

CITY OF JANESVILLE

Parks Director

The City of Janesville Wisconsin is pleased to announce the recruitment and selection process for our Parks Director vacancy. This brochure provides background information on the City and the municipal organization. Candidates interested in applying for the position should submit their online application, résumé, cover letter, and contact information for five professional references by March 1, 2014 through the City's website at www.ci.janesville.wi.us/jobs.

Additional information about the City can be found on its website at www.ci.janesville.wi.us/.

COMMUNITY CHARACTERISTICS

The City of Janesville (population 63,588) is a historic, full-service community located on the Rock River amidst the rolling hills of scenic south central Wisconsin. Known as Wisconsin's "Park Place," Janesville has an abundance of beautiful parks and recreation areas. Founded in 1836, Janesville was named after Henry Janes, who travelled to the area following the Black Hawk War of 1832. Janesville grew steadily as new settlers arrived to farm the fertile land along the Rock River. The Rock River was also an important element in the City's early and continued economic success. The River was used for water power, and in the 1840s, dams, bridges, lumber, grist, and woollen mills were built along the River. Agriculture was a critical economic engine contributing to the development of three railroad lines which furthered the growth of Janesville prior to the Civil War. By 1900, Janesville had grown to 13,000 people and by 1925, there were 22,000 residents. The largest groups of immigrants were natives of England, Ireland, Scotland, and Wales. Janesville, in the 1900s, was a modern city with concrete curbs and gutters, electric lighting, and electric street rail cars in its commercial district. In the decades to follow, Janesville continued to prosper, with General Motors and Parker Pen serving as the area's principal employers. Janesville residents are proud of their history and are dedicated to its preservation. Twenty percent of Wisconsin's buildings listed on the National Register of Historic Places can be found in Janesville. Throughout the downtown, restored buildings house commercial businesses and offices. Janesville has six historic districts, and residents take great care to ensure that private and public buildings are carefully maintained and restored. Janesville residents are particularly proud of the Tallman House, an 1857 26-room Italianate villa style mansion which is the only private home still in existence in Wisconsin that can boast Abraham Lincoln as an overnight guest. Thousands of visitors come to Janesville each year to tour the Tallman House.



Janesville Quick Facts

- Population: 63,588
- County: Rock (Janesville is the County Seat)
- Median Home Sale Price (2011): \$135,200
- Square Miles: 33.86 square miles
- Housing Units: 27,996 (71% owner occupied)
- Median Household Income (2005): \$49,772
- Bike Trails: 25+ miles

COMMUNITY LIFE

Janesville residents often say that they grew up in Janesville and never wanted to leave, or moved to Janesville and decided Janesville was where they wanted to put down roots and raise their families. Excellent schools, affordable and high-quality housing, beautiful parks, outstanding recreational opportunities, low crime rate, and numerous cultural opportunities all contribute to Janesville's appeal.

Cultural Amenities

In 2004, the Janesville Performing Arts Center opened, presenting more than 90 events annually, drawing 100,000 visitors from the region. The City invested \$1 million in the Center, which hosts artists in dance, music, and ballet. The Armory is an exciting venue, offering comedy, dining, events, space for private gatherings, entertainment, and cooking schools. The Helen Jeffris Wood Museum is the latest addition to the Rock County Historical Society's facilities. The Museum Center is housed in the 1912 Prairie-style residence of Stanley Dexter Tallman and includes a changing exhibit gallery, children's interactive area, and a gift shop. In addition, Janesville is home to the Gray's Brewing Company, a 5th generation family business that began in 1856. With 157 years of operation, Gray's Brewing Company is proud to be the nation's oldest family-owned beverage company. The microbrewery also prides itself on its flavorful line of beers, root beer, and cream soda. The Janesville Jets Hockey Team, a new addition to the North American Hockey League, is based out of the Janesville Ice Arena. The Janesville Convention and Visitor's Bureau has a complete listing of cultural amenities and attractions on its website at www.janesvillecvb.com.



Educational System

Janesville's educational system is outstanding, with 88% of its students graduating high school. Janesville has 12 elementary schools, three middle schools, two high schools, charter schools, and numerous private school opportunities. The Janesville Academy for International Studies, a charter high school that focuses on teaching global perspectives, is located on the University of Wisconsin-Rock County campus, and the Guide Language Center, which offers over 10 foreign languages, is located downtown. There are several higher educational opportunities, as well, including the two-year associate degree University of Wisconsin-Rock County located in Janesville with over 1,300 students. The UW-Rock County has collaborative programs with several UW Universities that allow students to earn Bachelor degrees while attending classes on the University of Wisconsin-Rock County campus or online. The University of Wisconsin-Madison is located one hour north of Janesville and the University of Wisconsin-Whitewater is located one half hour northeast of Janesville. In 1911, Wisconsin pioneered the development of vocational, technical, and adult education with the founding of Wisconsin's technical college system. Blackhawk Technical College, located three miles south of Janesville, provides technical training to Janesville area workers and designs customized training for area employers.

