



City Council Regular Meeting Agenda Tuesday, September 08, 2020, 7:00 PM REMOTE PARTICIPATION

NOTE: The City welcomes public meeting citizen participation. TTY Relay Service: 711. In compliance with the ADA, if you need special assistance to participate in a meeting, contact the City Clerk's office at (360) 834-6864, 72 hours prior to the meeting to enable the City to make reasonable accommodations to ensure accessibility (28 CFR 35.102-35.104 ADA Title 1.).

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 - Or, click the Join Meeting link in the top right corner and paste - 92575426196
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 - If listening by phone, hit *9 to "raise your hand"
2. Email public comments to publiccomments@cityofcamas.us (limit to 400 words).

Emails are entered into the meeting record and if received by one hour before the meeting begins, emailed to Council. In the meeting, the clerk will read the submitter's name, subject, and date/time it was received. Emails are accepted until 1 hour after the meeting and emailed to Council the next business day.

SPECIAL MEETING

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PUBLIC COMMENTS

CONSENT AGENDA

NOTE: Consent Agenda items may be removed for general discussion or action.

1. [August 17, 2020 Camas City Council Regular and Workshop Special Meeting Minutes](#)
2. Automated Clearing House and Claim Checks Approved by Finance Committee

NON-AGENDA ITEMS

3. Staff
4. Council

MAYOR

5. [Constitution Week Proclamation](#)
6. [Childhood Cancer Awareness Month Proclamation](#)

MEETING ITEMS

7. [WSDOT Reimbursable Amendment for NE Lake Road and Everett \(SR-500\) Roundabout](#)
[Presenter: James Carothers, Engineering Manager](#)
8. [City of Camas Proclamation of Civil Emergency COVID-19](#)
[Presenter: Jennifer Gorsuch, Administrative Services Director](#)
9. [Non-Represented Employee Vacation/PTO Accrual Carryover](#)
[Presenter: Jennifer Gorsuch, Administrative Services Director](#)
10. [Resolution No. 20-009 Position Description Title Change](#)
[Presenter: Jennifer Gorsuch, Administrative Services Director](#)

PUBLIC COMMENTS

ADJOURNMENT



City Council Workshop Minutes - Draft
Monday, August 17, 2020, 4:30 PM
REMOTE MEETING PARTICIPATION

NOTE: Please see the published Agenda Packet for all item file attachments

SPECIAL MEETING

CALL TO ORDER

Mayor McDonnell called the meeting to order at 4:30 p.m.

ROLL CALL

Present: Council Members Greg Anderson, Ellen Burton, Bonnie Carter, Steve Hogan, Shannon Roberts and Melissa Smith

Excused: Council Member Don Chaney

Staff: Bernie Bacon, Phil Bourquin, Jennifer Gorsuch, Cathy Huber Nickerson, Heather Rowley and Steve Wall

Press: Kelly Moyer, Camas-Washougal Post Record and Jack Heffernan, The Columbian

PUBLIC COMMENTS

Scott McElhaney, 4227 NW Sage Loop, Camas, commented about Balancing Act financial software.

WORKSHOP TOPICS

1. City of Camas 2021-2022 Budget Strategy Guidance Presentation
Presenter: Cathy Huber Nickerson, Finance Director

Huber Nickerson reviewed the budget presentation. Discussion ensued.

2. Downtown Infrastructure Analysis Summary
Presenter: Steve Wall, Public Works Director

Wall provided an overview of the Downtown Infrastructure Analysis. Discussion ensued.

3. I-205 Toll Project Participation
Presenter: Steve Wall, Public Works Director

Wall provided an overview of the proposed Oregon Transportation Commission project. Discussion ensued.

4. Verizon Wireless Small Cell Franchise and Lease Agreements
Presenter: Steve Wall, Public Works Director

Wall summarized the agreements. Discussion ensued. This item will be placed on the September 8, 2020 Regular Council Meeting Agenda for Council's consideration, following a public hearing.

5. Public Works Miscellaneous and Updates
This is a placeholder for miscellaneous or emergent items.
Presenter: Steve Wall, Public Works Director

Wall provided an update regarding the NE Lake Road and NE Everett Street intersection improvements.

