

FINAL

**CITY OF NORWALK
PERSONNEL COMMITTEE
FEBRUARY 21, 2018**

ATTENDANCE: Faye Bowman, Chair; Doug Stern; Doug Hempstead; Barbara Smyth; Greg Burnett; Beth Siegelbaum; Tom Livingston

STAFF: Ray Burney, Director of Personnel; Laoise King, Assistant to the Mayor; Adam Bovilsky, Affirmative Action Officer

1. CALL TO ORDER/ROLL CALL

Ms. Bowman called the meeting to order at 7:03 p. m. She noted that Mr. Livingston was present, but not a member of the Personnel Committee. A quorum was present.

2. PUBLIC COMMENTS

Ms. Diane Lauricella came forward. She stated that she was surprised that the Grants Coordinator / Communications Manager position description and duties item was an action item on the agenda. She stated that the justification for the position does not hold water. She stated that the committee has been misled by the staff. She requested that the request be denied and the position transferred to the Department of Finance.

3. APPROVAL OF MINUTES FROM MEETINGS HELD ON JANUARY 17 AND JANUARY 31, 2018

January 17, 2018

Correct spelling of "Barbara Smyth" throughout the document.

- ** MR. HEMPSTEAD MOVED TO APPROVE THE MINUTES OF JANUARY 17, 2018**
- ** THE MOTION PASSED WITH FIVE VOTES IN FAVOR AND ONE ABSTENTION (MS. SIEGELBAUM).**

January 31, 2018

- ** MR. BURNETT MOVED TO APPROVE THE MINUTES OF JANUARY 31, 2018.**
- ** THE MOTION PASSED WITH FIVE VOTES IN FAVOR AND ONE ABSTENTION (MR. HEMPSTEAD).**

4. ACTION ITEM – APPROVAL OF REVISED GRANTS COORDINATOR / COMMUNICATIONS MANAGER POSITION DESCRIPTION AND DUTIES

- ** MS. SEIGELBAUM MOVED TO APPROVE THE REVISED GRANTS COORDINATOR / COMMUNICATIONS MANAGER POSITION DESCRIPTION AND DUTIES.**

Mr. Hempstead stated that the job description seems to be weighted on the communications side. It seems that the grant writer duties seem to be an afterthought.

Mr. Burnett submitted a draft of the job position and duties. He stated that his draft spells out the communications roles and the grant coordinator roles. They are evenly split between the two parts. Mr. Livingston stated that Mr. Burnett's draft takes the same language of the original document and makes it clearer.

Ms. Bowman stated that it appears that with this job position, we are sending the message to the departments cannot be trusted. She stated that this position would attract candidates that would not have the ability to communicate with the Police or Fire departments. It would be above the person's pay grade to do so. She stated that the person in this position would be a spokesperson for the Mayor and we would be losing a grants writing position.

Mr. Burney stated that this is not an either or situation and the person in the job position would be able to perform both the communications and grant duties. He stated that the person would be working in coordination with the departments. He stated that grants would not be ignored.

- ** MR. HEMPSTEAD MOTIONED TO TABLE THE GRANTS COORDINATOR / COMMUNICATIONS MANAGER POSITION DESCRIPTION AND DUTIES.**
**** THE MOTION FAILED WITH TWO VOTES IN FAVOR AND FOUR IN OPPOSITION (MS. SEIGELBAUM, MS. SMYTH, MR. BURNETT, AND MR. STERN).**

Mr. Stern read Mr. Burnett's draft of the Grants Coordinator / Communications Manager position description and duties into the record as follows:

General Responsibilities:

A professional administrative position working under the general direction of the Mayor's Office in cooperation with City Department Heads in the area of internal and external communications, media relations, public information and grants coordination and development. Actively maintains day-to-day contact with the media and general public. Assists all City Departments in identifying and obtaining new grant sources and funds. Coordinates activities of City Departments in monitoring, applying for and receiving intergovernmental assistance. Responsible for drafting grant applications, press releases, and correspondence on behalf of the Mayor and the City.

Specific Duties:

Reports to the Mayor's office and is responsible for the following:

Communications

Establishes communications protocols for city departments and staff.

Manages internal communications and initiates actions to continually improve such communications.

Records & tracks City of Norwalk public communications and assists in managing responses and follow through.

Collaborates with various departments in revising, updating, and maintaining information on the city website.

Collaborates with various departments in managing and creating content for the City's social media accounts (Facebook, Twitter, etc.)

Complies and analyzes performance measure data through the Mayor's Dashboard application.

Manages multimedia communications with media, public, special events or other activities as assigned.

Provides quality control for all City of Norwalk messaging and external communications.

Works closely with the Mayor's office staff to plan, write and disseminate communications, including letters, press releases, presentations and electronic messages, targeting staff and the community.

Develops and maintains a messaging strategy and media schedule aligned to City of Norwalk goals and priorities.

Grants Coordinator

Assists in identifying, acquiring and implementing grant programs in partnership with all City Departments.

Administers activities of the City in compiling an inventory of existing grants, coordinating current grant programs, maintaining reporting requirements, identifying new sources of funding and assisting City Departments in the preparation of new and existing grant applications.

