

**Item 25-0403: Request to Approve Changes to the CED Table of Organization**

**Item 25-0404: Request to Approve Social Media Policy**

**Item 25-0405: Request to Approve Changes to the Fringe Benefits Policy**

**Human Resources and Information Technology Committee**

Wed, Apr 23, 2025 6:30PM

**Aldersperson Sheri Hartzheim (District 13) 03:23**

Then we'll move next to item number 25-0403, request to approve changes to the community and economic development—why CED?—table of organization. Director Homan, you are at district one?

**Aldersperson Patrick Hayden (District 7) 03:43**

Do you need—?

**Aldersperson Sheri Hartzheim (District 13) 03:43**

Oh, let's get a motion on the table.

**Aldersperson Patrick Hayden (District 7) 03:45**

Move to approve.

**Aldersperson Vaya Jones (District 10) 03:45**

Second.

**Aldersperson Sheri Hartzheim (District 13) 03:46**

Motion and a second. Director Homan.

**Director Kara Homan (Community And Economic Development) 03:50**

Sure. So, what you have before you is a request from the Community Development Department to take an existing administrative position which is classified at grade four, and elevate it to grade six, titling it "Administrative and Accounting Services Specialist". We've been working closely with Director Ratchman and his team, as well as the folks in DPW engineering, one, to make sure the job description reflected what the incumbent is currently doing, but also a reorganization which would shift some duties from the DPW accountant, as well as from myself and my deputy director, absorb it into this position, and then move some of the lower administrative tasks to our customer service team. So that's what's before you today. We're respectfully requesting an approval.

**Director Kara Homan (Community And Economic Development) 04:39**

One thing I didn't highlight in the memo that I'm personally excited about is that it also creates a method where team members who might work within city government in an administrative or fiscal role at a more entry level, this could be an opportunity for someone to grow into a new position when this incumbent would retire?

**Aldersperson Sheri Hartzheim (District 13) 05:02**

Thank you. Director Ratchman, do you have anything to add?

**Director Jay Ratchman (HR) 05:04**

So just want to stress I think Director Homan did a great job of bringing this forward. In fact, our discussions actually started shortly after she started with the city in 2023 and really redefining the position, and lot of questions that we had to make sure we flushed through the job description, that we did the appropriate

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evaluation for compensation. So, want to compliment her, because a lot of times departments don't want to spend that much time. They want to get going right away, but she was willing to do it the right way, and I'm in full support. I think what you will see city wide is that a lot of clerical administrative positions are being elevated to a higher level just because the jobs change and skills change, etc.

**Director Jay Ratchman (HR) 05:53**

The other thing that I wanted to bring forward sometimes we do a reorganization, is simply update the job description. There's no title change. The reason I felt like this needed to be brought forward as a reorg is I actually view this as we're eliminating a position and creating a new position. I see there's enough differences. That's why I think this needs approval from the committee.

**Aldersperson Sheri Hartzheim (District 13) 06:17**

Thank you. Director Homan, how is your budget supporting this in this year and then in future years? How do you—

**Director Kara Homan (Community And Economic Development) 06:24**

Yep.

**Aldersperson Sheri Hartzheim (District 13) 06:24**

—see that?

**Director Kara Homan (Community And Economic Development) 06:25**

So, in this year, we have had some attrition within the department, several folks who were hired in the latter half of last year that were actually budgeted at higher amounts. I would anticipate that in years beyond 2025, now that this position is providing some fiscal support to inspections, a percentage of the FTE for this position could be supported by revenue generated through that function.

**Aldersperson Sheri Hartzheim (District 13) 06:52**

Excellent. Thank you. Any questions, any other questions from the board or the committee? Nothing else? Alder Wolff.

**Aldersperson Nate Wolff (District 12) 07:01**

Thank you, chair. So, I'm new to the committee. Hi everyone. So, my question is about the additional workload for the people in custom in customer service. Are we also looking at potentially increasing their wages this year as well, for that additional work load?

**Director Kara Homan (Community And Economic Development) 07:22**

I could add a little bit. So, we've been—I've been working in particular closely with their supervisor who is actually currently floating to the Customer Service Pool due to some vacancies we have. With the conversion to Tyler Munis for asset management, a lot of the clerical work that that team used to manually put in is no longer being done by them, so that frees up some of their time to then absorb tasks that our current person in Community Development was previously doing.

