



# MEMO TO CITY COUNCIL

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## Request to Include Topic on the City Council Agenda

**From:** Cameron Arial, Community Development      **Meeting Date:** June 22, 2021  
**Presenter:** Cameron Arial      **Estimated Time:** 5 minutes  
**Topic:** Community Development: Fiscal Year 2021 Budget Amendment in the Amount of \$35,963.00 for Reclass of Administrative Assistant to Economic Development Business Liaison

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### Recommended Council Action:

Approval of Budget Amendment in the amount of \$35,963 to fund the reclassification of the vacant Administrative Assistant position to a professional-level position of Economic Development Business Liaison.

### Background:

The Department was approved for the addition of an Administrative Assistant position during the FY2021 budget cycle. Early in the fiscal year, it became evident that a higher level position with the skills, knowledge, and ability to respond and identify the needs of the business and development community was needed.

A new job description was developed with a focus on retaining and expanding the City's existing business base and implementing proactive measures to grow and expand the City's economic base. The job description was submitted to Human Resources and evaluated by AmeriBen, which determined the classification level resulting in this Budget Amendment request.

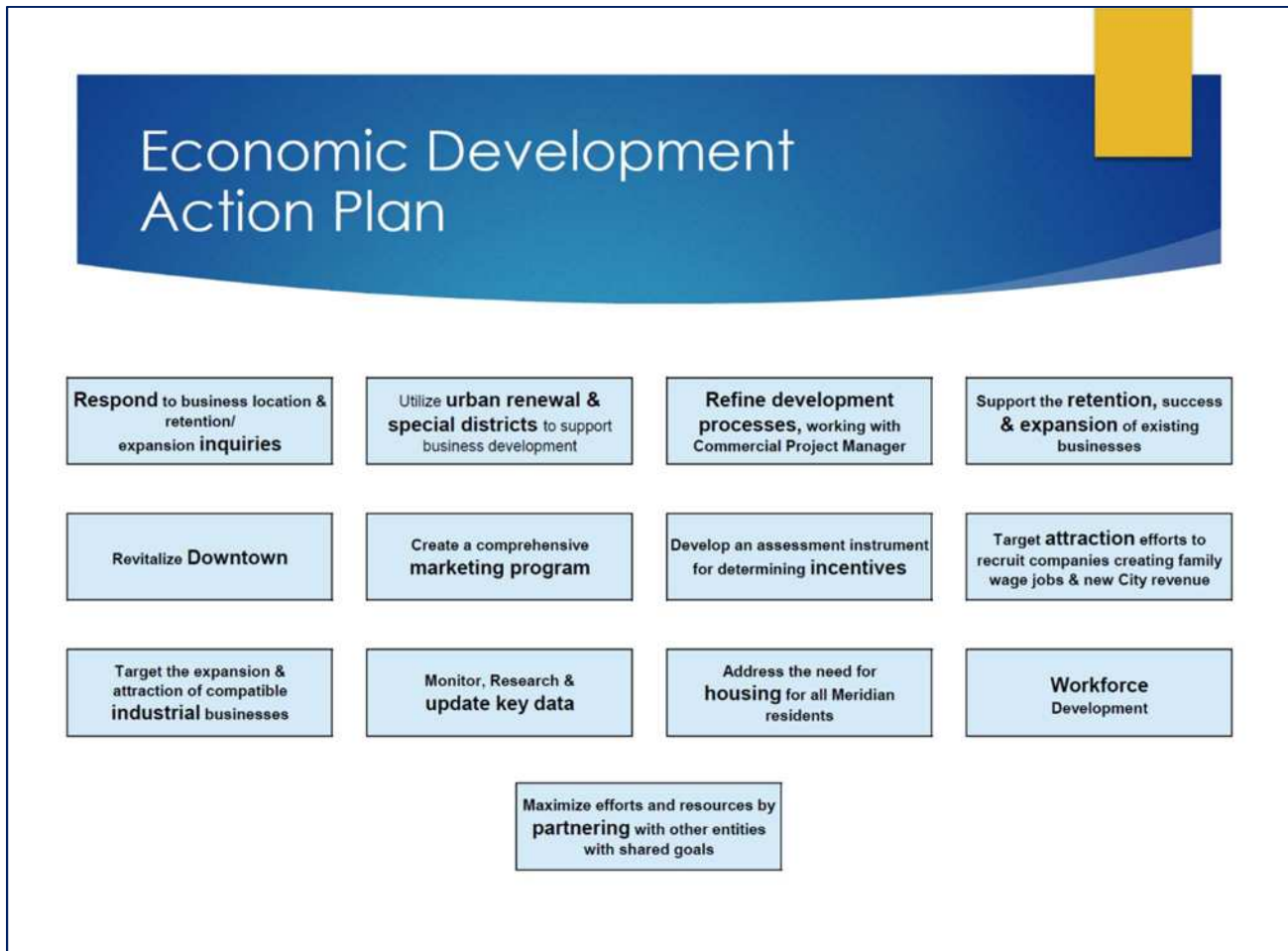
The Meridian business community will be better served with the reclassification of this position to a professional level. It will enable the Department to proactively implement priorities identified in the City Strategic Plan, Comprehensive Plan, and recent Economic Development Analysis.

