

COMMUNITY FACILITIES ADVISORY BOARD AGENDA

THURSDAY, JUNE 19, 2008

5:30 P.M.

CITY HALL COMMISSION CHAMBERS

WELCOME & ROLL CALL Greg Starks, Chairperson

CONSENT CALENDAR

Approval of April 3, 2008 minutes

UNFINISHED BUSINESS

County Proposal for Windthorst Church Project. Presented by Ed Elam, County Administrator

NEW BUSINESS

1. Financial Report. Presented by Nannette Pogue, City Clerk
2. Discussion & Recommendation for Tourism Coordinator/Director. Presented by Ken Strobel, City Manager.
3. Report from Expo Center Committee. Presented by Ed Elam, County Administrator.
4. Report on Dodge City Raceway Park Improvements. Presented by Cherise Tieben, Assistant City Manager.
5. Report on Legend's Park Bleachers. Presented by Cherise Tieben, Assistant City Manager.

ADJOURNMENT

If a reasonable accommodation is necessary to participate in a City of Dodge City event or service please contact us at 225-8100, 225-8155 TDD or by contacting the Kansas Relay Center at 1-800-766-3777.

COMMUNITY FACILITIES ADVISORY BOARD MINUTES

APRIL 3, 2008

5:30 P.M.

CITY HALL COMMISSION CHAMBERS

WELCOME & ROLL CALL Lance Nichols

CONSENT CALENDAR

1. Justin Banning asked to amend the February 21, 2008 minutes. With noted changes made to minutes, Justin Banning moved to approve the minutes, seconded by Rick Sowers, unanimous.

BUSINESS

1. Nannette Pogue, City Clerk, presented the board with Statement of Revenue and Expenditures for January and February, 2008, along with the Sales Tax Comparison Report.

2. Paul Lewis, Director of Parks and Recreation, presented bid information and sample polycarbonate sheeting material to replace the existing fabric covers at Legend Park. The discussion of the amount of sunlight to be permitted though the bleacher covers lead the board to appoint a Sub Committee of Ann Torrey and Justin Banning, to determine the appropriate degree of light transmission.

Rick Sowers moved to approve the bid request, not to exceed \$102,500.00, pending Ann and Justin's decision of light transmission, to replace the fabric shade covers with the polycarbonate material, seconded by Greg Starks, unanimous.

3. Paul Lewis informed the board that he is still working on signage for the front of Legends Park. He is working with city staff to design a template like the Iron Cowboy sign west of Dodge City. Also, he will be coming to the board with information on replacement of the painted restroom floors with an epoxy floor system.

4. Ken Strobel reported that the Dodge City Raceway Park building is framed and sheeting has been completed. Cherise Tieben, Assistant City Manager, did a complete inventory of the equipment and supplies at the raceway.

Ed Elam reported that the Expo Committee will present information to the next CFAB meeting. At the County Commission's request, Ed Elam asked that an item be added to tonight's agenda; reconsideration of organizational funding for Windthorst Heritage. Discussion continued, but the item was not added to the agenda.

Lance Nichols presented Greg Starks back onto the CFAB board as Chairman. Greg said that his conflict of interest has been concluded and he is pleased to return to the board.

ADJOURNMENT: Ann Torrey moved to adjourn the meeting at 6:30 p.m., seconded by Rick Sowers, unanimous.

If a reasonable accommodation is necessary to participate in a City of Dodge City event or service please contact us at 225-8100, 225-8155 TDD or by contacting the Kansas Relay Center at 1-800-766-3777.

DRAFT RECOMMENDATION

PHASE I: HERITAGE TOURISM MASTER PLAN

Director of Arts and Tourism
Dodge City, Kansas

“A vibrant arts community is critical to many corporate decisions on where to locate and where people decide to work. Increasing amounts of research attest that arts organizations and programs attract audiences, spur business development, support jobs, entice tourists and generate government revenue.”