**Aldersperson Nate Wolff (District 12) 07:57**

Okay, so their workload is going down, and then we're—

**Director Kara Homan (Community And Economic Development) 08:00**

It will balance out.

**Alderson Nate Wolff (District 12)** 08:01

It will equal out.

**Director Kara Homan (Community And Economic Development)** 08:02

Yep.

**Alderson Nate Wolff (District 12)** 08:02

All right, thank you.

**Alderson Sheri Hartzheim (District 13)** 08:04

Any other questions, concerns? There being none, all those in favor of the change, please signify by saying aye. Aye. Opposed? Abstentions? All right, that passes five zero. Thank you very much.

**Alderson Sheri Hartzheim (District 13)** 08:20

On to item number 25-0404, request to approve the social media policy. Do I have a—?

**Alderson Vaya Jones (District 10)** 08:27

Move to approve.

**Alderson Patrick Hayden (District 7)** 08:28

Second.

**Alderson Sheri Hartzheim (District 13)** 08:29

A motion and a second.

[Somebody says something off microphone.]

**Alderson Patrick Hayden (District 7)** 08:34

Sorry.

**Alderson Sheri Hartzheim (District 13)** 08:34

Director Ratchman? Go ahead.

**Director Jay Ratchman (HR)** 08:37

I just like to kind of set the table first before we turn it over to our communications department. This is not an HR policy, and, generally, I bring HR policies forward to this committee. So, this is out of the mayor's office; however, the mayor doesn't really have a committee, so when the mayor does have a policy, I think history has been to run it through this committee so that it can get to the full Council for approval. So just wanted to share that piece as to why that's at this committee tonight. So having said that, Andi from our Mayor's Office is here. She's our manager of Communications and Public Engagement, and she can answer any questions that you have.

**Alderson Sheri Hartzheim (District 13)** 09:15

Communications manager Anaam.

**Anindita Anaam (Communications and Public Engagement Manager)** 09:17

Thank you. Any questions concerns from folks up here? Alder Hayden.

**Anindita Anaam (Communications and Public Engagement Manager) 09:17**

It's a very long title. Any questions? So, I'm Andi. I'm the Communications and Public Engagement Manager, and this is a social media policy in front of you. And I just wanted to, like, you know—this policy is basically the people who will be interacting on the social media as well as we'll be governing our post as well. So, of late, we are seeing some of the, you know, unrelated comments happening on the post which is actually taking away the traction of the post, what it is meant for. And though we know we cannot hide comments which are like, you know, as a as a matter of free speech, but there have been spamming, a lot of spamming going on all the social media channels, and that has [unclear] us to create a social media policy. And this is a very simple—you know, a regular thing, which all the municipalities do on the regular basis. And that's why I thought of like bringing it to your attention, and, you know, to get your feedback or any additional insights you have on this policy.

**Alderperson Patrick Hayden (District 7) 09:27**

Thank you, and I really appreciate this. It's needed because of the content that you get out there. And I guess, how are you looking to come combat all these items that you've kind of thrown out here? Because, like you said, we do want to not come across like we're implementing rigid standards upon anybody who looks to engage with us on social media, but at the same time, make it productive for those who are doing it for the right reasons.

**Anindita Anaam (Communications and Public Engagement Manager) 10:50**

Right, and we have always followed that and because every post which goes has subjective meaning to it, but there has been an increase—and we are getting a lot of constituent complaints from people that you know, you know, "you need to hide this," and we have not been able to explain it to them that that's not what city can do—you know can do on regular basis. But of course, there's spamming happening, lot of unrelated post happening, which takes away what that post was meant to be, and then people are not engaging with it, and that means it is not, you know, information going out the way it should be.

