

**MEMORANDUM
PERSONNEL DEPARTMENT
COUNTY OF PLACER**

TO: Board of Supervisors
FROM: Nancy Nittler, Personnel Director *AN*
BY: Ann Craig, Personnel Services Manager
DATE: June 18, 2013
SUBJECT: Introduction of an Ordinance to Amend the Manner in which Compensation is paid for the Film Office Program Manager to comply with CalPERS regulations

REQUESTED ACTION AND RECOMMENDATION:

It is recommended that the Board approve the following:

- 1) The classification specification for Film Office Program Manager
- 2) Adopt an un-codified ordinance to amend the Allocation and Compensation ordinance to update the unclassified salary schedule to include the Film Office Program Manager

BACKGROUND:

The California Public Employees Retirement System (CalPERS) governs the manner and types of compensation that are reported to CalPERS for earnings and service credit for retirement and actuarial determinations. As part of these regulations, CalPERS requires that in order to be considered as compensation earnable for the calculation of retirement benefits that the salary must be on a publicly available pay schedule and adopted in accordance with the requirements of applicable public meeting laws. Further CalPERS defines the pay rate for the position as "the normal monthly rate of pay of base pay of the member paid in cash to similarly situated members of the same group or class of employment for services rendered on a full-time basis."

As identified in the June 4, 2013 Board item, the County utilizes employee contracts for a very limited number of unclassified positions including one for the Film Manager position in Economic Development. In the past, departments and the contract employees wanted the additional flexibility that an employee contract could provide. Over the course of the last several years the employee contracts have become more uniform in the benefits that are offered to other county employees and have become more complex in trying to maintain the necessary language for CalPERS and IRS compliance.

Economic Development Film Manager Contract:

The Film Manager employee contract has been adopted annually by the Board of Supervisors following the applicable public meeting laws; however, the salary stated in the contract is not listed with an associated class title and on a corresponding pay grade in the County's salary plan and therefore, may not meet the CalPERS' definition of pay rate. Attached you will find the proposed classification specification of Film Office Program Manager that has been approved by the County Executive Office at the proposed salary grade on the Unclassified Salary Schedule. The incumbent will be placed on the salary grade which results in no loss of compensation. Additionally, the

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Film Office Manager classification specification was developed and approved by Personnel and the CEO's office. In accordance with the Civil Service procedures, the Personnel Department presented the classification of Film Office Program Manager at the June 10, 2013 Civil Service Commission meeting and gained the Commission's concurrence to place this classification in the unclassified service. Adopting the amended un-codified ordinance for the Allocation and Compensation plan to add the Film Program Manager title should negate the CalPERS compliance issues.

FISCAL IMPACT:

The fiscal impact of changing this contract employee to regular employee status is approximately \$2800 annually for CEO Economic Development. The department will absorb the increased cost within their budget.

Cc: David Snyder, Director Economic Development
Gretchen Nedved, Sr. Management Analyst
Allison McCrossen, Sr. Management Analyst

Attachments:

- 1) Film Program Manager Classification Specification
- 2) Un-codified Ordinance Allocation and Compensation amendment for the Film Office Program Manager

FILM OFFICE PROGRAM MANAGER

Unclassified – At Will

DEFINITION

To plan, organize, direct and manage the activities, operations, and obligations within an established film promotion budget to include the day-to-day management of a film office within the Office of Economic Development; to coordinate assigned activities with other departments and outside agencies; and to provide highly responsible and complex administrative support to the Director of Economic Development.

DISTINGUISHING CHARACTERISTICS

The Film Office Program Manager job classification performs work within a broad framework of general policy which requires creativity and resourcefulness to accomplish goals and objectives of the Film Office program area within the Office of Economic Development. This position serves at the pleasure of the appointing authority having no specified term and no property right to continuous employment and can be released without cause.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Director of Economic Development and/or his/her designee. May exercise direct supervision over technical and clerical staff.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include but are not limited to:

Plan, organize, direct and manage the Placer County Film Office including execution of an annual film marketing program and presentation of the plan to the Director of Economic Development.

Prepare marketing materials, including maintenance of social media websites as appropriate for producers, directors and location scouts.

Conduct personal site visits to motion picture studios, production companies and with film executives in coordination with attendance at film industry events and/or trade shows.

