

**CITY OF SHOREWOOD  
CITY COUNCIL WORK SESSION  
MONDAY, JANUARY 8, 2024**

**5755 COUNTRY CLUB ROAD  
COUNCIL CHAMBERS  
6:00 P.M.**

**AGENDA**

**1. CONVENE CITY COUNCIL WORK SESSION**

**A. Roll Call**

Mayor Labadie \_\_\_\_\_  
Callies \_\_\_\_\_  
Maddy \_\_\_\_\_  
Sanschagrin \_\_\_\_\_  
Zerby \_\_\_\_\_

**B. Review Agenda**

**2. DIRECTOR POSITIONS**

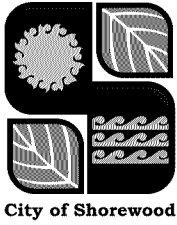
**3. ORGANICS COLLECTION**

**4. ADJOURN**

**ATTACHMENTS**

**City Administrator Memo**

**City Administrator Memo**



## City Council Work Session Item

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**Title/Subject:** Discuss Staffing in Parks & Recreation and Finance Departments  
**Meeting Date:** January 8, 2024  
**Prepared by:** Marc Nevinski, City Administrator  
**Attachments:** Park & Recreation Director Job Description  
Organizational Chart

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Item 2
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### **Background:**

The City will need take steps to address needs with two key positions this month. First it will need to begin recruiting for the Park and Recreation Director position. Secondly, the Finance Director will be taking an extended leave of absence, and the City will need to secure a consultant to provide interim financial management services during this period.

### Park and Recreation

This position's role has evolved in recent years. In the fall of 2022, the City hired an experienced and trained professional as the Park and Recreation Director, whose duties generally fell into the following broad categories:

1. **Facilities** - Manage field and shelter use and SCEC operations and rentals.
2. **Relationships** – Build and maintain relationships with athletic associations, South Shore Senior Partners, and other organizations.
3. **Events and Programing** - Plan and coordinate events (Arctic Fever, Safety Camp, Entertainment in the Park) and programming (tennis lessons, Bach to Rock, Tia Chi).

Most recently, this position took on the role of staff liaison to the Parks Commission, which freed capacity for the Planning Director. Other objectives for the position, as understood by staff, included growing rental revenue at the SCEC, expanding programming, leading park improvement planning (South Shore Park), and an increased overall leadership and administrative role. In addition to the director, the department staff includes a permanent part-time recreation specialist and part-time casual ice rink and building attendants. Prior to starting the recruitment process, Council is asked to affirm the current direction of the department and discuss any other objectives and priorities it may have.

### Finance Director

The Finance Director position is a critical role in a city the size of Shorewood. The position is responsible for managing the daily finances, accounts payable and receivable, cash flow, and investments; coordinating the budget process; preparing and submitting reports to regulatory agencies; and preparing for the annual audit. Current staff does not have the capacity to fill these responsibilities and will seek a consultant for interim financial management services. A contract for services will be brought to Council in a future regular meeting.

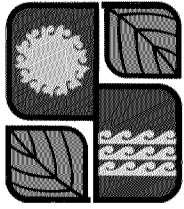
**Financial or Budget Considerations:**

None at this time.

**Discussion Requested:**

Council is asked to affirm the current direction of the Parks and Recreation Department, including any other objectives and priorities it may have.

No discussion regarding the Finance Director is requested.



CITY OF  
SHOREWOOD

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POSITION TITLE: Park/Recreation Director  
DEPARTMENT: Administration and Parks  
ACCOUNTABLE TO: City Administrator  
FLSA Status: Exempt

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### PRIMARY OBJECTIVE

To provide leadership in the planning, coordinating, directing, communicating, and evaluating of a comprehensive parks and recreation program including the Shorewood Community and Event Center (SCEC) that will insure the most effective service to the public consistent with City Council policies, federal, state, and metropolitan regulations.