**Anindita Anaam (Communications and Public Engagement Manager) 11:21**

And like, let's say, for example, Park and Rec has some guide going on, and then somebody starts spamming it, like, 15 messages, which is completely unrelated to that. And then what happens is nobody engaging with that, and then we are getting the same calls. "Hey, we didn't see the guide because, of course, you thought it's a spam post and you didn't check it out. So, this is what has led to this policy? And of course, as I have written on this, we won't be hiding any comments, but just the ones, like spamming or flooding of the content. Flooding has been the biggest problem we are facing at this point. And you might have also seen notice that all the pages, all the City Pages, have been flooded with lot of comments of the same nature, which is not related to the post, which wasn't meant to be. And so, it's not very constructive, and not helping us at all at this time, when we are trying to communicate some of the policies or some of the posts, or maybe Citizens Academy. Whatever we are doing, it's not getting the traction we want to see.

**Alderperson Sheri Hartzheim (District 13) 12:17**

Are we able to use the platforms and the [unclear] themselves and report some of these things, or does that kind of fall under the once you report it, now it's gone, and now you look like you're covering things up as a government?

**Anindita Anaam (Communications and Public Engagement Manager) 12:29**

No, we have not done that in the past. It's just like the more I'm seeing the algorithm working differently with these [days?] on Facebook and other social media channel, I think this policy will really help us to, at least, you know, stop that flooding happening. We are seeing that from one or—no, I don't want to name the person, but we are seeing a lot happening from that person, and we are really flooded with lot of constituent messages that,

you know, "Why are you not stopping this?" And it's just that we don't have a policy in place to tell them exactly, "Hey, these are the policies, and you need to learn about it," and that once you approve, if you continue to approve this, and I will put it on the website, and we will put a link posted on the social media channels that you know, "Here's our social media policy, and please take a look at it." So normally, we have never hide it. We have Archive Social which takes care of all the public records. So, it's not like, you know, we don't have tracking, but flooding has been a problem, and that's why I required this policy to be on the website.

**Aldersperson Sheri Hartzheim (District 13)** 13:02

And was this policy that we see before us somewhere else in practice and some other municipality?

**Anindita Anaam (Communications and Public Engagement Manager)** 13:34

Many municipalities. Many, many municipalities, and they have more stringent things that they can hide stuff if it's, you know, they're seeing things unrelated to the post. We have not put that here because, again, unrelated post may be very subjective if it's an opinion based one, but right now, that's the one we are seeing on our city social media. Those are not opinion based. They are just not related at all. We can't call it either opinion or advertisement. It's just like, you know, spamming at this point.

**Aldersperson Sheri Hartzheim (District 13)** 14:01

Understood. Attorney Glad, does the city attorney's office have any concerns or questions in regards to this social media policy?

**Darrin Glad (Assistant City Attorney)** 14:12

I worked with Andi in order to get something down that's defensible, protects free speech, and clearly states the intention of the forums that were created.

**Aldersperson Sheri Hartzheim (District 13)** 14:25

Excellent. Thank you. Alder Hayden.

**Aldersperson Patrick Hayden (District 7)** 14:28

Is there a plan for when you do take action on one of the items that's listed here for you to list a list a reference to the social media policy so people understand that you are not being subject—or yeah, being subjective in the way that you're going about it. And people have a way to reference what the guidelines are and what our policies.

**Anindita Anaam (Communications and Public Engagement Manager)** 14:49

Yeah. So, this policy, once you if you approve it, it will go on the website, and we will post it in the About Us section, like, where the you know, where you can completely see is that, if that's your question.

**Aldersperson Patrick Hayden (District 7)** 14:59

No. My question is more when you're actually enforcing the policy, are you going to reference that as a reason for enforcing it, so that when someone—

**Aldersperson Sheri Hartzheim (District 13)** 15:08

In other words, "This comment has been removed because of our social media policy," with a link.

**Aldersperson Patrick Hayden (District 7)** 15:12

And you can find it here.

**Anindita Anaam (Communications and Public Engagement Manager)** 15:14

And that will be a good question for the Legal too. But you know—or yes, if that is the case, normally the comments are hidden if that is the case, we see. Sometimes we disable comments. But I don't know if I will be using that, because I do not like using that, again, for the free speech reasons. It will be very, very case specific if that happens. But having a social media policy is important.

**Alderson Sheri Hartzheim (District 13)** 15:37

Attorney Glad.

