

REPORT OF GENERAL MANAGER

NO. 02-207

DATE May 15, 2002

CD \_\_\_\_\_

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVAL OF PERSONAL SERVICE AGREEMENT - CLASS PARKS PROGRAM

J. Combs _____	J. Kolb _____
*T. Coroalles <u>    </u>	M. Tamuri _____
J. Duggan _____	M. Matthews _____
H. Fujita _____	

*Margie Matthews*  
 for General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATION:

It is recommended that the Board:

1. Approve and enter into a personal service agreement for services to the CLASS Parks Program with Cecile Michaelis from May 20, 2002 through May 16, 2003, as described in the body of this report, subject to the approval of the Mayor, in accordance with Executive Directive No. 16 and review by the City Attorney as to form; and,
2. Find that the services to be provided by the contractor is temporary and of a professional nature and can be provided more feasibly and economically by a contractor than by City employees.

SUMMARY:

Programming at Clean and Safe Spaces (CLASS) Parks is accelerating, and the responsibilities of expanding this program as a model for Department renewal and community involvement is growing accordingly. While in its second year of operation, the CLASS program remains in need of outside expertise in several areas, notably graphic design and marketing to its participants. It is unrealistic to assign these responsibilities to a Recreation Center Director, Recreation Coordinator, or any CLASS Parks staff since they are already taxed with the duties of everyday program management and simply do not have time or the professional expertise.

## REPORT OF GENERAL MANAGER

PG. 2

NO. 02-207

In providing financial resources to the Department for full execution of the CLASS Program, funds for such purposes as information technology, marketing and outreach, training, and evaluation were provided to the Department in the Contractual Services account as the City contemplated, and the Department also expected, that many of these services would be needed only in the first year or two of the program start-up; the need would not be on-going, so that use of personal services contracts rather than hiring full-time employees was the most efficient way for the Department to fulfill these aspects of the Class Program.

Cecile Michaelis is a graphic design and marketing specialist. She has worked for the past four years as a production and marketing manager with Nickelodeon Studios. She will develop and initiate a marketing campaign to inform the public of CLASS programs, design and manage a web site to promote programs specifically geared toward teenagers, and program promotion of teen centers via media other than the Internet, including video, DVD, and print. She will be responsible for the production, development, printing, and dissemination of all CLASS Parks advertising and public relations. The total cost for Mrs. Michaelis' services through May 16, 2003, as needed, is not to exceed \$64,000 in salary and expenses at a rate of \$33.33 per hour.

This report was prepared by Robert Lennox.