RECOMMENDED ACTION AND JUSTIFICATION:

(Approve the revised class specification for the Director of Tourism and Economic Development, directing that the position reports to, is appointed by and serves at the pleasure of the Board of Supervisors. Since the hiring of the current Director of Tourism and Economic Development, it has become apparent that this position is and should be operating in an independent and self-monitoring manner similar to other appointed County Department Heads. Currently this is the only Department Head position that is appointed by, reports to, and serves at the pleasure of the County Administrative Officer. When the class specification was created it was thought that the County Administrative Officer would take an active role in the supervision and the monitoring of large projects/advertisement campaigns. But this has not always been the case due the workload of the County Administrative Officer and the need for the Director of Tourism and Economic Development to make independent judgement decisions. The recent vacancy of the County Administrative Officer position further illustrates the need for this revision, as it is uncertain how long this position will be vacant.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board of Supervisors approved the Director of Tourism and Economic Development Director class specification on September 18, 2001, by adopting Resolution #01-262.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

Do not approve the revision of the class specification for the Director of Tourism and Economic Development. The position will remain the only current Department Head position that is appointed by, reports to, and serves at the pleasure of the County Administrative Officer.

COSTS:

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<td>Not Applicable</td>
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<td>A.</td>
<td>Budgeted Current FY</td>
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<td>B.</td>
<td>Total Anticipated Costs</td>
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<td>Required Additional Funding</td>
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SOURCE:

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<td>A.</td>
<td>Unanticipated Revenues</td>
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<td>Reserve for Contingencies</td>
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<td>C.</td>
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Balance in Reserve for Contingencies ;if approved:

SPECIAL INSTRUCTIONS:

List the attachments and number the pages consecutively:
Revised Class Specification of the Director of Tourism and Economic Development

CLERKS USE ONLY:

Res. No: 02-170
Ord. No: 

Vote:

Ayes: 

Absent: 

Abstained: 

Approved: 

( ) | Minute Order Attached 

( ) | No Action Necessary 

The foregoing instrument is a correct copy of the original on file in this office 

Date: 

ATTEST:

MARGIE WILLIAMS, Clerk of the Board 
County of Mariposa, State of California 

BY: 

Deputy

ADMINISTRATIVE OFFICER'S RECOMMENDATION: 

This item on agenda as:

Recommended 
Not Recommended 
For Policy Determination 
Submitted with Comment 
Returned for Further Action

Comment: 

CAO's Initials: 

Action Form Revised 5/92
MARIPOSA COUNTY

**JOB TITLE:** Director of Tourism and Economic Development

**DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES**

Under general administrative direction, plans, organizes, and administers the activities of the Economic and Community Development Department; promotes tourism; coordinates economic and community development; and performs related duties as required.

This is a single position class characterized by responsibility to direct Economic and Community Development Department activities aimed at tourism marketing; at encouraging business/capital investment and generation of employment opportunities in the County; and at assisting communities with capital improvement and public service projects.

**SUPERVISOR:** The position reports to, is appointed by and serves at the pleasure of the Board of Supervisors

**TYPICAL DUTIES:**

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

- Plans, organizes, and directs the activities of the Economic and Community Development Department; determines and controls priorities; reviews and approves personnel actions; evaluates subordinate staff

- Directs, implements and manages advertising, public relations, promotions and marketing designed to support the policies and objectives established by the Board of Supervisors to promote Mariposa County as a visitor and tourism destination

- Develops and recommends short and long term economic strategies and plans to provide and maintain a strong and balanced business and tourism environment including creation and retention of employment opportunities in the County

- Prepares budget recommendations to support Department functions and ensures that operations are conducted within authorized allocations; assures adequate fiscal controls are established and program objectives are met in a cost effective manner
TYPICAL DUTIES: (Cont’d)

• Provides technical assistance to the Board of Supervisors and County Administrative Officer in developing goals and strategies for enhancing tourism economy and visitor experience, economic growth, and community development