**Darrin Glad (Assistant City Attorney)** 15:38

And I think when we—I talked with Andi when we were visualizing, conceptualizing what this would look like. The discussion involved on the Facebook directly, there would be a link to this so they're aware of it, because it does have kind of the responsibility behavior. So, we want it very forward facing. So, I don't know if that changed, but at least for like Facebook, it would be on there. I'm not aware how any of the other social media platforms work. So, I'm a little limited in my scope, but I thought on Facebook, we talked—

**Anindita Anaam (Communications and Public Engagement Manager)** 16:10

Facebook is the biggest platform. We are seeing a lot of spamming. Normally Instagram, I haven't seen anything. And LinkedIn, where we post, we haven't seen anything. It's just the Facebook. And right now, the algorithm is completely haywire, and it's not helping us at all.

**Alderson Sheri Hartzheim (District 13)** 16:24

All right. Any other questions from up here? All right, there being none, all those in favor—oh, I apologize, Alder Wolff.

**Alderson Nate Wolff (District 12)** 16:31

It's all good. Thank you, Chair. I like the policy. I think that, considering the state of Meta in general, I think it's about time that we get one. I think it's very thorough, and I think it covers a lot of ground, so good work on it.

**Anindita Anaam (Communications and Public Engagement Manager)** 16:50

Thank you. Thank you so much.

**Alderson Sheri Hartzheim (District 13)** 16:52

Anything else from up here? All right, there being none, all those in favor, please signify by saying aye. Aye. Opposed? Abstentions? That passes five, zero.

**Alderson Sheri Hartzheim (District 13)** 17:01

Item number 25-0405, request to approve changes to the fringe benefits policy. Director Ra—oh, let's get a—

**Alderson Vaya Jones (District 10)** 17:09

Motion to approve.

**Alderson Sheri Hartzheim (District 13)** 17:10

Move.

**Alderson Patrick Hayden (District 7)** 17:11

Second.

**Alderson Sheri Hartzheim (District 13)** 17:11

And a second. Director Ratchman.

**Director Jay Ratchman (HR)** 17:13

None of the changes that you see in here are increasing benefits. There's no additional payouts for employees. It's just the way we administer the benefit and the way our system can administer the benefit. We want the policy to reflect exactly what the practice is.

**Director Jay Ratchman (HR)** 17:13

Great. So, this is a human resources policy. Just for the benefit of the committee, on an annual basis, our department tries to review about 10% of our policies, and we bring them forward to this committee either as an information update or as an action item if we feel the policy has changed. This policy was not up for review, but as we went through our year end processing of vacation and going into the new year and how time rolls over, we felt like some changes were needed to the policy to really clarify what is really the practice. So those changes, for the most part, are outlined on page pages eight and pages nine of the attached document.

**Director Jay Ratchman (HR)** 18:12

Some of the other language that's in the policy, for example, when we talk about rollover, if you're a part time employee, we're trying to put more details in there, because that question has come up. So, like, for example, if a full-time employee is able to roll 40 hours over, a part time employee is able to roll whatever hours they work in a typical week. So, if they work 20 hours, they can roll over 20 hours. So, we're just trying to clarify a few of those in the policy, because that question comes up over and over. So having said that, I'm happy to answer any questions that you have on this policy.

**Alderson Sheri Hartzheim (District 13)** 18:46

Questions?

**Alderson Vaya Jones (District 10)** 18:47

Kind of related to the policy we had talked recently, and you had said there are a lot of individuals with the city with 10, 20, a lot of years of experience that are leaving. Are you finding that you have to update a lot more policies, as you have these tenured individuals leaving?

**Director Jay Ratchman (HR)** 19:05

I don't think that I'm finding that we have to update more policies. I think we have a guide when it comes to flexible work environment, to working from home, which obviously is very limited, but that is an option to modified schedules. That is something newer employees are looking for. So, it's not new, but we see more of that.

**Director Jay Ratchman (HR)** 19:27

In regards to the policy, there was a time where a new employee we would not negotiate vacation. I think we offer pretty generous benefits to start out with. We do have to negotiate vacation many times, especially if they have experience. That's the change, but it's not really a change to the policy.

**Alderson Sheri Hartzheim (District 13)** 19:42

Any other questions or concerns from anybody up here? All right, there being none, all those in favor, please signify by saying aye. Aye. Opposed? Abstentions? That passes five, zero.