

CITY OF RICHMOND, CA
HUMAN RESOURCES MANAGEMENT DEPARTMENT

**PERSONNEL BOARD
REGULAR MEETING**

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

July 24, 2025
MEETING MINUTES

The meeting was called to order by Rozma Paiz at 6:15 p.m. on July 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 June 26, 2025

SPEAKERS:

Cordell Hinder: Cordell Hindler, a Richmond resident, stated he listened to the recording of the June meeting and has no issues with it. Mr. Hindler asks the board to approve minutes as presented.

Board Member Front made a motion to approve the Regular Meeting Minutes of June 26, 2025. Vice Chair Buckner seconded the motion. The Regular Meeting Minutes of June 26, 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. Mr. Hindler submitted as a resource, the City of Mountain View class specifications for Economic Development Strategist and Economic Development Vitality Manager. Mr. Hindler stated he had spoken with the Director of Economic Development and one of the concerns raised was positions related to economic development because Richmond is

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

trying to generate revenue. The second item Mr. Hindler brought forward for consideration on the September agenda is an update regarding the Senior Code Enforcement Officer, noting that the current manager is overworked and needs supervisory support when unavailable.

6. CONSENT AGENDA

- None

7. NEW BUSINESS

- ESTABLISH the classification of Tree Trimmer and approve the job specification.

Human Resources Director, Sharrone Taylor, presented the establishment of the Tree Trimmer classification. She explained that the classification was created based on a City Council directive to establish a dedicated crew for managing the City's trees. Ms. Taylor noted that the job description had been revised after discussions with the Union and Parks representatives to streamline language and provide clarity. The key edits included clarifying that employees may both drive trucks and tow tree maintenance equipment and Chipper trucks, specifying the use of chain hand saws and other equipment, adding language on safe working practices for pedestrian and vehicle traffic, updating terminology to align with the industry standards and City plans, and noting that limited pesticide use is permitted under the municipal code as a last resort. Finally, the description was updated to state that the exposure to toxic or caustic chemicals, substances or waste would occur "frequently or often" rather than "sometimes". The union supported these revisions.

Vice Chair Buckner asked if we currently have anyone in this position, and who does the tree maintenance currently. Ms. Taylor responded that we do have employees who maintain the trees under the leadership of a Tree Lead Worker. She added that the desire to create the job description was to ensure that the people who are actually doing the jobs have the training and can trim and care for the trees knowledgeably and without a lot of oversight due to the number of trees that have to be maintained. Ms. Taylor introduced Parks Superintendent, Jason Lacey, to provide additional detail. Mr. Lacey provided that the City currently has one crew, and the person who's performing most of the work is the Tree Lead Worker.

Vice Chair Buckner followed up, asking about the City's tree inventory current maintenance practices. Mr. Lacey reported that the City is responsible for approximately 22,000 trees and currently operates on a reactive, as needed basis, with a work log running six to eight weeks behind. Mr. Lacey added that this new Tree Trimmer position will help establish a routine maintenance plan to reduce backlog and improve public safety, and while work is primarily handled in-house, contractors may be brought in as needed to address urgent issues.

Board Member Front inquired how soon the City plans on recruiting for the Tree Trimmer position if approved. Ms. Taylor confirmed that once the Tree Trimmer

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classification is approved, it will be forwarded to City Council for inclusion in the salary schedule, after which the recruitment planning can begin immediately. The goal is to hire as soon as possible.

Chair Wirsig questioned how the tree maintenance was handled before. Mr. Lacey responded that, as a recent hire, he has bits and pieces of historical information, and there was a tree crew, but given the scope of responsibility for approximately 22,000 trees, a need has been identified. Mr. Lacey added that the City does have on-call tree contractors available for large projects that are out of scope and require a higher skill set. Mr. Lacey also confirmed to Chair Wirsig that with the addition of the Tree Trimmer position, the City will still retain contractors for specialty work.

SPEAKERS:

Cordel Hindler: Mr. Hindler, a Richmond resident, thanked Sharrone Taylor and Jason Lacey for the presentation. Mr. Hindler stated he reviewed the classification, has no objections, requests the Board to approve the classification as presented, and to direct staff to work with a consultant on the recruitment.

Kevin Tisdell: Kevin Tisdell, SEIU Chapter President and Code Enforcement Officer, expressed support for the new Tree Trimmer classification. He noted the union met and conferred with staff on the position, made some changes, and supports the adoption, emphasizing the importance of adding the positions to help address the City's related public safety concerns.

Vice Chair Buckner made a motion to approve the Establishment of the Tree Trimmer classification and approve the job specification. Chair Wirsig seconded the motion. The Establishment of the Tree Trimmer classification and job specification 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 6:32 p.m.

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**CITY OF MOUNTAIN VIEW
CLASS SPECIFICATION**

Position Title: Economic Development Strategist	Job Family: 2
General Classification: Management	Job Grade: 33

Definition: To assist with the planning, coordinating, and implementation of various economic development projects and programs within the City and to provide responsible technical and administrative support to the Economic Vitality Manager and other staff with respect to economic development.

Distinguishing Characteristics: Receives general direction from the Economic Vitality Manager.

Examples of Duties: Duties may include, but are not limited to, the following:

1. Preparation and presentation of reports to the Downtown Committee, Visual Arts Committee, and City Council.
2. Liaison with the Chamber of Commerce and Downtown Business Association.
3. Preparation of the business newsletter.
4. Managing contracts and consultants.
5. Working with brokers, property owners, and businesses to facilitate business attraction and retention.
6. Managing the Downtown Parking Operations and Maintenance Assessment District.
7. Renewing annually the Downtown Business Improvement Assessment Districts.
8. Prepare media publications and promote economic development through special publications, social media, and the website.
9. Perform other related duties as assigned.

