

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: 10/23/2024

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Amos Morris, Executive Zoo Director

Subject: From the Executive Zoo Director requesting the creation of 1.0 FTE Events Manager and abolishment of 1.0 FTE Marketing and Events Manager

File Type: Action Report

REQUEST

The Executive Zoo Director is requesting to abolish one position of Marketing and Events Manager to create one position of Events Manager to provide greater support to the events department, as the Zoo has added events in recent years and will continue to create additional revenue and attendance experiences.

POLICY

The maximum number of positions and/or the maximum number of employee hours in a given classification are approved as part of the annual adopted budget. Changes to the authorized number of positions outside of the budget process require approval by the Milwaukee County Board of Supervisors.

Wisconsin State Statutes:	59.60(10)
Milwaukee County Code of General Ordinances:	17.28
Specific Adopted Budget:	2025 Budget
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

The Zoo annually coordinates over 20 events, including single-day events, a month-long holiday light show, and a four-day food and music festival. The Events Manager, along with the Special Events Assistant, is responsible for planning, executing, and staffing each event, including on nights and weekends.

Creating the position of Events Manager will allow the Zoo to better facilitate the current event calendar with two dedicated event positions. Responsibilities in this department have increased significantly since adding Wild Lights in 2021. The Zoo will also be able to grow events and add programming to increase revenue and attendance.

The marketing duties of the former position will be reallocated to the advertising agency's scope of work.

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the [strategic plan](#):

3B: Enhance the County’s fiscal health and sustainability: Creating the Events Manager position will allow the Zoo to enhance the current events offered and will add programing and new events to increase revenue and attendance.

3C: Dismantle barriers to diverse and inclusive communities: With additional event support, the Zoo can better provide event experiences and programs that are accessible and inclusive to all in the community.

POSITION INFORMATION:

Action	Position Title	Pay Range	Annual Salary
Abolish	Marketing and Events Manager	32M	\$76,274 - \$90,813
Create	Events Manager	30M	\$69,680 - \$83,200

FISCAL EFFECT

The position actions will not increase costs in 2025 as the higher salaried position of Marketing and Events Manager is included in the budget. Depending on the starting hourly rate of the Events Manager, salary savings may occur.

TERMS

The requested position creation would be effective upon approval by the Milwaukee County Board of Supervisors.

VIRTUAL MEETING INVITES

Amos Morris, Executive Zoo Director, Amos.Morris@milwaukeecountywi.gov
 Vera Westphal, Deputy Zoo Director, Vera.Westphal@milwaukeecountywi.gov
 Emily Salentine, Marketing and Communications Director,
Emily.Salentine@milwaukeecountywi.gov

PREPARED BY:

Emily Salentine, Marketing and Communications Director
 Vera Westphal, Deputy Zoo Director

APPROVED BY:

Amos Morris, Executive Zoo Director *Amos O Morris, Jr.*

ATTACHMENTS:

Resolution, Fiscal Note, DHR Report, JEQ, OSBP Report

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk
David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive
Margo Franklin, Chief Human Resources Officer
Tony Maze, Director of Total Rewards
Christine Carlson, HR Compensation Manager
Vera Westphal, Deputy Zoo Director
Emily Salentine, Director of Marketing and Communications, Zoo
Steve Cady, Research and Policy Director, Office of Comptroller
Joe Lamers, Director, Office of Strategy, Budget and Performance (SBP)
Anthony Rux, Budget and Management Analyst
Mary Polaris, HR Business Partner