

Memo

To: Members of the Personnel Committee
From: Faye Bowman, Chairwoman
Date: February 15, 2018
Re: Personnel Committee Meeting – Wednesday, February 21, 2018

There will be a meeting of the Personnel Committee on **Wednesday, February 21, 2018 at 7:00 pm** in **Conference Room 123 (first floor)**, 125 East Avenue, Norwalk, Connecticut.

AGENDA

1. Call to order / roll call
2. Public comments
3. Approval of minutes from meetings held on January 17 and January 31, 2018
4. Action item – Approval of revised Grants Coordinator / Communications Manager position description and duties
5. Adjourn

The next regular meeting is scheduled for Wednesday, March 21, 2018.

cc: Mayor Harry W. Rilling
Donna King, City Clerk
Irene Dixon, Assistant City Clerk
Bob Barron, Finance Director
Mario Coppola, Corp Counsel

**CITY OF NORWALK
PERSONNEL COMMITTEE
REGULAR MEETING
JANUARY 17, 2018**

ATTENDANCE: Faye Bowman, Chair; Doug Stern, Nick Sacchinelli, Doug Hempstead, Barbara Smith. Greg Burnett (7:05 p.m.)

STAFF: Ray Burney, Personnel Director

OTHERS: Adam Bovilsky, Human Services Director; Laoise King, Assistant to the Mayor; Diane Lauricella

CALL TO ORDER

Ms. Bowman called the meeting to order at 7:00 p.m. A quorum was present.

PUBLIC COMMENT

Ms. Lauricella thanked the Council for sending the item regarding the grant coordinator and the communications director back to committee. She said that in the last set of minutes she had indicated that the Zoning Department was in desperate need of a "enforcement staff member", not just a staff member.

Mr. Burnett joined the meeting at 7:05 p.m.

Ms. Lauricella said that the Health Department and the Zoning Department need to have more enforcement staff. She said that she would like to see this body look at what the staff needs rather than canceling the meetings.

APPROVAL OF MINUTES

**** MR. SACCHINELLI MOVED THE DECEMBER 20, 2017 MINUTES.**

The following corrections were noted:

Page 1 under **ATTENDANCE**; please add "Beth Smith"

Page 1 under **PUBLIC COMMENT**, paragraph 7, line 1: please change "of another staff member" to "of another Zoning enforcement staff member"

Page 2, under **APPROVAL OF MINUTES**, please change the motion from:

**** MR. SACCHINELLI MOVED THE MINUTES OF THE SEPTEMBER 27, 2017 MEETING.**

**** THE MOTION TO APPROVE THE MINUTES OF THE SEPTEMBER 27, 2017 MEETING AS SUBMITTED PASSED WITH TWO (2) IN FAVOR (HEMPSTEAD AND SACCHINELLI) AND FOUR (4) ABSTENTIONS (BOWMAN, BURNETT, SIEGELBAUM AND STERN).**

To:

**** MR. SACCHINELLI MOVED THE MINUTES OF THE SEPTEMBER 27, 2017 MEETING.**

**** THE MOTION TO APPROVE THE MINUTES OF THE SEPTEMBER 27, 2017 MEETING AS SUBMITTED PASSED WITH TWO (2) IN FAVOR (HEMPSTEAD AND SACCHINELLI) AND FIVE (5) ABSTENTIONS (BOWMAN, BURNETT, SIEGELBAUM, SMITH AND STERN).**

Page 4, paragraph 4, line 1: please change the following from:

“Ms. Siegelbaum said that she would have concerns

to:

“Ms. Smith said that she would have concerns”

**** THE MOTION TO APPROVE THE DECEMBER 20, 2017 AS CORRECTED PASSED UNANIMOUSLY.**

DISCUSSION OF SOCIAL SERVICES DIRECTOR POSITION

Ms. Bowman said that the Charter calls for a Director of Social Services. Mr. Bovilsky was present to give the Committee some information about the Social Services. Mr. Burney said that in previous discussion, there had been some questions about which social services had been available in the past and what the City might need now in terms of social services. He added that Mr. Bovilsky would most likely be aware of the current status. Mr. Stern asked if there was a Social Service Director. Mr. Burney said that there had been one in the past, but those public assistance duties were later transferred to the State.