(2008-2009 *Service Plan: Arts and Cultural Division*, City of Wichita, Kansas)

I. Case Statement

Heberling Associates, Inc., a Pennsylvania-based heritage resource planning firm, is currently engaged in the development of a Heritage Tourism Master Plan for the city of Dodge City and Ford County. While the recommendations therein will emphasize the cultural and heritage-based assets of the city and county, the plan will emphasize a regional focus as well. To date, Judy Heberling and Michael Husband have made three trips to the area, and at least two more visits are planned. We have visited numerous historic sites and attractions throughout the area and have met with representatives of Dodge City area tourism entities, city and county officials, members of appointed boards and commissions, including CFAB and the Dodge City Convention and Visitors Bureau, as well as with a number of area citizens and community leaders. We strive to maintain the dialogue with area stakeholders between visits and are pleased with the degree of collaboration and commitment that we have witnessed over the past few months.

Although there are many more places to see and people to meet before a final plan can be prepared, we are currently synthesizing and organizing the considerable volume of data and information we have collected thus far. The final product, as described in our *Proposal for Consulting Services* (March, 2007, revised), will consist of a detailed written report that will include an analysis and evaluation of (a) the current heritage venues in Dodge City and Ford County and (b) the role of each in the Dodge City/Ford County brand identity, differentiation and positioning within the national and international visitor markets.

As a result of our numerous meetings and strategy sessions with Dodge City area stakeholders as well as our assessment of the current situation *vis-à-vis* area cultural heritage attractions, it has become increasingly clear that in the current tourism-related environment, the responsibility for managing and executing the aforementioned Heritage Tourism Master Plan must be vested in a singular authority with the support of the Dodge City and Ford County Commissions, CFAB, the Dodge City Convention and Visitors Bureau, as well as other relevant appointed boards and commissions. If the plan is to serve as the primary vehicle for creating and maintaining cohesion and synergy among all

area tourism-related entities and organizations, collaboration, facilitated by a central management structure which can provide strategic direction, is essential.

There does appear to be significant support for this strategy among Dodge City area tourism entities. An October 27, 2007 *White Paper*, developed by participants from The Depot Theatre, the Dodge City Trail of Fame, the Dodge City Area Arts Council, the Boot Hill Museum, and the Ford County Historical Society and Mueller-Schmidt House and Museum, includes the following recommendation—“Hire a ‘Tourism Czar’ and define a job description for the same. This person would dedicate full time to helping merchants, attractions, non-profits . . . etc with issues surrounding funding, fiscal responsibilities, fund raising, business planning . . . etc.” Among the priorities discussed during our meeting with tourism representatives on January 7, 2008 at the Boot Hill Bed and Breakfast, coalition-building, “working together,” and the “need to designate a leader” were issues most frequently mentioned. The lack of “attraction unity”—the failure to tie attractions together—is a common observation.

Community buy-in is vital to the success of the plan. A centralized administrator can work to promote the visibility and expand awareness of all the heritage entities and cultural arts in the Dodge City area and, at the same time, help to develop a stronger sense of community support for tourism. New challenges—significant demographic shifts, a downtown in decline, a changing, cross-generational visitor market, inadequate resources for existing cultural organizations—speak to the need for a coordinated management strategy to address the needs these new challenges present.

Other cities, of course, face similar challenges. In Wichita, for example, the Division of Arts and Cultural Services was created in 2003 as “. . . the focal point for coordinating and promoting the visibility of all cultural arts in the community . . .” A description of the Division, including the Director’s position responsibilities, is appended to this report. (<http://www.wichitaarts.com/AboutUs/>)

While we have explored models for similar positions in Wichita and other communities (position descriptions for the *Director of Cultural Arts and Tourism*, Henderson, Nevada and the *Tourism Development Coordinator*, Chandler, Arizona are useful examples; see Appendix), Dodge City is unique and can offer a diverse, heritage-based experience focused on Western themes (the “Old West,” outdoor recreation, the cattle industry—past and present—farming and ranching, rodeo and “agritainment,” a revitalized, engaging historic downtown with the amenities visitors expect, modern arts and entertainment facilities and programs in an historic environment) in a visitor-friendly High Plains setting. Dodge City, in short, has the potential to offer multiple target audiences a one-of-a-kind experience, but coordination and focused administration of the existing and potential heritage and cultural-based entities is the key to a sustainable visitor product.