The goals, priorities, recommendations that appear in these documents were coalesced to develop an Economic Development Action Plan. The action items below simply cannot be addressed with one professional-level staff member.

Currently, the majority of the City's economic development activities are reactive. Many inquiries come from existing small businesses seeking guidance and assistance on various issues. Responding to the needs of our existing business community is a primary element of any economic development program, but it takes significant time—time that does not allow for implementing strategic initiatives.

With a focus on increasing family-wage jobs, more proactive efforts are necessary to ensure the City targets the types of businesses that will provide those jobs and support existing businesses in key industry sectors.

Currently, marketing and outreach efforts are severely lacking. This position will allow staff to increase engagement efforts with existing and potential new businesses. Without proactive efforts, we take what comes, and that may come with impactful opportunity costs.



Attachment: Approved Budget Amendment Request

## City of Meridian FY2021 Budget Amendment Form

## Personnel Costs

Full Time Equivalent (FTE):

| Fund# | Dept.# | G/L#  | Proj.# | G/L# Description   | Total     |
|-------|--------|-------|--------|--------------------|-----------|
| 01    | 1930   | 41200 | 0      | Wages              | \$ 29,245 |
| 01    | 1930   | 41206 | 0      | PT/Seasonal Wages  |           |
| 01    | 1930   | 41210 | 0      | Overtime           |           |
| 01    | 1930   | 41304 | 0      | Uniform Allowance  |           |
| 01    | 1930   | 42021 | 0      | FICA               | \$ 2,237  |
| 01    | 1930   | 42022 | 0      | PERSI              | \$ 3,492  |
| 01    | 1930   | 42023 | 0      | Worker's Comp      | \$ 988    |
| 01    | 1930   | 42025 | 0      | Employee Insurance | \$ -      |

Total Personnel Costs \$ 35,963

## Operating Expenditures

| Fund# | Dept.# | G/L# | Proj.# | G/L# Description | One-Time | On-Going | Total |
|-------|--------|------|--------|------------------|----------|----------|-------|
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |
| 01    | 1930   |      | 0      |                  |          |          | \$ -  |

Total Operating Expenditures \$ - \$ - \$ -

## Capital Outlay

| Fund# | Dept.# | G/L# | Proj.# | G/L# Description | Total |
|-------|--------|------|--------|------------------|-------|
| 01    | 1930   |      | 0      |                  |       |
| 01    | 1930   |      | 0      |                  |       |
| 01    | 1930   |      | 0      |                  |       |
| 01    | 1930   |      | 0      |                  |       |
| 01    | 1930   |      | 0      |                  |       |
| 01    | 1930   |      | 0      |                  |       |

Total Capital Outlay \$ -

## Revenue/Donations

| Fund# | Dept.# | G/L# | Proj.# | G/L# Description | Total |
|-------|--------|------|--------|------------------|-------|
| 01    | 1930   |      | 0      |                  |       |
| 01    | 1930   |      | 0      |                  |       |
| 01    | 1930   |      | 0      |                  |       |

Total Revenue/Donations \$ -



Please only complete the fields highlighted in Orange.