6. Community Development Miscellaneous and Updates
This is a placeholder for miscellaneous or emergent items.
Presenter: Phil Bourquin, Community Development Director

Bourquin commented about Planning Commission and future Council Workshop agenda items.

7. City Administrator Miscellaneous and Updates
This is a placeholder for miscellaneous or emergent items.
Presenter: Jennifer Gorsuch, Administrative Services Director

Gorsuch commented about accrued vacation time for non-represented employees. This item will be placed on the September 8, 2020 Regular Meeting Agenda for Council's consideration.

COUNCIL COMMENTS AND REPORTS

Burton will attend a meeting of the Columbia River Economic Development Commission (CREDC). She commented about the equity commission proposal.

Roberts commented about the Port of Camas-Washougal meeting she attended and provided an update about the Downtown Camas Association (DCA). She commented about a citizen email she received.

Anderson attended a C-TRAN meeting and commented about the next C-TRAN meeting. He commented about the equity commission proposal.

Carter attended a Library Board of Trustees meeting and commented about the weekly restaurant roundtable meeting she attends. She also commented about the equity commission proposal.

Hogan commented about the DCA food drive, lake water quality, attracting new businesses, and the City of Camas citizen-proposed marijuana initiative.

Mayor thanked Gorsuch for her help during the City Administrator vacancy and commented about the equity commission proposal. He also commented about restaurant guidelines.

PUBLIC COMMENTS

Marilyn Roggenkamp, 373 NE Oak Street, Camas, commented about 5G cell signals.

Scott McElhaney, 4227 NW Sage Loop, Camas, commented about new businesses and the Downtown Infrastructure Analysis.

Brandii Heaward, 2525 NE Everett Street, Camas, commented about citizen interaction with Council.

ADJOURNMENT

The meeting adjourned at 6:05 p.m.



City Council Regular Meeting Minutes - Draft
Monday, August 17, 2020, 7:00 PM
REMOTE MEETING PARTICIPATION

NOTE: Please see the published Agenda Packet for all item file attachments

SPECIAL MEETING

CALL TO ORDER

Mayor McDonnell called the meeting to order at 7:00 p.m.

PLEDGE OF ALLEGIANCE

Mayor announced the Executive Session had been stricken from the meeting.

ROLL CALL

Present: Council Members Greg Anderson, Ellen Burton, Bonnie Carter, Steve Hogan and Melissa Smith

Excused: Council Members Don Chaney and Shannon Roberts

Staff: Phil Bourquin, Jennifer Gorsuch, Cathy Huber Nickerson, Heather Rowley and Steve Wall

Press: Kelly Moyer, Camas-Washougal Post Record

PUBLIC COMMENTS

Scott McElhaney, 4227 NW Sage Loop, Camas, commented about the lake water and Downtown Camas.

Larry Keister, Washougal, commented about the next Port of Camas-Washougal meeting.

Dan Durringer, Camas, commented about the City of Camas citizen-proposed marijuana initiative.

CONSENT AGENDA

NOTE: Consent Agenda items may be removed for general discussion or action.

1. August 3, 2020 and August 12, 2020 Camas City Council Special Meeting Minutes - Draft
2. \$2,241,424.41 Automated Clearing House and Claim Checks Numbered 145034 to 145172
3. \$81,979.24 for July 2020 Emergency Medical Services (EMS) Write-off Billings and \$4,718.91 in GEMT Write-off Billings; Monthly Uncollectable Balance of Medicare and Medicaid Accounts (Submitted by Cathy Huber Nickerson, Finance Director)

4. Slow Sand Water Treatment Plant Corrosion Control Project (Submitted by Sam Adams, Utilities Manager)

It was moved by Council Member Carter, and seconded, to approve the Consent Agenda. The motion carried unanimously.

NON-AGENDA ITEMS

5. Staff

There were no updates from staff.

6. Council

There were no comments from Council.

MAYOR

7. Mayor Announcements

Mayor had no announcements.