Ms. Bowman reminded everyone after the State took control of the responsibilities, they assigned those services to NEON, which was a CAP agency. NEON is no longer in existence. She then invited Mr. Bovilsky to address the Committee.

Mr. Bovilsky said that his office was mainly focused on civil rights issues, but Mayor Moccia had asked his Department to work on issues involving homelessness. He confirmed that the State had taken over the public assistance portion of the department. As the charter envisioned the position, there does not seem to be a need for that particular job description any longer. However, there is a need for Human Services.

A few years ago, when Mr. Bovilsky's department was working on homelessness, they were asking whether there was a need for social services in Norwalk. There was a need for assistance following the hurricanes; during the downturn in the economy and also following the closing of NEON. The City had attempted to establish a CAP agency and did not want to have competing agencies. Many of the neighboring towns have Human Services department. This is distinctly different from the position of Social Services Director as described in the Charter.

Ms. Bowman asked Mr. Bovilsky if there should be a Department of Human Services. Mr. Bovilsky said that it would depend on the definition of a department. The discussion moved to whether one employee would constitute a department and who that individual would report to. Mr. Burney said that the basic question was what services the Committee thought the city should be provided and went on to point out that this would give shape and substance to the position.

Ms. King said that when Ms. Bowman brought this up, it had been discussed by the Mayor and others. There is a new CAP agency, which is ABCDE, but they are not providing as many services. Ms. King said that she would love to hear the Committee's ideas and then would be bringing back a proposal to the Committee. Discussion followed.

Mr. Hempstead pointed out while compiling a list would be a good starting point, the Committee would need to consider what the cost of administering those services and also what the cost of those services may be.

Ms. Bowman asked Mr. Bovilsky and Mr. Burney to provide a list of services that might be needed. Mr. Bovilsky pointed out that his department might have some idea of what services were needed, but the Committee really would need to contact an expert in this area. Ms. King agreed and said that having an administrator would be able to assemble a list of assets and a list of what the needs are.

Mr. Stern wished to know if the thought was to create a new position. Mr. Burney pointed out that Mr. Bovilsky was involved in many different social services issues, but he was not a social service provider. Discussion followed.

DISCUSSION OF COMMUNICATION MANAGER POSITION.

Mr. Burney directed everyone's attention to the Grants Coordinator/Communications Manager. He said that in response to Mr. Hempstead's inquiry about creating a new position, he reviewed the documents and there is no definitive process for combining the positions.

There were no summary reports on grants applied for, grants received or grant funding spent. However, the Personnel Department will continue to look through the documents. Mr. Burnett asked who was responsible for those reports. Mr. Burney said that according to the job description, the grant coordinator would be responsible for producing the reports. Mr. Burney said that when he checked the files, there were no summary reports found. Discussion followed.

Ms. King said that when the former Grants Coordinator left, she had turned over her work files to Ms. King. Ms. King said that she had been surprised at how short the list was, but has been handling those responsibilities for the last 10 or 11 months. She then outlined how her office receives all the grant opportunities and identifies the various opportunities. She gave an overview of how they handled a recent grant opportunity by calling all the various department staff together. Ms. Alvarado has a good handle on how to do this because she has been doing this for a number of years.

Mr. Hempstead said that he would like to have a summary report of the grants applied for and the percentages of grants that were awarded and the amounts involved. He said that the previous idea was to unfund the full time position and combine the responsibilities with that of a Communication Manager. However, it would be important to know how many grants were being written and the amount of funding involved.

Mr. Stern said that he would like to have quarterly report from the Grants Department and also have the Communications manager publish the notification of the meetings and the minutes on Twitter and Facebook. Mr. Burnett said that the agendas and minutes were available on the City's official website. Mr. Stern said that Twitter and Facebook are key communication avenues.

Mr. Burnett said that it would be important to take a pro-active role in going after grants. He added that the Committee was not adding a new role, but taking the Grant Coordinator position and adding the Communications Manager duties to the position. Discussion followed.

