

GARDEN CITY DOWNTOWN DEVELOPMENT AUTHORITY  
JOB DESCRIPTION: EXECUTIVE DIRECTOR

OCCUPATION CODE: 188.117-102

STATUS: EXEMPT

**OCCUPATION SUMMARY:**

The Executive Director is the central coordinator, administrator and facilitator of the Garden City Downtown Development Authority's activities and responsible for overseeing the implementation of the Second Amended and Restated Development Plan and Tax Increment Financing Plan. The Executive Director acts as a liaison between the property and business owners, government, community and the Board of Directors. The Executive Director also provides a communication link between committees, ensuring the activities in downtown development, redevelopment and revitalization projects are synchronized.

**SUPERVISION RECEIVED:**

The Executive Director will report directly to, and will be accountable to, the organization's Board of Director. The work is typically reviewed through discussion sessions and the review of reports.

**SUPERVISION EXERCISED:**

Supervision may be exercised over part time and full time employees of the DDA, volunteers and contract employees.

**ESSENTIAL JOB FUNCTIONS:**

The Executive Director may be called upon to do any or all of the following essential duties: These do not include all of the duties which the employee may be expected to perform.

**MARKETING AND COMMUNICATIONS/PUBLIC RELATIONS:**

1. Implement a public relations program that conveys a quality image of the organization and establishes the Downtown Development Authority as the premier downtown economic development organization.
2. Acts as ambassador and advocate for the DDA, possessing a positive attitude, enthusiasm and quality image of the DDA and Downtown Garden City through speaking engagements and all public contacts.
3. Establish and maintain direct contact and communications with Downtown property and business owners.
4. Monitors DDA committee activities to ensure inter-communications between committees and Board are maintained.
5. Develop contacts and work closely with local media for maximum event and organizational coverage. Advise community/local organizations on the DDA's activities.
6. Develop, along with the Marketing and Promotions Committee, promotional events and activities. Coordinate the DDA's activities with the GC Chamber of Commerce to promote economic vitality.
7. Organize and supervise approved promotional activities.
8. Communicate the progress of activities to business and property owners, receiving input and relaying suggestions to the Board of Directors for potential action.
9. Deal with criticisms and complaints from business and property owners and work to resolve conflicts and establish open communications.
10. Establish working relationship with City government to resolve problems and conflicts pertaining to the DDA and Downtown.
11. Prepare periodic newsletters, bulletins fliers, etc., to communicate the DDA's progress, activities and needs to business and property owners, City government, and local organizations.
12. Establish and maintain a website to communicate Downtown Garden City's assets to residents and others.

### **BUSINESS AND ECONOMIC DEVELOPMENT:**

1. Develop, direct and implement a comprehensive Business Retention, Expansion & Recruitment program that will effectively strengthen and broaden the economic base of Downtown Garden City. Coordinate economic development goals.
2. Develop and implement, along with the Development Committee, programs intended to retain and enhance existing downtown businesses and provide opportunities and incentives for existing businesses to expand, and a comprehensive Business Recruitment Strategy to encourage new business investment.
3. Establish and maintain direct contact and communications with business and property owners, local government, and the real estate community to promote business investment.
4. Compile and maintain an inventory of available downtown space and market information pertinent to business development and recruitment efforts.
5. Possess & employ specialized knowledge to assist investors and other involved individuals in coordinating real estate development projects in the Downtown areas and ability to read and interpret local code and zoning ordinances.
6. Business retention and recruitment efforts to include community economic development opportunities. Provide marketing for available commercial properties for community on DDA website.
7. Serve as spokesperson and chief advocate for economic development projects and efforts.
8. Seek and apply for economic development grants.
9. Develop and manage an advisory committee (Committee for Economic Development- CED) to work to retain and recruit businesses. The Director would provide organizational management to the committee to achieve its goals.
10. Establish and maintain a business center office for economic development activities and coordinate processes needed by businesses.
11. Research and implement additional TIF Districts for economic development.

### **PLANNING AND PRIORITY MANAGEMENT:**

1. Administer the operations of the DDA in a manner which utilizes volunteer, financial and time resources at optimum levels and focuses these resources at projects and activities of highest priority.
2. Coordinate interaction among the DDA, the City Council and Mayor, and other public entities as may be required through: attendance at City Council work sessions and meetings as required; and interacting with appropriate City officials regarding various Downtown projects.
3. Work to ensure that all activities and projects remain focused and consistent with the DDA's Goals and Work Plan.
4. Assist the Board of Directors in developing and prioritizing short and long-term revitalization strategies for Downtown Garden City.
5. Coordinate the DDA's goals and objectives with local governmental agencies and community organizations.
6. Use sound judgement in prioritizing and allocating appropriate time and resources for the special needs of the DDA as they may occur.

### **VOLUNTEER DEVELOPMENT:**

1. Develop and maintain community outreach program to increase volunteer participation and generate increased community support.
2. Provide guidance and assistance as required by individual volunteers.
3. Implement a means of training and motivating volunteers; facilitate the recruitment of new volunteers and recognize and reward their efforts.
4. Work closely with all committees, subcommittees and task forces as appointed by the Board of Directors.