Parks & Recreation

Janesville is known, and is proud of its recognition, as "Wisconsin's Park Place," and the crown jewel of the Janesville park system is the Rotary Botanical Gardens, a 20-acre non-profit botanic garden that is home to numerous themed gardens including Japanese, Scottish, French, Formal, Italian, and English Cottage. There are also Shade, Prairie, and Woodland Gardens. On site are a visitor center, gift shop, and beautiful banquet/meeting facility that may be rented for special events. Each holiday season, the Rotary Botanical Gardens host a Holiday Lights Walk that is visited by thousands of residents and includes a decorated model train exhibit. Adjacent to Rotary Gardens is Lion's Beach, a 27-acre spring-fed lake open for public swimming. The City has developed an extensive 25+-mile bikeway system that connects parks, downtown, and residential areas. The system runs along the river and through natural valleys throughout the community, and is widely used.

There are 64 parks which comprise Janesville's impressive park system. Riverside Park includes a boat launch, wading pool, 18-hole golf course, 87 acres with nature trails, sand court volleyball, and picnic pavilions. Rockport Park is Janesville's largest park at 246 acres and includes an outdoor Olympic swimming pool with diving well, the Peace Park Playground and six miles of hiking trails. Traxler Park is home to the 17-time national champion Rock Aqua Jays Water Ski Show Team, who performs throughout the summer. Traxler Park also hosts a boat launch and horticulture gardens.

Numerous other parks include tennis courts, basketball courts, baseball and softball diamonds, fishing opportunities, and children's play equipment. Palmer Park has a wading pool, C.A.M.D.E.N. Playground, sand court volleyball, nature trails, softball and tennis courts, a concession stand, picnic pavilions, sledding along Edge Hill Drive, tourist information, and a pet exercise and training area. The Recreation Division also operates a year round Senior Center serving approximately 800 members, a Public Ice Arena which is home to the Janesville Jets and eight user groups, and year-round recreation programming including youth and adult programs, sports, and special events. Seasonal facilities include Dawson Softball Complex, a four diamond league and tournament facility.

Economic Development

The City of Janesville has enjoyed steady growth and development since its inception in 1836. This long history of strong industry and economic success has helped turn the City into a major commercial and industrial sector for the State-Line area. This success is due to a collaborative, action-oriented approach to economic development. The City has steadily recovered from the closure of the General Motors plant in 2008 with the addition of new and expanding businesses. The City's Economic Development Agency is a one-stop source of information and assistance in the site location process and for other development needs. It focuses its efforts on business retention and expansion, industry attraction, downtown revitalization, and development support services. The goals of the City's economic development activities are the creation of new jobs, the expansion and diversification of the local tax base, and stimulation of the local economy. The Agency works closely with other state, regional, and local development organizations, including Forward Janesville and the Rock County 5.0, to create a comprehensive approach to economic development efforts.

The City has 17 open Tax Increment Financing Districts to stimulate the redevelopment of the downtown, to encourage existing industry expansions, and to create new, fully-improved industrial parks. The City works to identify those industries interested in expanding and then assists in identifying sites, determining local costs, and addressing other issues that may arise. The Janesville Innovation Center (JIC) is a 22,000 square foot facility that offers office and manufacturing suites for businesses looking to start up and expand, and provides access to technical and business support to assist JIC tenants with their future growth. In 2008, the City worked closely with the business community to develop a new downtown initiative. The Downtown Revitalization Committee is a joint effort of the City and County governments, Forward Janesville, Rock County 5.0 and community partners.

Economic Development (cont.)

Janesville's largest employer is the Mercy Health System headquartered in Janesville with over 3500 employees. Other major employers include the Janesville School District, Rock County, Grainger Industrial Supply, Wal-Mart/Sam's Club, Blains Supply, Blackhawk Technical College, the City of Janesville, J. P. Cullen & Sons, Lemans Corporation, Seneca Foods Corporation, and a recent merger of Dean Health System and St. Mary's Janesville under SSM Health Care.

Janesville is home to numerous shopping and dining opportunities. The Janesville Mall is a large regional mall home to 70 stores, including the Boston Store, JC Penney, Kohl's, and Sears. The Pine Tree Plaza is an open air center with a movie theater, restaurants, Old Navy, Home Depot, Gander Mountain, and several other retail establishments. At least nine other retail centers provide shopping, dining, and personal service amenities for Janesville residents.