MEETING ITEMS

8. City of Camas Proclamation of Civil Emergency COVID-19
Presenter: Jennifer Gorsuch, Administrative Services Director

Gorsuch provided an overview. Anderson commented about playground equipment.

It was moved by Council Member Carter, and seconded, that the Mayor's Proclamation of Civil Emergency dated March 18, 2020, the Supplement dated April 15, 2020, and the Amendment dated June 16, 2020, be reaffirmed. The motion carried unanimously.

9. Collective Bargaining Agreement - City of Camas and IAFF Local 2444 for 2020
Presenter: Jennifer Gorsuch, Administrative Services Director

Gorsuch summarized the agreement and responded to Council Member Burton's question.

It was moved by Council Member Burton, and seconded, to ratify the Collective Bargaining Agreement between the City of Camas and the International Association of Fire Fighters and to authorize the Mayor to sign it.

PUBLIC COMMENTS

No one from the public wished to speak.

ITEMS REMOVED FROM THE AGENDA

Mayor restated that the Executive session had been stricken from the agenda

10. Executive Session – Topic: Potential Litigation (RCW 42.30.110)

ADJOURNMENT

The meeting adjourned at 7:17 p.m.

~ PROCLAMATION ~

WHEREAS, the Constitution of the United States of America, the guardian of our liberties, embodies the principles of limited government in a Republic dedicated to rule by law; and

WHEREAS, September 17, 2020, marks the 233rd anniversary of the framing of the Constitution of the United States of America by the Constitutional Convention; and

WHEREAS, it is fitting and proper to accord official recognition to this magnificent document and its memorable anniversary, and to the patriotic celebrations which will commemorate the occasion; and

WHEREAS, Public Law 915 guarantees the issuing of a proclamation each year by the President of the United States of America designating September 17 through September 23 as Constitution Week;

NOW, THEREFORE, I, Barry McDonnell, Mayor of the City of Camas, in the State of Washington, do hereby proclaim September 17-24, 2020, as

“Constitution Week”

in Camas, Washington and I urge all citizens to join me in this special observance.



In witness whereof, I have set my hand and caused the seal of the City of Camas to be affixed this 8th day of September, 2020.

Barry McDonnell, Mayor

~ PROCLAMATION ~

WHEREAS, pediatric cancer is the leading cause of death by disease in children;
and

WHEREAS, 1 in 285 children in the United States will be diagnosed by their 20th
birthday; and

WHEREAS, two thirds of childhood cancer patients will have long-lasting
chronic conditions as a result of the treatment they go through; and

WHEREAS, there has been a 24 percent increase in pediatric cancer cases over
the last 40 years, equal to 43 children per day or 15,780 children a year diagnosed with
cancer in the United States; and

WHEREAS, the National Cancer Institute recognized the unique research needs
of childhood cancer and increased funding to conduct this research; and

WHEREAS, researchers and healthcare professionals work diligently to dedicate
their expertise to treat and cure children with cancer; and

WHEREAS, too many children are affected by this deadly disease and more must
be done to raise awareness and find a cure for all childhood cancers;

NOW, THEREFORE, I, Barry McDonnell, Mayor of the City of Camas, in the
State of Washington, do hereby proclaim September 2020, as

“Childhood Cancer Awareness Month”

in Camas, Washington and encourage all citizens to join in activities that will increase
awareness and prevention of childhood cancer.



In witness whereof, I have set my hand
and caused the seal of the City of Camas to
be affixed this 8th day of September, 2020.

Barry McDonnell, Mayor



Staff Report – Meeting Item

WSDOT Reimbursable Amendment for NE Lake Road and Everett (SR-500) Roundabout
 Presenter: James Carothers, Engineering Manager

Phone	Email
360.817.7230	jcarothers@cityofcamas.us

Introduction

This staff report is intended to provide information regarding the need for a contract amendment with WSDOT for inspection and product quality control. Additionally, below is an update of the project schedule and budget status.