5. Use the public relations program as a tool for educating the community and recruiting volunteers.

**FINANCIAL MANAGEMENT:**

1. Employ sound fiscal management policies and practices.
2. Provide updates to the Board of Directors, as required, outlining the status of the DDA's financial position.
3. Produce financial statements and reports from City's accounting system and keep adequate records of same.
4. With the DDA's Treasurer, prepare and present financial report at each meeting of the Board of Directors.
5. With the DDA's Executive Committee, prepare the annual budget; present proposals and make recommendations for Board consideration.
6. Continuously monitor all expenses and disbursements comparative to annually budgeted amounts, including all DDA outstanding improvement programs.
7. Present approved disbursements to the City for payment.
8. Monitor TIF revenues, advise the Board of changes and pending Tax Tribunal caused reductions.
9. Employ sound judgment in managing all accounts and investments, making proposals to the Board for budget allocations and/or disbursements.

**OFFICE AND STREETScape MANAGEMENT:**

1. Establish and maintain systems for the efficient operations of the DDA's corporate office and operations through the use of computer, fax machine, telephone/answering system and other office equipment as required.
2. Ability to use software appropriate for creating and maintaining all office reports, data base management, creating and publishing newsletter, and creating and maintaining website.
3. Prepare all reports as required by local, state and federal governments and agencies.
4. Develop and maintain systems to track the progress of the organization.
5. Hire, train and supervise all employees as directed by the Board; supervise all contractors and professional consultants and communicate their performance to the Board.
6. Schedule and arrange all DDA meetings, record and maintain minutes, prepare agendas, and facilitate special presentations.
7. Issue proper notice for all meetings in accordance with Michigan's Open Meetings Act.
8. Monitor streetscape and downtown maintenance contracted services. Evaluate and recommend on-going restoration of the streetscape as needed.
9. Perform related tasks as required.

**MARGINAL JOB FUNCTIONS:**

**Minimum Reasoning ability usually associated with this classification:** Ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form; to deal with several abstract and concrete variables.

**Minimum Math ability usually associated with this classification:** Using Algebra: Ability to deal with system of real numbers; linear, quadratic, rational, exponential, logarithmic, angle and circular functions, and inverse functions; related algebraic solution of equations and inequalities; limits and continuity; and probability and statistical inference. Using Geometry: Ability to use deductive axiomatic geometry, plane and solid; and rectangular coordinates. Using Shop Math: Ability to use practical application of fractions, percentages, ratio and proportion, measurement, logarithms, practical algebra, geometric construction, and essentials of trigonometry.

**Minimum Language ability usually associated with this classification:** Read: Ability to read literature, book and play reviews, scientific and technical journals, abstracts, financial reports, and legal documents.

Write: Ability to write at a level consistent with novels, plays, editorials, journals, speeches, manuals, critiques, poetry, and songs. Speak: Ability to be conversant in the theory, principles, and methods of effective and persuasive speaking, voice and diction, phonetics, and discussion and debate.

**Amount of training, either on-the-job or formal education, usually associated with this occupation in addition to the Reasoning, Math and Language abilities detailed above:** Direct, hands-on experience in the economic enhancement, physical enhancement and aggressive marketing of older business districts with a minimum of three years of experience. Proven track record in Downtown business retention, business recruitment, business creation, real estate development, public space enhancement, and marketing/public relations.

Experience working for and with a non-profit organization that is a private-public partnership with a minimum of three years experience. Experience working with engineers, contractors, planning consultants. Ability to read and interpret blueprints, construction drawings and legal descriptions. Ability to read and interpret financial statements, audit reports and other financial reports. Successful history of interaction with both the business and public sectors.

**Desirable Skills and Abilities:** Management style that motivates and fosters cooperation. Commitment to implementing the Second Amended and Restated Development Plan and Tax Increment Financing Plan. Pro-active, market-driven, and entrepreneurial approach to center city enhancement. High level of commitment to Downtown Enhancement. Political savvy.

**Degree of Physical Demands (Strength) usually associated with the essential functions of this classification:**

Light Work: Exerting up to 20 pounds of Force occasionally, or up to 10 pounds of force frequently, or a negligible amount of force constantly to move objects.

**Type of Physical Demands usually associated with the essential functions of this classification:** Reaching: Extending hand(s) and arm(s) in any direction. Frequently- Activity exists up to 1/3 to 2/3 of the time. Handling: Seizing, holding, grasping, turning, or otherwise working with hand or hands. Fingers are involved only to the extent that they are an extension of the hand, such as to turn a switch or shift automobile gears. Occasionally- Activity exists up to 1/3 of the time. Talking: Expressing or exchanging ideas by means of the spoken word to impart oral information to clients or to the public and to convey detailed spoken instruction to other workers accurately, loudly, or quickly. Frequently- Activity exists up to 1/3 or 2/3 of the time. Hearing: Perceiving the nature of sounds by ear. Frequently- Activity exists up to 1/3 to 2/3 of the time. Near Acuity: Clarity of vision at 20 inches or less.

Occasionally- Activity exists up to 1/3 of the time. Accommodations: Adjustment of lens of eye to bring an object into sharp focus. This factor is important when doing near point work at varying distances from eye. Frequently- Activity exists up to 1/3 to 2/3 of the time.

**Environmental Conditions usually associated with this classification:** Noise: The noise intensity level to which the worker is exposed in the job environment. Level- Moderate.

**Machines, Tools, Equipment, and Work Aids which may be representative but not all-inclusive, of those commonly associated with this type of work.** Pen, Pencil, Ruler, Blueprints, Charts, Contracts, Computers, Computer Software, Typewriters, Copiers, Diagrams, Directive, City Ordinances, State and Federal Laws, Documents, Forms, Manuals, Publications, Reference Books, and Schedules, Automobile, Truck, Weight Scales, Order Forms, Sales Checks, Shelves, and Showcases.