

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: August 18, 2021

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

From: Amos Morris, Executive Director, Milwaukee County Zoo

Subject: The Milwaukee County Zoo requests authorization to abolish one (1.0) FTE Group Sales Coordinator position and create 1.0 FTE Group Sales Manager position

File Type: Action Report

REQUEST

Milwaukee County Zoo is requesting authorization to abolish 1.0 FTE Group Sales Coordinator position and Create 1.0 FTE Sales Manager position.

POLICY

Wisconsin State Statutes:	59.22
Milwaukee County Code of General Ordinances:	Chapter 1
Specific Adopted Budget:	2021
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

The sales area of the Marketing and Communications Division is a major contributor to Zoo revenue generation through the sales of the Zoo's private rental areas, animal buildings and entire Zoo grounds to corporations, wedding clients and other companies and individuals. The retirement in April 2021, of the Group Sales Coordinator, gave Zoo and Human Resources staff the opportunity to study the job responsibilities and compensation assigned to the position. It was determined that abolishing the Group Sales Coordinator position and creating a Sales Manager position was the most efficient way to move forward.

The Sales Manger position will be highly focused on sales and sales strategy. Creating a sales strategy will assist the Zoo with greater revenue generation by increasing the number and size of clients, encouraging new business and creating private rental pricing that assures a positive outcome for the Zoo. The position will also work with members of the Marketing and Communications Division to maximize marketing opportunities with social media, advertising, and promotion. The position will manage two full-time and five seasonal Zoo Worker positions.

ALIGNMENT TO STRATEGIC PLAN

The creation of a Group Sales Manager would support the Milwaukee County Zoo's alignment to the following strategic plan areas: 1C) increase the number of County contracts awarded to minority and women-owned businesses by working with catering

contracts to encourage application to appear on the Zoo's catering list; 2C) apply a racial equity lens to all decisions by providing the opportunity to consider a diverse applicant pool; and 3B) enhance the County's fiscal health and sustainability by increasing group sales revenues, making the Zoo less dependent on tax levy.

FISCAL EFFECT

The table below shows the impact to the 2021 and 2022 budgets. The fiscal impact will be absorbed in the 2021 budget and this action is included in the Zoo's 2022 budget request.

Position Description	Pay Range	FTE	2021 Salary and Social Impact (effective 11/1/21)	Annualized Impact
Group Sales Coordinator	24M	(1.00)	(\$11,292)	(\$65,496)
Group Sales Manager	30M	1.00	\$11,133	\$69,514
	Net Impact	0	\$693	\$4,018

VIRTUAL MEETING INVITES

Amos Morris, Executive Zoo Director will present, but please also include Vera Westphal and Laura Pedriani in the virtual meeting invites. Email addresses as follows: Amos.Morris@milwaukeecountywi.gov; Vera.Westphal@milwaukeecountywi.gov; Laura.Pedriani@milwaukeecountywi.gov

PREPARED BY:

Laura Pedriani, Marketing and Communications Director
Vera Westphal, Deputy Zoo Director (Admin/Finance/Operations)

APPROVED BY:

Amos Morris, Executive Zoo Director *vera westphal*

ATTACHMENTS:

For Amos Moris

DAS Report
DAS Resolution
DAS Fiscal Note

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's Office
Scott Manske, Comptroller
Aaron Hertzberg, Director, Department of Administrative Services
Joseph Lamers, Director of Performance, Strategy & Budget
Michelle Nate, Deputy Comptroller
Steve Cady, Research and Policy Director, Comptroller's Office
Emily Petersen, Research Analyst, Comptroller's Office
Anthony Rux, Budget and Management Analyst, DAS-PSB
Vera Westphal, Deputy Zoo Director
Laura Pedriani, Marketing and Communications Director