knowledge and experience to assume the higher level duties and responsibilities.

**CEDC II** is a journey level professional classification. Incumbents function independently with little direction and utilize technical, professional, and interpersonal skills in economic development, redevelopment, and/or housing.

**EXAMPLES OF DUTIES:** The examples of duties listed below are illustrative only. They are not meant to be an exhaustive list of all duties and responsibilities required of the classifications.

Designs, implements, and monitors department projects/programs in economic development, redevelopment, and/or housing. Manages such programs from concept to completion including construction management activities.

Collects, interprets, and analyzes data utilizing a variety of methods.

Performs financial analysis of proposed real estate and commercial development projects.

Evaluates economic and community needs regarding land use for economic, redevelopment, and/or housing projects.

Provides assistance to local business and property owners to improve business operations or renovate property.

Performs a variety of tasks related to negotiation, acquisition, condemnation and disposition of property.

Solicits proposals and makes recommendations regarding selection of professional consulting services.

Oversees site clearance, site remediation, site improvement, and relocation for a variety of redevelopment projects.

Prepares, negotiates, and manages a variety of contracts involving consultative and development activities.

Prepares reports for a various City bodies including the City Council, Redevelopment Agency, and City commissions; may preside over project committee meetings.

Makes oral presentations before Various City bodies including the City Council, Redevelopment Agency, and City commissions.

Establishes and maintains project work plans, budgets, expenditure reports, and schedules.

Monitors activities for compliance with state and federal regulations.

Provides technical and professional assistance to business owners, business associations, citizens\* groups, and other City departments as required.

Performs related duties as required.

**QUALIFICATIONS:**

**Knowledge of the** principles and practices of public administration; operation of a City government; research and analytical methods including statistical analysis; principles and practices of economic development, redevelopment, and housing development; federal, state and other resources for economic development and housing development; laws governing land use, real estate transactions, and redevelopment; planning and zoning regulations and process; real estate acquisition and methods of public financing; personal computers and related software; methods of recordkeeping; English language; various methods of communication including report writing, and oral and graphic presentations.

**Ability to** perform routine and complex administrative work with speed and accuracy; prioritize and manage multiple projects/programs simultaneously; make inspections of potential development sites and site under development; read, interpret and apply a variety of laws related to economic development, redevelopment, and housing; read, interpret and apply federal, state, and City legislation, regulations, guidelines, codes, policies and procedures; establish and maintain records; conduct research, analyze data, and make appropriate recommendations; communicate effectively in written and verbal methods; make oral presentations; set priorities and meet deadlines: establish and maintain effective working relationships with those contacted in the course of the work. operate a personal computer; obtain and maintain a valid California Drive License; perform related duties.

**Physical Requirements:**

**Ability to** obtain and maintain a California Class "C" Driver License; make site visits and inspections of potential construction sites and those under construction; traverse uneven terrain; operate a personal computer; make oral presentations.

**MINIMUM QUALIFICATIONS:**

Any combination of education and experience that will likely produce the knowledge, skills and abilities required for the positions is qualifying. A typical way of qualifying is:

**CEDC I:** Equivalent to graduation from an accredited college or university with major course work in public or business administration, economics, planning or a closely related field.

**CEDC II:** Equivalent to graduation from an accredited college or university with major course work in public or business administration, economics, planning or a closely related field, and four years related experience.