### CITY VALUES & EXPECTATIONS

- Develops, supports and models a positive and productive workplace culture based on the city's core values of respect, integrity, communication, positive attitude, team work, and responsiveness. Allows employees to be successful by providing opportunities for increased responsibilities and creating a positive work culture.
- Supports and advances organizational development efforts such as developing a high performing organization, employee engagement, workforce development, inclusion, equity, and performance measurement efforts.
- Works cooperatively with others; responds to internal and external customers alike providing exceptional customer service. Develops and maintains respectful and effective working relationships with coworkers and community members; consistently brings a high level of self-awareness and empathy to personal interactions.
- Proactively resolves conflicts based on the greater good of the team, the city, and the community to ensure a respectful and inclusive workplace.
- Embrace the City's Mission, Management Philosophy and Core Values/Attributes by carrying out one's duties with a high degree of professionalism, honesty, and truthfulness.

The Park and Recreation Director plans, organizes, coordinates, and evaluates park programs and events. The Director maintains a wide variety of Park and Recreation leadership, support, and responsibilities as well as oversees the operations of the SCEC and other park facilities. The Director serves as the Staff Liaison representative to the Parks Commission. Additionally, this position supervises staff and volunteers.

## ESSENTIAL FUNCTIONS OF THE POSITION

- Recruits staff and supervises, schedules, and trains part-time and volunteer staff.
- Communicates scheduled events across city departments and outside agencies as needed; keeps contractors and maintenance personnel informed and up to date on facility programs, services, special requests, and other areas of responsibility.
- Attends and provides presentations at City Council, prepares professional reports, statistical information and presentations as needed.
- Establishes policies and procedures for the department.
- Develops and manages special projects (pickleball courts, artificial turf field, park planning)
- Creates and implements an overall marketing and communications strategy for parks, programs and the Shorewood Community and Event Center including publications, social media, flyers, emergency announcements, etc.
- Maintains thorough knowledge of the department's registration software program for reporting, analysis, program development and revenue accountability.
- Utilizes community engagement, public participation strategies effectively. Conducts research and evaluation of parks and recreation facilities, programs and activities, attends conferences, trainings and seminars to stay current in industry norms and trends.

## SHOREWOOD COMMUNITY AND EVENT CENTER DUTIES

- Responsible for the effective operation of the Shorewood Community and Event Center, working with staff and contractors to coordinate building maintenance, repairs, and safety compliance. Manages maintenance issues, cleanliness, safety and security. Oversees facility systems maintenance; checks and analyzes all systems to include safety, fire and building codes within the facilities; arranges and schedules services for building systems; oversees contractors, arranges for supplies and services need for scheduled center activities and implements asset replacement schedule. Ensures facilities comply with relevant laws, regulations and safety standards along with the American with Disabilities Act.
- Creates imaginative and innovative programming and markets program, services and the Shorewood Community and Event Center.
- Oversees the activities and scheduling of the SCEC, including, but not limited to, conducting tours for prospective clients, processing agreements and contracts and overseeing financial transactions; creating staffing schedules; coordinating caterers, vendors, and other appropriate parties; and managing audio and visual requirements and miscellaneous equipment.

- Prepares an annual report to the City Council.
- Maintains content and operations of the outdoor message board.
- Coordinates with custodial the set-up and tear down of rentals and events, assisting when necessary. Communicates with the custodian on maintenance items for the center.
- Ensures the building and its systems are code compliant, properly licensed, and maintained; Ensures the building furniture, fixtures and décor are maintained and appropriate.
- Sets facility fees, policies and strives to meet revenue goals set by the City Council.

#### PARK AND RECREATION DIRECTOR DUTIES

- Provides leadership, direction and supervision to park and recreation staff, community center staff, contractual staff, and volunteers.
- Serves as the liaison to the Parks Commission and assists in preparing and advancing the Commission's annual work program.
- Prepares and distributes Park Commission meeting packet, including memorandums, materials, and reports; Coordinates annual Park Tours.
- Research, develops and maintains all parks and recreation policies and procedures, records and files on park information and park projects and proposals.
- Responsible for the planning, coordinating, and implementation of all recreation events and programs. Evaluates programming effectiveness and creates or modifies programs to meet the recreational needs of the community.
- Staff Liaison to Southshore Senior Partners, attends board meetings and provides assistance and guidance in programming and administrative goals.
- Supervises, coordinates, and attends programs and events, as time permits, to monitor and evaluate for effectiveness, efficiencies, and feasibility. Provides program reports to Park Commission.
- Responsible for the scheduling and effective use of park shelters, ice rinks, fields, play structures and other recreational facilities.
- Works cooperatively with school districts and surrounding communities coordinating special events. Meets with community and business groups to establish community

partnerships and programs such as Arctic Fever, Step To It Program, MCE programs and Safety Camp.