## Amendment Details

Title: \_\_\_\_\_

Department Name: Community Development

Presenting Department Name: Community Development

Department #: 1930

Primary Funding Source: 1

CIP#: \_\_\_\_\_

Project #: \_\_\_\_\_

Is this for an Emergency? ☐ Yes ☒ NoNew Level of Service? ☒ Yes ☐ No

Clerks Office Stamp

Date of Council Approval \_\_\_\_\_

## Acknowledgement

Date

 6/16/2021

Department Director

APPROVED

By Todd Lavoie at 3:43 pm, Jun 17, 2021

Chief Financial Officer

Approved Joe Borton 4:19 p.m. 06/17/2021

Council Liaison

 6-19-21

Mayor

Total Amendment Request \$ 35,963

Total Amendment Cost - Lifetime

## City of Meridian FY2021 Budget Amendment Form

|   | Prior Year(s)<br>Funding | Fiscal Year<br>2021 | Fiscal Year<br>2022 | Fiscal Year<br>2023 | Fiscal Year<br>2024 | Fiscal Year<br>2025 | Department Name: <u>Community Development</u>  |
|---|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--|
|   |                          |                     |                     |                     |                     |                     | Title: <u>Reclass Admin Asst to Economic Development Business Liaison</u>  |
| Personnel                                       |                          | \$ 35,963           | \$ 35,963           | \$ 35,963           | \$ 35,963           | \$ 35,963           | <b>Instructions for Submitting Budget Amendments:</b><br><br>➤ Department will send Amendment with Directors signature to Finance (Budget Analyst) for review<br>➤ Finance will send Amendment to Council Liaison for signature<br>➤ Council Liaison will send signed Amendment to Mayor<br>➤ Mayor will send signed Amendment to Finance (Budget Analyst) |
| Operating                                       |                          | \$ -                | \$ -                | \$ -                | \$ -                | \$ -                |  |
| Capital   |                          | \$ -                |                     |                     |                     |                     |  |
| Total   | \$ -                     | \$ 35,963           | \$ 35,963           | \$ 35,963           | \$ 35,963           | \$ 35,963           |  |
| <b>Total Estimated Project Cost: \$ 179,813</b> |                          |                     |                     |                     |                     |                     |  |

## Evaluation Questions

Please answer all Evaluation Questions using the financial data referenced above.

|   |     |
|---|-----|
| 1. Describe what is being requested?  |     |
| Reclassification of vacant Administrative Assistant position to a professional-level position of Economic Development Business Liaison.   |     |
| 2. Why was this budget request not submitted during the current fiscal year budget cycle?   |     |
| The number of inquiries and requests for assistance has increased significantly in the past six to eight months, solidifying the need for a professional-level position to respond to and work with the business and development communities. Over the past year, the majority of economic development activity has been reactive. The 2020 Economic Development Analysis, released after the FY2021 budget cycle--and yet before the major increase in market activity--made a recommendation to "establish a team of key City staff and stakeholders dedicated to economic development."  |     |
| 3. What is the explanation for not submitting this budget request during the next fiscal year budget cycle?   |     |
| This classification for the job description for this position was just recently returned from the AmeriBen.   |     |
| 4. Describe the proposed method of funding? If funding is split between Funds (i.e., General, Enterprise, Grant), please include the percentage split. List the amounts and sources of anticipated additional revenue that will result from approval of this request.   |     |
| The position would be funded from General Fund Revenues.  |     |
| 5. Does this request align with the Department/City's strategic plan? If not, please explain how this request was not included in the Department/City strategic plan?   |     |
| This request directly aligns with two goals in the Business & Economic Vitality focus area of the City Strategic Plan: 1) <i>Retain and recruit business in the professional services, technology, light manufacturing and health care industries to provide a balanced economic base.</i> 2) <i>Support development that increases the number of family wages jobs to allow employees to live and work in Meridian.</i> In addition, the reclassification to a professional-level position will allow the City to address strategic initiatives identified in the City Comprehensive Plan. |     |
| 6. Does this request require resources to be provided by other departments? If yes, please describe the necessary resources to be provided by other departments.  |     |
| N/A   |     |
| 7. Does this Amendment include any needed Equipment or Software that will utilize the City's network? (Yes or No)   | Yes |
| 8. Is the amendment going to result in the disposal of an asset? (Yes or No)  | No  |
| 9. Any additional comments?   |     |
|   |     |

