



## **Town of Yorktown**

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Community Engagement Director

As we move forward with downtown redevelopment and the addition of more programmable space associated with the civic green in addition to Morrow's Meadow there has been discussion regarding the Assistant Town Manager Position morphing into a position that deals more with programing, scheduling of events, creation of events and staffing for those events. I've been working with a few councilmembers regarding the real desires of this position and the goals and objectives associated with this position.

Knowing that downtown redevelopment will only be successful if in addition to new space there are activities which will draw attention to the area, the goal of this position will be to handle many of the logistics issues associated with programing, marketing issues with events to become a destination for members of our community along with attracting from outside of our town. In addition there will be a need to figure out how to do some fund raising to help make these items self-supporting.

I also believe this individual will need to help with general publicity for the community, work with our existing team on newsletters/social media, etc. They would also work with the current park board to put in place many of the ideas that they are bringing forward but unable to staff. This will not remove the need for volunteers, but allow them to handle the day to day functions.

The goal is to approve the change of position, while nailing down the job description to allow for advertisement after approval of the job description. The goal of filling this position is the 4th quarter of 2019 to allow for planning of 2020 events and activities.

Additionally, council has asked that a review of management salaries occur such that wages remain competitive with other communities within the Midwest. The goal is to make sure that management positions remain enviable to attract and retain quality candidates to help guide the community in operations.

Pete