Identify and secure film locations in the public and private sector; set up and conduct scouting trips with clients.

Develop and maintain the Placer County Film Location Photo Library, both in the Office of Economic Development and in the California Film Commission's (CFC) Film Library, in a format consistent with the CFC and industry standard.

Draft an annual marketing/activity report to the North Lake Tahoe Resort Association (NLTRA).

Participate in the CFC's programs and events sponsored by the Film Liaisons in California Statewide (FLICS).

Serve on the steering committee of various organizations such as: the Content Creation and Distribution (CCD) Expo, and the FLICS.

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Coordinate film permitting within Placer County including the requirement to secure certificates of insurance on behalf of Placer County regarding necessary coverage as it relates to film permits.

Coordinate all film promotion activity on behalf of Placer County, including but not limited to: newly designed promotional collateral such as email and other means highlighting recent and continuing improvements to web site and location photography library; new and updated promotional content; continued maintenance of the location photo library; presence in trade magazines and directories.

Prepare and present required reports to the Economic Development Director.

Coordinate with North Lake Tahoe Resort Association (NLTRA) to help promote and provide leads for filming in North Lake Tahoe.

Identify options and make recommendations to replace and/or acquire critical equipment and technology as required for the Film Office.

Direct, oversee and participate in the development of the film office work plan; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods and procedures.

Oversee and direct the work of technical and clerical staff.

Supervise and participate in the development and administration of the film office budget; direct the forecast of additional funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implement mid-year adjustments.

Build and maintain positive working relationships with co-workers, other County employees and the public using principles of good customer service.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

- Principles and practices of the film industry.
- Principles and practices of public relations and marketing.
- Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.
- Principles and practices of budget preparation and administration.
- Pertinent local, State and federal rules, regulation and laws.
- Principles and practices of policy development and implementation.
- Principles and practices of business correspondence and report writing.
- Principles and practices of supervision, training, and personnel management.
- Principles and practices of project administration and supervision, resources allocation, planning and budget procedures and techniques.

Ability to:

- Plan, direct and control the administration and operations of a film office.

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- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Oversee, direct, and, prioritize the work of others.
- Communicate effectively and persuasively in both oral and written form.
- Foster effective working partnerships among individuals and interests with varying goals.
- Gain cooperation through discussion and persuasion.
- Establish and maintain effective working relationships with those contacted in course of work, such as professionals in the film production and motion picture, public officials from all levels of government and the general public.
- On a continuous basis, sit at a desk and in meetings for long periods of time. Intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation.

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience:

Three years of increasingly responsible experience in a film office. Supervisory or lead responsibility is preferred.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in film, TV and/or digital media, business or public administration or economics. Master's degree preferred.

License or Certificate:

May need to possess a valid driver's license as required by the position. Proof of adequate vehicle insurance and medical clearance may also be required

**Before the Board Of Supervisors
County of Placer, State of California**

In the matter of: An ordinance amending the
un-codified Allocations of Positions to Departments
and the Unclassified Service - Schedule of
Classifications, Salary Plan and Grade Ordinance

Ordinance No.: _____

First Reading: _____

The following Ordinance was duly passed by the Board of Supervisors of the County of Placer
at a regular meeting held _____, by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Chairman, Board of Supervisors

Attest:
Clerk of said Board

THE BOARD OF SUPERVISORS OF THE COUNTY OF PLACER, STATE OF CALIFORNIA,
DOES HEREBY ORDAIN AS FOLLOWS:

The un-codified Allocation of Positions to Departments Ordinance and the un-codified
Unclassified Service - Schedule of Classifications, Salary Plan and Grade Ordinance are
hereby amended as follows:

Section 1. That the un-codified Unclassified Service – Schedule of Classifications, Salary Plan and Grade Ordinance is hereby amended and shall read as follows:

ADMIN CODE	CLASSIFICATION TITLE	SALARY PLAN – APPENDIX	GRADE
<u>11751</u>	<u>Film Office Program Manager</u>	<u>UNCL</u>	<u>U24</u>

Section 2. That this ordinance shall be effective July 13, 2013.

Section 3. That this ordinance is adopted as an un-codified ordinance.