WSDOT Reimbursable Agreement Amendment

WSDOT requires inspection and pre-approval of products to be installed in the WSDOT right-of-way such as manholes, catch basins, street signs and various other structures and materials. For WSDOT to provide these services they require local agencies to enter into Reimbursable Agreements. The initial agreement with WSDOT for this project was for \$25,000. WSDOT tasks included design review and construction inspection. WSDOT wanted the City to rely on WSDOT-certified independent labs for the product pre-approvals and therefore did not include the associated costs in the initial agreement.

As construction progressed on this project amid the pandemic, these independent labs in the vicinity of Camas were closed. Based on this hardship, WSDOT agreed to inspect and approve these products. This amendment will cover the cost of the additional tasks performed by WSDOT. The amendment is for an additional \$25,000, bringing the total amount of the agreement to \$50,000.

Recommendation

Staff recommends approval of this reimbursable agreement amendment.

Project Schedule Update

The contractor, Clark & Sons, Inc. began work on April 1, 2020. In consideration of the COVID restrictions and information from Governor Inslee’s office, all construction projects in Camas were ordered shut down for two weeks by Mayor McDonnel on the afternoon of April 1. In compliance with the shutdown directive, all work was suspended through April 15, 2020. Clark & Sons resumed work on Thursday, April 16, 2020.

Furthermore, extended rain showers prevented import and placement of structural fill from June 8 through June 23. The total delay to contract work has amounted to approximately 30 calendar days.

- The initial contract completion date for Stage I was July 31 with the actual completion date occurring on August 14.

- The initial contract completion date for Stage 2 was August 31. The anticipated completion date is September 9.

In summary, the project is about a week behind the original schedule.

Project Cost and Budget Update

- **Construction Cost Update**

Original Bid Received on March 10, 2020 = \$5,269,528

Estimated Overall Contract Cost Adjustments:

- Private Water Services \$30,000
- Adjust Fire Hydrant \$ 2,000
- Minor Changes \$22,900
- Rehab Existing 18" Culvert \$15,700
- Additional Utility Trench \$ 9,000
- Sandstone Excavation \$70,000
- Temporary Signal Poles \$23,000
- CREDIT for Unused Water Materials (\$80,000)

TOTAL ADJUSTMENTS \$92,600

Anticipated Construction Contract Total: \$5,362,128 1.8% Increase

- **Anticipated Total Construction Costs:**

Adjusted Total Construction Contract (from above)	\$5,362,000
Consultant Contract – Construction Administration	\$ 768,000
Underground/Relocate Power	\$ 150,000
Administrative Costs	\$ 25,000
WSDOT Reimbursable Expenses	\$ 50,000

Adjusted Construction Cost Grand Total \$6,355,000

Overall Cost and Funding Summary (Construction Cost is anticipated: minor changes may occur)
 Funding for this project is through a Washington State Transportation Improvement Board (TIB) grant, Washington State Public Works Trust Fund (PWTF) loans, and the 2018 Utility Revenue Bond (Bond). The cost and revenue breakdown is as follows:

<u>Task</u>	<u>Overall Cost</u>	<u>Funding Source</u>	<u>Funding Amount</u>
Pre-Construction	\$1,200,000	*PWTF Loans	\$1,200,000
Construction (less water mains)	\$5,800,500	TIB Grant	\$2,814,500
		PWTF Loan	\$2,986,000
<u>Construction (water mains only)</u>	<u>\$ 554,500</u>	<u>Bond</u>	<u>\$ 554,500</u>
Total	\$7,555,000		\$7,555,000

Additional PWTF Loan Availability \$ 514,000

*Includes \$1,000,000 PWTF Pre-Construction Loan



Amendment To: Project Review Reimbursable Agreement		Applicant or Local Agency City of Camas	
		Project Name NE Lake Rd - NE Everett St/SR 500 Intersection Improvements	
Agreement Number J D1638		Region Southwest	Previously Authorized Amount \$ 25,000.00
State Route 500	Mileposts 17.90	Amendment Number 01	Amended Estimated Costs \$ 50,000.00 This estimate is based on the best available information to date and includes WSDOT's Indirect Cost Rates.
Reason for Amendment Increase in funding to allow for continuation of construction inspection of a new single lane roundabout and associated items at the intersection of NE Lake Road and NE Everett Street/State Route 500. Current Indirect Cost Rate is 13.23% and is valid through June 30, 2021.			

