



CITY OF MARTINEZ

CITY COUNCIL AGENDA March 20, 2013

TO: Mayor and City Council

FROM: Phil Vince, City Manager

SUBJECT: Recruitment for Deputy Director of Strategic Planning and Community Development Position

DATE: March 12, 2013

RECOMMENDATION:

Authorize staff to begin recruitment for a newly created management position, “Deputy Director of Strategic Planning and Community Development,” with a targeted July 1, 2013 start date.

BACKGROUND:

To balance the last four years of operating budgets, Council and staff experienced a dramatic reduction in upper management level staff, which has slowed momentum in getting projects done and moving the City of Martinez forward. While these structural personnel changes were unavoidable, it none-the-less impacted the City’s ability to move forward with many of the housing and economic development goals identified in the Specific Plan and Housing Element in the General Plan.

At the February 9th Council and Staff retreat, the Council considered and endorsed the concept of hiring a new upper level management position to assist staff with accomplishing the goals and objectives established by Council at the retreat. The goals and objectives identified at the retreat include:

(1) Creating a more vibrant downtown with an emphasis on providing housing for residents who to want to live near transportation, open space, nearby marina, and enjoy a high standard of living; (2) establishing an Economic Development Corporation (EDC) to strengthen the unreinforced brick buildings downtown and assist property owners with obtaining low interest loans thus ensuring the future success of their business; 3) fostering a collaborative environment to leverage community resources in dealing with issues of social and community wellness 4) considering future annexations that better define the City’s ability to create light industrial manufacturing and new jobs, and improve the infrastructure and landscaping; and, (5) investing in the City’s waterfront infrastructure and landscaping, attracting a quality restaurant, improving the marina and fishing pier, and exploring the feasibility of bringing a hotel to the marina area.

To complete some or all of these goals in a reasonable three to five year time frame, the City Manager recommends hiring a dedicated position to help lead and coordinate the aforementioned objectives. It is anticipated that the successful implementation of certain strategic community development objectives will result in increased sales tax, transit occupancy tax, and property tax

in the near future. This additional revenue will enable the City to meet future funding challenges in maintaining all the new parks, library, and a state-of-the art aquatic center. Further, it will ensure that residents continue to enjoy a high quality of life.

FISCAL IMPACT:

The proposed position has a salary range of \$110,000-\$132,000, depending on qualifications. The total amount of funding needed for this position, including benefits, is approximately \$170,000. The City’s sales tax and property tax consultant, HDL Company, recommends a flat property tax for FY 13/14 and a nominal increase in the following fiscal year. Given that funds from property taxes are not expected to increase substantially over the next few years, there is more certainty using one-time development funds to fund this position in the ensuing two year operating budget rather than relying on a revenue source that may not materialize.

Staff is recommending using one-time revenues and evaluating the proposed position at the end of the two year operating budget. In all likelihood there will be sufficient increases in property tax and sales tax to fund the position on an ongoing basis. If there should be no increase in property and sales tax after two years, Council can evaluate the success of the position and decide whether to continue authorizing other one time funding or consider another alternative.

The funding for the position is identified in the table below for both fiscal years. The revenue estimates consist of building plan-check and permits fees. These one-time fees were calculated based on residential projects that have approved tentative and/or final maps and will pull permits during the next two fiscal years (see table below). The Council reevaluates the operating budget every six months and has the discretion to adjust both revenues and expenditures, which provides the flexibility needed to track the revenues apportioned to fund this position.

Project Type	Type of Development	Type of Fees	Amount
Cascara Canyon	42 Apartment Units	Plan Check Fees	\$65,000
Village @Arnold	48 Townhomes	Engineering Plan Fees	\$110,000
<i>FY 2013/14 Total</i>			<i>\$175,000</i>
Village @Arnold	48 Townhomes	Building Permits	\$180,000
<i>FY 2014/15 Total</i>			<i>\$180,000</i>

ACTION:

Authorize recruitment for the Deputy Director of Strategic Planning and Community Development in this fiscal year and include the funding for the position in the next two year operating budget, which will go before the Council for approval in June 2013. After two years the position is intended to be funded with ongoing revenues from the General Fund.