Develops and implements the control mechanisms necessary to assure compliance with the requirements established by the various funding sources and provide efficient identification, acquisition and administration of grant resources available to the City.

Assists City Departments in acquiring necessary legislative and executive approvals for grant applications and appropriations and facilitates grant contract execution.

Performs contract compliance with assistance of Comptroller's office including budget preparation, quarterly reports, budget revisions, audit of programs and project closeout.

Reports quarterly to the Mayor, Common Council and Board of Estimate & Taxation on grant activity experienced during each year, the forecast of grant activity and the budget effect of expected grant activity. Identifies materials for, and maintains, a central grants library for use by City Departments.

Assists in program evaluation with City Departments Heads upon project closeout.

Qualifications Profile:

Bachelor's degree in public relations, public administration, political science, mass communications, journalism, or similar discipline is required. Two years of experience in public relations and/or communications or two years of grant writing. Equivalent combinations of experience and/or training may be considered.

Communications

Knowledge of the principles and practices of journalism and media relations, including social media.

Ability to develop and maintain strong relationships with members of the media and the community.

Ability to use technology and social media platforms (Twitter, Facebook, etc.) to engage staff and to communicate with members of the public.

Grants Coordinator

Ability to assist Department Heads in giving priorities to grant requirements, developing indirect overhead factors and identify systems necessary to effective grants management.

Ability to establish and maintain effective working relationships with City Department Heads, local legislators and state and federal officials, consultants, contractors, and general public.

Ability to apply principles of administration to define problems, collect data, establish facts and draw valid conclusions.

Ability to interpret a variety of instructions and furnished in written, oral diagram or schedule form.

General

Ability to speak and write clearly and concisely.

Fluency in Spanish language skills is preferred.

Ability to coordinate work and projects among numerous departments.

**** MR. STERN MOVED TO AMEND THE GRANTS COORDINATOR / COMMUNICATIONS MANAGER POSITION DESCRIPTION AND DUTIES TO READ AS MR. BURNETT'S DRAFT.**

**** THE MOTION PASSED WITH FOUR VOTES IN FAVOR AND TWO ABSTENTIONS (MS. BOWMAN AND MR. HEMPSTEAD).**

**** MR. HEMPSTEAD MOVED TO REQUIRE TWO YEARS OF GRANT WRITING EXPERIENCE IN THE GRANTS COORDINATOR / COMMUNICATIONS MANAGER POSITION DESCRIPTION AND DUTIES.**

**** THE MOTION FAILED WITH TWO VOTES IN FAVOR AND FOUR VOTES IN OPPOSITION (MS. SEIGELBAUM, MS. SMYTH, MR. BURNETT, AND MR. STERN).**

**** MS. BOWMAN MOVED TO APPROVE THE GRANTS COORDINATOR / COMMUNICATIONS MANAGER POSITION DESCRIPTION AND DUTIES AS AMENDED.**

**** THE MOTION PASSED WITH TWO VOTES IN FAVOR AND TWO IN OPPOSITION (MS. BOWMAN AND MR. HEMPSTEAD).**

REPORT ON UTILIZATION OF MINORITY AND FEMALE EMPLOYEES

**** MR. STERN MOVED TO SUSPEND COMMITTEE RULES AND ADD THE REPORT ON UTILIZATION OF MINORITY AND FEMALE EMPLOYEES TO THE AGENDA.**

**** THE MOTION PASSED UNANIMOUSLY.**

Mr. Bovilsky came forward in support of the item. He submitted the Report on Utilization of Minority and Female Employees. He stated that the report shows an excellent utilization of minorities and women. He stated that last year, we failed to meet the 80% utilization standard for minorities in the Officials and Administrators job group. This year, we meet the 80% standard. He stated that we also showed substantial improvement in the Professionals – Health/Social Services job group.

Mr. Bovilsky stated that the City hired its first female firefighter, which is a historic milestone that brings us one hire away from fully utilizing women in the Protective Services – Fire group.

Mr. Bovilsky stated that Women in the Officials and Administrators job group met the 80% utilization standard last year. That percentage fell just below 80% this year, but may now be back above 80% with the hiring of Deanna D'Amore. Mr. Bovilsky stated that Service/Maintenance is still the job group with the greatest underutilization of women. The City does not have any women in either the Service/Maintenance or Skilled Craft Workers job groups.

Mr. Bovilsky stated that there are still four job groups in which we are underutilizing minorities, but we have shown improvement in each of the job groups over last year.

Mr. Bovilsky stated that we still need to conduct an ongoing assessment of the Service/Maintenance job group. The group had a substantial drop in minorities between July 1, 2014 and July 1, 2015 and an additional reduction in utilization between July 1, 2015 and July 1, 2016.

5. ADJOURN

**** MR. STERN MOVED TO ADJOURN.**

**** THE MOTION PASSED UNANIMOUSLY.**

The meeting was adjourned at 9:18 p. m.

Respectfully submitted,

Tom Blaney
Telesco Secretarial Services