Recitals

- The parties hereto entered into original Agreement J-D1638 _____ on the 30th day of July, 20 19, and
- Costs have exceeded the original estimate,

Now, Therefore, pursuant to the terms, conditions and performances contained herein and/or attached hereto, and by this reference made a part of this Agreement, it is mutually agreed between the Parties hereto as follows:

- The Parties agree to amend the estimated costs as shown above.
- All other terms and conditions of the original Agreement shall remain in full force and effect except as modified by this Amendment.

In Witness Whereof, the Parties hereto have executed this Amendment as of the date last signed below.

REQUESTING ENTITY	WASHINGTON STATE DEPARTMENT OF TRANSPORTATION
Signature: _____	Signature: _____
By: _____ Print Name	By: _____ Print Name
Title: _____	Title: _____
Date: _____	Date: _____

PROCLAMATION OF CIVIL EMERGENCY

CITY OF CAMAS, WASHINGTON

Whereas, Camas Municipal Code Section 2.48.020 provides that in the event an emergency occurs which causes or is tending to cause danger or injury to persons or damage to property to such an extent that extraordinary measures must be taken to protect the public health, safety and welfare then the Mayor may proclaim a civil emergency to exist; and

Whereas, in the interest of public safety and welfare, Washington state law under Chapter 38.52 RCW sets forth certain powers exercisable by municipalities in the event of emergencies; and

Whereas, Camas Municipal Code Chapter 8.56 sets forth additional procedures and powers related to Emergency Management; and

Whereas, on February 29, 2020, Governor Jay Inslee declared a state of emergency due to the public health emergency posed by the coronavirus 2019 (hereafter COVID-19); and

Whereas, on March 13, 2020, the Clark County Council announced a state of emergency resolution for Clark County regarding COVID-19. Similar emergency declarations have been issued in Washington, Multnomah, and Clackamas counties in the Portland metropolitan area; and

Whereas, on March 13, 2020, Governor Inslee ordered all K-12 public and private schools in Washington State to close by no later than March 17, 2020 and remained closed through April 24, 2020, further ordering on March 16, 2020 a statewide emergency proclamation to temporarily shut down restaurants, bars and entertainment and recreational facilities and ban all gatherings with over 50 participants, with all gatherings under 50 participants to be prohibited unless previously announced criteria for public health and social distancing are met; and

Whereas, on March 13, 2020, President Donald Trump declared a national emergency in the United States of America related to the COVID-19 outbreak; and

Whereas, as of March 14, 2020, the Washington State Department of Health reported a total of 642 confirmed cases of COVID-19 with 40 resulting deaths. As of March 14, 2020, at least 3 confirmed cases of COVID-19 have been reported in Clark County; and

Whereas, as reported by the Washington State Department of Health:

Public health experts agree that the true number of people who have been infected with COVID-19 in Washington greatly exceeds the number of COVID-19 infections that have been laboratory-confirmed. It is very difficult to know exactly how many people in Washington have been infected to date since most people with COVID-19 experience mild illness and the ability to get tested is still not widely available; and

Whereas, as Mayor of the City of Camas I have determined that it is necessary to proclaim the existence of a civil emergency and to take such actions as may be required to effectively utilize city resources in the protection of the public health, safety and welfare;

NOW, THEREFORE I, Barry McDonnell, Mayor of the City of Camas, Proclaim as follows:

