

**Katie Everett**  
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## *Memorandum:*

TO: Mayor Krachmer and City Council Members

FROM: Katie Everett, Recreation and Facilities Manager

DATE: May 16, 2023

SUBJECT: Follow Up - Considering Additional Full Time Position in Recreation Department

### **Background**

At the March 7, 2023 Council Workshop, there was a discussion about adding a full time position to the Recreation Department to expand the capacity for the City to meet community needs in a variety of ways. That memo and a draft description for the new position are attached for reference at the end of this item.

Council had asked staff to quantify some of the responsibilities that could be shifted around and items that could be added if a new position was added to the department. Attached is a list of many of the tasks completed by current staff as well as some new items that can be achieved with additional staff. The exact distribution of tasks would likely vary based on the skillset and interests of the individual ultimately hired, but this list illustrates options for creating more capacity within the department. City staff work closely together and often provide support across departments, so the list may not be all-encompassing.

Items checked under the “New Position” column may be shared with current staff or shifted away entirely in order to free up more time for current staff to take on additional workload. The highlighted items are areas that are currently difficult to achieve at the level of service we would like to provide, and could show immediate improvement with more staff capacity. For example, we would like to be able to spend more time analyzing current programs and adjusting the offerings to boost enrollment and respond better to desires of the community, but due to time constraints often need to rely on the “default” program offerings to meet deadlines.

Enclosures  
Recreation Department responsibilities table  
March 7, 2023 Workshop Memo  
Draft Job Description – Program and Event Specialist

	Recreation & Facilities Manager	Rec Admin Assistant	Admin Assistant	New Position
<b>PROGRAMS</b>				
Determine program structure, select site, hire instructors; may serve as instructor for certain programs.	X			
Assess recreational needs of the public, and plan and implement programs to meet community needs.	X			✓
Evaluate effectiveness of programs offered and recommend changes as appropriate.	X			✓
Oversee program registration activities, establishes registration fees for future programs.	X			
Inspect sites to ensure safety and other policies, rules and regulations are being followed.	X			
Purchase materials and supplies for programs.	X			✓
Plan, organize and direct a variety of recreation programs:				
Set annual program schedule	X			
Set up program registration – CivicRec		X		✓
Market programs	X	X		
Assist customers: registrations, cancellations, account issues, etc.	X	X	X	
Youth sports leagues:				
Recruit coaches	X			✓
Assign teams	X			✓
Create schedules	X			✓
Order t-shirts and supplies	X			✓
Prepare equipment, shirts, rosters, etc. for coach meetings	X			✓
Collect, process, and track coach background checks		X		✓
Youth enrichment classes:				
Hire temporary staff or contractors	X			

Supervise temporary staff	X			
Assist families with cancellations, notify staff of late arrivals or planned absences, etc.	X			✓
Adult softball:				
Manage contract for umps – weekly/bi-weekly invoices	X			✓
Create schedules	X			✓
Manage league standings	X			✓
Adult recreation classes:				
Manage instructor contractors & invoicing	X	X		✓
Snowshoe rentals:				
Manage snowshoe inventory & repairs	X			✓
Process and track snowshoe rentals	X	X	X	✓
<b>EVENTS</b>				
Set annual event schedule and budget.	X			
Work with co-sponsors and a variety of groups to implement special events.	X			
Solicit entertainment and manage contracts for performers, face painters, etc.	X			
Coordinate venue set up and clean up with Parks/Public Works.	X			
Coordinate event staff and volunteers as needed.	X			
Oversee Heritage Days planning & implementation:				
Coordinate partner organizations	X			
Recruit sponsors	X	X		
Recruit vendors, collect vendor fees, and manage vendor activities	X	X		

Coordinate annual parade: set lineup and communicate with entries, and coordinate public safety efforts	X			
<b>FACILITIES</b>				
<b>Vadnais Heights Commons</b>				
Oversee third-party management of Vadnais Heights Commons.	X			
Coordinate facility repairs and maintenance items as needed.	X			
Work with contractor to set rental rates.	X		X	
Evaluate facility use and identify opportunities to increase outside rentals and City use of the space.	X		X	
Oversee third-party decorator contracts.	X			
Collect rental fees and track rental contracts.			X	
<b>Park Shelters and Athletic Fields</b>				
Manage facility reservation calendars.		X		
Assist individual customers and local associations with completing reservations.		X		
Communicate field closures and manage reschedule dates.		X		
Respond to community inquiries about park facility use.	x	X	x	
<b>Capital Improvement Projects</b>				
Prepare specifications, review bids and quotes for park capital improvement projects (playground replacement, court reconstructions/resurfacing, amenity updates, etc.).	X			
Manage contracts and project timelines.	X			
<b>Warming House Operation</b>				
Hire and manage seasonal staff	X			
Coordinate season schedule with Public Works	X			
Communicate closures	X	X		✓