II. Position Narrative

Although there are a variety of possible titles that could be given to the proposed tourism position, we are suggesting that the new tourism leader be called “Director of Arts and Tourism” to reflect the importance and connection of both historical and arts-related organizations and programs in the creation of a successful heritage tourism product. A vibrant, multi-faceted community cultural scene helps attract visitors, enhances the quality of life both for those who live in the area and those who spend time there, and increases visitor options, thus enticing them to stay longer and spend more time and money. It is obvious that the Dodge City/Ford County arts community is becoming an increasingly dynamic force that can be channeled effectively into the heritage tourism program.

The arts in all of their variety are an important component of the heritage of a community, and it is difficult to separate history and the arts in cultural heritage tourism offerings. The mission statement of the Depot Theater Company illustrates the synergy quite well: “The mission of The Depot Theater Company is to create and promote a cultural arts center on the High Plains to enrich the quality of life for a diverse population through a dedication to history, culture and theatre arts.” Because of the existing range of heritage tourism opportunities in the Dodge City area, coupled with the obvious possibilities for growth, we believe that the new tourism director should be responsible for working with a broad spectrum of the cultural community in Dodge City and Ford County to make the visitor experience as complete, enjoyable, and fulfilling as possible.

It would seem logical to fund the new director’s salary from “Why Not Dodge Funds” since money has already been reserved for implementing the heritage tourism master plan. It would be necessary for the city, county, and CFAB to work out the specific lines of authority and relationships since cultural heritage tourism includes attractions and programs in both the city and county. There are certainly many ways in which the tourism position could be structured, but it is critical that—from the beginning—it be an officially sanctioned position with both the authority and resources to coordinate and implement the heritage tourism master plan. As we noted above, a plan without an effective organizational or implementation structure will become just one more planning document on the shelf or in the file.

The Director of Arts and Tourism should have demonstrated abilities in the areas of finance, administration, organization, public relations, and interpersonal communication. He or she should be a person of vision with a positive outlook, the ability to prevent and resolve conflict, and the ability to see the big picture as well as the realities and intricacies of local personal, political, and cultural life. It is important that a Director of Arts and Tourism be able to make reasonable decisions while serving as an effective advocate for the heritage tourism community in a way that encourages cooperation among a disparate group of boards, commissions, and citizens with a passion for their interests and organizations.

The tourism director should serve as a liaison with and resource for all of the heritage and arts-related organizations, attractions, and institutions that have been or will be part of Dodge City and Ford County's tourism efforts and offerings. He or she would coordinate the various programs into a cohesive package of year round heritage and arts programs and foster cooperation among area organizations. The director should also cultivate and coordinate relationships with heritage tourism-related organizations and agencies beyond the city and county, including those of the federal and state governments. The director will have to work closely with the Dodge City Convention and Visitors Bureau and Wild West Country representatives without intruding on or negatively affecting their mandates, programs, activities, and funding sources.

One of the important functions of a Director of Arts and Tourism is establishing him/herself as a reliable and effective resource for the funding efforts of the heritage and arts attractions in the community. The director must have or develop a working knowledge of the wide range of funding sources available to various kinds of nonprofit organizations and be able to communicate the information to the heritage tourism community, assist with grant applications and other financial requests, and help area organizations develop fund development strategies. The director would, of course, work in partnership with members of the community who already have expertise in the area of funding, but he/she would act as a coordinator of the effort to develop more reliable, consistent, and effective funding for Dodge City and Ford County heritage and arts programs.

