

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Parks & Recreation Board
DATE OF MEETING: June 24, 2019 (Monday)
PLACE OF MEETING: City Hall – 415 Main Street (Room 112)
TIME OF MEETING: 5:15 P.M.

PURPOSE OF MEETING

1. Call to Order and roll call.
2. Approval of minutes from the previous meeting.
3. Public Input (Limited to 3 minutes/individual).

Consideration and possible action on the following items:

4. Approve bid for installation of water line main in the Fire Department to Coulee Region Mechanical at a cost not to exceed \$9,800.
5. Approve bid for City Hall parking lot sealcoating and lining to B & D Sealcoating at a cost not to exceed \$5,900.
6. Approve bid for Omni Center concessions arena cabinets to Central Restaurant Products at a cost not to exceed \$15,975.85.
7. Approve the Omni Center Reorganization and job descriptions of the following positions:
 - a. Sales Manager
 - b. Event Coordinator

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the Board may attend this meeting to gather information about a subject over which they have decision making responsibility. Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

NOTICES MAILED TO:

Mayor Joe Chilsen
Ald. Tom Smith
Ald. Jim Olson
*Ald. Dan Stevens
Ald. Boondi Iyer
Ald. Kim Smith
Ald. Diane Wulf
City Attorney City Administrator
Department Heads
La Crosse Tribune Coulee Courier
WIZM WKTY WLXR WKBH
WLSU WKBT WXOW

*Committee Members

*Patric McGuane
*Andrea Benco – **Vice Chair**
*Brian Udermann
*Dennis Aspenson
*Steven Nott - **Chair**
*Obhe Johnson

Onalaska Omni Center
Onalaska Public Library

Notices Posted and Mailed: 6/20/19

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.

8. Report from Blufflands Coalition
9. Report from Onalaska Enhancement Foundation
10. Report from Great River Landing Committee
11. Director's Report
 - a. Parks Update
 - b. Recreation Update
 - c. Aquatic Center Update
 - d. Omni Center Update
12. Adjournment

City of Onalaska Park and Recreation Department
Run a Waterline to Fire Department
June 5, 2019



Vendor	Price
Coulee Region Mechanical	\$9,800.00
Bernie J. Buchner, Inc.	\$12,937.00

City of Onalaska Park and Recreation Department
City Hall Sealcoating and Striping
June 5, 2019



Vendor	Price
B & D Sealcoating	\$5,900.00
Fahrner Asphalt Sealers	\$8,543.00

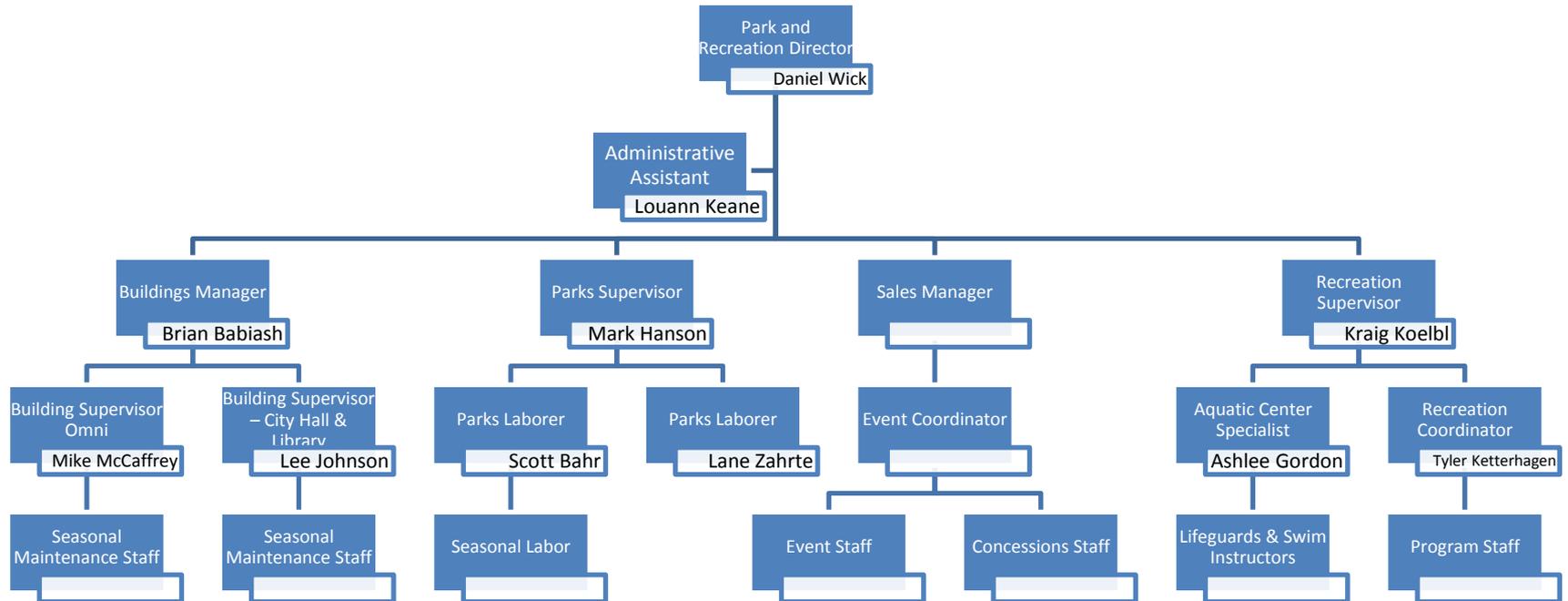
City of Onalaska Park and Recreation Department
 Omni Center Concessions stand
 June 5, 2019



