

**RESOLUTION**

**DEPARTMENT OF TOURISM JOB DESCRIPTIONS**

**DIRECTOR OF TOURISM  
DESTINATION MARKETING MANAGER  
MEDIA AND SPECIAL EVENTS COORDINATOR**

**WHEREAS**, the City of Manitowoc and the Manitowoc Room Tax Commission will be terminating the tourism services agreement with the Manitowoc Area Visitor and Convention Bureau (MAVCB) effective December 31, 2021; and

**WHEREAS**, the Room Tax Commission had requested that the Personnel Committee allow the Human Resources Department to assist with the creation of job descriptions and recruitment of employees for the newly created Department of Tourism, which the Room Tax Commission will fund 100% from the Room Tax Budget to support tourism promotion and development; and

**WHEREAS**, at a meeting held on October 4, 2021, the Personnel Committee approved the Room Tax Commission’s request for the City’s Human Resources Department assistance; and

**WHEREAS**, the proposed job descriptions for a Director of Tourism, Destination Marketing Manager and a Media and Special Events Coordinator within Manitowoc’s Department of Tourism were created and reviewed by staff based on industry standards; and

**WHEREAS**, at a meeting held on November 1, 2021, the Personnel Committee unanimously approved the proposed job descriptions for a Director of Tourism, Destination Marketing Manager and a Media and Special Events Coordinator within Manitowoc’s Department of Tourism.

**NOW, THEREFORE, BE IT RESOLVED** by the Mayor and Common Council of the City of Manitowoc to approve the proposed job descriptions for a Director of Tourism, Destination Marketing Manager and a Media and Special Events Coordinator within Manitowoc’s Department of Tourism, and to forward the proposed job descriptions on to the Room Tax Commission for approval.

**BE IT FURTHER RESOLVED** that the Human Resources Director is authorized to recruit for these positions upon approval of the Room Tax Commission, with employment to begin on or after January 1, 2022.

INTRODUCED \_\_\_\_\_

ADOPTED \_\_\_\_\_

\_\_\_\_\_  
Justin M. Nickels

APPROVED \_\_\_\_\_

This Resolution was drafted by Kathleen M. McDaniel, City Attorney

**Fiscal Impact:** Estimated \$331,200 total with assumption of market salary, taxes, WRS and selection of all benefits

**Funding Source:** Room Tax Special Revenue Fund

**Finance Director Approval:** /SMA

**Approved as to form:** /kmm