

"Placerville, a Unique Historical Past Forging into a Golden Future "



City Manager's Report
August 11, 2015 City Council Meeting
Prepared by: Steve Youel
Item #: 8.8

Subject: Adopt a resolution:

1. Approving the additional position of Black Smith Shop Coordinator; and
2. Approving the Job Description and Salary Schedule for the Black Smith Shop Coordinator as shown in Attachment "B;" and
3. Approving the following new Gold Bug Park tour rates effective September 1, 2015; and
 - a. Guided Tours: \$8.00
 - b. Adult (18+) Self-Guided Tours: \$7.00
 - c. Children Self-Guided Tour: \$4.00
4. Approving a \$17,400 budget appropriation to the General Fund Gold Bug Mine Tours revenue account; and
5. Approving a \$16,612 budget appropriation to the General Fund Gold Bug Park Admissions Division (personnel accounts).

Discussion:

The Blacksmith Shop demonstration exhibit at Gold Bug Park has become a popular attraction that supports the Park's public educational goals and activities. There is a high demand for the Blacksmith Shop to be open to the general public during normal park hours and especially for group tours.

The entire Blacksmith Shop operation is currently run by volunteers and has grown to the point that an employee is needed to provide the necessary oversight to meet increased demand. It is for this reason staff is recommending the addition of a part-time Blacksmith Shop Coordinator position to manage the overall operations of the Blacksmith Shop. This dedicated position will ensure the shop's operations are safe, reliable, consistent, and directly support, the Park's educational goals and objectives. To meet this end, the position will: 1) train, supervise and schedule volunteers so that the Blacksmith Shop remains open during normal park operations; 2) manage the shop's inventory of tools, metal working stock and supportive production materials; and 3) ensure that one of the Park's most important educational and historic attractions safely provides an accurate description, depiction and demonstration of historic blacksmithing principles and operating procedures. See job description (Attachment B).

When creating the new Blacksmith Shop Coordinator pay scale, staff's intent was to provide a rate of pay that is competitive in the local part-time market and will attract the best, qualified employee. The Blacksmith Shop Coordinator position shares many of the same duties and

responsibilities as the Gold Bug Park Gift Shop Coordinator. Staff is recommending the Blacksmith Shop Coordinator share the same pay scale as the Gift Shop Coordinator position as shown in the following table:

Job Title	Step 1	Step 2	Step 3	Step 4	Step 5
Gift Shop Coordinator	\$14.73	\$15.17	\$15.63	\$16.10	\$16.58
Blacksmith Shop Coordinator Proposed	\$14.73	\$15.17	\$15.63	\$16.10	\$16.58

In order to offset the additional expenditures staff is recommending a \$1.00 increase to Self-Guided tours for adults and children (ages 3-9). The adult rate will increase from \$6.00 to \$7.00 and the Child (ages 3-9) will increase from \$3.00 to \$4.00. This increase will bring the Child rate to the same rate as the Youth (ages 10-17) so that all youth ages 3-17 will have the same rate of \$4.00. Having the same rate for all youth will simplify admission rates for staff and customers. Staff is also proposing to raise the Guided Group Tour rates by \$1.00 from \$7.00 to \$8.00 per person. These recommended tour rates will be effective September 1, 2015. The proposed fee increase will cover the cost associated with the new position of Blacksmith Shop Coordinator.

The following table identifies the anticipated increase in part-time personnel costs for the 2015-2016 fiscal year:

Staff	# of Staff	Rate of Pay	# of Hours	# of Days	Amount
Blacksmith Shop Coordinator	1	\$15.17	6	166	\$15,109
Benefits					<u>1,503</u>
Total					<u>\$16,612</u>

Analysis: The City's Self-Guided tour program takes place within the Gold Bug Park. Self-Guided Tours are offered year-round on weekends, and seven days a week April through October. Tours include a twenty-two minute tour of the mine and a hand-held wand with a pre-recorded audio tour. Once participants are done with the tour, they can take advantage of a free tour of the Stamp Mill and Blacksmith Shop by an attendant stationed in the Stamp Mill. The City of Placerville employs part-time personnel to collect money, distribute wands, and operate Hatties Gift Shop and the Stamp Mill.

The City's Guided tour program takes place within the Gold Bug Park. Guided tours are offered from mid-February through October on weekdays. Guided tours include approximately a thirty minute tour of Gold Bug Mine, a thirty minute tour of the Priest Mine, a thirty minute tour of the Stamp Mill, and a thirty minute tour and demonstration of the Blacksmith Shop. Participants also have the option to shop in the Gift Shop, experience Gem Panning, hike the trails throughout the park, and enjoy the pavilion for lunch. The City employs part-time personnel to assist in the Gift Shop and assist with tours at the Stamp Mill and Gold Bug Mine. The City also relies heavily on volunteers to give tours of the Gold Bug Mine, the Priest Mine, the Stamp Mill, the Blacksmith Shop, and assist in the Gift Shop.