Vendor	24"x72" Work table w/ door lock & casters (CB-SS- 246M)	24"x144" Worktable w/ door locks and casters (CB-SS- 2412M)	(2)36"x60" Work table w/ door locks & casters (CB- SS-365M)	24"x48" worktable w/Sink (CK-SS-244)	30"x48" Microwave Prep table with over & under shelves (TSM3048C)	Subtotal	Shipping	total
Webstraurantstore	\$2,584.84	\$4,431.23	\$5,410.88	\$2,312.59	\$749.00	\$15,488.54	\$993.00	\$16,481.54
Central Restaurant Products	\$2,521.70	\$4,597.00	\$5,493.40	\$2,303.75	\$1,060.00	\$15,975.85	\$0.00	\$15,975.85

Proposed Park and Recreation Department Org Chart

6/20/2019



CITY OF ONALASKA

Grade 17

Position: Sales Manager**Location:** Omni Center**Page:** 1 of 3**Department:** Omni Center**Supervisor:** Park & Rec Director**Classification:** Salary Exempt

Approved by F & P Committee:

Approved by Council:

Under the supervision of the Park & Recreation Director, an employee in this position is responsible for the promotion of the Onalaska Omni Center and the City of Onalaska as a meeting and tourist destination. This position works with the Onalaska Omni Center management team, with support from the La Crosse County Convention & Visitor Bureau, and understands the complexities of a multi-use facility. This position will supervise event staff at the Omni Center. Work is reviewed by the Director for accuracy and adherence to established procedures, but frequently no review is completed of routine work; work is performed both in the field and in an office setting; and requires occasional travel, possibly overnight.

ESSENTIAL JOB FUNCTIONS:

Any one position may not include all the duties listed, nor do the examples listed include all the duties that may be found in this position.

- A. Represents the Onalaska Omni Center and the City of Onalaska in a professional manner that will affirm the Omni Center's positive relations with the community and City at all times.
- B. Responsible for marketing, selling, and presenting the Onalaska Omni Center to potential clients, businesses, meeting planners, and trade show coordinators using sales techniques as recommended by the Park & Recreation Director; screens clients for compliance with established City policies and procedures.
- C. Supervises and evaluates full-time, part-time and temporary/seasonal staff; assists in the hiring and discipline of full-time, part-time and seasonal staff; assists in the establishing of a work schedule and assigns tasks to be performed with assistance and coordination from the Event Coordinator.
- D. Conducts facility tours; answers questions and provides information regarding facility services; and negotiates terms of booking according to City policies; communicates problems and proposed solutions to staff as it relates to selling and marketing the building.
- E. Serves as an Omni Center liaison with potential clients; the general public; businesses; sales representatives; and other City departments; researches and implements "best practices" of sales events through research and networking with other sales representatives.
- F. Responsible for creating ongoing Business Development strategies; including, but not limited to: developing prospects based on Omni Center needs, managing sales activities and related expenses.
- G. Researches various publications, the internet and any other venues for marketing opportunities and makes recommendations to the Park & Recreation Director on those marketing opportunities; closes business contracts, sales calls and appointments in a timely manner.
- H. Coordinates event publicity; advertises events, attractions, tournaments and other facility events through a variety of advertising methods, such as: radio, print, digital, social media, television and digital outdoor signage; compiles and organizes media results for reference and display purposes.
- I. Fosters coordinated sales efforts with other members of the region's hospitality industry and maintains effective relationships with representatives of local user groups.
- J. Develops, plans, and delivers presentations to prospective clients, associations, corporations, and other organizations interested in renting the Omni Center facility; prepares sales materials, including developing sales budgets, tracking and follow up systems for sales leads and procedures on establishing leads, sales and marketing plans.
- K. Responsible for knowing and understanding the Omni Center facilities, Onalaska and La Crosse County geography, history, lodging facilities, and existing visitors' information and attractions to be able to market and sell the Onalaska Omni Center effectively.
- L. Maintains contact with event sponsors before, during, and after events.
- M. Enters and maintains sales and event information in scheduling and booking systems, along with assisting in scheduling ice time; prepares, distributes and follows up on correspondence to clients;