- Develops and maintains a sponsorship program to increase recreational opportunities in the community.
- Prepares and monitors budget to maintain programs within the budget. Prepares grant applications for department-related city projects.
- Communicates program information using website updates, media and marketing, and facilities usage; answers questions regarding programs; and act as the liaison for program and/or reservation cancellations and refunds. Works with Communications Coordinator for other social media outlets.
- Prepares park-related content for the newsletter and website articles, surveys, and information pieces for seasonal reports.
- Develops imaginative and innovative content for programming, special events, and promotions.

Performs other duties as apparent or assigned. These examples are intended as illustrative of various types of work performed and are not all inclusive. The job description is subject to change as the needs of the employer and requirements of the position change.

### **EDUCATION and/or EXPERIENCE**

Minimum Qualifications: Bachelor's degree in Parks and Recreation Administration, leisure services or related field, with four years of experience in, or and equivalent combination of education and experience; two years office, clerical and customer service experience. Minnesota class D driver's license with good driving record.

Preferred Qualifications: Certified Park and Recreation Professional. Master's degree in park and recreation administration, leisure services, marketing, or a related field. Experience with marketing, advertising, and/or website maintenance.

### **OTHER KNOWLEDGE, SKILLS AND ABILITIES**

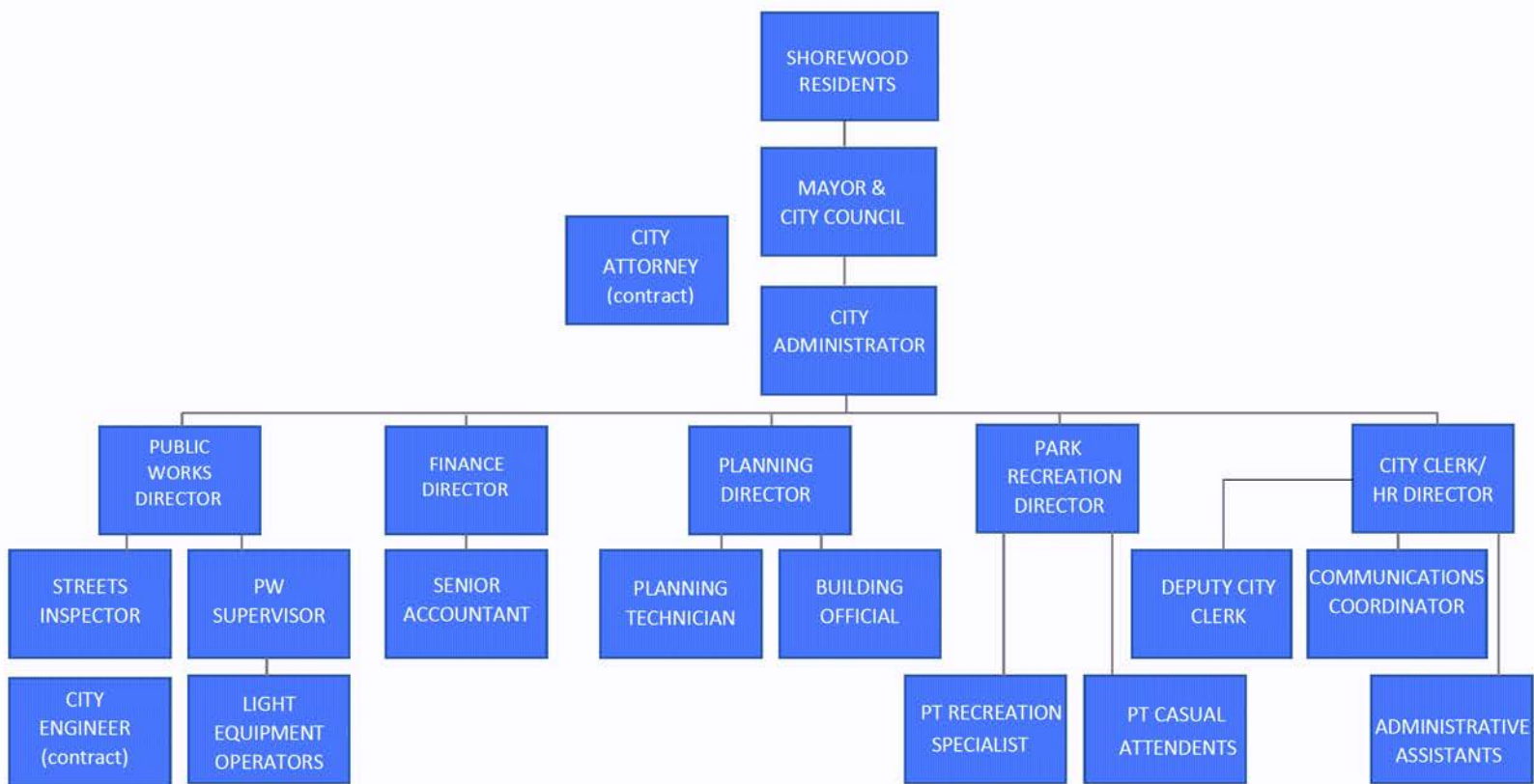
- Working knowledge of municipal policies, operation, procedures and functions.
- Knowledge of the principles and practices of organizing and supervising recreational programs and activities.
- Ability to plan, organize, and supervise the work of seasonal and part-time employees.
- Ability to create imaginative and innovative programming and to market program, services and the Shorewood Community and Event Center.
- Knowledge of correct English language usage, including grammar and spelling; visual proofreading skills.
- Ability to read and interpret documents and procedure manuals.