To establish new tour rates, staff surveyed similar venues (see Attachment A), analyzed current user data, and attempted to establish rates that would generate additional revenue without compromising attendance. Staff recognizes the importance of recreation programs remaining self-supporting. It is important to maintain a balance between revenue and expenditures within all programs. This can be accomplished through a variety of strategies including; a.) Increased user fees, b.) Increased program participation and attendance, and c.) Program reorganization.

The following table shows the total projected revenue increase based on the proposed rate increase for tours:

Tours	Projected Tours	Current Rate	Current Total	Proposed Rate	Proposed Total	Additional Revenue
Self-Guided Adults Ages 18+	9,421	\$6.00	\$56,526.00	\$7.00	\$65,947.00	\$9,421.00
Self-Guided Youths Ages 10-17	1,839	\$4.00	\$7,356.00	\$4.00	\$7,356.00	\$0.00
Self-Guided Children Ages 3-9	2,801	\$3.00	\$8,403.00	\$4.00	\$11,204.00	\$2,801.00
Guided	5,178	\$7.00	\$36,246.00	\$8.00	\$41,424.00	\$5,178.00
Total Increase			\$108,531.00		\$125,931.00	\$17,400.00

The overall additional expenses compared to the additional projected revenue shows a **\$17,400.00** increase in revenue which exceeds the \$16,612 in additional personnel costs by \$788.

Cost: As demonstrated above, staff anticipates the \$16,612 in additional personnel costs for the Gold Bug Park Blacksmith Shop Coordinator will be offset by the forecasted \$17,400 in additional revenues from the proposed increase in tour rates.

Budget Impact: The proposed Blacksmith Shop Coordinator position and associated rate increases were not assumed in the adopted Fiscal Year 2015/2016 Operating Budget. If the recommended tour rates are approved tonight, Staff anticipates the Gold Bug Park and Mine will likely remain self-supporting, assuming participation levels remain consistent. Staff will continue to implement strategies to increase participation and analyze the effects of fee increases.

Alternatives:

- 1) Continue with the current volunteer operation of the exhibit.

Recommendation: Adopt a resolution:

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 - a. Guided Tours: \$8.00
 - b. Adult (18+) Self-Guided Tours: \$7.00

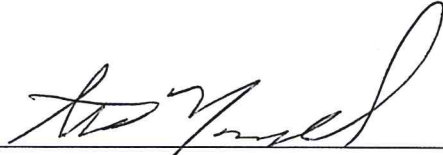
- c. Children Self-Guided Tour: \$4.00
- 4. Approving a \$17,400 budget appropriation to the General Fund Gold Bug Mine Tours revenue account; and
- 5. Approving a \$16,612 budget appropriation to the General Fund Gold Bug Park Admissions Division (personnel accounts).

Attachment A - Agency Program Fee Comparison

Attachment B - Gold Bug Park Blacksmith Shop Coordinator Job Description and Salary Schedule



M. Cleve Morris, City Manager



Steve Youel, Director of Community Services



Dave Warren, Director of Finance

RESOLUTION NO _____

**RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF PLACERVILLE, APPROVING A NEW
BLACK SMITH SHOP COORDINATOR POSITION JOB DESCRIPTION AND
SALARY SCHEDULE, NEW GOLD BUG PARK TOUR RATES, AND ASSOCIATED
BUDGET APPROPRIATIONS**

WHEREAS, the employment of a Black Smith Shop Coordinator is necessary at Gold Bug Park; and

WHEREAS, the City has created the attached Job Description and Salary Schedule; and

WHEREAS, the City must increase tour fees to cover the additional expenses associated with filling the position; and

WHEREAS, the following tour rate increases have been established effective September 1, 2015:

Guided Tours from \$7.00 to \$8.00
Adult (18+) Self-Guided Tours from \$6.00 to \$7.00
Children Self-Guided Tour from \$3.00 to \$4.00

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Placerville hereby:

1. Approves the additional position of Black Smith Shop Coordinator; and
2. Approves the Job Description and Salary Schedule for the Black Smith Shop Coordinator as shown in Attachment "B;" and
3. Approves the following new Gold Bug Park tour rates effective September 1, 2015; and
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4. Approves a \$17,400 budget appropriation to the General Fund Gold Bug Mine Tours revenue account; and
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The foregoing Resolution was introduced at a regular meeting of the City Council of the City of Placerville held on August 11, 2015 by Councilmember _____ who moved its adoption. The motion was seconded by Councilmember _____. The motion was passed by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Mayor, Patty Borelli

