



## Staff Report

**TO:** City Council  
**FROM:** Elizabeth Gibbs, City Manager  
**DATE:** November 19, 2024  
**SUBJECT:** Authorize a Budget Adjustment, Changes to Position Allocation and Changes to Uniform Compensation Plan

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**Description** Staff requests a budget adjustment and authorization for the positions of Community Development Director and Economic Development Director.

### **Background and Analysis:**

On September 17, 2024, Council authorized the addition of the Community Development Director position to the Uniform Compensation Plan with the understanding staff would bring back a budget adjustment when necessary. Staff and administration continued to evaluate the Community Development Department organizational structure and staffing levels. The Department workload supports additional personnel requests. Due to these workloads, staff also requests the addition of an Economic Development Director classification.

The Economic Development Director position is vital to the success of multiple projects and programs which City Council has prioritized and authorized, including the implementation of the Downtown Revitalization Plan; the Business Concierge program; property management of the California Ave building, Grace Ave building, and future strategically targeted building purchases; vacant land acquisition; economic development marketing; and, managing and marketing the business/residential incentive program. Furthermore, a heavy focus on attracting, negotiating, and retaining important retail and commercial businesses to increase general fund revenues will require a skillset only found in an executive level position.

The absence of an Economic Development Director can significantly hinder a community's ability to grow, adapt, and prosper economically. Without strategic leadership, business support, and effective program management, a local government risks losing investment opportunities, fostering an environment of inefficiency, and experiencing slower economic growth. By creating and filling this position, the City can maintain a competitive edge, support local businesses, and drive long-term prosperity.

**Fiscal Impact:**

The addition of the Community Development Director and Economic Development Director will result in an estimated annual cost of \$590,182. After utilizing salary savings from vacancies, the remainder needed for FY25 is approximately \$178,342 funded by unprogrammed General Fund revenues. The cost to prepare this staff report was \$475.

**Recommended Action:**

Approve a budget adjustment of \$31,157 to department 1350.

Approve the addition of one Economic Development Director.

Approve a budget adjustment of \$147,185 to department 1235.

**Attachments:**

- A. Proposed Organizational Charts
- B. City Uniform Compensation Plan
- C. Budget Adjustment Form