

POSSIBLE MOTION

I MOVE TO approve the promotion of
Melissa Henshaw from Deputy Clerk/Records
Specialist to Public & Government Relations Director
as recommended by the Municipal Administrator.



City and Borough of Sitka

PROVIDING FOR TODAY...PREPARING FOR TOMORROW

Coast Guard City, USA

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members

From: John Leach, Municipal Administrator

Date: February 17, 2021

Subject: Public & Government Relations Director

Background

The staff position of Community & Government Affairs Director has been vacant since the Spring of 2019. I have since renamed that position the Public & Government Relations Director to emphasize that position's need to focus on external communications on behalf of the CBS. The workload of that position has since been shared between the Municipal Administrator, the Municipal Clerk, the Administrative Coordinator and various other staff as necessary which draws their focus away from their core duties.

Melissa Henshaw has been working as a CBS employee since October 2000 and recently celebrated her 20th anniversary with the municipality. Over the past 20 years, Melissa has worked in various positions in Finance, Planning, Administration, and now in the Clerk's office.

Analysis

Over the past year, I have interreacted frequently with Melissa regarding municipal records and parliamentary procedure, and I have worked with her on special projects such as the creation and implementation of the Climate Action Task Force. She has also been the lead for arranging all CARES Working Group sessions, recording the work produced, and providing accurate and succinct reports for public consumption. I have found her to be extremely knowledgeable, very professional, and extremely driven toward task accomplishment. She sees new work as a challenge and an opportunity to grow.

I have reviewed Melissa's education and work history which are attached, and I am certain that she will make an excellent Public & Government Relations Director. I am a staunch supporter of developing and advancing our existing workforce to give them the

opportunity of lifelong learning and upward mobility within the organization. Over the past few months, I have outlined a certification and professional development plan for Melissa that will ensure she excels in this position.

Fiscal Note

The Public & Government Relations position is funded in the FY21 budget at a Range 34 Step A. I have offered Melissa the position at the currently funded amount based on her experience, and I have developed a stepped increase upon completion of training and certification milestones outlined in the offer letter.

- \$79,206.40 per year, paid in bi-weekly payments (Grade 34, Step A), full-time, benefitted.
- Increase to 34B in one year **and** upon completion of all prerequisite courses for successful application to the FEMA Advanced Public Information Officer course and earning your Bachelor of Business (BBA) as projected in April 2021.
- Increase to 34C upon completion of the FEMA Advanced Public Information Officer course **and** earning a Government Relations & Lobbying certificate from the Public Affairs Council. She must achieve 34C within 36 months of her hire date.
- CBS will fund the travel and training costs associated with certification from a budget not to exceed a total of \$8,000 over 36 months from the date of hire.

Recommendation

Promote Melissa Henshaw from Deputy Clerk/Records Specialist to Public & Government Relations Director effective March 15, 2021.

City and Borough of Sitka, Alaska

Class Specification

Class Title	Public & Government Relations Director
Class Code Number	1090
FLSA Designation	Exempt (Administrative)
Pay Grade and Range	34
Effective Date	February 2021

General Statement of Duties

Directs City and Borough of Sitka (CBS) media, communications, public relations, inter-agency relations, advocacy and special projects. Serves as intergovernmental relations contact, acting as primary liaison between CBS and elected and appointed officials of other governmental agencies, including municipal, state, regional and federal legislatures. Explores and pursues grant opportunities available to the municipality; works with other staff to promote awareness and understanding of CBS services, policies, projects, and issues; coordinates dispute resolution efforts and ensures response to citizen complaints and requests. Demonstrates integrity, ingenuity and inventiveness in the performance of assigned tasks.

Distinguishing Features of the Class

The principal function of an employee in this class is to serve as the primary CBS director for institution-wide communications, media contacts, government relations, legislative and congressional issues and advocacy, and agency and public issues. Monitors and responds to issues affecting Sitka, state and federal regulations and proposals, manages major issues and special projects affecting CBS. Explores opportunities and writes coherent, organized and compelling grant proposals for the municipality.

The work is performed under the supervision of the Administrator, but considerable leeway is granted for the exercise of independent judgement and initiative. The nature of the work performed requires that an employee in this class establish and maintain effective working relationships with other Department and CBS employees, State and Federal Officials and the public. The principal duties of this class are performed in a general office environment and various work sites in Sitka and the State of Alaska, with occasional travel outside of Alaska required.

