



Council Communication No. 97-259

SYNOPSIS –

The Park and Recreation Department has recommended the adoption of a new job specification for the position of Botanical Center Marketing Coordinator.

The position will be assigned to Range 19 (\$25,619 - \$30,512) of the Municipal Employees Association (MEA) Pay Plan.

FISCAL IMPACT –

Funding for the Botanical Center Marketing Coordinator will come from a reallocation of existing salaries as a result of restructuring the Park and Recreation Department function.

RECOMMENDATION –

Approval.

BACKGROUND –

The Park and Recreation Department, in its efforts to increase utilization and occupation of the Botanical Center and its attendant facilities, has recommended that a part-time Marketing Coordinator be employed. The position is considered to be important in the promotion and attraction of the public and clients to the facilities.

No other job specification currently exists within the position classification system of the City which meets the needs of this position. The compensation level is commensurate with other similarly placed position classifications in the enterprise.