1. I declare there is a civil emergency caused by COVID-19 in the City of Camas.
2. The civil emergency requires the implementation of those powers delineated in Chapter 2.48 and 8.56 of the Camas Municipal Code and Chapter 38.52 RCW.
3. To the extent of such powers as granted by law, the City may enter into contracts and incur obligations, and take any other appropriate action necessary to address and respond to the emergency to protect the health and safety of persons and properties and to provide emergency assistance to persons affected by this emergency.
4. These powers will be exercised in light of the exigencies of the situation without regard to the formalities prescribed by State statutes and rules, or by City ordinance (except for mandatory constitutional requirements). These include but are not limited to budget law limitations, requirements for competitive bidding, publication of notices related to the performance of public work, entering into contracts, incurring of obligations, employment of temporary workers, rental of equipment, purchase of supplies and equipment, and the appropriation and expenditure of funds.
5. I delegate to the Department heads and their designees the authority to solicit quotes and estimates for contracts necessary to combat the emergency. Department heads may enter into contracts in an amount not to exceed Twenty-Five Thousand Dollars (\$25,000). Contracts over this amount will be signed by the Mayor.
6. Department heads are further authorized to reassign staff from their ordinary duties to work deemed necessary to address the emergency outside their normal job duties and to require work beyond normal working hours in the performance of duties deemed necessary to respond to the emergency.
7. Pursuant to Camas Municipal Code sections 2.48.020 and 8.56.080 a copy of this Proclamation shall be filed with the City Clerk, a copy delivered to the Director of Emergency Management, State Emergency Management, and the Governor and the news media within the City shall be advised, with copies of this Proclamation posted at public places as may heretofore be designated.
8. This Proclamation will take effect upon my signature and will remain in effect until modified or terminated pursuant to Camas Municipal Code Section 2.48.040.

DATED AND SIGNED THIS 18th DAY OF MARCH, 2020.

City of Camas



Mayor Barry McDonnell

SUPPLEMENT TO PROCLAMATION OF CIVIL EMERGENCY
ISSUED MARCH 18, 2020
CITY OF CAMAS, WASHINGTON

The recitals as set forth in the Proclamation of Civil Emergency, City of Camas, Washington issued March 18, 2020 are hereby adopted by reference.

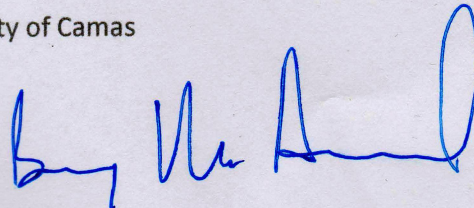
For and as supplement to said Proclamation, as Mayor of the City of Camas, do Proclaim as follows:

1. The City hereby implements a moratorium on the hiring of new employees with exceptions to be granted on a case-by-case basis by the Mayor.
2. City employee accrual of overtime shall be limited to emergency and unavoidable circumstances.
3. The City hereby implements a moratorium on the hiring of any seasonal staff with exceptions to be granted by the Mayor.
4. No employee or elected official business travel, conference attendance, or training shall be occur except as required by law, with limited exceptions as may be otherwise approved in advance.
5. All City departments shall maintain their ongoing strict adherence to established budgets.
6. City capital projects deemed non-essential will be placed on hold.

This Supplement to Proclamation of Civil Emergency shall take effect upon my signature and will remain in effect until modified or terminated pursuant to Camas Municipal Code 2.48.040.

DATED AND SIGNED THIS 15TH DAY OF APRIL, 2020

City of Camas



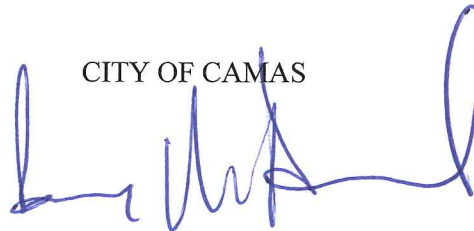
Mayor Barry McDonnell

FIRST AMENDMENT TO PROCLAMATION OF CIVIL EMERGENCY

Pursuant to Camas Municipal Code Section 2.48.040, the Supplement to Proclamation of Civil Emergency issued April 15, 2020 is amended to strike section 6 thereof.

DATED AND SIGNED THIS 16TH DAY OF JUNE, 2020.

CITY OF CAMAS



Mayor Barry McDonnell



Staff Report – Meeting Item

Non-Represented Employee Vacation/PTO Accrual Carryover
Presenter: Jennifer Gorsuch, Administrative Services Director

Phone	Email
360-817-7013	jgorsuch@cityofcamas.us

INTRODUCTION/PURPOSE/SUMMARY:

Non-represented City employees are limited on the vacation/paid time off (PTO) accruals that can be carried over from one calendar year to the next. The leave caps are outlined in the Non-Represented Employee Handbook and in policy, previously adopted by Council.