Examples of Essential Work (Illustrative Only)

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

- Develops and directs institutional Alaska Legislative and Federal Congressional funding requests, advocacy, problem resolution, legislative priorities, and other issues of importance to Sitka.
- Coordinates travel, advocacy efforts, and interactions with elected officials, state and federal agencies, tribal governments and visiting dignitaries.
- Prepares State and Federal financial assistance grants for institutional issues within the municipality, such as infrastructure, community and economic development, and affordable housing.
- Develops and manages CBS communications, including social media, annual report, news releases, newsletters, publicity and public relations, and municipal information to CBS staff, media, agencies, organizations, and the public.
- Manages all aspects of communications between CBS and public, including approval of all promotional materials to ensure a consistent look and message. Responsible for CBS's overall graphic design program. Oversees the structure, content, and effectiveness of the CBS website in coordination with the Information Technology Department.
- Facilitates and ensures open and clear citizen access to CBS government. Develops methods and processes by which citizens may provide input and feedback to CBS.
- Conducts surveys and polls, as necessary, with the public and community groups to identify information needs or opinions regarding programs, policies, and procedures.
- Coordinates activities and manages the contractual relationship with CBS Lobbyists.
- As directed by the Administrator, represents CBS by making presentations and providing comment to other organizations or entities, and in other situations as required, to advance and protect the interests of Sitka and its citizens.
- Manages public information efforts, including acting as representative spokesperson and interacting with the press, occasionally on camera or on air, regarding routine issues. Prepares briefings, story ideas, tours and background information. Arranges press conferences and prepares press kits when needed. Provides information packets to new or prospective residents and businesses.
- Sets standards and policy for customer service and complaint resolution. Oversees and coordinates response to citizen complaints and facilitates problem resolutions; acts as liaison to CBS departments; and coordinates meetings on issues related to complaints.
- Manages public information in emergency situations. Assists in emergency planning and preparedness activities as requested.
- Keeps broadly informed and coordinates municipal involvement and actions on important issues affecting CBS.
- Develops and directs institutional projects and initiatives (e.g. Coast Guard City, Bike Friendly Community, Sister City).
- Coordinate and implement CBS's Communications Plan including a social media policy.
- Attends meetings, conferences, workshops and training sessions and reviews publications and audio-visual materials to become and remain current on the principles, practices, and new developments in assigned work areas.
- Performs other related duties as assigned.

Required Knowledge, Skills and Abilities

- Thorough knowledge of local, state and federal governmental structure, including legislative processes, regulating and service providing agencies;

- Thorough knowledge of principles and practices of collaboration, public relations, mass communications and citizen involvement;
- Knowledge of intermediate layout, graphics, design, and printing techniques;
- Knowledge of community resources and organizations;
- Knowledge of presentation techniques and ability to present information in an understandable and persuasive manner;
- Knowledge of customer service programs and advocacy;
- Thorough knowledge of current issues facing city and borough governments in Alaska;
- Demonstrated ability to communicate well with others, including media and the public, both orally and in writing, using both technical and non-technical language;
- Ability to prepare and present accurate and reliable reports containing findings and recommendations;
- Ability to identify, prioritize and coordinate projects and tasks;
- Ability to analyze and interpret legislation and policy documents;
- Demonstrated skill in planning and organizing in both strategic plans as well as short term objectives;
- Ability to perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines and strong follow-through;
- Ability to maintain a positive workplace atmosphere by acting and communicating effectively and professionally with elected officials, the general public, co-workers, and management;

Acceptable Experience and Training

- Graduation from an accredited college or university with a Bachelor's Degree or equivalent in Public Administration, Political Science, Journalism or a related field; and
- Experience in government administration, preferably involving institutional level planning, public affairs, legislative interactions, and grant development; or
- Any equivalent combination of experience, education and training which provides the knowledge, skills, and abilities necessary to perform the work.

Required Special Qualifications

- Possession of a driver's license issued by the State of Alaska.
- Completion of a resident Public Affairs/Public Relations Course.

Essential Physical Abilities and Workplace Environment

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

- Sufficient clarity of speech and hearing or other communication capabilities, which permits the employee to communicate effectively;
- Sufficient vision or other powers of observation, which permits the employee to review documents in electronic and hardcopy form;
- Sufficient manual dexterity, which permits the employee to operate computers and related equipment;
- Sufficient personal mobility and physical reflexes, which permits the employee to function in a general office experience and visit various work sites throughout the City and Borough including outlying areas.

- Primary functions require sufficient physical ability and mobility to work in a standard office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer and keyboard;
- Travel as required.

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Updates:

2/10/21 – Title change approved and additions to the primary responsibilities and duties; addition of workplace environment.

SUMMARY

Highly organized and self motivated employee with over 20 years with the CBS seeking advancement to the position of Community and Government Affairs Director.