Ms. Smith said that she can now see how the position would be formed now and agreed with Mr. Stern about the social media outlets. She added that the future staff member would have support from the current staff.

Mr. Hempstead said that he had asked for the Director of Economic Development position but there was only an old one from an online post in 2014.

Mr. Sacchinelli said that he would be more comfortable if the Committee participated in the grants review or staff annual review. He pointed out that the Governor's election would take place during this Council's term and there may be more grant opportunities available.

For the next meeting, Ms. Bowman asked for a listing of the grants that the City applied for in 2016 or 2017 and received. Mr. Burnett added that if there were grants that were denied, it would be good to know why that happened. Ms. Bowman noted that the Committee wanted to have quarterly reports and include social media in the job description.

Mr. Burnett asked if there was a time line because he was concerned that the City might miss out on grant opportunities. Mr. Stern said that he would like to vote on this at the next meeting. Mr. Burney explained that the Mayor's Office would like to move forward on this as quickly as possible. Discussion followed.

Mr. Hempstead asked about the salaries and fringe benefits. Mr. Burney said that a full time ordinance position would entail about 40%. Having a part time Communication Director would be difficult due to the fact that no one can predict when something happens. Ms. King said that the bottom line was that they need another person in the Mayor's Office.

ADJOURNMENT

- ** Mr. Hempstead moved to adjourn.
- ** The motion passed unanimously.

The meeting adjourned at 8:35 p.m.

Respectfully submitted,

S. L. Soltes
Telesco Secretarial Services

**CITY OF NORWALK
PERSONNEL COMMITTEE
SPECIAL MEETING
JANUARY 31, 2018**

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

STAFF: Ray Burney, Director of Personnel

1. CALL TO ORDER/ ROLL CALL

Ms. Bowman called the meeting to order at 6:35 p. m. A quorum was present.

2. PUBLIC COMMENT

An email was submitted by Ms. Diane Lauricella in opposition to the Grants Coordinator/Communications Manager Position. The email stated that the manner that the Administration and the Personnel Director have determined to resolve the matter is not a valid reason to add additional full-time staff in the Mayor's Office when there is dire need for qualified full time Grants Professional, Zoning Enforcement and Building Code Enforcement Staff instead that have been needed for years. It would make more sense to find talent within the Department Heads and Senior Staff to help shape better messaging.

3. DISCUSS GRANTS COORDINATOR/COMMUNICATIONS MANAGER POSITION

Ms. Bowman stated that the Grants Coordinator/Communications Position is a discussion item and no action can be taken. She stated that the item could be forwarded to the Common Council.

Ms. Smyth stated that any good Communications Director would be comfortable with writing grants and that she feels good about this position.

Mr. Burnett stated that this position is not adding to the head count of the Mayor's office. This is an adding responsibilities to an existing position.

Ms. Bowman stated that the item will be forwarded to the Common Council.

4. EXECUTIVE SESSION

**** MR. BURNETT MOVED TO ENTER EXECUTIVE SESSION.
** THE MOTION PASSED UNANIMOUSLY.**

The meeting entered Executive Session at 6:47 p. m. and returned at 7:05 p. m.

5. ADJOURN

- ** MS. SIEGELBAUM MOVED TO ADJOURN.**
- ** THE MOTION PASSED UNANIMOUSLY.**

The meeting was adjourned at 7:05 p. m. The next regular meeting is scheduled for Wednesday, February 21, 2018.

Respectfully submitted,

Tom Blaney
Telesco Secretarial Services

DRAFT

Title: Grants Coordinator/Communications Manager
Department: Mayor's Office
Grade:

Job Code: 2014
Classification: Ordinance
Status: Full-Time
Date: 1/24/2018

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 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:

- 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.).
- Compiles 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.
- 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 Department 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. Two years of grant writing or equivalent experience is required. Equivalent combinations of experience and training may be considered.

- Ability to communicate effectively orally and through written presentations on deadline and for multiple audiences.
- 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.
- 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 furnished in written, oral diagram or schedule form.
- Ability to speak and write clearly and concisely.
- Fluency in Spanish language skills is preferred.
- Ability to coordinate work and projects among numerous departments.