Attest:

Susan Zito, CMC, City Clerk

ATTACHMENT A

**AGENCY PROGRAM FEE COMPARISON
as of June 2015**

	City of Placerville Proposed	City of Placerville Current	Kentucky Mine Sierra City, CA	Empire Mine Grass Valley, CA	Kennedy Mine Jackson, CA	Mercer Caverns Murphys, CA	Crystal Gold Mine Kellogg Idaho
Gold Bug Park and Mine							
Mine Guided Group Tours	\$100 (1-15 people) \$8 each additional person up to 65 max	\$100 (1-15 people) \$7 each additional person up to 65 max	\$7.00 Adults \$3.50 7-17 Under 6 free	\$11 each public \$4.00 each for school groups Above Ground	\$10.00 Adults \$6.00 Kids Above Ground	Travel Groups: \$2.00 off 10 or more School Rate: \$8.00 13+ \$5.50 under 13	Groups of 10 people or more \$10.00 Adults \$6.00 Child
Mine Self-Guided Tours	\$7 Adult Audio Wand Inc. \$4 Youth 10-17 Audio Wand Inc. \$4 Youth 3-9 No Audio Wand Free Ages 2 and Under	\$6 Adult Audio Wand Inc. \$4 Youth 10-17 Audio Wand Inc. \$3 Youth 3-9 No Audio Wand Free Ages 2 and Under	Museum Admission \$1.00 per person	\$7.00 Adults 16+ \$3.00 Child 6+ Under 6 free	\$1.00 for Brochure Above Ground	No self-guided \$15.50 Adults \$8.75 3-12 years	No self-guided \$12.00 Adults \$8.50 4-16 Free under 4 \$11.00 Seniors 65+ Family (5) \$45.00
Gem Panning	\$2.00 per hour	\$2.00 per hour	N/A	N/A	Included in group tour fee cost \$1.50-\$1.70	By the bag \$9.00 large \$6.00 small	Free 1 hour gold panning with tour
Stamp Mill and Blacksmith Shop Tours	Free – Most uses who visit gold but pay to go in the mine.	Free – Most uses who visit gold but pay to go in the mine.	Stamp Mill included on guided tour	Blacksmith Shop included on tour	Special occasion only No Charge	N/A	N/A
Private Tours Rockin Water	\$5 per person. This group uses their own tour guides and the get to tour both mines for \$5 only.	\$5 per person. This group uses their own tour guides and the get to tour both mines for \$5 only.	N/A	N/A	N/A	N/A	N/A
Park Entrance/Parking Fees	N/A	N/A	N/A	N/A	N/A	N/A	RV by night \$25

CITY OF PLACERVILLE

GOLD BUG PARK BLACKSMITH SHOP COORDINATOR

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under direction of the Gold Bug Park Maintenance and Operations Specialist, this position is responsible for the overall supervisory and administrative work required for the safe, efficient and educational operation of the Blacksmith Shop located within historic Gold Bug Park. The blacksmith shop operations directly support the park's public education goals and activities by providing the accurate description, depiction and demonstration of historic blacksmithing principles and operating procedures. To meet these goals this position manages the shop's inventory of tools, metal working stock and supportive production materials. This position directly supervises the daily operation of the blacksmith shop and its staff and volunteer blacksmiths; meets, greets and educates the public in the understanding of the history and importance of blacksmithing as it relates to mining operations; supervises staff and volunteer blacksmiths who are engaged in the meeting, greeting and education of the public. This position will also work with the park's Gift Shop Coordinator to develop artisan products for gift shop sales.

IDENTIFYING CHARACTERISTICS

This is a single position classification responsible for the operation of the Gold Bug Park blacksmith shop. Positions at this level provide lead supervision to assigned staff and volunteers, perform the more technical management related work, and perform a variety of specialized duties related to the administration and safe operation of the Blacksmith Shop. Employees at this level are required to be fully trained and familiar in all procedures related to their assigned area of responsibility.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Organize and plan for the overall operation of the Blacksmith Shop in compliance with city policies and procedures and under the general safety policies and procedure guidelines provided by Cal OSHA and the California Blacksmithing Association (CBA).
2. Supervise the collection and coordinate the deposit of public cash donations made in support of the Hangtown Gold Bug Park Development Committee (HGBDC); maintains donation records and provide reports to the HGBDC Treasurer.
3. Operate, provide training in the operation of, and supervise the use, care and operation of the Blacksmith Shop and its contents.
4. Perform regular inventory of tools, equipment, merchandise and metal stock for use in preparation of regular operating reports to HGBDC and in preparing budget forecasts for the HGBDC and City.
5. Serve as a buyer and meet with vendors and product representatives to select tools and materials required to safely meet the educational and public demonstration goals of the park.
6. Maintain product quality levels in conformity with the institutional image and audience served.
7. Solicit, recruit, interview and select staff and volunteer blacksmiths.
8. Provide an organized, on-the-job staff training program; keep records and makes administrative and personnel reports as necessary.
9. Supervise and coordinate the work of staff and volunteers; plan staff/volunteer work schedules according to projected park activities.