CITY GOVERNMENT

The City of Janesville adopted the Council-Manager form of government in 1923. The Janesville Common Council has seven members who are elected at large on a nonpartisan basis. Council members serve two-year, overlapping terms, and are non-salaried. The Council President is elected from among the Common Council members and presides over Council meetings. The Common Council appoints the Manager, who serves as the City's Chief Executive Officer. City Manager Mark Freitag began his employment with the City in December 2013. The prior City Manager resigned for another opportunity after 4½ years. His predecessor was employed with the City for 21 years. There is no Mayor.

The City Manager administers the day-to-day operations of the City, providing leadership and direction to the City's management staff, which include the Police Chief, Fire Chief, Public Works Director, Administrative Services Director, Neighborhood and Services Director; and indirectly to division heads. The City Manager appoints members of the Fire and Police Commission and Library Board, and recommends appointment of members to the Plan Commission and other City Committees. The Citizens Advisory Committee on Appointments also makes recommendations to the City Council.

The City employs 532 full-time equivalent employees, including the Library and JATV-12, and has a \$118.9 million city budget including operations and capital projects. The City Manager is responsible for the development of the City's budget, Capital Improvement Plan, and overall long-range financial management plan. Additional information regarding the City can be found at the City's website: www.ci.janesville.wi.us.



Department of Public Works

The Janesville Public Works Department is a full service department including:

- ◆ Engineering
- ◆ Traffic Signal & Street Light Maintenance
- ◆ Refuse and Recycling Collection
- ◆ Wastewater Collection & Treatment
- ◆ Vehicle Maintenance
- ◆ Leaf Collection
- ◆ Street Maintenance
- ◆ Snow Plowing
- ◆ Landfill Operation
- ◆ Water Treatment & Distribution
- ◆ Parks
- ◆ Planning & Building Services

The department has 140 employees and a \$29 million operating budget. In 2014, the City budgeted \$21 million in capital improvement projects.

Parks Division

With an annual budget of \$1.5 million, the 19 employees of the Parks Division, plus summer seasonal employees, maintain a 2,590-acre system which includes 64 improved parks, 500 acres of greenbelts, and open spaces. Various parks provide an arboretum, Lion's Beach, outdoor swimming at Rockport Pool and the Palmer & Riverside wading pools, tennis courts, six lighted softball fields, sledding hills, ten miles of cross-country ski trails, 25+ miles of paved bike trails, and picnic pavilions. Dog exercise areas are found in designated portions of Palmer Park and the Rock River Parkway.

The Parks Division operates six boat launches on the Rock River, Kiwanis Pond, and Lions Pond. In addition, Parks took over management of Oak Hill Cemetery in 2009, which has an annual budget of \$247,135.

In 2013, the City was designated as a Bird City community for making the habitat healthy for birds and to decrease the hazards they face.

OPPORTUNITIES & CHALLENGES

The next Parks Director is expected to bring solid leadership, excellent judgment, and well developed management skills to the City of Janesville. The Parks Director will likely encounter the following challenges and issues:

- ◆ The new Parks Director will be responsible to implement the direction of the division consistent with the goals of the City Manager, City Council, Director of Public Works, and community.
- ◆ The City values the cost effective operation of its services, and staffing is considered lean. The Parks Director is expected to continue to improve city services while maintaining this staffing philosophy.
- ◆ The Parks Director is expected to continue and enhance the City's commitment to excellent customer service and collaborative relationships with County and State governmental agencies.
- ◆ The Parks Director is expected to maintain effective relationships with school district officials, community groups, user groups, local media, and the general public.
- ◆ The Parks Director is expected to be proactive in addressing parks issues of community concern, for example, the recent Emerald Ash Borer tree infestation and duck and goose population explosion in our waterfront parks.

CANDIDATE QUALIFICATION CRITERIA

The Parks Director is a division head position and reports to the Director of Public Works. As a member of the City's management team, the Parks Director works with City Department and Division heads and staff, employees, other governmental agencies, community and Friends groups, local media, and the general public to provide high quality and fun parks amenities to the residents of the City.

The current and predictable issues, needs, and challenges confronting the City of Janesville call for particular experience, skills, style, values, and professional commitment on the part of Janesville's next Parks Director. The following factors of education, experience, management style, and personal traits have been identified by the City of Janesville as *ideal* attributes for the Parks Director to possess to function effectively in the position. The proposed starting compensation for the position is \$75,000+/- depending upon qualifications and experience.