• Makes recommendations to the Board of Supervisors regarding the selection of marketing, economic, and community development projects for funding, and justifies Board decisions to the public

• Promotes community pride and the preservation and revitalization of community downtowns

• Assists with planning, promotion and implementation of special events, historic preservation, and revitalization projects

• Maintains working relationships with federal, state, and local agencies, County departments, community groups, and private sector businesses and developers, to identify marketing and development needs, and promote cooperation

• Conducts a program of public information and public relations to further County visitation and to maintain support for Department policies, program goals and objectives, including development of promotional materials, themes and press releases

• Develops communication strategies to address critical tourism issues

• Prepares grant applications, budgets, and performance reviews of the more difficult and complex federal and state agency grant-funded projects

• Leverages Department’s grant funds with federal, state, private, and other sources

• Analyzes, investigates and makes recommendations relative to complex, sensitive, and controversial community development and economic development projects
MARIPOSA: Director of Tourism and Economic Development

**TYPICAL DUTIES: (Cont’d)**

- Selects and evaluates staff, trains employees, and releases information regarding the department to the news media and the community.
- Prepares and reviews a variety of reports and correspondence.
- Reviews economic trends and proposed and adopted legislation and regulations to determine the impact on departmental operations and recommends actions.
- Negotiates, administers, and monitors contracts and agreements.

**EMPLOYMENT STANDARDS**

**Thorough Knowledge of:**

- The theory, principles and practices of tourism marketing, economic development and downtown improvements.
- Principles and methods of supervision including scheduling, training, work review and employee discipline.
- Principles and modern methods of public and business administration, including organization, fiscal management, budgetary preparation and control, and personnel management.
- Public programs administration, development, and evaluation.

**General Knowledge of:**

- Economic/business development strategies, programs, issues and resources.
- Principles and procedures used in the tourism industry, tour packaging and marketing, including media relations, advertising, public relations and promotion.
- Methods and principles of determining the economic feasibility of local community and business development projects.
- Working knowledge of marketing techniques, procedures and processes, market research techniques and analysis.
General Knowledge of: (Cont’d)

- Functions and relationships between private and public sector groups
- Research methodology, report writing and basic statistical applications
- Computer software, including word processing, spreadsheet and graphics applications
- Intra-governmental structure and dynamics, including the roles of local, state and federal jurisdictions in the development process
- Community-based organizations interested in the promotion of the tourism industry, business and private-public partnerships

Ability to:

- Plan, organize and promote economic development and marketing strategies, programs, and related activities
- Identify, coordinate and resolve a wide variety of interests in the County’s development of marketing and tourism policies and strategies
- Analyze and prepare funding proposals, contracts, financial reports and other highly technical economic data
- Administer grant and contract activities to assure compliance
- Gain and maintain the confidence and cooperation of private and public groups coming together to assist and promote the County’s economic vitality
- Exercise independent judgement and initiative within the general policy framework established by the members of the Board of Supervisors and the County Administrative Officer
- Exhibit tact and diplomacy in politically difficult or controversial situations
MARIPOSA: Director of Tourism and Economic Development

Ability to:

- Communicate effectively in oral and written form with employees, the public, government officials and businesses

- Evaluate the effectiveness of marketing programs, visitor center operations, and public service projects, and recommend and implement changes as necessary

MINIMUM QUALIFICATIONS

Experience:
Broad and extensive experience that would have developed the knowledges and abilities listed as employment standards, including considerable supervisory management experience. This would typically be met with considerable administrative experience in relevant specialized public employment, such as five or more years of public agency experience managing operations in visitor services, economic development, redevelopment, community development or capital improvement programming/financing.

Education:
Graduation from an accredited college or university with a Bachelor’s degree in business or public administration, marketing, economics, geography, political science, urban or rural development, or related major.

Five years experience with a public agency managing operations in visitor services, economic development, redevelopment, or community development may substitute for up to two years of this educational requirement.

Possession of:
A valid California driver’s license.

Creation date: 9/01 (B/S 01-262)
Revised: 5/02 (B/S 02-170)