



# City of Verona

## PERSONNEL COMMITTEE

MONDAY, JANUARY 8, 2024

5:45 P.M.

VERONA CITY CENTER – 111 LINCOLN STREET  
CONFERENCE ROOM D110

### AGENDA

1. Call to order
2. Roll call
3. Public Comment
4. Approval of minutes from the November 30, 2023 Personnel Committee meeting.
5. Discussion and Possible Action Re: Position description, compensation, and recruitment of the Communications Manager position.
6. Discussion and Possible Action Re: Ordinance No. 24-1037 Amending Title 5, Chapter 1 of the code of ordinances, relating to the Community Service Officer.
7. Discussion and Possible Action Re: Update on Public Works Director recruitment

Chad Kemp  
Chairperson

#### POSTED:

Verona City Hall  
Verona Public Library  
Miller's Market  
City Web Page at [www.ci.verona.wi.us](http://www.ci.verona.wi.us)

Notice is hereby given that one or more members of the Personnel Committee may participate in the meeting by telephone. As required by the Wisconsin Statutes, the City of Verona will provide the public with an effective means to monitor the committee member who is calling in to the meeting by providing speakers in the meeting room. Notice is hereby given that a quorum of the members of the City Council or other standing committees of the City Council may be present at the meeting of the Personnel Committee to gather information about a subject over which they have decision-making responsibility. The City Council and any other standing committees will not take formal action at this meeting.

IF YOU NEED AN INTERPRETER, MATERIALS IN ALTERNATIVE FORMATS, OR OTHER ACCOMMODATION TO ACCESS THE MEETING, PLEASE CONTACT THE CITY CLERK AT 845-6495 AT LEAST 48 HOURS PRECEDING THE MEETING. EVERY REASONABLE EFFORT WILL BE MADE TO ACCOMMODATE YOUR REQUEST.

# MINUTES – PERSONNEL COMMITTEE

DATE: November 30, 2023  
LOCATION: Verona City Hall – Large Conference Room  
111 Lincoln St., Verona, Wis.

- 1) Alderperson Tucker Long called the meeting to order at 6:00 p.m.
- 2) Roll call – present were: Alderperson Beth Tucker Long and Alderperson Phil Hoechst. Also present was Library Director Stacey Burkhart and City Administrator Jamie Aulik.
- 3) There was no public comment.
- 4) Tucker Long moved, Hoechst seconded approving the minutes of the October 16, 2023 Personnel Committee meeting. The motion passed unanimously.
- 5) Tucker Long moved, Hoechst seconded approving vacation carryover for the Fire Chief and Building Inspector. The motion passed unanimously.
- 6) Tucker Long moved, Hoechst seconded approving position description, reclassification, and compensation for the Reference Librarian – Adult Program Coordinator position. The motion passed unanimously.
- 7) Tucker Long moved, Hoechst seconded adjournment. The motion passed unanimously and the meeting adjourned at 6:08 p.m.

By: Jamie J. Aulik, City Administrator

**CITY OF VERONA  
POSITION DESCRIPTION**

**Communications Manager**

**GENERAL STATEMENT OF POSITION:**

The Communications Manager develops, coordinates and executes the communication strategy for the City of Verona departments and employees. This role ensures high quality and timely distribution of information and marketing (print, online and otherwise) to include oversight of Verona public access television, live streaming, social media, website administration and updates, and other public facing communications. The Communications Manager continually evaluates and actively pursues mechanisms and technologies to enhance public information and outreach on behalf of the City.

This position works closely with City departments to create effective and coordinated messaging. Messaging and communication initiatives are designed to promote resident, business owner, visitor and City employee awareness of City services, projects, policies and events.

**EXAMPLES OF WORK PERFORMED:** Examples of the specific tasks of the Communications Manager include, but are not limited to the following:

- **Oversee operations for the Verona public access television station (VHAT):**
  - Cablecast and stream City Council and Plan Commission meetings.
  - Develop systems, such as the use of Power Point or similar tools to enhance the audio/visual experience of public meetings.
  - Advise on equipment acquisitions, programming options and information dissemination.
  - Record and publish special events as appropriate.
  - Create program announcements and schedules.
  - Que, publish recordings, and respond to inquiries that play on VHAT and social media.
  - Monitor and troubleshoot channel errors.
  - Follow policies and guidelines established federal and state law, or local ordinance.
- **Strategic communications, engagement, and brand management:**
  - Create and execute strategic communication and public engagement plans to advance the City's cycle of marketing and brand initiatives. Regularly meet with Department Heads and other staff to develop content on new initiatives, public information on operational matters (election information, construction, leaf collection, tax collection, etc.), events, and other information of interest for residents.
  - Assist with publicizing employee recruitment opportunities in coordination with the Human Resources Manager as requested.
  - Coordinate and produce graphic design content for City communications and seek