CITY OF ONALASKA

Grade 17

Position: Sales Manager

Location: Omni Center

Page: 2 of 3

Department: Omni Center

Supervisor: Park & Rec Director

Classification: Salary Exempt

Approved by F & P Committee:

Approved by Council:

prepares proposals and contracts according to approved City Policies; meets specified goals and objectives for facility usage.

- N. Responsible for billing, security deposits, accounts receivable and invoicing of events; assists with daily deposits.
- O. Reports on a weekly basis to the Director information on potential sales leads and existing client relations; may attend Park Board meetings offering a report.

RELATED JOB FUNCTIONS:

- A. Contributes to a cooperative working effort by demonstrating a willingness to perform other job-related work, as needed or requested. The interdependency of operations is recognized and the abilities and skills exist to do other work as needed or requested. Assistance is given to others and special projects completed as scheduled or requested.
- B. May participate in the development of newsletters and other such marketing materials.
- C. Other duties as required or assigned.

REQUIREMENTS OF WORK (KNOWLEDGE, SKILLS, AND ABILITIES):

- A. Knowledge of processing of accounts payable and accounts receivable.
- B. Knowledge of marketing, sales and cold calling techniques.
- A. Ability to express ideas clearly and concisely in verbal and written communication; excellent verbal and written communication skills.
- B. Excellent interpersonal and communication skills in order to maintain good relationships with city employees and officials, staff, clients, and the general public.
- C. Ability to work in a team and collaborate with a variety of personalities.
- D. Ability to comprehend maps and provide directions.
- E. Ability to work with computer programs including: Microsoft Office, accounting software, point of sale software, Internet Explorer, and scheduling software programs.
- F. Ability to operate a variety of office machines, computer, fax machine, copy machine, adding machine, multi-line phones, mobile phone and other office machines that may be required.
- G. Excellent organizational and time management skills; ability to maintain records and files.
- C. Ability to maintain confidentiality; ability to work independently with little supervision; pleasant and professional phone skills.
- H. Knowledge of State and Federal mandates relating to public facilities.
- I. Excellent general office skills, including word processing, spreadsheets, and data entry; ability to pay attention to detail including proofreading documents; ability to multi-task and prioritize work with a minimum of supervision.
- J. Experience in marketing and public relations programs preferred.
- K. Ability to maintain a professional demeanor; calmly approach and solve problems under stressful circumstances; maintain and promote harmony in the workplace; concentrate for extended periods of time; and be flexible.

TRAINING, EXPERIENCE & OTHER REQUIREMENTS:

- A. Bachelor's Degree in business administration, recreation management, marketing or other related field; or any combination of education and experience that provides equivalent knowledge, skills, and abilities.
- B. Two (2) to four (4) years' experience in marketing/sales, preference in lodging or tourism industry, and experience or knowledge of cold call sales techniques.
- C. Valid driver's license with good driving record. Must be willing to travel.

