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AGENDA COVER MEMO

Memorandum Date: March 1, 2011
Order Date: March 16, 2011

TO: Board of County Commissioners

DEPARTMENT: Human Resources

PRESENTED BY: Hector Rios, Sr. Human Resources Analyst

AGENDA ITEM TITLE: IN THE MATTER OF CREATING THE LANE EVENTS CENTER SALES REPRESENTATIVE CLASSIFICATION AND ESTABLISHING ITS COMPENSATION RANGE.

I. MOTION

MOVE APPROVAL OF ORDER 11 -- _____ IN THE MATTER OF CREATING THE LANE EVENTS CENTER SALES REPRESENTATIVE CLASSIFICATION AND ESTABLISHING ITS COMPENSATION RANGE.

II. AGENDA ITEM SUMMARY

A review of the operation needs at the Lane Events Center and Fairgrounds revealed that the department needs a position whose main work includes the coordination, development, and administration of sales; This includes identifying potential users, making cold-calls, soliciting local business; negotiating contract terms and conditions; coordinating and evaluating day-to-day operations; analyzing market trends, market segments, niche industries, potential new markets or market expansions. This person would serve as a marketing liaison with clients and external agencies.

III. BACKGROUND/IMPLICATIONS OF ACTION

A. Board Action and Other History

On June 25, 2008, the Lane County Board of Commissioners signed an order assuming full control of the Lane County Events Center and Fairgrounds for all purposes except for the planning and production of the annual Lane County Fair. On December 10, 2008, the Lane County Board of Commissioners signed an order creating new classifications with adjusted salaries within the County's classification and compensation system for the Lane Events Center staff.

On November 25th, 2009, the Employment Relations Board issued an order to allocate staff into classifications to be represented by AFSCME. The effect of that order was that employees at the Lane Events Center whose names were mentioned by the order from the Employment Relations Board became represented by AFSCME. Consequently, they were allocated into the AFSCME classification and compensation structure, which the BCC approved on August 25th of 2010.

The Lane Events Center and Fairgrounds and Human Resource staff request approval from the Lane County Board of County Commissioners to create a new classification entitled: Lane Events Center Sales Representative.

B. Policy Issues

Under the Charter, the Lane Code (2.260-2.265) and Lane Manual (2.235), the Board sets the classification and compensation plans for the County. Chapter 3, Section 20 of the APM addresses the process of performing a review or audit of positions, generally on an individual basis.

If the Board of County Commissioners approves the proposed plans, employees in the relevant position will be reclassified to the new classification and placed on the new salary range.

C. Board Goals

The County's Strategic Plan outlines specific objectives for our personnel programs, which include our classification and compensation plans. Section A2 states in part that we will "strive for a flexible classification and compensation system;" we will "ensure that the system supports and does not inhibit excellent performance in the delivery of County services;" and that "County personnel polices will encourage job-related training and career development support." Section B3 of the Strategic Plan goes on to describe the requirements of the Human Resources Plan, stating that it

should assess both current and future workforce needs and capabilities, identify actions to assure that workforce capabilities meet future needs, and specify policies and practices to encourage training and development supports so employees have the knowledge, skills, and abilities to perform well.

Section 28 (4) of the Lane County Charter requires that "the Board of County Commissioners shall maintain a system of personnel administration, including appeal procedures, in which each person in that service shall receive equitable compensation fixed on the basis of

- (i) competence in the position with the county,
- (ii) record of service there and elsewhere,
- (iii) the range of compensation paid others by public and private employers for comparable service
- (iv) the county's financial condition and policies, and
- (v) other factors relevant to the determination of what is fair compensation for the individual."

In addition, Lane Manual Section 2.235, Rule IV-3(a) states that "the compensation plan for County personnel shall provide reasonably competitive ranges of pay for each classification of employment. The Board may make adjustments in a salary range or ranges as necessary to attract and hold competent personnel and to provide equity between the various classifications. Such salary range adjustments are to be distinguished from merit increases in that they are not intended to give recognition to length or quality of service but are to be based solely on prevailing rates of pay in private business and other public jurisdictions in our market area for positions comparable to the various classes of work in the County service."

The Lane Events Center Sales Representative classification and corresponding compensation range meet the policy goals listed above.

