



Office of the City Manager

CONSENT CALENDAR
June 25, 2013

To: Honorable Mayor and Members of the City Council
From:  Christine Daniel, City Manager
Subject: Appointment of Director of Parks, Recreation & Waterfront

RECOMMENDATION

Adopt a Resolution confirming the appointment of Scott Ferris as the Director of the Parks, Recreation & Waterfront Department to be effective July 7, 2013.

FISCAL IMPACTS OF RECOMMENDATION

The salary and benefits for the Director are included in the Fiscal Year 2014 Parks, Recreation & Waterfront (PRW) Department budget. The position is paid 70% from the Parks Tax Fund (Budget Code: 450-5801-450-11-01), and the remaining 30% from the Marina Fund (Budget Code: 825-5801-450-11-01); the annual salary is \$160,023.

CURRENT SITUATION AND ITS EFFECTS

Mr. Ferris has served as the interim Director of PRW since November 2011 following the appointment of the previous director as deputy city manager. He started with the City of Berkeley in 2006 as the Manager of Recreation and Youth Services. Prior to coming to Berkeley, he served as the Recreation Supervisor and a program coordinator for the City of Union City. Mr. Ferris has brought tremendous energy to the interim director position and has focused on developing new and exciting programs to serve the Berkeley community, particularly its youth, as well as completing major capital projects in a number of the City's parks. One major accomplishment of his tenure has been significantly increasing the number of recreation program scholarships offered to disadvantaged youth. I am confident his energy, enthusiasm and strong leadership of the department will continue in the permanent position.

In accordance with the City Charter, Section 28(b) of Article VII, I am submitting my selection for the Director of PRW to the City Council for confirmation. I have selected Scott Ferris for appointment to the director position, to be appointed with an annual salary of \$160,023. I am requesting confirmation of this appointment so that I may formally offer this regular at will benefited department head position to Mr. Ferris to be effective July 7, 2013.

BACKGROUND

The Parks, Recreation & Waterfront Department has a \$24 million annual budget, includes 6 divisions, 102 full time employees and over 350 part time employees who are responsible for operating and maintaining 52 parks, 33,000 public trees; 6 city-wide

recreation centers, 250 recreation programs, 2 resident summer camps; 3 public pools and the Berkeley Marina (including over 1,000 berths; 100 live-a-boards; and multiple businesses). The Department is also responsible for the 2020 Vision, a partnership with the Berkeley Unified School District to close the achievement gap in Berkeley Public Schools.

The mission of the department is to provide quality park, recreation and waterfront facilities, and related programs and services, by planning, constructing, maintaining and improving parks, waterfront and recreation facilities in ways that make them safe and functional, while enhancing the urban environment.

RATIONALE FOR RECOMMENDATION

Scott Ferris started with the City of Berkeley in 2006 as the Manager of Recreation and Youth Services. Prior to coming to Berkeley, he served as the Recreation Supervisor and a program coordinator for the City of Union City from 1997 to 2006. Prior to that, he was the Youth and Adult Sports Coordinator for the City of Oakland.

Mr. Ferris also has extensive coaching experience and has served as the Varsity Basketball Coach for Skyline High School and Oakland High School, as well as the Varsity Golf Coach for Oakland Technical High School, and the Junior Varsity Basketball Coach for Fremont High School. Early in his career, Mr. Ferris was a classroom teacher in the Oakland Unified School District teaching mathematics and physical education.

He has his Bachelor of Arts in Psychology and Social Anthropology from the University of California at Berkeley and is an active member of the California Parks and Recreation Society and the National Parks and Recreation Association.

ALTERNATIVE ACTIONS CONSIDERED

None.

CONTACT PERSON

Christine Daniel, City Manager, 981-7000

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONFIRMING THE APPOINTMENT OF SCOTT FERRIS, PARKS, RECREATION AND
WATERFRONT DIRECTOR

WHEREAS, Scott Ferris has worked as the Interim Director of the Parks, Recreation and Waterfront Department from November 2011 to present; and

WHEREAS, Mr. Ferris served as the City of Berkeley's Recreation and Youth Services Manager from 2006 to 2011, and prior to that in the City of Union City as the Recreation Supervisor and program coordinator and in the City of Oakland as the Youth and Adult Sports Coordinator; and

WHEREAS, Mr. Ferris has worked in public schools as a mathematics and physical education teacher, as well as a coach for varsity and junior varsity basketball and varsity golf; and

WHEREAS, Mr. Ferris received his Bachelor of Arts degree in Psychology and Social Anthropology from the University of California at Berkeley.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the Council hereby confirms the City Manager's appointment of Scott Ferris as the Director of the Parks, Recreation and Waterfront Department at an annual salary of \$160,023 (Budget Codes: 450-5801-450-11-01; 825-5801-450-11-01), on the same terms and conditions as other regular at will employees effective July 7, 2013.