It is also important that a Director of Arts and Tourism be able to work with the business community, both downtown and in the city and county as a whole—along with city and county economic development entities—to enhance and develop heritage tourism and arts experiences. The tourism director can play at least a supporting role in revitalizing and reenergizing downtown, helping create a welcoming and interesting experience for the diverse local community and incoming visitors, while, at the same time giving new life to the invaluable resource of historic buildings that remain in downtown Dodge.

There are many dimensions to the proposed position of Director of Arts and Tourism, but the job responsibilities as outlined in this case statement certainly can be accomplished by a well-qualified administrator. Representatives of the local heritage and arts community have repeatedly expressed a desire to see a position established for the express purpose of assisting the cultural tourism organizations in Dodge City and Ford County operate more efficiently, collaborate more effectively, and secure more dependable funding opportunities. They are seeking leadership that will help them implement the forthcoming heritage tourism master plan and work together toward the goal of creating an attractive and exciting package of arts and heritage tourism programs that will help draw new visitors, entice them to stay longer, and enhance the cultural life of Southwest Kansas.

Following this narrative is a suggested position description for a Dodge City/Ford County Director of Arts and Tourism with an outline of job responsibilities. We have also attached more detailed information on relevant or similar positions in three other cities,

namely Wichita, Kansas; Chandler, Arizona; and Henderson, Nevada, as a frame of reference for the proposed heritage tourism position in Dodge City.

III. Position Description

DODGE CITY, KANSAS
DIRECTOR OF ARTS AND TOURISM
Position Description

The Director of Arts and Tourism will work closely with the Dodge City Convention and Visitors Bureau, the City of Dodge City, Ford County, and Dodge City/Ford County economic development agencies. The Director of Arts and Tourism is responsible for focusing, managing, coordinating, and promoting the visibility of arts and heritage tourism in the community.

The director will

- Assist Dodge City and Ford County heritage tourism and arts organizations in implementing the heritage tourism master plan;
- Serve as liaison to museums, attractions, regional heritage tourism, and arts organizations in the community;
- Coordinate and administer the heritage tourism and arts programs with the Dodge City Commission, Ford County Commission, and appointed boards and commissions, including CFAB and the Convention and Visitors Bureau;
- Work on an on-going basis to foster relationships with arts and heritage-related organizations, local business and industry, and the Dodge City Convention and Visitors Bureau to enhance and develop the local cultural community and a cultural package that showcases Southwest Kansas/Wild West Country and creates a “sense of place”;
- Serve as a resource for area heritage tourism attractions and arts agencies in researching, planning, preparing, and implementing grant applications and fund raising strategies;
- Develop partnerships and strategic alliances with local, regional, state, national, and international organizations and agencies, particularly in relationship to funding;
- Work in partnership with individuals, organizations, and diverse community groups involved in the arts and heritage tourism to help promote, develop, and coordinate a year-round series of cultural heritage tourism programs within the city and county;

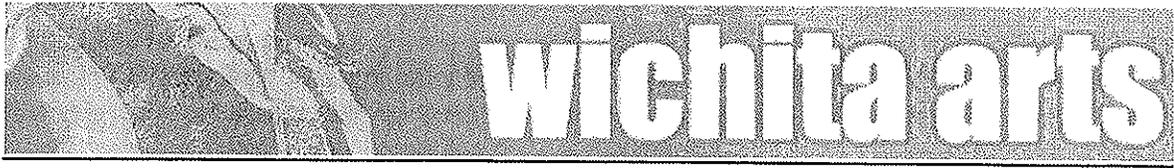
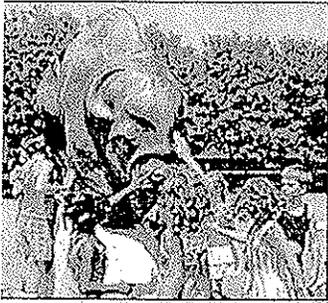
- Provide staff support for publicly owned and/or funded heritage tourism and cultural facilities;
- Develop mission and vision statements and cooperative agreements;
- Help identify shared resources among local heritage and arts attractions that will improve program-oriented marketing efforts and services;
- Work with downtown businesses and merchants, heritage tourism and arts organizations, the Dodge City Chamber of Commerce, and the city and county to assist in the promotion and revitalization of historic downtown Dodge City.