- ▶ Experienced, innovative, creative, and energetic professional with successful management skills.
- ▶ Minimum of a Bachelor's degree in Park Administration, Public Administration, Landscape Architecture or related field.
- ▶ Minimum of five years of progressively responsible recreation administration experience, including supervisory experience.
- ▶ Thorough knowledge of State statutes, City ordinances, City policy statements, division policies, and principles and practices regarding park management.
- ▶ Demonstrated ability to plan, direct and supervise parks employees and activities on a large scale and in a coordinated and effective manner.
- ▶ Knowledge of forestry and cemetery operations.
- ▶ Knowledge of the principles of modern personnel, financial management, and purchasing systems.
- ▶ Good knowledge of safety precautions.
- ▶ Ability to operate city vehicles safely, possess a valid driver's license and have an acceptable driving record.
- ▶ Analytical ability necessary for budget preparation and management.
- ▶ Ability to establish and maintain effective working relationships with City appointed officials, Department and Division Heads, department staff, Leisure Services Advisory Committee, Friends Groups, outside governmental agencies, lessees, and general public.
- ▶ Initiative and resourcefulness in handling parks and staffing issues.
- ▶ Good knowledge of the modern principles of personnel, finance/budget and purchasing systems.
- ▶ Ability to communicate effectively in verbal and written form.
- ▶ Courtesy and tact in working with the public.
- ▶ Experience to direct and monitor the operations of an active "high service level" division, follow up on projects and assignments to achieve timely and effective completion.
- ▶ Excellent organizational skills.



CANDIDATE QUALIFICATIONS CRITERIA (CONT.) THE SELECTION PROCESS

- ▶ A positive record of team-building and collaborating within the division and other departments, including a reputation for dealing fairly and effectively with all employees.
- ▶ Ability to consider conflicting needs, options, and information; and make decisions.
- ▶ Strong ability to bring diverse interests together and establish mutual trust.
- ▶ Strong problem solving and interpersonal skills.
- ▶ Strong ethics base built upon integrity, honesty, and respect. Exceptional character and ability.
- ▶ An understanding and acceptance of Council-Manager government, and ability to work effectively in an active policy-administrative-citizen participative governmental process.
- ▶ An understanding of community dynamics and concerns in a high service level/quality of life oriented community.
- ▶ A management style which involves a “no surprises” approach in presenting all the facts and alternatives to the City Manager and City Council.
- ▶ A high “service orientation” and commitment to providing timely, responsive, and responsible recreation services; plan and manage workloads to meet established time schedules.
- ▶ Women and minorities are encouraged to apply. EOE

EMPLOYMENT BENEFITS

The salary for this position is DOQ within a range of \$75,000—\$93,284. The benefit package includes:

- ◆Paid vacation
- ◆Car allowance
- ◆Eleven holidays
- ◆Professional memberships
- ◆Sick leave, accrued at one day per month
- ◆Conferences and training
- ◆Various other time off privileges available
- ◆Medical, dental, vision, disability & life insurance
- ◆Wisconsin Retirement System, 50% City-paid
- ◆Optional deferred compensation plans for employee contributions



Applications will be reviewed to determine the extent to which the applicants possess the desired qualifications of the position. Applicants most closely meeting the desired criteria may be subject to further evaluation by a telephone interview. The first review of applications is expected on March 1, 2014.

Qualified candidates will be invited to participate in an interview process. The finalist candidate(s) will be subject to a background check, post offer medical evaluation, and drug screen.

PARKS DIRECTOR

JOB ANNOUNCEMENT

Janesville WI (63,588), a well regarded Council-Manager community in scenic south central Wisconsin seeks experienced, innovative, creative, and energetic professional to lead its Parks Division’s 64 parks, including regional parks, community parks, neighborhood parks, greenbelts and open spaces. 14.11 FTEs and \$1.5 million budget. The Parks Director supports and sustains Janesville’s identification and recognition as “Wisconsin’s Park Place.”

Strong work ethic, integrity essential; good leadership, management, analytical & communication skills; creative; collaborator with problem solving skills & team building orientation; planning & organizational skills; proven ability to initiate & implement. Duties include: plans, directs and supervises operations & program services; prepares & implements goals, objectives & policies, annual budget, special projects & staff reports. Bachelors degree in Park Administration, Public Administration, Landscape Architecture, or related field with minimum of 5 years of park management experience, including supervisory experience required. Starting Salary: \$75,000 + DOQ. Excellent fringe benefits. Additional information may be found at: www.ci.janesville.wi.us/jobs. **Position open until filled. March 1, 2014 first review of applications.**

Qualified persons should submit a cover letter, résumé of experience and qualifications, and five professional references through the link provided above.

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