WORK EXPERIENCE

CITY AND BOROUGH OF SITKA / March 2015 - CURRENT DEPUTY CLERK/RECORDS SPECIALIST

Assists in the overall planning, administrating, and operating a variety of functions prescribed by the City Charter, Sitka General Code, and state laws. Acts as an assistant department head and services as the Municipal Clerk in their absence. Serves as the Records Specialist including maintaining the Records Center. Support staff for 19 and Secretary for 6 boards and commissions.

CITY AND BOROUGH OF SITKA / March 2013 - March 2015 ASSISTANT CLERK

Assisted in the overall planning, administrating and operating of a variety of functions prescribed by the City Charter, Sitka General Code, and state laws. Served as the Deputy and Municipal Clerk in their absence. Assisted in the Human Resources Department. Maintained the Records Center.

CITY AND BOROUGH OF SITKA / August 2008 - March 2013 PLANNER I

Provided office administration for the Planning Department. Assisted the Planning Director with overall planning, economic development, zoning, community development, and land management. Acted as the Planning Director in their absence. Performed special projects, research, and grants.

CITY AND BOROUGH OF SITKA / October 2000 - August 2008 ACCOUNTING CLERK

Performed accounts receivable billing for receivables for over 90 days. Maintained history and negotiated payments. Performed duties of other employees in the Finance Department as required.

EDUCATION

UNIVERSITY OF ALASKA SOUTHEAST

Associate of Applied Science, Major: Business Administration. May 2008; Bachelor of Business Administration, Major: Management. Currently enrolled. Graduation date April 2021.

SITKA HIGH SCHOOL

High School Diploma May 1993

PROFESSIONAL.....

Certified Municipal Clerk designation, September 2016. Member of the International Institute of Municipal Clerks; Education, Membership, and Records Management Ad Hoc Committee of the Alaska Association of Municipal Clerks; and ARMA International. ALICE Certified Instructor. Certified in Essentials of RIM. UW Extension Intro to Parliamentary Procedure, September 2016.



City and Borough of Sitka

PROVIDING FOR TODAY...PREPARING FOR TOMORROW

Coast Guard City, USA

February 10, 2020

Melissa Henshaw

Sent via email melissa.henshaw@cityofsitka.org

RE: Offer letter for position of Public & Government Relations Director

Dear Melissa,

On behalf of the City and Borough of Sitka, Alaska, I am pleased to make the following offer of employment to you for the position of Public & Government Relations Director.

Starting Salary: \$79,206.40 per year, paid in bi-weekly payments (Grade 34, Step A), full-time, benefitted.

Increase to 34B in one year **and** upon completion of all prerequisite courses for successful application to the FEMA Advanced Public Information Officer course and earning your Bachelor of Business (BBA) as projected in April 2021.

Increase to 34C upon completion of the FEMA Advanced Public Information Officer course **and** earning a Government Relations & Lobbying certificate from the Public Affairs Council. You must achieve 34C within 36 months of your hire date.

CBS will fund the travel and training costs associated with certification from a budget not to exceed \$8,000 over 36 months from the date of hire.

Annual Leave Accrual Continues at the current rate.

Other Benefits Benefits continue with no modifications.

Starting Date To be determined, proposed for March 15, 2021.

This offer is effective until 5:00 pm Alaska time February 17, 2021. Please acknowledge your acceptance or rejection of this offer by email or in writing. If you need more time to consider the offer, please contact me before the deadline.

Congratulations Melissa. Thank you for your continued service to the City and Borough of Sitka and its citizens.

Sincerely,

John Leach
Municipal Administrator

Cc: Human Resources

MELISSA HENSHAW, CMC

907-738-6345
melissawileman@yahoo.com
1727 Edgumbe Drive, Sitka, Alaska 99835

February 12, 2021

John Leach

Sent via email to: john.leach@cityofsitka.org

RE: Offer letter for position of Public & Government Relations Director

Dear John,

I am delighted to formally accept the offer of Public & Government Relations Director with the City and Borough of Sitka. I am informed of my new responsibilities and you can expect my commitment and dedication in this new role.

As discussed, my starting salary will be a Grade 34, Step A at \$79,206.40 per year; increasing to 34B in one year and upon completion of all prerequisite courses for successful application to the FEMA Advanced Public Information Officer course and earning my BBA as projected in April 2021; increasing to 34C upon completion of the FEMA Advanced Public Information Officer course and earning a Government Relations & Lobbying certificate from the Public Affairs Council within 36 months of my hire date.

I can confirm that my starting date of employment is to be determined, proposed for March 15, 2021. If there is any additional information you need prior to this date, please let me know.

Thank you very much for this opportunity. I appreciate your confidence in me, and I look forward to working with you.

Kind regards,



Melissa Henshaw

CC: Human Resources