APPENDIX

Wichita Arts: Division of Arts and Cultural Services

City of Chandler: Job Description, Tourism Development Coordinator

The City of Henderson: Director of Cultural Arts and Tourism



Division of Arts and Cultural Services

The Division of Arts and Cultural Service was created in 2003 and is a part of the City Manager's office. The administrative offices of this department are located in CityArts, 334 N. Mead.

The environment associated with arts and cultural activities in Wichita has changed dramatically in the past several years. This has constituted the need to localize and focus administrative function in a new division to address the many needs of these new challenges. The Arts and Cultural Division has been implemented to better manage this wide array of programming. It is the focal point for coordinating and promoting the visibility of all cultural arts in the community and to advise the City Council, City Manager and staff on matters related to the aesthetic excellence of Wichita's built environment and arts matters.

John D'Angelo has been appointed as the Director of the Arts and Cultural Division. He is to administrate the following:

- To develop and implement the Cultural Tourism Plan, which specifically markets to individuals interested in the community's cultural attractions and events in the growing area of the tourism industry.
- Serve as liaison to museums and attractions in the community.
- Develop a dedicated funding source for re-granting to attractions.
- Develop a year-round series of cultural events/programs with multiple attractions participating.
- Work in partnership with individuals/organizations involved in tourism to promote cultural arts programming.
- Provide management of CityArts, The Wichita Boathouse, Farm and Art Plaza, and the Old Town Plaza facilities.
- Serve as support along with other staff to the Arts Council, Design Council and Art Advisory Committee as stated in an agreement that each group has with the City.
- Management of the public art collections.

The Director's focus is the utilization of resources to accomplish the mission set forth with compliance to City Council direction as well as State and Federal regulations.

[Back to Top](#)

ABOUT US

- :: Board Staff Support
- :: Department Goals and Objectives
- :: Divisional Descriptions, Goals and Objectives
- :: Future Challenges
- :: **Main**

ORGANIZATIONS

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EVENTS

CLASSES

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City of Chandler Salary Plan - 2007-08

[Back to the Salary Plan](#)

OT Status Legend:
Non-Exempt = Hourly Position
Exempt = Salaried Position

Job Description

TOURISM DEVELOPMENT COORDINATOR

Class Code Number: Pay Grade: 24
FLSA Designation: Exempt Effective Date: 11/02
Job Group: Professional (P) Revision Date: 8/03, 7/05,
9/07

General Statement of Duties

Develops and implements plans to promote the City as a tourism destination; performs related work as required.

Classification Summary

The principal function of an employee in this class is to develop and implement tourism-generating strategies including marketing, planning, research, communications and related duties; represents the City at local, regional and national economic development meetings, conferences and trade shows; works with representatives from the City, the Chamber of Commerce and hospitality industry; oversees the effective operation of the Visitor Center; promotes local events through appropriate media; generates regular and special reports as requested. The work is directly supervised by the Economic Development Director, although leeway is granted for independent judgment and initiative. The principal duties of the position are performed in a general office environment.

Examples of Work (Illustrative Only)