D. Financial and/or Resource Considerations

The Lane Events Center is neither requesting nor adding an additional FTE. Should the Board approve this action, they plan to reclassify an incumbent into the new classification. Staff allocated into the Lane Events Center Sales Representative classification will be placed on the new compensation range at the step closest to their current salary which does not represent a decrease in pay. The proposed classification and compensation plan changes as described will cost approximately \$1,200 in increase compensation over the remainder of the current calendar 2011.

E. Analysis

1. Classification Plan:

In consultation with staff at the Lane Events Center and Fairgrounds, Human Resources staff developed a classification entitled Lane Events Center Sales Representative. See Attachment B. Human Resources staff conducted a survey with other counties to find a similar classification in their compensation plans. We were not able to find a close match for this classification.

2. Compensation Plan:

Under the current classification and compensation structure for most classifications represented by AFSCME, we use internal equity and a point-factor system that ranks jobs based on 10 different factors: Job Knowledge, Human Relations Skills, Mental Effort, Physical Effort, Effect of Action, Policies and Procedures, Amount of Discretion, Surroundings, Hazards and Stress, and Direction and Control.

Human Resources staff used the point factors described above to determine the appropriate salary range of the proposed new classification. Other AFSCME-represented classifications, which are at the same grade, are listed below.

GRADE - 025			
B009B	Victim Advocate-Bil	36,774	50,898
B011	Mental Health Associate	36,774	50,898
B028	Environmental Health Spec 1	36,774	50,898
C054	Lane Events Ctr Sports Coord	36,774	50,898
D011	Maintenance Specialist 3	36,774	50,898
D014	Lane Events Ctr Maint Spec	36,774	50,898
F037B	Correctional Services Tech-Bil	36,774	50,898
H006	Programmer Analyst 1	36,774	50,898
J054	Compliance Specialist	36,774	50,898
L017	Property Management Officer 1	36,774	50,898
M063B	Employment Specialist i-Bil	36,774	50,898

The compensation range for this new classification is as follows:

STEP	STEP	STEP	STEP	STEP	STEP	STEP	STEP	STEP	STEP
1	2	3	4	5	6	7	8	9	10
17,489	18,321	19,153	19,985	20,817	21,649	22,481	23,313	24,145	24,977
1418.00	1468.00	1518.00	1568.00	1618.00	1668.00	1718.00	1768.00	1818.00	1868.00
3,098	3,175	3,253	3,331	3,408	3,486	3,564	3,642	3,720	3,798
74,174	80,001	85,828	91,655	97,482	103,309	109,136	114,963	120,790	126,617

In accordance with the current AFSCME contract, Human Resources staff notified the Union of our intent and plan. We received no objections from the Union.

F. Alternatives/Options

1. Approve the proposed classification and compensation range as listed on the Board order.
2. Reject the proposed classification and compensation plans.

IV. TIMING/IMPLEMENTATION

Following Board approval, Human Resources staff is prepared to implement the approved plan changes to be effective on the date of Board action, with the process outlined in the Board Order.

V. RECOMMENDATION

Human Resources staff recommends the Board approves Option 1 as listed above.

VI. ATTACHMENTS

1. Board Order (Attachment A)
2. Proposed classification specifications for Lane Events Center Sales Representative staff (Attachment B).

IN THE BOARD OF COUNTY COMMISSIONERS OF LANE COUNTY, OREGON

ORDER 11) IN THE MATTER OF CREATING THE
) LANE EVENTS CENTER SALES
) REPRESENTATIVE CLASSIFICATION
) AND ESTABLISHING ITS
) COMPENSATION RANGE.
)

WHEREAS, on June 25, 2008, the Lane County Board of Commissioners signed an order assuming full control of the Lane County Events Center and Fairgrounds for all purposes except for the planning and production of the annual Lane County Fair; and

WHEREAS, on December 10, 2008, the Lane County Board of Commissioners signed an order creating new classifications with adjusted salaries within the County's classification and compensation system for the Lane Events Center staff; and

WHEREAS, on February 18, 2009, AFSCME filed a unit clarification petition seeking to include the Lane County Events Center employees in the Union's existing bargaining unit; and

WHEREAS, On November 25th, 2009, the Employment Relations Board issued an order to allocate staff into classifications to be represented by AFSCME; and

WHEREAS, on August 25th, 2010 the Board of Commissioners approved the establishment of new AFSCME classifications along with their respective compensation ranges;

WHEREAS, changes to the Lane County Classification and Compensation systems require approval from the Board of County Commissioners.

