



**CITY COUNCIL
COMMUNICATION:**

ITEM _____

**OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA**

98-488

SYNOPSIS —

AGENDA:

Receive and file newly created Sales and Marketing Coordinator (1129) position, Municipal Employee Association (MEA), Salary Range 24 (\$33,563-\$40,190) within the Park and Recreation Department to develop, implement, and oversee the activities of a sales and marketing program of City-owned cemeteries and oversee the facility weekend administrative and field operations including burial services.

OCTOBER 26, 1998

SUBJECT:

**NEW JOB
SPECIFICATION-
SALES AND
MARKETING
COORDINATOR-PARK
AND RECREATION
DEPARTMENT**

FISCAL IMPACT —

These changes are encompassed within the existing Fiscal Year (FY) 1998-99 Budget.

TYPE:

RECOMMENDATION —

**RESOLUTION
ORDINANCE
RECEIVE/FILE**

Receive and file.

SUBMITTED BY:

BACKGROUND —

**WILLIAM STOWE
HUMAN RESOURCES
DIRECTOR**

For the last three years, the Park and Recreation Department has been working toward a more self-sufficient cemetery operation. While overall revenues have closed the subsidy gap, cemetery space sales and burials have slowly but steadily declined. Staff believes space sales, both past and present, directly influence the number of burials. While competitors in the cemetery business have utilized sales staff and advertising in the media, the City has not. Furthermore, large, new blocks of burial spaces are being surveyed and prepared for sale beginning in FY1999 and FY2000 and with construction planned in early FY2000 of a proposed mausoleum and

columbarium at Glendale Cemetery and a columbarium at Laurel Hill Cemetery; development and implementation of a sales and marketing program is essential to both in-ground and above-ground space sales.

Currently, two individuals (Cemetery Maintenance Leaders) share responsibility with the Cemetery Supervisor for the six-day, two-office administration of the City's cemeteries. Over 600 overtime hours, valued at over \$10,000 annually, are lost for maintenance duties and supervision because the Cemetery Maintenance Leaders are detained routinely in the office selling burial spaces, meeting with families, and coordinating funerals rather than out in the field directing and supervising field operations. The creation of this position would decrease compensatory time off and/or pay out and increase field maintenance productivity.