During the COVID pandemic, it has been difficult for many of these essential employees to take time off and there are concerns about exceeding the limits at the end of the year. Staff are working to take time off as able through 2020, but employees accruing at the higher levels may not be able to use enough leave to remain below the cap at the end of December 2020.

Non-represented staff request that they be allow all non-represented employees to carry over any vacation/PTO balances remaining at the end of 2020, into 2021. At the end of 2021, the employee will forfeit all leave in excess of the caps.

Recommendation/Recommended Action/Action Requested: Staff recommends that Council amend the Non-Represented Employee Handbook to allow employees to exceed the vacation/PTO accrual cap at the end of 2020 and carry the accruals forward into 2021.



Staff Report – Meeting Item

Resolution 20-009 Position Description Title Change
Presenter: Jennifer Gorsuch, Administrative Services Director

Phone	Email
360-817-7013	jgorsuch@cityofcamas.us

INTRODUCTION/PURPOSE/SUMMARY:

At the request of the City Administrator, staff is proposing changing the position title of the Communications and Community Relations Manager to Director of Communications.

The rationale for the change in title is as follows:

- Executive level and experienced professional is necessary
- This role will help tell the City story internally and externally
- Stronger candidate pool

The salary and job description content will remain the same.

This item is on both the Workshop and Regular Meeting agenda today as it is critical to City operations and there is a need to post it as it as soon as possible.

Recommendation/Recommended Action/Action Requested: Staff recommends that Council adopt Resolution 20-009 to change the title of the Communications and Community Relations Manager position to Director of Communications.

RESOLUTION NO. 20-009

A RESOLUTION adopting revisions to the Communications and Community Relations Manager position

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF CAMAS AS FOLLOWS:

I

The position of Communications and Community Relations Manager shall be revised to be titled Director of Communications.

II

PASSED BY the Council and approved by the Mayor this 8th day of September, 2020.

SIGNED: _____
Mayor

ATTEST: _____
Clerk

APPROVED as to form:

City Attorney

City of Camas
Non-Represented
September 2020

DIRECTOR OF COMMUNICATIONS

JOB OBJECTIVES

The individual in this position functions as the City's spokesperson, develops and implements communication strategies consistent with City goals and objectives, manages the City's external communication, via the City's website and other technologies, its social media platforms, and through positive relationships with media and the community. This position leads communication for crisis and issues management, partnerships, professional relations and communications strategies and implementation. In addition, the Director of Communications leads message development and deployment. This position reports to the City Administrator.

ESSENTIAL FUNCTION STATEMENTS

The following tasks are typical for positions in this classification. Any single position may not perform all of these tasks and/or may perform similar related tasks not listed here:

Serve as the City's official spokesperson with all media outlets requiring 24/7 availability for emergency and/or critical incidents; conduct and/or facilitate media interviews and conferences.

Direct, design, and develop a variety of publications, surveys and promotional items and print media to share information and increase awareness of the City's goals to both internal and external constituents; work with City departments and consultants if applicable.

Develop and implement broad public engagement strategies; develop and lead public relations, marketing campaigns and educational programs designed to inform and engage the community; manage the on-going relationship with the community and key stakeholders.

Conduct research necessary to determine internal and external perceptions about the City.

Lead, develop and execute communications strategies through collaboration with City's leadership team; serve as a member of the City's leadership team; work collaboratively with departments to develop and implement communications strategies and messaging consistent with the City's goals and objectives.

Develop and maintain strong professional working relationships with department directors, representatives of the news media, and with regional partners' public information officials; provide strong leadership in establishing relationships and fostering partnerships with City staff, the community, civic, and special interest groups.

Prepare and distribute press releases to media outlets; prepare talking points or presentations/scripts for elected officials and City staff for general information, news interviews and/or conferences.

Plan strategies to manage emerging issues and crises and serve as the first responder for relevant information.

Monitor news and social media for City-related communications and discussions; relay community feedback and engagement trends to elected officials, staff and project leaders.

Work with City staff and project leaders on messaging, public outreach strategies, and materials for electronic and in-person dissemination.