- editorial guidance from applicable City staff.
  - Work with local organizations, such as the Verona Chamber of Commerce, the Verona Area School District, civic groups, media contacts, and others on cooperative communications projects, publications, and events.
  - Attend and/or staff meetings/committees/taskforces as a representative of the city, as needed.
- Manage public information systems:
  - Maintain and update the City’s website and social media ensuring accurate and timely content.
  - Update as needed City policies and procedures on City website and social media practices.
  - Train staff on use of social media when requested or needed.
  - Monitor and respond to social media inquiries, complaints, and comments.
  - Recommend new social media or other communication tools; ensure updated archiving.
  - Provide tracking and statistical analysis of the City’s social media efforts.
  - When requested, assist staff with drafting and distribution press releases to media contacts.
  - Serve as liaison between the City and media contacts and meet with them as needed.
  - Arrange press conferences and other special media events as directed.
- Administrative Support:
  - Assist with customer service and administrative support for the City Clerk, Finance Department, Human Resources and City Administrator administrative functions as needed.
  - Provide technical support for staff, troubleshoot and maintain equipment.
  - Other duties as assigned.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:** The Communications Manager must have the following:

- Knowledge of the principles and practices of video, television and social media production, editing and publication techniques.
- Knowledge of computers, programs, software and graphics and their use in video and social media production.
- Ability to create, develop and produce ideas for television broadcast.
- Ability to update and maintain a web page.
- Considerable knowledge of Microsoft Office, Adobe Photoshop, InDesign, Illustrator, Adobe Acrobat or other comparable programs.
- Considerable knowledge and experience with social media platforms.
- Excellent writing, editing, and oral communication skills.
- Knowledge of Wisconsin Open Meeting Laws.

## **EDUCATION AND EXPERIENCE:**

### **Required Education and Experience**

- Associate's Degree in Communications, Marketing, Journalism, Public Relations Television Production, or a related field is preferred.
- Experience in television production, video production, audio/video editing, communications or related experience is required.
- Work experience or education in the fields of communications, marketing, journalism, public relations or comparable experience or education is required.

### **Preferred Education and Experience:**

- Bachelor's Degree in Communications, Marketing, Journalism, Public Relations, Television Production, or a related field is preferred.

## **ADDITIONAL REQUIREMENTS:**

- Must possess a valid Wisconsin Driver's License at the time of hire and maintain during entire course of employment.

**WORK CONDITIONS AND PHYSICAL REQUIREMENTS:** The Communications Manager will spend approximately 75% of their time in an office environment and approximately 25% of their time in the field. Field work is performed in buildings outside of the an office or studio setting and potentially outdoors in all Wisconsin weather conditions. The Communications Manager is required to be physically able to sit, stand and walk for extended periods, lift objects weighing 50 pounds, and physically operate various types of video and other electronic equipment.

**EQUIPMENT USED IN PERFORMING TASKS:** Computer, smart phone, SLR cameras, digital cameras, video cameras, and other video production equipment.

**POSITION REPORTS TO:** City Administrator

The above is intended to describe the general content of the requirements for the performance of this job. It is not intended to be construed as an exhaustive statement of duties, responsibilities, or requirements.

The City of Verona is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

**Acknowledgement**

All requirements of the described position are subject to change over time. The employee may be required to perform other duties as requested by the City.

Supervisor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I acknowledge that this job description is neither an employment contract nor a legal document. I have received, read, and understand the expectations for the successful performance of this job.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Approved by City Administrator: TBD*  
*Approved by Personnel Committee: TBD*

**ORDINANCE NO. 24-1037**

**AN ORDINANCE AMENDING TITLE 5, CHAPTER 1  
OF THE CODE OF ORDINANCES, CITY OF VERONA,  
RELATING TO COMMUNITY SERVICE OFFICER POSITION**

*The Common Council of the City of Verona, Dane County, Wisconsin, do ordain that Title 5, Chapter 1 of the Code of Ordinances, City of Verona, Wisconsin is hereby amended as follows:*

1. Section 5-1-8 is hereby created to read as follows:

**Sec. 5-1-8 – Community Service Officer.**

- (a) The position of Community Service Officer shall serve under the direction of the Chief of Police. The Community Service Officer supplements the services provided by the police department by allowing the sworn officers of the agency to better direct their efforts toward crime prevention and suppression. The duties of the Community Service Officer include, but are not limited to, assisting motorists, traffic control, parking enforcement, investigation of minor offenses, and any other duties as determined by the Chief of Police.
- (b) The Chief of Police or his or her designee shall develop a recruitment and selection process, maintain an eligibility list of candidates, and establish the procedure to hire candidates who successfully complete the process.
- (c) The Chief of Police shall set the rules and regulations for the administration and operation of the Community Service Officer position.
- (d) A Community Service Officer shall have those powers vested in them by the Chief of Police including, but not limited to, the authority to investigate and enforce municipal ordinance violations, including parking violations. Pursuant to Wis. Stat. § 66.0113(2)(a), the Community Service Officer shall have the power to direct traffic and to issue municipal ordinance citations with respect to ordinances that are directly related to the Community Service Officer's responsibilities as determined by the Chief of Police

2. This ordinance shall become effective upon passage and publication as required by law.

*The foregoing ordinance was duly adopted by the Common Council of the City of Verona at a meeting held on \_\_\_\_\_, 2024.*

CITY OF VERONA

\_\_\_\_\_  
Luke Diaz, Mayor

(seal)

\_\_\_\_\_  
Holly Licht, City Clerk

ENACTED: \_\_\_\_\_

PUBLISHED: \_\_\_\_\_