Minimum Qualifications:

Knowledge of: Principles and practices of local land use planning, economic development, redevelopment, real estate financing; understanding of City government, structure, and processes; and possession of strong analytical and negotiation skills.

Ability to: Interpret and evaluate complex economic development and revitalization issues; provide excellent customer service; ability to coordinate a variety of complex tasks and

Position Title: Economic Development Strategist

Page 2 of 2

assignments simultaneously; work independently or as part of a team; excellent verbal and writing skills; skilled with computer programs; talent for networking and enjoying business development and community activities; ability to establish and maintain effective working relationships with local businesses, brokers, property owners, community groups, committees, advisory groups, and other City departments; and knowledge of the community.

Experience and Training Guidelines: A combination of relevant experience, education, and training that will satisfy the required minimum qualifications, knowledge, and abilities.

A knowledge of local government principles, issues, and processes is expected, and a minimum of three years experience in project planning and development, community development, marketing, land development and/or economic development programs is required. A bachelor's degree in economics, business administration, geography, urban planning, or a related field is required. A master's degree in these fields may be substituted for one year of required experience. Local government experience is highly desirable.

Established: June 1987

Revised: March 23, 2023

HRD/CLASS SPECS

.Economic Development Strategist

**CITY OF MOUNTAIN VIEW
CLASS SPECIFICATION**

Position Title: Economic Vitality Manager	Job Family: 2
General Classification: Management	Job Grade: 43

Definition: To plan, organize, direct, and implement the activities, policies, and procedures of the Economic Development Division directed at the long-term economic success of Mountain View. Manage and oversee the economic development and revitalization programs and projects, including business attraction, business retention/expansion, small business strategies, and marketing/communications, including collaboration with other divisions and departments, businesses, community organizations, City management, and stakeholders. Serve as a technical expert to City management and City Council related to division activities.

Distinguishing Characteristics: Receives general direction from the Community Development Director. Exercises direct supervision over assigned personnel.

Examples of Duties: Duties may include, but are not limited to, the following:

1. Lead in the development and implementation of division goals, objectives, policies, procedures, and annual work plan.
2. Manage, oversee, coordinate, review, and participate in the City's economic development activities, including business development and retention, small business strategies, downtown business revitalization, land use planning, and transportation policies and projects related to economic development.
3. Direct, oversee, and drive economic development work plan initiatives, including to independently manage complex projects; assign work activities, projects, and programs; monitor current project workflow and forecast project pipeline; and review and evaluate work products, methods, and procedures of assigned staff, or consultants (e.g., attorneys, appraisers, relocation specialists, et al.).
4. Prepare and analyze economic data/reports to determine the economic feasibility or potential of specific redevelopment, transportation, or land use plans. Make recommendations for division strategy and activities based on data and economic assessments.
5. Coordinate with other agencies and organizations on regional economic development activities.

Position Title: Economic Vitality Manager

Page 2 of 3

6. Prepare the Economic Development Division operating budget; assist in budget implementation; participate in the forecast of additional funds needed for staffing, equipment, materials, contract services, and supplies; and administer approved budget.
7. Participate in recommending the appointment of personnel; support learning and development, provide or coordinate staff training, coaching, and mentoring; work with employees to correct deficiencies; implement discipline procedures; recommend employee terminations; and evaluate staff.
8. Prepare comprehensive written reports for City Council action or for other City boards and commissions; make oral presentations to same; and prepare annual reports required for state or federal agencies or other interested parties.
9. Represent the department and/or division with outside agencies, corporations, small businesses, private developers, and other interested parties. Participate in the negotiation of development agreements with developers and/or corporate entities associated with projects requiring financial support.
10. Oversee and/or prepare public information materials concerning development activities, projects, and changes which may impact the business community; increase visibility and awareness of the division's services to support businesses; and maintain positive press relations.
11. Maintain liaison with developers, real estate/commercial brokers, and local businesses.
12. Perform other related duties as assigned.

Minimum Qualifications:

Knowledge of: Principles, practices, and current trends of local land use planning, asset management, economic development, redevelopment, transportation, and real estate financing; principles and practices of policy development and implementation; principles and practices of business correspondence and report writing; pertinent local, state, and federal laws, rules, and regulations related to economic development; principles and practices of public information and marketing; and principles and practices of organization, administration, budget, and leadership and personnel management.

Ability to: Organize, direct, and implement comprehensive economic development programs; prepare and administer an operating budget; conduct complex economic analysis; negotiate and manage professional consulting service contracts; supervise, train, evaluate, coach, and mentor personnel; interpret and explain division policies and procedures; problem-solve and implement creative solutions; exercise good judgment and

Position Title: Economic Vitality Manager

Page 3 of 3

sound decision making; lead a team, supervise staff, and exercise informal authority to build consensus and foster innovation at all levels; establish and maintain effective working relationships with those contacted in the course of work; and communicate clearly and concisely, both orally and in writing.

Experience and Training Guidelines: A combination of relevant experience, education, and training that will satisfy the required minimum qualifications, knowledge, and abilities.

Five years of increasingly responsible experience in economic development, real estate financing, redevelopment, and planning, including one year of supervisory responsibility; a bachelor's degree from an accredited college or university with major course work in urban economics, finance, business or public administration, marketing, or a related field.

Required Licenses or Certificates: Possession of, or ability to obtain, a valid California Driver License. Possession of the Certified Economic Developer certification is highly desirable.

Working Conditions: In addition to the regular work schedule, this position must be available to work evenings and weekends to attend meetings, seminars/workshops, and training as needed.

Established: May 1987

Revised: April 2025

HRD/CLASS SPECS

Economic Vitality Manager