

**City of Ramsey**  
**Agenda**  
**City Council Work Session**  
**Monday, April 9, 2018**  
**5:30 pm**  
**Lake Itasca Room, 7550 Sunwood Drive NW**

- 1. Call to Order**
- 2. Topics for Discussion**
  1. Overview of Emergency Management for Elected Officials
  2. Discussion Regarding the Public Information and Events Specialist Vacancy and Alternative Staffing Options
- 3. Topics for Future Discussion**
  1. Review Future Topics/Calendar
- 4. Mayor/Council/Staff Input**
- 5. Adjournment**

Meeting Date: 04/09/2018

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**Information**

**Title:**

Overview of Emergency Management for Elected Officials

**Purpose/Background:**

The purpose of this case is to provide Ramsey City Council with information relating to their roles during disasters, and other emergency situations, and to assist them in the decision-making process. The Council requested a refresher at a recent work session and this month also coincides with Severe Weather Awareness activities in Minnesota.

**Timeframe:**

1 hour

**Funding Source:**

**Responsible Party(ies):**

Fire Chief/Emergency Management Director Matt Kohner and Police Chief Jeff Katers

**Outcome:**

Information for discussion. No action necessary

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**Attachments**

*No file(s) attached.*

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**Form Review**

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Jeff Katers	Jeff Katers	04/03/2018 11:43 AM
Kurt Ulrich	Kurt Ulrich	04/05/2018 09:37 AM
Form Started By: Matt Kohner		Started On: 04/03/2018 11:08 AM
Final Approval Date: 04/05/2018		

Meeting Date: 04/09/2018

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### Information

**Title:**

Discussion Regarding the Public Information and Events Specialist Vacancy and Alternative Staffing Options

**Purpose/Background:**

The purpose of this discussion is to request the City Council's direction as to how to proceed with a recruiting effort to fill the immediate and long-term needs related to City communications and events, as currently performed by the Public Information and Events Specialist.

As the City Council is aware, the Public Information and Events Specialist position was created in 2014 and Ms. Nichole Wenberg was hired full-time. Prior to being hired for the position, Ms. Wenberg served as an administrative intern for the City. Ms. Wenberg's last day with the City will be April 13, 2018.

History & Reasoning for the Public Information and Events Specialist Position

The initial hiring of this position was included within a 2014 restructure that occurred following the resignation of the former Economic Development Manager. At that time, Mr. Patrick Brama's position went from Assistant to the City Administrator (which included handling the City's communications and events) to Assistant City Administrator/Economic Development Manager, supervising I.T. and the communications/events role.

Ratio of Duties -- Communications / Events

The approximate ratio of time spent in each role varies throughout the year but is approximately 60% communications and 40% events, with the events time commitment pushing into overtime hours at various times of the year based upon the event. There is overlap between the communications role and the events role, but they are distinguishable and could be considered separable in pay grade and position description.

Going Forward

The Public Information and Events specialist position has evolved into a proactive role that leads the City's communications plan. Previous discussions surrounding this function included a 2016 budget request for reclassification of the position, and most recently, a 2018 budget request for reclassification of the position and the addition of part-time communications/events support position in lieu of the seasonal Administrative Intern.

Communications Duties

Over time, the communications position has taken on a role that has improved the ability of all departments to provide clear, consistent, and proactive communication for the City. For example, the position has taken over much of the drafting and editing work previously done by individual staff members, which has helped to create "one voice" and to provide a consistent quality writing style and graphic design. In addition, the position has made vast enhancements in areas such as:

- City's Facebook
- Twitter
- Weekly Update
- Website
- Various promotions
- Ramsey Resident
- Press releases
- QCTV programming
- Anoka Area Chamber of Commerce's City Profile, articles and photos
- Many strategic plan initiatives including work toward the City's Commination's Plan

- Managing communications tools and marketing

#### Events Duties

Events currently coordinated by the Public Information and Events Specialist include:

- Happy Days
- Business Appreciation Golf Tournament
- Business Networking Event
- Business Expo
- PACT Charter Tour
- Annual Holiday Party
- Tree Lighting Event
- Special events as needed, such as ribbon cuttings, ground breakings, tours, etc.
- and the State of the City

#### Recruiting Options for Meeting the City's Needs Due to the Current Reduction in Capacity

In an effort to take a fresh look at the role of the current vacant position, staff would like to discuss several recruiting options, as detailed below.

- Option #1: Leaving the position vacant and returning to pre-2014 service levels. Staff does not recommend this option due to the negative impact on the City's quality and quantity of communications. Existing staff may be able to assume some of the current duties, but other important duties would fall to the side.
- Option #2: Fill the position as it is currently structured at the same pay grade. Staff supports this option over option #1, however, staff believes this position is due for a reclassification and market rate salary adjustment based upon current duties. This option may also require outsourcing a portion of the more advanced communication duties and/or cutting back on the volume of tasks.
- Option #3: Fill the position with a full-time Communications Coordinator, responsible for events, and reclassified to the current market rate for this type of position. Staff supports this option over option #2 as it has the best likelihood of attracting candidates that would bring professional-grade communication skills to the organization. The transition time could be minimized, and this option would likely produce the largest pool of qualified applicants. There may or may not be a short-term budget impact depending on which step of the new pay range the employee starts.
- Option #4: Similar to option #3, details to be discussed during the work-session to include the possibility of a Communications Coordinator working less than full-time -- ex. 29 to 32 hours per week, plus a part-time assistant for events and general administrative support. Different combinations of this option can also be explored.
  - Pros: Dividing the current role provides for increased coverage, a more appropriate compensation structure, staffing flexibility and utility into the future.
  - Cons: Recruiting for a Communications Coordinator in this capacity may reduce number of qualified applicants and a portion of the business day would not be covered due to the reduced schedule.