Essential Duties and Responsibilities

Develops and implements specific tourism marketing strategies and activities to promote Chandler as a tourism destination. Oversees the effective operations of the Visitor Center at the Chandler Visitors Center at the McCullough-Price House. Develops cooperative marketing projects and regional strategies with local tourism businesses, Chandler Chamber of Commerce, as well as regional, state, and national Convention and Visitor Business Bureaus. Creates tourism promotional materials, direct mailings and targeted advertisements that complement current economic development marketing materials promoting the community. Develops press releases for media and assorted publications. Assists the Chandler Tourism Committee, made up of representatives from the City, Chamber of Commerce and local hotels and restaurants in promoting the City and establishing a long-term tourism and marketing organization and developing an image and awareness campaign. Works with the Downtown Redevelopment Manager, the DCCP and downtown merchants to assist in the promotion of Historic Downtown Chandler. Represents the City at local, regional and national meetings, conferences and trade shows. Builds relationships with local, regional, national and international travel and tourism professionals including the AZ Office of Tourism, Arizona Tourism Alliance, Arizona PR Roundtable, Arizona Travel Industry Roundtable and similar organizations to promote Chandler as a preferred destination. Research, plan, prepare, and implement grant applications and strategies. Manage operating tourism budget and grant budgets. Acts as liaison between the City and the Chamber of Commerce staff in supporting the Chamber's special events. Develops and maintains a database of potential convention/conference and tourism leads and prospects. Develop and maintain tourism websites. Attracts and supports conventions and conferences through coordinating marketing and logistics with local and regional hospitality/tourism organizations. Organizes and leads familiarization tours of Chandler for local, national and international tourism groups and professionals. Promotes local events through appropriate media. Initiates, researches and prepares individual and regional tourism grant applications.

Generates marketing tourism reports and marketing plans in a clear, organized and concise manner.
Manages special projects as well as collaborating and assisting professional economic development staff in promoting the City of Chandler to prospective companies considering locating in Chandler.

Communicates and coordinates regularly with appropriate others to maximize the effectiveness and efficiency of interdepartmental operations and activities.

Performs all work duties and activities in accordance City policies and procedures;

Works in a safe manner and reports unsafe activity and conditions. Follows City-wide safety policy and practices and adheres to responsibilities concerning safety prevention, reporting and monitoring as outlined in the City's Safety Handbook.

Other Duties and Responsibilities

Performs other related duties as required.

Knowledge, Skills and Abilities

Knowledge of:

Principles and practices of tourism marketing and research methods;

Principles of economic and community development analysis in trends, demographics, and forecasts;

Procedures in the operation of a Visitors Center;

Principles of budgeting;

Marketing tourism destinations;

Website and Database development, management and maintenance;

Techniques of conducting marketing research and development.

Ability to:

Market tourism destinations;

Prepare clear and accurate reports for varied audiences;

Interpret and analyze data;

Present material in a clear, concise and logical manner both orally and in writing;

Establish and maintain cooperative working relationships with city employees, local business and hospitality industry representatives, and Chamber of Commerce officials;

Operate a personal computer and related software and applications.

Acceptable Experience and Training

Bachelor's degree in travel and tourism, communications, marketing, or related field; and

Three (3) to five (5) years experience in marketing and tourism; or

Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work.

Essential Physical Abilities

Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, which permits the employee to communicate effectively orally and in writing;

Sufficient vision or other powers of observation, with or without reasonable accommodation, which permits the employee to evaluate effective advertisements and review a variety of printed and visual materials;

Sufficient manual dexterity with or without reasonable accommodation, which permits the employee to operate a personal computer;

Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, which permits the employee to work in a general office environment.

City of Henderson, Nevada

DIRECTOR OF CULTURAL ARTS AND TOURISM

DEFINITION

Under administrative direction, plans, directs, manages, and oversees the activities and operations of the Cultural Arts and Tourism Department, and performs related duties as required.

DISTINGUISHING CHARACTERISTICS

This class is distinguished as being at the department head level having responsibility for managing the operation of the City's Cultural Arts and Tourism Department. Collaborates with City Council appointed boards and commissions, City executive management team, and community partners on the development and implementation of the City's cultural arts enrichment and tourism strategies, and special events.

EXAMPLES OF ESSENTIAL FUNCTIONS

Essential functions include, but are not limited to, the following:

1. Develops and promotes the City's vision of cultural enrichment by designing processes, programs and events that involve the citizenry as participants and consumers of the cultural arts including visual, performing and literary arts.
2. Establishes community forums to involve the citizenry in the development and delivery of affordable culturally enriching educational and recreational opportunities.
3. Manages the City's performing, visual, and literary arts through programs, events, performances, etc.
4. Partners with diverse community groups and other City departments to promote culture and arts programs and opportunities within the city and the region.
5. Manages the development and implementation of City and region specific tourism opportunities that target the visitation and use of local and regional destinations that generate revenue opportunities for the Henderson business and hospitality communities.
6. Partners with federal and state archivists to preserve and promote the City's history and culture.
7. Develops and implements the goals, objectives, policies, procedures, and work standards for the cultural arts and tourism department; plans, directs, manages, and oversees the activities and operation of the Cultural Arts and Tourism department.