10. Conduct ongoing staff/volunteer training in blacksmithing and safety protocol.
11. Meet, greet, and assist the public in understanding the importance of blacksmithing for mining operations.
12. Must have good organizational skills.
13. Must be able to work with money accurately and securely and be accountable for donations made at the Blacksmith Shop and Stamp Mill.
14. Must be able to operate an adding machine.
15. Must have excellent skills in customer service, employee and volunteer management.
16. General knowledge of Windows based computer operating system.
17. Verify the work of assigned employees and volunteers for work accuracy, for proper work methods, techniques, and compliance with applicable safety standards and specifications; ensures adherence to safe work practices and procedures.
18. Performs a variety of financial planning and management duties associated with the Blacksmith Shop operation; participates in budget development including communicating Blacksmith Shop financial needs to the HGBDC and City management staff; monitors budget expenditures.
19. Participates in the development of goals and objectives related to the administration, operation, and maintenance of the Blacksmith Shop; participates in the development and implementation of related policies and procedures; recommends changes and improvements to existing Blacksmith Shop operations to ensure compliance with safety and educational goals.
20. Provides support to the HGBDC and City staff in the development of short and long term park goals and objectives; prepares various documents and reports as requested; meets with HGBDC, City staff and other functionaries as required and requested.
21. Participates in the selection of new staff and volunteers; participates in interviewing and evaluating perspective blacksmiths.
22. Participates directly in the education and training of staff and volunteers in relation to safe work practices and procedures and public education.
23. Utilizes proper safety precautions related to all work performed.
24. Performs related work and duties as required.

QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Basic procedures, methods, and techniques of budget preparation and control.
- Principles of lead supervision and training.
- Project planning, implementation, development, and monitoring principles and practices.
- Occupational hazards and standard safety practices.
- Pertinent federal, state, and local laws, codes, and regulations.
- Principles and practices of record keeping.
- Basic office procedures, methods, and equipment including computers and supporting software applications.
- Basic accounting principles.

Ability to:

- Lead, organize, and review the work of staff and volunteers.
- Oversee the overall organization and operation of the Blacksmith Shop.
- Develop relationships and partnerships with volunteer groups and other outside agencies and organizations that assist the park in achieving its goals.
- Interpret, explain, and enforce department policies and procedures.
- Ensure adherence to safe work practices and procedures.
- Demonstrate the proper and safe use of tools and equipment.
- Participate in budget development and administration.
- Work independently in the absence of supervision.
- Understand and follow oral and written instructions.
- Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

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/Training:

Equivalent to the completion of the twelfth grade. Specialized training or college level course work in blacksmithing, metal fabrication, art and/or business administration or related field is desirable.

Experience:

CBA Level 1 skillset or two years of increasingly responsible experience in operational management and methods; must be able to demonstrate familiarity with the CBA processes, procedures, methods and techniques.

License or Certificate:

Possession of an appropriate, valid driver’s license.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions 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 the essential job functions.

Environment: Work is performed in an indoor /outdoor, fully functional blacksmith shop facility; limited travel to different locations; may be exposed to inclement weather conditions in an unconditioned shop; work in direct proximity to fire, water and dust; work and walk on various types of surfaces including dirt, gravel, slippery and uneven surfaces; be required to work extended hours including evenings, weekends and holidays.

Physical: Primary functions require sufficient physical ability and mobility to work in an operating blacksmith shop to lift, carry, push, and/or pull light to moderate amounts of weight of up to 50 pounds; to operate hand tools, machinery and mechanical devices requiring repetitive hand movement and fine eye-hand coordination; to travel to other locations using various modes of private and commercial transportation; and to verbally and accurately communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.

Blacksmith Shop Coordinator Salary Schedule

Job Title	Step 1	Step 2	Step 3	Step 4	Step 5
Blacksmith Shop Coordinator Proposed	\$14.73	\$15.17	\$15.63	\$16.10	\$16.58