IT IS HEREBY ORDERED, that there be established a new classification of Lane Events Center Sales Representative Grade 25 (\$36,774 - \$50,898)

IT IS FURTHER ORDERED that staff be placed on the new compensation plan at the step closest to their current hourly which does not represent a decrease in pay with no change to their original merit eligibility dates; and

IT IS FURTHER ORDERED that implementation of the new compensation plan be effective on March 16, 2011.

Dated this _____ day of _____, 2011.

Faye Stewart, Chair
Board of County Commissioners

Attachment A

ATTACHMENT B

LANE COUNTY
Job Code
Established: DATE

LANE EVENTS CENTER SALES REPRESENTATIVE

DEFINITION

Under supervision, to perform general and specific sales functions under the direct supervision of designated management at the Lane County Events Center/Fairgrounds, and Lane County Fair; and to perform other related duties as assigned.

CLASS CHARACTERISTICS

The primary function of this position is to execute a variety of sales, market LEC to potential clients, end-user customers, and institutionally solicit business, negotiate sales, as a support service to the Lane County Events Center/Fairgrounds, and Lane County Fair. This position will be responsible for the development and execution of an outside sales program for the Lane Events Center which will include sales on a local and national level. Incumbents in this classification assist with the basic administrative and technical phases of administrative functions at the Lane County Events Center/Fairgrounds, and Lane County Fair.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned supervisory and management personnel.
May provide technical and functional supervision to other employees.

EXAMPLES OF DUTIES - Duties may include, but are not limited to the following:

Coordinates the development and administration of sales program goals, objectives, activities, and strategic initiatives.

Creates sales budget, establish quarterly goals, evaluate quarterly progress and adjust accordingly to achieve set goals with the assistance of supervisor.

Identifies potential users, makes cold-calls, solicits local business, coordinates sales activity with other staff; negotiates contract terms and conditions.

Coordinates, and evaluates day-to-day operations of an assigned program.

Analyzes market trends, market segments, niche industries, potential new markets or market expansions that represent potential sales targets for the Lane Events Center.

Performs quarterly sales budget analysis.

Perform sales of corporate sponsorships for the Lane Events Center and Lane County Fair.

Identify and sell advertising opportunities at the Lane Events Center.

Serves as a customer and marketing liaison with clients and external agencies, including customers and staff.

Performs assigned duties in support of the annual Fair; duties may include sponsorship sales, booth space sales, vendor coordination, or other duties as assigned.

Performs related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Advanced principles of Sales.

Public relations principles.

Strategic planning principles.

Analytical/Research methods and techniques.

Applicable Federal, State, and local laws, rules, ordinances, statutes, and regulations.

Modern office procedures, methods and computer equipment.

Report writing, methods and techniques.

Data collection techniques.

Report preparation methods.

Budget analysis.

Skills in project management, analysis.

Ability to:

Execute various sales approaches such as direct sales, outside sales, cold calls, tradeshow (etc) preferably in an events center / fairgrounds setting.

Identify emerging trends, needs, and services in the Sales program.

Work independently in developing goals and procedures, and in anticipating task requirements.

Explore and identify program revenue opportunities.

Plan and coordinate Sales activities.

Negotiate and administer contracts.

Use a computer and applicable computer applications, such as word processing, spreadsheets, related industry software.

Prepare a variety of reports.
Compile and analyze data.
Speak in public and express ideas effectively and persuasively.
Establish and maintain effective working relationships with those contacted in the course of work.
Communicate clearly and concisely, both orally and in writing.
Function under a government auspice while performing in an entrepreneurial manner
Perform duties under tight time deadlines under pressure.

Experience and Training

Training:

Associate's Degree in Sales, Business Administration, Marketing or a related field.

Experience:

Three years of progressively responsible experience related to business to business/outside sales.

An equivalent combination of experience and training that will demonstrate the required knowledge and abilities is qualifying.

Special Requirements:

If required to drive, must be in possession of a valid driver's license at time of application, and a valid Oregon Driver's license by the time of appointment.

First Aid/CPR Certificate preferred or the ability to obtain within 6 months of date of hire, and to maintain.