8. Through the visitors bureau markets the City as tourism and special events and tourism destination
9. Establish and monitor policies and programs that promote economic impact from out-of-market event attendees and visitors.
10. Establish and maintain productive working relationships with leaders from the local hospitality industry, regional and state tourism agencies.
11. Interface with the convention and visitors board of directors to develop policy and strategic direction for the bureau.
12. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships, and identifies opportunities for improvement; directs the implementation of changes.
13. Represents the Cultural Arts and Tourism department to other City departments, elected officials, and outside agencies.
14. Selects, trains, motivates, and evaluates department staff; provides or coordinates staff training; works with staff to correct deficiencies and implements discipline and termination procedures when necessary.
15. Ensures implementation of the department's work plan, meets with management staff to identify and resolve problems; assigns projects and programs; reviews and evaluates work methods and procedures.
16. Establishes the departmental budget including forecasting the need for additional funds for staff, equipment, materials and supplies; directs the monitoring and approval of expenditures; directs the preparation and implementation in budget adjustments as necessary.
17. Performs related duties as directed.

KNOWLEDGE, SKILLS, AND ABILITIES

- Thorough knowledge of the rules, regulations, policies, and procedures necessary for the effective and efficient operation of facilities and programs for cultural arts preservation; programming functions related to presenting performing, literary and visual arts; tourism and sales management designed to attract revenue generating events; goal setting, program development, implementation and evaluation; supervisory practices and procedures including managing employees through multiple levels of supervision; pertinent federal state, and local laws, codes, and ordinances; computer applications related to the work; principles and practices of municipal budget preparation and administration.
- Ability to plan, organize, direct and coordinate the work of lower level staff; select, supervise, train and evaluate staff; interpret and explain the policies and procedures of the City and Cultural Arts and Tourism Department; analyze current projects and programs and make

recommendations for needed revisions; analyze problems, identify alternative solutions; project consequences of proposed actions and implement recommendations in support of goals; interpret and apply federal, state, and local ordinances, laws, and regulations; communicate clearly and concisely verbally and in writing; establish and maintain effective working relationships with those contacted in the course of work.

- Skill in the use of office equipment including personal computers.

MINIMUM QUALIFICATIONS

Education, Training, and Work Experience

Bachelor's Degree from an accredited college or university with a major in liberal arts, cultural arts, sociology, sales and tourism or closely related field and ten years of experience, three of which must be at a department director level OR an equivalent combination of closely related training and experience. Master's Degree in a related field is desirable.

Desirable Qualifications

Master's Degree in a related field is desirable.

Special Requirements, Licenses, and Certifications

Must possess a valid Nevada Driver's License at the time of appointment and maintain an excellent driving record.

Physical Requirements

Vision sufficient to review written laws, regulations, plans, reports, diagrams, maps, computer screens, computer print outs, and other documents encountered in the course of work; hearing sufficient to hear conversational levels in person and over the telephone; speech sufficient to make oneself heard in person, in front of groups, and over the telephone; dexterity sufficient to operate office equipment used in the course of work; strength sufficient to lift and manipulate office supplies and planning materials; mobility sufficient to move around in an office setting and operate a motor vehicle to attend off site meetings and visit project sites; endurance sufficient to maintain efficiency throughout entire work shift.

Work Environment

Primary working environment is in a climate controlled office setting; however, work does involve attendance at both outdoor and indoor special events and travel to attend meetings.

FLSA Status

This is a salaried classification assigned to the Managerial Pay Plan and exempt from the overtime provisions of the FLSA.