In summary, City staff continues to be cautiously prudent with regard to maintaining a reduced personnel budget and have carefully considered the staffing needs.

#### **Timeframe:**

30 to 45 minutes.

#### **Funding Source:**

All options listed above fall within the current 2018 budget. Staff will provide additional funding data at the meeting after additional research has been completed.

#### **Responsible Party(ies):**

Colleen Lasher, Human Resources Manager  
Patrick Brama, Assistant City Administrator/Economic Development Manager

**Outcome:**

City Council consensus in regard to addressing the duties of the Public Information and Events Specialist, based upon the discussion of the options above.

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**Attachments**

*No file(s) attached.*

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**Form Review**

**Inbox**

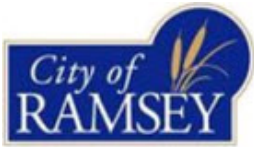
Kurt Ulrich  
Colleen Lasher (Originator)  
Patrick Brama  
Form Started By: Colleen Lasher  
Final Approval Date: 04/06/2018

**Reviewed By**

Kurt Ulrich  
Colleen Lasher  
Kathy Schmitz

**Date**

04/05/2018 03:10 PM  
04/06/2018 02:57 PM  
04/06/2018 03:00 PM  
Started On: 03/30/2018 04:12 PM



Our Mission: To work together to responsibly grow our community, and to provide quality, cost-effective, and efficient government services.

**CC Work Session**

**3. 1.**

**Meeting Date:** 04/09/2018

**Submitted For:** Kurt Ulrich, Administrative Services

**By:** Jo Thieling, Administrative Services

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**Information**

**Title:**

Review Future Topics/Calendar

**Purpose/Background:**

Attached is the current list of future topics for work session discussion. Items are drawn from Council requests at meetings, or are related to topics that have been identified in the City's strategic plan. Tentative dates have been assigned.

**Recommendation:**

N/A

**Action:**

For Council review - no formal action necessary.

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**Attachments**

Future Topics

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**Form Review**

**Inbox**

Kurt Ulrich

Form Started By: Jo Thieling

Final Approval Date: 04/05/2018

**Reviewed By**

Kurt Ulrich

**Date**

04/05/2018 03:12 PM

Started On: 04/05/2018 02:36 PM

**City Council Future Topics – Work Session**  
(Draft)

<b>Date</b>	<b>Topics for Discussion – Council Action</b>
April 24	Street Maintenance Project Review ( <i>Lund</i> )
April 24	Ten (10) Year Debt Review ( <i>Lund</i> )
April 24	AFSCME Career Ladder ( <i>Lasher</i> )
May 8	Energy Savings Contract for Municipal Buildings ( <i>Ulrich</i> )
May	Intersection Control Evaluation for Spot Improvements on Armstrong ( <i>Westby</i> )
July	Preliminary Budget Review ( <i>Lund</i> )
October	Review and Consider Adoption of Ramsey’s Portion of Previous Highway 47 Study ( <i>Westby</i> )
October	Cost Share for Corridor Study of Nowthen Blvd/CR5 ( <i>Westby</i> )
<b>Date</b>	<b>Topics for Discussion – Regulatory</b>
<b>Date</b>	<b>Topics for Discussion – Policy</b>
May	Review Naming Policy ( <i>Riverblood – Thieling</i> )
May	Review Non-Profit Funding Policy ( <i>Ulrich</i> )
June	Review Policy for Nuisance Code Enforcement ( <i>Gladhill/Katers</i> )
July	Newsletter Policy to Address Advertising and Content Control ( <i>Brama</i> )
August	Trail Maintenance Policy ( <i>Westby</i> )
August	Stormwater Pond Maintenance Policy ( <i>Westby</i> )
<b>Date</b>	<b>Topics for Discussion – Planning and Budget</b>
May	Summary of Compensation/Development Plan for Employees ( <i>Lasher</i> )
<b>Date</b>	<b>Topics for Discussion – Information</b>
April	Met Council Update on Surface Water Supply Planning Funding Assistance ( <i>Westby</i> )
April 24	Strategic Plan Update ( <i>Ulrich</i> )
May 23	Comp Plan ( <i>Gladhill</i> )
June	Receive Update on Rental License Program Implementation ( <i>Gladhill</i> )
July	2017 Business Retention and Expansion Program Report ( <i>Brama</i> )
November	Ferry Street Traffic Control ( <i>Westby</i> )