CITY OF ONALASKA

Grade 17

Position: Sales Manager
Location: Omni Center
Page: 3 of 3

Department: Omni Center
Supervisor: Park & Rec Director
Classification: Salary Exempt

Approved by F & P Committee:
 Approved by Council:

PHYSICAL REQUIREMENTS: The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. **Manual Dexterity:** While performing the duties of this job, the employee is regularly required to coordinate hands, eyes, feet and limbs in performing semi-skilled movements such as operation of a computer keyboard, telephone, calculator and office equipment.
2. **Physical Effort:** The employee is occasionally required to exert light to medium physical effort in sedentary and light to medium work involving lifting, carrying, pushing, walking, standing, reaching with hands and arms, climbing, balancing, stooping, kneeling or crouching. The employee must occasionally lift and/or move 25 pounds. Specific vision abilities required include close and distant vision and the ability to adjust focus.
3. **Working Conditions:** The noise level in the work environment is moderately quiet. The work environment is normally indoors with controlled climate conditions. Occasionally the employee may be required to be outdoors for a short period of time, and therefore subject to varying weather conditions, for purposes of accomplishing the essential functions of this job.

Percent of 8 Hour Day

	67 – 100 Consistent	34 – 66 Frequent	6 – 33 Occasionally	0 – 5 Rarely
Sedentary 0 – 10# max	•			
Light Freq. to 10# -20#max		•		
Medium Freq. to 25#-50# max			•	
Heavy Freq. to 50#-100# max				•
Very Heavy Freq. over 50+# - 100+#				•

 Signature of Employee

 Date

 Signature of Employer

 Date

CITY OF ONALASKA

Grade 15

Position: Event Coordinator
Location: Omni Center
Page: 1 of 3

Department: Parks & Recreation
Supervisor: Sales Manager
Classification: Salaried Exempt

Approved by F & P Committee: 4/6/16, 9/6/17
Approved by Council: 2/25/13, 4/12/16, 9/12/17

Under supervision of the Sales Manager, an employee in this position is responsible for daily planning and management of the building events and programming, concessions operations at all City facilities (i.e. Omni & Aquatics) and performs a variety of office and event planning functions. Work is performed according to established guidelines and the verbal and written instructions of the Manager. Work is reviewed by the Manager for accuracy and adherence to established procedures but frequently no check is made of routine work.

ESSENTIAL JOB FUNCTIONS:

Any one position may not include all the duties listed, nor do the examples listed include all the duties that may be found in this position.

- A. Plans, organizes, implements, leads, directs, and evaluates a diversified series of programs and events and ensures the needs of the client and public are being met while allowing, supporting, and encouraging new programs and events.
- B. Assists in the supervision and monitoring of accounting duties and the maintenance of accounting records, account receivables, timesheets, deposits; and counting of money from daily operations and social events in coordination with the Sales Manager; assists with the completion of post-show event invoicing and collections.
- C. Assists in the hiring, supervising, training, motivating, evaluating, disciplining, scheduling and layout of work for seasonal or part-time employees assigned to the events department ; evaluates and recommends required event staffing levels; ensures time is reported correctly for payroll.
- D. Assists and directs maintenance staff with the breakdown and set up of events; creates and provides a detailed set up/take down sheet prior to every event; serves as “Manager on Duty” as scheduled; confirms all room set up and event details are to Omni standards and advances the requests of clients prior to their arrival.
- E. Performs required administrative duties including: assistance with creation of a marketing plan, completion of grant applications, and daily office functions.
- F. Corresponds with prospective customers and assesses and meets the rental needs of the customer prior, during, and after the event; processes contracts for events and monitors renewal status; responds to general inquiries regarding event information and the rental of the building through verbal and written correspondence.
- G. Performs public relations to include: meeting with individuals, organizations, and the general public as well as handle customer complaints or issues related to the building or its events in accordance to department guidelines.
- H. Conducts and prepares correspondence to individuals, organizations, general public regarding building uses.
- I. Assists in the development of ice and event scheduling policies and procedures; follows policies and procedures when renting ice time and events; responsible for the scheduling of ice time and events in the building and communicating the information to other Omni Center staff.
- J. Ensures the proper and timely purchasing of office, concessions and event supplies and equipment, including seeking competitive pricing when it applies, as well as ensuring the processing of payment for all purchases in accordance to the City’s Purchasing Policy. .
- K. Plans, organizes, implements, and leads concession operations that meet user’s expectations. May assist in the planning, organizing, promoting, and directing of contests, tournaments, social and special events as needed or required.
- L. Reviews and purchases all City concession inventory according to departmental guidelines; evaluates concession purchasing trends and determines items to sell or remove from inventory based on those trends; stocks, stores, and maintains inventory levels at appropriate temperatures.