Approved by City Council: 03-07-06

ARTS AND TOURISM COORDINATOR/ DIRECTOR POSITION

At my request, Heberling & Associates have prepared and submitted an Interim draft regarding the establishment of an Arts and Tourism Coordinator/Director position. As you will recall, the Heberling group referenced this position in their work session update with the City and County Commissioners about a month ago. The enclosed report provides a more detailed discussion of the reasons justifying and the importance of this position.

Although the Heberling's final report and plan will likely be completed and presented in the early fall, in my conversations with them they indicated that in their opinion it is extremely important to create and establish this position as soon as possible. There are several factors which support this expedited procedure:

1. Establishment of the position now would be strong evidence of the CFAB and City and County Commissioners support for tourism and commitment to assure the actual implantation of the various aspects of the Master Tourism Plan.
2. In light of the progress towards a Historic Downtown Development District, a Tourism Director should be involved in the planning and implementation of that project.
3. The management contract for a Casino will likely be announced sometime in September 2008 and a Tourism Director's input in coordinating the overall Casino "West Theme" resort which is included in both pending applications would be critical.
4. By fall many of our existing tourism attraction will be preparing their budgets for next year and will be reviewing their individual needs and possible requests for

CFAB Organizational Funding. The Tourism Director should play an important role in assisting with the analysis, nature, and coordination of these funding requests and how such may be impacted by the Master Tourism Plan.

5. By implementing the Tourism Director position now would allow the person selected to “get their feel on the ground” and for the organizational aspects of the position to be dealt with and established prior to the release of the final Master Tourism Report.

In addition, the implementation of the position now would allow the Heberling group to get acquainted with and receive input from the director which may impact the nature of the Final Plan and the implementation of various aspects of the Plan, and at the same time would allow the Heberling group the opportunity to advise and provide guidance to the Director.

Enclosed for your review and discussion at Thursday’s CFAB meeting is a copy of the Heberling’s interim report, including a suggested job description for the position. Also enclosed is a proposed draft of the CFAB recommendation to the City and County Commissions.

See you Thursday at 5:30 p.m.

Ken

**COMMUNITY FACILITIES ADVISORY BOARD
CITY/COUNTY RECOMMENDATION**

WHEREAS, the Community Facilities Advisory Board (Board) has previously recommended the development of a Dodge City Master Tourism Plan (Plan); and

WHEREAS, the City Commission of Dodge City and the Ford County Commission have through joint action ratified and approved said recommendation; and

WHEREAS, Sales Tax revenues levied through the “Why Not Dodge” ordinances have been set aside for the implementation of the Plan; and

WHEREAS, Heberling Associates, Inc. have been selected to develop the Plan; and

WHEREAS, Heberling Associates, Inc. have recommended the establishment of a full time Arts and Tourism Coordinator (Position) to oversee the implementation of the Plan; and

WHEREAS, the Board believes the creation of the Position is vital to the implementation of the Plan; and

NOW THEREFORE, the Board recommends to the City Commission of Dodge City and the Ford County Commission the immediate establishment and funding of a new Arts and Tourism Coordinator position as a Sales Tax Project (Project) the principle purpose of which will be to oversee, coordinate, and implement the Plan; and

FURTHER, the Board recommends an initial budget be established for the Project in an amount not to exceed \$100,000.00 for the first calendar year, such budget to include salary and benefits for the Position as provided for within the Personnel guidelines of the City of Dodge City, Kansas and such other expenses as may be necessary to carry out the duties of the Position; and

FURTHER, the Board recommends the establishment of an Arts and Tourism Advisory Board to provide input and support for the Position. Such Advisory Board should be comprised of no less than five nor more than nine members. The membership should include one representative of the Board, one representative of the local tourism industry, the director of the Convention and Visitors Bureau, one representative of the Dodge City/Ford County Development Corporation, the County Administrator, the City Manager (or their designees), and such other representatives as may be determined appropriate.

ADOPTED, this _____ day of _____, 2008.

Greg Starks, Chairperson