

ORDINANCE NO.

FILE OF CITY COUNCIL

BILL NO. 17 - 2021

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INTRODUCED BY

MARCH 3, 2021

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AN ORDINANCE

Amending the 2021 General Fund and Stormwater Fund budgets creating a position in CED/Special Events for a Marketing and Special Events Coordinator, add a new position of Visual Production Technician and revising the Clerk 3 position in Planning and Zoning to an Assistant.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ALLENTOWN:

SECTION ONE: That page 195 of the General Fund budget be amended by adding the position of Marketing and Special Events Coordinator (7N) at an annual salary in the amount of Fifty-One Thousand One Hundred Nineteen (\$51,119) Dollars. In addition, the position of Recreation and Special Events Coordinator (13N) will have a title change to Special Events Manager with no increase to pay grade or salary.

SECTION TWO: That page 227 of the General Fund budget be amended by deleting the position of Clerk 3 (8M) at an annual salary in the amount of Fifty-One Thousand Eight Hundred Sixty-Six (\$51,866) Dollars.

SECTION THREE: That page 205 of the General Fund budget be amended by adding the position of Visual Production Technician (6N) at an annual salary in the amount of Forty-Three Thousand Five Hundred Sixty (\$43,560) Dollars.

SECTION FOUR: That page 83 of the General Fund budget be amended by deleting the position of Engineering Aide 3 (13M) with Seventy (70%) percent of the annual salary budgeted in the amount of Thirty Thousand Seven Hundred Forty-Three (\$30,743) Dollars. Also amending page 401 of Stormwater Fund budget by deleting the remaining Thirty (30%) Percent of the annual salary of the Engineering Aide 3 position budgeted in the amount of Thirteen Thousand One Hundred Seventy-Five (\$13,175) Dollars.

SECTION FIVE: That page 211 of the General Fund budget be amended by deleting the position of Clerk 3 (8M) with Sixty (60%) of the annual salary budgeted in the amount of Twenty-Three Thousand Three Hundred Ninety-Four (\$23,394) Dollars and adds a new position of Assistant Planner (6N) with Seventy-Five (75%) percent of the annual salary budgeted at Thirty-Three Thousand Seven Hundred Fifty (\$33,750) Dollars. Also, page 215 of the General Fund budget be amended by deleting Twenty (20%) of the annual salary of the Clerk 3 position budgeted in the amount of Seven Thousand Seven Hundred Ninety-Eight (\$7,798) Dollars. Page 219 is also amended by deleting Twenty (20%) of the annual salary of the Clerk 3 position budgeted in the amount of Seven Thousand Seven Hundred Ninety-Eight (\$7,798)

Dollars and adding Twenty-Five (25%) Percent of the new Assistant Planner position budgeted at an annual salary of Eleven Thousand Two Hundred Fifty (\$11,250) Dollars.

SECTION SIX: The three (3) new positions will be funded for eighteen (18) pay periods. The following transfer is needed to place the funds in the proper programs:

FROM		
000-09-0903-0001-02	Permanent Wages	\$ 35,390
000-03-0702-0001-02	Permanent Wages	21,284
000-09-0902-0003-02	Permanent Wages	5,400
000-09-0903-0001-46	Permanent Wages	<u>13,031</u>
	Total	\$ 75,105
TO		
000-09-0901-0004-02	Permanent Wages	\$ 35,390
000-09-0901-0007-02	Permanent Wages	30,157
000-09-0902-0001-02	Permanent Wages	7,170
000-09-0902-0004-02	Permanent Wages	<u>2,388</u>
	Total	\$ 75,105

SECTION NINE: That this Ordinance will take effect ten (10) days after final passage.

SECTION TEN: That all Ordinances inconsistent with the above provisions are repealed to the extent of their inconsistency.

**What Department or bureau is Bill originating from? Where did the initiative for the bill originate?**

Community and Economic Development

- **Summary and Facts of the Bill**

Create a job position in CED/Special Events for a Marketing and Special Events Coordinator, add a new position of Visual Production Technician and revising the Clerk 3 position in Planning and Zoning to an Assistant Planner position.

- **Purpose – Please include the following in your explanation:**

- **What does the Bill do – what are the specific goals/tasks the bill seek to accomplish**
- **What are the Benefits of doing this/Down-side of doing this**
- **How does this Bill related to the City's Vision/Mission/Priorities**

Special Events and Lights in the Parkway has numerous areas of coordination of City Departments and outside entities for public safety, marketing and advertising, social media outlets, volunteers, which require more than one dedicated employee to complete City Wide Events. It is early in the new year and already numerous applications are being received for 2021 events.

The position of Visual Production Technician would be responsible for performing technical and skilled work in photography, producing, researching, writing, performing, directing, shooting and editing weekly features and other social media programs. This position would work closely with B.E.A.R., CED Director and the Mayor.

Revising the existing vacant Clerk 3 position to an Assistant Planner would realign positions within the Bureau with needs. The position would hold more responsibility with the land development process. The position would also draft reports related to land developments. The position would be a first point of contact for residents, developers and engineers that have questions about the land development process.

The Assistant Planner would also provide support to the other Planners in the Bureau including participating in the implementation of Vision 2030. They would be responsible for research to support the other members of the team.

- **Financial Impact – Please include the following in your explanation:**

- **Cost (Initial and ongoing)**
- **Benefits (initial and ongoing)**

The events that are held in the City of Allentown bring in revenue that will certainly exceed the cost of hiring an additional employee. In 2019, Special Events received 172 applications for outside events held in the City of Allentown. That number does not include events held by the City such as Blues, Brews and Barbeque, Tree Lighting, Halloween Parade, etc. You can imagine how much organization this must take of City Departments preparing road closures, providing electrical service and so on and so on that is needed to run these events. The strategic planning, organizing, phone calls is so much more than one employee can handle without assistance. Therefore, CED is requesting to hire a Marketing and Special Events Coordinator at an annual salary of \$51,119.

There will be no additional cost to the City as funding from Building Standards and Safety's vacancy of a Clerk III (position 232-026) will be utilized for this position.

Funding for the Visual Production Technician will be provided by a vacant position Engineering Aide III shared with Public Works (70%) and Stormwater (30%). This position has been vacant since 2018.

- **Funding Sources – Please include the following in your explanation:**
  - **If transferring funds, please make sure bill gives specific accounts; if appropriating funds from a grant list the agency awarding the grant.**

Elimination of the vacant positions of Clerk 3 in building Standards and Safety, Clerk 3 in Planning and Zoning and Engineering Aide 3 will provide the funds for the new positions.

- **Priority status/Deadlines, if any**

As soon as possible, as City Event Applications are rapidly being received.

Adding the position of Visual Production Technician in a timely manner would greatly assist with advancing Allentown through the new branding launch and would have been a great asset with the recent State of the City Address by the Mayor.

- **Why should Council unanimously support this bill?**

The Community looks forward to the City events. The attendance number of guests who come to the City of Allentown events has increased over the past years. Example: 2020 Lights in the Parkway attendance.

Also, The City of Allentown needs more positive publicity throughout all of Allentown for residents, visitors, developers and etc.