CITY OF ONALASKA

Position: Event Coordinator

Location: Omni Center

Page: 2 of 3

Department: Parks & Recreation

Supervisor: Sales Manager

Classification: Salaried Exempt

Approved by F & P Committee: 4/6/16, 9/6/17

Approved by Council: 2/25/13, 4/12/16, 9/12/17

- M. Reviews and tracks sales from concessions and events including revenues, expenses, and product waste; balances cash drawers and submits funds to finance department daily..
- N. Responsible for the cleanliness of the concession and event areas, especially food preparation sites, ensuring compliance with all food regulations.
- O. Assesses and evaluates training needs. Develops and implements appropriate levels of training for assigned staff.
- P. Responsible for working a flexible schedule; which includes nights, weekends, holidays and early mornings as needed.

RELATED JOB FUNCTIONS:

- A. Contributes to a cooperative working effort by demonstrating a willingness to perform other job-related work, as needed or requested. The interdependency of operations is recognized and the abilities and skills exist to do other work as needed or requested. Assistance is given to others and special projects completed as scheduled or requested
- B. Attends conferences and training sessions to remain current in event management procedures of public facility operations.
- C. Interprets center services to public and participates in community meetings and organizational planning.
- D. May oversee facility in the absence of the Sales Manager.
- E. Other duties as requested or assigned.

REQUIREMENTS OF WORK (KNOWLEDGE, SKILLS AND ABILITIES):

- A. Knowledge of processing of accounts payable and accounts receivable.
- B. Ability to express ideas clearly and concisely in verbal and written communication; excellent verbal and written communication skills.
- C. Ability to work with computer programs including: Microsoft Office, accounting software, point of sale software, Internet Explorer, and scheduling software programs.
- D. Ability to operate a variety of office equipment including: computers, copier, fax machine, typewriter, multi-line phone, mobile phone, calculator and cash register.
- E. Excellent organizational and supervisor skills; ability to work independently with little supervision; pleasant and professional phone skills.
- F. Excellent interpersonal and communication skills in order to maintain good relationships with city employees and officials, staff, clients, and the general public.
- G. Ability to manage time well and the ability to concentrate for extended periods of time.
- H. Ability to maintain a professional demeanor and establish effective working relationships with associates, volunteers, staff and public; calmly approach and solve problems under stressful circumstances; maintain and promote harmony in the workplace; concentrate for extended periods of time; and be flexible.
- I. Knowledge of State and Federal mandates relating to public facilities.
- J. Experience in point of sales and management of concessions; requires food handling certification or ability to obtain certification within six (6) months; requires bartending licensure within 6 months of employment.
- K. Experience in marketing and public relations programs preferred.

CITY OF ONALASKA

Position: Event Coordinator
Location: Omni Center
Page: 3 of 3

Department: Parks & Recreation
Supervisor: Sales Manager
Classification: Salaried Exempt

Approved by F & P Committee: 4/6/16, 9/6/17
 Approved by Council: 2/25/13, 4/12/16, 9/12/17

TRAINING, EXPERIENCE & OTHER REQUIREMENTS

- A. Associates’s Degree in business administration, recreation management, marketing or other related field or combination of education and experience that provides equivalent knowledge, skills, and abilities.
- B. One (1) to three (3) years of experience in management of public facilities, staff management and/or multiple programs.
- C. Experience in event planning (i.e., trade shows, craft fairs, weddings, tournaments).
- D. Requires food handling certification or ability to obtain certification within six (6) months; requires bartending licensure.
- E. Experience in the grant writing and administration of grants.
- F. Valid driver’s license with good driving record.

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- 2. Physical Effort: The employee is occasionally required to exert light to medium physical effort in sedentary and light to medium work involving lifting, carrying, pushing, walking, standing, reaching with hands and arms, climbing, balancing, stooping, kneeling or crouching. The employee must occasionally lift and/or move 25 pounds. Specific vision abilities required include close and distant vision and the ability to adjust focus.
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<u>Sedentary 0 – 10# max</u>	•			
<u>Light Freq. to 10# -20#max</u>		•		
<u>Medium Freq. to 25#-50# max</u>			•	
<u>Heavy Freq. to 50#-100# max</u>				•
<u>Very Heavy Freq. over 50+# - 100+#</u>				•

 Signature of Employee

 Date

 Signature of Employer

 Date