- Utilizes effective communication skills both verbally and in writing with elected officials, supervisors, other employees and the general public.
- Ability to prepare routine reports and correspondence.
- Ability to file and maintain files alphabetically and numerically, and maintain organized, complete and accurate records.
- Experience with computer operations and proficient use of Microsoft Office (Word, Excel, PowerPoint, Outlook, etc.) and capable of learning other software programs as required.
- Familiar with operation of various types of office equipment.
- Capable of making arithmetic computations using whole numbers, fractions, and decimals. Ability to compute rate, ratios and percentages. Ability to handle currency and make change.
- Ability to develop and execute park programs.
- Inspires enthusiasm and confidence among park program and event participants.
- Ability to prioritize and organize work effort to meet deadlines.
- Adheres to the values and behaviors established for employees of the city of Shorewood.
- Willing to work evenings, weekends and sometimes holidays.

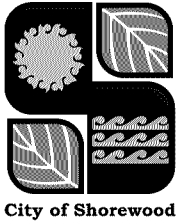
**In compliance with the American With Disabilities Act the following represents the Physical and Environmental Demands:** The position requires an equal amount of time spent standing, walking, and sitting. Lifting, pushing/pulling, or carrying objects weighing up to thirty (30) pounds is required. Climbing, stooping, kneeling, crouching, crawling, twisting, and bending are sometimes required. Repetitive movements of the hands are required. Audio, visual, and verbal functions are essential to performing this position. Specific vision abilities required by this job include close vision, color vision, and the ability to adjust focus. Also must understand safety policies and actively promote safe practices in the workplace, based on annual safety training. Requires working varied hours and days, including evenings and weekends, in an office setting and in the city parks. Requires travel to meetings and park locations.



