

FAIRGROUNDS REVITALIZATION DIRECTOR

ADOPTED: February 2024

City Manager Approval:



FLSA: Exempt

DEFINITION

Under general direction, the Fairgrounds Revitalization Director has day-to-day responsibilities for guiding and managing the City's Fairgrounds revitalization in a manner consistent with the City's adopted plans and Council's goals and direction.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from City Manager and/or Assistant City Manager. Exercises general direction and both direct and indirect supervision of assigned staff.

CLASS CHARACTERISTICS

This class provides assistance to the City Manager in a variety of administrative, coordinative, analytical, and liaison capacities. This is a Department Director classification that plans, organizes, manages, provides administrative direction and oversight, and participates in all functions and activities of the city's 70-acre property that was previously primarily used as a 9-hole golf course, dirt racetrack, RV park, emergency response staging, and fairgrounds. The position coordinates assigned activities with other City departments, officials, outside agencies, and the public; fosters cooperative working relationships among City departments and with intergovernmental and regulatory agencies and various public and private groups; provides highly responsible and complex professional assistance to the City Manager in areas of expertise; and performs related work as required.

EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change, or rescind the work assignment and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Provide effective, proactive leadership in accordance with City Manager direction
- Oversees the development of consultant requests for proposals for professional services and the advertising and bid processes; evaluates proposals and recommends and prepares staff reports and resolutions for project award; coordinates with legal counsel to determine City needs and requirements for contractual services; negotiates contracts and agreements, prepares scopes of work and administers same after award; manage consulting teams that assist with various aspects of the Fairgrounds revitalization process; at a minimum this may include legal, insurance, risk reduction, environmental, planning, engineering, and financial
- Ensure that all policy decisions related to the project and overall direction for uses on the site are brought before the Council for direction, guidance, and a decision
- Develop and manage the overall budgets including individual project budgets; secure resources and

funding including from non-profits, governmental agencies (including state and federal) and from other appropriate organizations to support the reuse of the Fairgrounds including seeking and applying for grants

- Create and manage positive relationships with the community and all stakeholders to ensure all parties remain fully informed and have access to the decision-making process
- Identify feasible short-term site activation opportunities and implement them following relevant policy and budgetary approvals
- Working with other city staff members and/or outside consultants, develop an infrastructure plan that includes a feasible plan for funding; implement the plan
- Initiate and conduct special studies as necessary and prepare and present reports with recommendations for appropriate actions including for infrastructure and facility repairs or improvements
- Manages the day-to-day oversight of all the operations and maintenance contract services, and activities or staff necessary to successfully operate the facility
- Act as the City's lead negotiator as necessary for all related work including with vendors and other governmental agencies. Obtain input from all relevant city departments during the negotiation processes.
- Assure compliance of all activities with the adopted General Plan and Municipal Code and from time to time lead the efforts to guide the development of a visioning process, master plan, specific plan or other similar documents, working in close collaboration with other city departments
- Complete all necessary permitting requirements for uses and/or facility work on the site
- Provide professional analysis and advice to the City Manager, City Departments, City Committees and Commissions, and City Council, related to each of these entities' areas of responsibility
- Participates in and makes presentations to the City Council and a wide variety of committees, boards, and commissions; prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the City Manager
- Responds diplomatically to the public
- Perform related duties

QUALIFICATIONS

Knowledge of:

- Funding mechanisms for public facility and infrastructure projects and on-going revenue sources for operations and maintenance (bonds, CFDs, BIDs, grants, fundraising, etc.)
- Negotiation principles and practices; consensus-building
- Effective communication in high-profile settings
- Project management
- Volunteer/community group recruitment and coordination
- RFP/bidding processes and procurement of professional or construction services
- Public agency budget development, contract administration, city-wide administrative practices, and general principles of risk management related to the functions of the assigned area
- Complex project management experience for development projects that require establishment of credibility and reliability with the Council and other City Commissions and Committees; supervising/managing multiple consultant teams and professional service companies;
- Partnering with and guiding City staff that don't report directly to this position; establishing and maintaining effective working relationships with city management and leadership, staff, community members, and stakeholders

- Environmental remediation, risk management plans and working with environmental regulatory bodies (EPA, DTSC, and RWCB)
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures and operational needs; principles and practices of municipal government administration
- Modern office practices, methods, and computer equipment and applications related to the work
- English usage, grammar, spelling, vocabulary, and punctuation
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff

Ability to:

- Provide administrative and professional leadership and direction for the department and the City
- Provide neutral information and reasoned professional recommendations, regardless of stakeholder and/or political pressures
- Provide strong program, project, and contract management skills
- Be a team player and collaborate; foster and maintain positive and effective working relationships; develop consensus between a wide range of stakeholders
- Manage project teams, staff, consultants, contractors, and vendors
- Prepare and administer large and complex budgets; allocate limited resources in a cost effective manner
- Communicate clearly and concisely, both orally and in writing; create and present clear, engaging, and concise reports, presentations, and other written materials
- Analyze financial, engineering and other technical information and communicate effectively on the topics
- Effectively administer special projects with contractual agreements and ensure compliance
- Conduct effective negotiations and effectively represent the City's interests and the department when working and meeting with governmental agencies, elected officials, contractors, vendors and various business, professional, regulatory, and legislative organizations.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports and resolutions
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Understand and apply legal requirements and administrative policies to assigned areas; use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines; interpret and apply City and department rules, policies and procedures
- Proactively solve problems
- Be flexible
- Be ethical

Education and Experience:

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

- Bachelor's degree from an accredited four-year college or university with major course work in public administration, business administration, urban planning, civil engineering, architectural design, or a related field; and
- A minimum of five years of broad and increasingly responsible management and/or administrative experience in public works, redevelopment, economic development, community development, project administration, planning, building and/or public communications, including a minimum of two years of supervisory experience.
- A master's degree and public sector experience are highly desirable.

Licenses and Certifications Requirements:

- Possession of a valid California class C driver's license and a satisfactory driving record.
- Certified project manager and Spanish-language skills highly desired.

PHYSICAL DEMANDS

Work is performed in an office environment and in the field. Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate effectively in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Standing and walking between work areas and work sites may be required. Must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds. The field work requires light physical effort and the agility to inspect and oversee construction sites.

ENVIRONMENTAL ELEMENTS

Employees generally work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees also work in the field and may be exposed to loud noise levels, dust, hot and cold temperatures, inclement weather conditions, vibration, mechanical and/or electrical hazards, and hazardous physical substances and fumes. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

Must be able to attend meetings and other activities outside of normal working hours.

The City of Calistoga is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, Calistoga will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.