<b>OTHER</b>				
Screen applications; conducts interviews; recommends personnel for hire.	X			
Perform a variety of public information functions to advertise and promote programs.				
Quarterly city newsletter	X	X		
Monthly senior newsletter		X		✓
Website updates	X	X		
Social media management		X		
Prepare program budget and monitors expenditures.	X			
Represent department on various boards and committees.	X			
<b>NEW OPPORTUNITIES</b>				
Expanded outreach to additional community organizations and neighborhoods.	X	X		
Implementation of new programs and events.	X			
In-depth review of existing program offerings by VH & others in the community to determine gaps and opportunities.	X			
Increased level of service to customers.	X	X	X	✓
Improved ability to adapt and respond to changing wants and needs in the community.	X	X	X	✓

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**The City of Vadnais Heights**  
 800 East County Road E  
 Vadnais Heights, MN 55127

## *Memorandum:*

TO: Mayor Krachmer and City Council Members

FROM: Katie Everett, Recreation and Facilities Manager

DATE: March 7, 2023

SUBJECT: Consider Additional Full Time Position in Recreation Department

### **Background**

Recreation Departments are uniquely positioned to engage with their communities and connect them to other resources and services of which they may not be aware. The Vadnais Heights Recreation Department offers a variety of athletic and enrichment programs year round, hosts several special events, manages rental of athletic facilities and picnic shelters, and works closely with many partners in the community that also provide services. Each of these activities are opportunities to connect new residents with the City. While staff do what we can to adapt to changing needs and interests heard from the community as well as priorities laid out by City leadership, capacity is very often the limiting factor. The current and past councils have prioritized communication and community engagement as important areas of focus to raise awareness for residents and the larger community of services and resources currently offered, as well as gathering feedback to determine whether our efforts are in alignment with the needs and interests in our community.

In order to be able to enhance existing offerings and increase the city's capacity for community engagement efforts, staff recommend adding a new entry-level recreation position to manage some of the basic operations of the department. Historically, the Recreation Department has had a variety of different positions including a year-round, part-time position that was eliminated with duties absorbed into the existing Administrative Assistant positions. Currently, a full time Summer Recreation Assistant is hired seasonally (generally late-May through mid-August) and is indispensable in delivering summer programming and events. A year-round, full-time position would increase the level of service we are able to provide to the community through programming, events, and engagement efforts.

In order to recruit well qualified candidates for the position, it would be tailored toward a recent college graduate with a degree in Recreation, Parks, and Leisure Services (or similar). A recommended competitive wage range is \$25-\$30/hour; with benefits accounted for, the City would need to budget about \$72,000 in 2024 to add this position. A draft job description is attached for Council consideration.

Enclosure: Draft Job Description – Program and Event Specialist



**CITY OF VADNAIS HEIGHTS  
JOB DESCRIPTION**

**Job Title:** Program and Event Specialist  
**Department:** Parks & Recreation  
**Accountable To:** Recreation & Facilities Manager

**Primary Objective of Position**

This position works closely with the Recreation & Facilities Manager to plan and implement a variety of recreation programs, services, and special events for all age groups and people of all abilities.

**Qualification Requirements**

*To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position. The essential functions listed below are intended as illustrations of the various types of work that may be performed. The omission of specific duties does not exclude them if the work is similar, related or a logical assignment to the position.*

**Essential Functions of the Position**

- Coordinate and oversee a wide variety of youth and adult recreation programs through the Recreation Department.
- Assists with planning and implementing special events throughout the year.
- Lead summer recreation programs and fill in for program staff when necessary.
- Utilize recreation software (CivicRec) to manage and promote programs and assist customers.
- Evaluate existing programs and develop new programs to ensure the needs and interests of the community are being met.
- Manage a portion of the recreation department budget.
- Complete special projects as assigned.
- Develop community partnerships to support department goals.
- Regularly engage with community members to communicate department offerings and gather feedback.
- Some evening and weekend hours will be required to attend programs, events, and/or meetings as needed.
- Weekly work hours are flexible to accommodate current department needs.
- Assist with Recreation Department administrative duties.

**Education and/or Experience**

- Associate's degree or higher in Parks and Recreation Administration or closely-related field.
- Two years' experience with recreation or youth programming.
- Leadership experience with youth and staff.
- Desired: proficiency in Microsoft Office programs.

**Knowledge, Skills and Abilities**

- Knowledge of recreation programs and activities offered by municipal parks and recreation departments.
- Knowledge of standard office practices, procedures, and equipment.
- General knowledge of business English, spelling, and math.
- Ability to type accurately and at a reasonable rate of speed.
- Ability to communicate ideas effectively, both orally and in writing.
- Competent in computer operations and relevant software packages.
- Ability to interact professionally and effectively with the public.
- Ability to establish and maintain effective working relationships with associates and the general public.

**Conditions of Employment**

- Applicants must satisfactorily pass a criminal background examination.
- Must comply with organizational and departmental policies.

**Physical Demands**

Work regularly requires walking, standing, speaking or hearing, repetitive motions, exerting medium physical effort, requires lifting, carrying, pushing, pulling, balancing, stooping, kneeling, crouching, handling, grasping, and feeling, and reaching with hands and arms; work occasionally requires sitting, climbing and crawling; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels.

**Working Conditions**

This position requires the employee to work alone and with others, and have contact with the public. Work is performed both indoors in an office setting and outdoors, and will include exposure to environmental conditions.

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.