# CITY OF SHOREWOOD • ORGANIZATIONAL CHART



Updated  
November 2023



# City Council Work Session Item

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**Title/Subject:** Organics Collection Information  
**Meeting Date:** January 8, 2023  
**Prepared by:** Marc Nevinski, City Administrator  
**Reviewed by:** Eric Wilson, Communications and Recycling Coor  
**Attachments:** None

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### Background

Last year the MPCA acknowledged confusion existed between cities and haulers that collect organics via a *subscription* service (as opposed to an organized collection program). When Hennepin County required curbside organics collection in 2022, some cities choose to wrap organics collection into their organized waste and/or recycling collection program. Generally, under these programs all residents pay for trash and recycling (which include organics) services, regardless of whether they use them or not. Other cities opted to modify their licensing ordinance and require haulers to offer or make available curbside collection service for residents to subscribe to. This was more common in cities with open or hybrid collection systems. Because Shorewood is less than 10,000 in population, a third option was to provide at least one organics drop-off site to comply with the County ordinance, rather than require some form of curbside collection. Shorewood selected this option.

State Law 115A.93 Subd 3 (C) says *A licensing authority shall prohibit mixed municipal solid waste collectors from imposing a greater charge on residents who recycle than on residents who do not recycle.* It is important to note that under State Law 115A.03 25a and 25b, organic materials are considered recyclables. The MPCA has determined that paying a subscription for organics service is a “greater charge”. It has further pointed out cities are required by law (through ordinance or policy) to prohibit haulers from imposing a greater charge on residents who recycle than on those who do not.

The subscription service model was seen by some cities (generally those who had open collection programs), as a way to comply with the County’s curbside organics ordinance in 2022 without creating an organized organics collection system and avoid charging residents for a service they did not want to use or pay for. However, it appears state law negates this as cities are now requiring haulers, as a condition of their licensing, to comply with the law and not impose a greater charge on those who sign up for organics collection than on those who do not.

Subsequently, residents in communities where organics subscriptions are offered are seeing a charge described as a “residential organics” fee added to their waste hauling bill in order to comply with State Law. We have not received any calls or concerns from Shorewood residents about such a charge, and Republic and Waste Management have confirmed that they have not implemented such a charge in Shorewood due to our drop-site model.

Republic Services has identified seven households in Shorewood who have subscribed to curbside organics collection, despite the fact that the City complies with the County’s Ordinance 13 requirement by providing an organics drop site in lieu of a curbside service requirement. These subscriptions likely occurred due to customer service software identifying households by zip code rather than city names.

Republic states its software is now more refined and accurate to avoid such problems. Waste Management reports no organics collection customers in Shorewood. Curbside Waste says it offers organics collection in Shorewood, but it is unknown if it has any such customers in the City. Its website does not show that it even offers organics service.

Due to the determination by the MPCA, Republic has stated that it will need to start charging all of its Shorewood waste customers a “residential organics” fee if it is going to continue to offer curbside organics collection, and that this would put it at a competitive disadvantage to the other licensed haulers. Alternatively, to avoid imposing this fee, Republic could stop providing curbside organics services to the seven households it is currently serving, which would likely upset those households.

If the Council wished to see curbside organics collection offered in Shorewood, it would need to modify City code to require all licensed residential haulers to offer it. Because of the MPCA’s interpretation of State law, such a requirement would almost certainly result in increased waste hauling fees to residents for a service most will not use. Another option would be to add curbside organics collection to the City’s recycling contract, currently with Republic, which would increase quarterly recycling fees for all residents. In 2022 Shorewood choose to offer an organics drop site to comply with the County’s organics collection mandate.

To date, the Council has not discussed adding a curbside organics collection requirement to its code or engaged the community on the topic. Therefore, at this time, requiring haulers to offer curbside organics collection is **not recommended**. However, language should be added to City code to comply with State statute 115A.93 Subd 3 (C), as described above.

It is possible under the State’s draft consolidated waste plan, as well as Hennepin County’s Climate Action and Zero Waste plans, that significant changes to waste and recycling requirements will emerge in the future, such as possibly lowering the population threshold for curbside collection or a county wide organized collection requirement. The timing of any such requirement is currently unknown but staff will continue to monitor this.

### **Financial Considerations**

None at this time.

### **Action Requested**

This memorandum is provided for information only and no action is requested. Staff will bring forward an ordinance update at a future date as discussed above.