Work in partnership with the Information Technology department to ensure communications and marketing goals utilizing City platforms is achieved.

Manage the City's official social media platform and City phone app content including posts, blogging, podcasts, etc.; create graphics and use images and written content to inform and engage the public.

Manage the City's website content consistent with the City's communications strategies; assist staff to develop and maintain department-level pages.

Exercise high degree of accuracy, correctness and discretion when preparing communications materials including managing essential and highly confidential and sensitive information.

Provide training on messaging, marketing, and branding to ensure departmental staff are consistent in carrying forth the City's goals and objectives.

Review and update City's Social Media Policy regularly; create, communicate and disseminate any communication related policies/procedures.

Stay abreast of new trends and innovations in the field of technology as related to public relations/communications.

Represent the City at various meetings and events; work collaboratively with departments to develop and organize City-sponsored events.

Work non-traditional work hours to attend or participate in various events and meetings on behalf of the City; provide in-person support at open houses, forums, workshops and information booths.

Timely and regular attendance.

AUXILIARY FUNCTION STATEMENTS

Follow all safety rules and procedures established for work area.

Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

Principles of marketing and communications and effective social media strategies.

Council-Mayor form of government and the role of communication in support of the Mayor, City Administrator and Council.

Strong analytical and problem-solving skills, and understanding of client-centered support and services.

Metrics and methods of data usage to better communication methods/strategies.

The Incident Command System, FEMA training, and the role of the Public Information Officer.

Excellent oral, written, presentation, and interpersonal communication skills.

Current public relations, marketing, and journalistic practices and techniques.

Mastery of concepts of grammar and punctuation, copy writing, and editing.

Skill in communication strategy planning and implementation.

Microsoft Suite, desktop publishing, photography, citizen response management tools and website and social media management and monitoring tools.

Modern office methods, procedures and practices.

Principles and practices of professional business communication methods.

City government functions, policies, rules and regulations; federal, state and local laws, codes and regulations.

Basic principles and practices of budget administration.

Ability to:

Apply communications strategy and public relations principles to complex topics.

Effectively represent the City and interact successfully with internal stakeholders, partner agencies, media, community, vendors/contractors, and business leaders.

Demonstrate strong on-camera presentation, to include interviews with television, radio, and various media outlets.

Communicate effectively in oral and written form, using language that is appropriate to the person, group, or audience.

Develop creative ideas in relation to public information projects.

Develop policies related to communication procedures/strategies.

Establish effective working relationships at all levels of the organization.

Create informational graphics using desktop publishing, images and photography.

Research and implement new communication techniques.

Work independently using independent judgment with little direction, organize work, set priorities, and meet deadlines

Work outside regular office hours, and sometimes unpredictable hours, to meet City needs.

Manage multiple tasks and complete projects on a deadline.

Maintain professionalism and effectiveness while working under pressure; remain calm, deliberate, tactful, and advisory in stressful and emotional situations.

Maintain confidentiality.

Perform the essential functions of the job, with or without reasonable accommodation.

Education and Experience Guidelines

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education:

Equivalent to Bachelor's degree in communications, marketing, journalism, public relations, English, or related field preferred, with a graduate degree desirable.

Experience:

Five (5) years of experience as a full-time communications, marketing, or public relations professional with demonstrated success and supervisory experience; program or operational level experience in government preferred.

License or Certificate

Possession of a valid driver's license.

Accreditation in Public Relations (APR) credential preferred.

PHYSICAL DEMANDS AND WORKING CONDITIONS

The physical demands herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential job functions.

Environment: Office environment; exposure to computer screens.

Mobility: Sitting for prolonged periods of time; extensive use of computer keyboard. May stand for long periods of time, lift and carry office equipment, supplies and materials. Basic communication skills such as talking and hearing are needed for frequent person-to-person contacts on the phone and in person.

Vision: Visual acuity to read numerical figures.

Other Factors: Periods of time may be spent outside in varying weather conditions. Incumbents will be required to work extended hours including evenings and weekends. Incumbents may be required to travel outside City boundaries to attend meetings.