**Total Amendment Request \$ 35,963**

**Every effort should be made to avoid reopening the budget for an amendment. Departments will need to provide back up and appear before the City Council to justify budget amendments. Budget amendments are intended for emergency or mandatory changes to the original balanced budget. Changes to the original balanced budget may cause a funding shortfall.**



**CITY OF MERIDIAN  
JOB DESCRIPTION**

|   |                                       |
|---|---------------------------------------|
| <b>Job Title:</b><br>Economic Development Business Liaison (EDBL) | <b>Date:</b><br>1/2021                |
| <b>Department:</b><br>Community Development                       | <b>Grade/FLSA Status:</b><br>/ Exempt |
| <b>Reports To:</b><br>Economic Development Administrator          | <b>Revisions:</b><br>N/A              |

**Job Summary:**

Serves under the direction of the Economic Development Administrator (EDA). The primary responsibility of the EDBL is to assist businesses, large and small, in retaining and expanding their operations in the City; and growing and expanding the City's economic base. Another focus of the EDBL is to market to potential businesses who meet Meridian's strategic goals and attract to the City. This position must be able to work independently, strategically, and with great individual initiative. This position must be able to assist businesses through the City's development processes with a heavy emphasis on the Planning and Zoning process. Qualified candidates must be able to think strategically, develop goals, set timelines and milestones, and meet deliverables. The position functions as the main contact person for the City's small business needs, marketing needs, and stakeholder liaison for the City. This position will work closely with the Commercial Project Manager, especially in relation to significant commercial projects.

**Essential Duties & Responsibilities:**

**General:**

- Engages with other City departments, divisions, and outside agencies;
- Negotiates and resolves sensitive and controversial issues;
- Responds to small business location, retention and expansion inquiries;
- Serves as the City's representative on a variety of boards and committees;
- Attends and participates in professional group meetings; particularly small business, chamber of commerce, regional and state economic development organizations;
- Conducts forums and surveys of the business community to assist in formulation of the City's economic strategy;
- Serves as business liaison by providing assistance and advice to Meridian businesses;
- Provides site location information to businesses interested in locating in Meridian coordinating inquiries with local economic development professionals, chambers of commerce, other economic development organizations, and the state agencies;
- Participates in the development of the economic development division's annual budget;
- Assists in the preparation of and implements a city-wide economic development marketing strategy;
- Provides reports to the Director and EDA on a regular basis;
- Provides technical advice and assistance to the EDA, Director, Council, and businesses in matters related to a wide variety of economic development activities and programs.

