



City of Grass Valley
City Council
Agenda Action Sheet

Title: Job Description for Pop-Ups Coordinator

CEQA: Not a Project.

Recommendation: That Council approve a job description for a Pop-Ups Coordinator.

Prepared by: Timothy M. Kiser, City Manager

Council Meeting Date: October 24, 2023

Date Prepared: October 19, 2023

Agenda: Consent

Background Information: A proposed action has been put forward to create a job description for a seasonal/part-time position that focuses on creating, planning and implementing a year-round calendar of small Pop-Ups for the City. Pop-Ups are small, short events that typically last for less than two hours (not including set up or takedown) and are small in size (less than 400 square feet of total area), which benefit downtown merchants and the community. The position would collaborate with the Grass Valley Downtown Association, the Greater Grass Valley Chamber of Commerce, and the Center for the Arts to create the theme and brand of each pop-up, define their purpose and outcomes, and ensure their effectiveness. This position would handle all aspects of pop-up planning, from production and coordinating communications to overseeing logistical details and creating and monitoring budgets to support merchants in small pop-ups to help stimulate business.

The proposed job description is attached for City Council consideration.

Council Goals/Objectives: The execution of this action attempts to achieve Strategic Goal #5 - High-Performance Government and Quality Service.

Fiscal Impact: The fiscal impact is less than \$24,000 per year as this position should work less than 900 hours per year and sufficient funds are available in the budget.

Funds Available: Yes

Account #: General Fund

Reviewed by: Tim Kiser, City Manager

Attachments: Job Description