**Business Development:**

- Assesses needs of businesses for retention/expansion in Meridian;
- Serves as liaison between the City, emerging entrepreneurs, under-served business owners, and small business organizations;
- Establishes a network of private and public contacts to market Meridian as a business expansion or relocation site;
- Develops and utilizes economic development tools, such as industrial revenue bonding, tax increment financing, new market tax credits, and the plethora of state and local incentives to assist businesses in ways that provide a net benefit to the community;
- Keeps abreast of information which may impact program goals and objectives, and initiates appropriate strategies and policy change recommendations;
- Maintains a City-wide business database and annual business visitation schedule;
- Seeks out new trends and innovations in the field of economic development;
- Meets with developers, contractors, and business representatives to discuss new construction projects or plans for expansion;
- Maintains a robust network of stakeholders and professionals that can assist in accomplishing the City's Comprehensive and Strategic Plan initiatives as they relate to economic development.
- Monitors progress of projects through on-site visits and frequent contact with business customers;
- Responsible for the creation and production of marketing materials and social media content which detail economic development opportunities in Meridian;

**Business Experience and Expertise:**

- Coordinates small business workshops and facilitates business needs broadly and individually for Meridian businesses;
- Serves as a liaison to other public agencies and associations to generate prospects, build relationships, and raise awareness of recent Meridian City market developments;
- Prepares various business reports and presents oral presentations to the public;
- Ability to evaluate and recommend appropriate business site locations and expansions; providing technical economic development assistance to businesses, business organizations, and community groups; analyzing and implementing economic development marketing concepts.

**Other Duties and Responsibilities:**

- May supervise interns and other employees;
- Performs other duties as assigned or needed by the EDA.

**Job Specifications:**

- College – Minimum of a Bachelor's degree required with a preferred major in business, marketing, finance, and economics, pre-law or equivalent;
- Highly preferred that this person has worked a minimum of three (3) years either working in a professional level position in the private sector; owned or managed own company; management level experience with a governmental entity performing related recruitment and retention of business interests;
- Working in a professional capacity with federal, state, or local economic development/assistance programs;

- Strong knowledge of financial management, economic development, business assistance and marketing concepts; state and local economic development practices.

**Knowledge, Skills & Abilities:**

- Must have excellent communication skills;
- Must have especially strong professional writing skills for writing reports, and other communication;
- Must have exceptional organizational skills and the ability to effectively establish priorities and complete multiple, competing and time-dependent projects with superior attention to detail;
- Ability to establish and maintain effective working relationships with Department personnel, city officials and the general public;
- Ability to communicate, meet and deal with the public and co-workers with respect in a pleasant, professional, and courteous manner;
- Integrity in the performance of assigned tasks;
- Must be able to provide exceptional customer service and outstanding professionalism;
- Must be willing to work in a fast-paced and demanding environment and display an attitude of cooperation with the ability to work professionally and effectively with others;
- Must be tactful, discrete, and diplomatic as well as be assertive, resilient, have problem solving ability;
- Must have demonstrated excellent oral and written marketing skills to communicate effectively with customers, vendors, and the public in face-to-face meetings, one-on-one settings, and in groups.

**Licensing:**

Must hold a valid State of Idaho Driver's License and safe driving record.

**Work Environment and Physical Demands:**

- Work is usually performed in coordination with business customers at their businesses or remotely;
- Constantly requires sitting at a desk or computer terminal for long periods of time and ability to lift up to 15 lbs.;
- Constantly requires clarity of speech and hearing, which permits the employee to communicate effectively with the public and other department members;
- Constantly requires clear vision to read printed materials and computer screen to accomplish work.

**Travel Requirements:**

- Travel is occasionally required;

**Disclaimer:**

Incumbent must perform the essential duties and responsibilities with or without reasonable accommodation efficiently and accurately without causing a significant safety threat to self or others. The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and/or skill required of all personnel so classified. This job description is not an employment agreement and/or an expressed or implied employment contract. Management has the exclusive right to alter this job description at any time without notice.

*To comply with the Americans with Disability Act (ADA), the City may make reasonable accommodation for qualified individuals with disabilities to enable them to perform the essential job functions.*

**This is an accurate description of the essential functions of my position.**

**Employee** \_\_\_\_\_ **Date** \_\_\_\_\_

**Approval:**

**Manager** \_\_\_\_\_ **Date** \_\_\_\_\_