



# INTEROFFICE MEMORANDUM

TO: City Council  
FROM: Michael Zuzel, Mayor's Office  
DATE: April 3, 2009  
SUBJECT: Mayor's Office Staff Assignments

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During the past year, with the move of the Economic Development Division from Planning & Development Services as well as the expansion of Intergovernmental Relations to a full-time position, significant changes have occurred in the staff assignments within the Mayor's Office. This memo outlines the current job duties and organization chart for the Office. For reference, I have also included the City Council's section of the org chart.

As you know, as part of the Office restructure, I was designated principal liaison to the City Council. However, any member of the Mayor's Office staff is available to assist Council members; the following list of staff assignments should help in determining which of us might best be suited to your particular inquiry.

As always, don't hesitate to contact me if you have any questions or concerns.

## *Policy Staff*

**ASSISTANT TO THE MAYOR FOR ADMINISTRATION** (Jade Riley) manages the City on a day-to-day basis and serves as the primary point of contact between the Mayor's Office and department heads.

- Oversees all City-wide financial, personnel, property, and operational functions.
- Directs the strategic planning and budgeting processes.
- Leads the collective bargaining team.
- Works with Assistant for Policy/Project Management to develop long-range policy and project implementation strategy.
- Works with Assistant for Policy/Project Management and the Communications Manager on overall media/public outreach strategies.
- Works with the Intergovernmental Relations Manager on regional policy development and

partner agency coordination.

- Supervises the Office's policy staff.
- *Reports to Mayor.*

**MAYOR'S EXECUTIVE ASSISTANT/OFFICE MANAGER** (Tracy Hall) is the Mayor's principal aide and scheduler, and oversees the Office's finances and payroll.

- Works with Office staff, departments, Mayor's family, and public to calendar the Mayor's activities.
- Coordinates Mayor's event planning, logistics and budgeting.
- Prepares Mayor's briefing books, correspondence files, and call sheets.
- Oversees Office budget, including tracking of expenditures, purchasing, employee payroll and timesheets, and travel.
- Researches and writes proclamations.
- Handles Mayor's personal correspondence.
- Backup to Assistant for Special Projects.
- *Reports to Mayor.*

**ASSISTANT TO THE MAYOR FOR POLICY/PROJECT MANAGEMENT** (Michael Zuzel) oversees development of long-term policy, coordinates the Mayor's initiatives and manages their implementation.

- Supervises constituent correspondence and services for the Office, including direct-communication tools such as the eMemo, the Mayor's budget messages, and the State of the City Address.
- Serves as principal liaison to the City Council and its staff, and is responsible for creation of Council meeting agendas.
- Drafts, edits, and approves inter-agency correspondence.
- Approves payroll and purchasing for the Office.
- Shares speech-writing/article-writing duties with Communications Manager.
- Facilitates Office staff meetings and communications.
- Serves as Office liaison to the Ethics Commission.
- Supervises the support staff (excluding interns).
- Serves as backup to Assistant for Administration and to Communications Manager.
- *Reports to Assistant for Administration.*

**ASSISTANT TO THE MAYOR FOR SPECIAL PROJECTS** (Theresa McLeod) coordinates the Mayor's external initiatives with City's table partners, including neighborhood associations, educational communities, community-based organizations, and non-profit and social service organizations.

- Oversees Office's outreach and interactions with neighborhoods, including Neighborhood Reinvestment Program.
- Serves as project lead on homelessness, refugees, youth, and substance abuse/detox.
- Serves as principal liaison to Library Foundation.
- Coordinates Mayor's appointments to City boards and commissions.

- Coordinates City-wide private fund-raising efforts.
- Hires and supervises Office interns.
- Serves as backup to Assistant for Policy/Project Management on projects and policy.
- *Reports to Assistant for Administration.*

**COMMUNICATIONS MANAGER** (Adam Park) develops and implements the Mayor's communications plan and media strategy.

- Drafts Mayor's communications priorities, both internal and external, and assists the Office and departments in achieving those goals.
- Serves as the Mayor's principal spokesperson, responds to media requests for information and interviews, and assists media at events and City Council meetings.
- Responsible for media releases, media event planning, and other public outreach efforts.
- Assists the Mayor in preparing for public-speaking engagements.
- Coordinates the efforts of department public information/communications/marketing staff through the PIO Group and individual initiatives.
- Oversees internal employee communications, including the City's Strategic Plan.
- Shares speech-writing/article-writing duties with the Assistant for Policy/Project Management.
- *Reports to Assistant for Administration.*

**ECONOMIC DEVELOPMENT MANAGERS** (John Brunelle and Cece Gassner) are the Mayor's principal trade and industry envoys, working with City departments, companies and business groups, and other governments to promote Boise's economic vitality.

### **John Brunelle**

- Manage City of Boise Railroad and negotiate related leases and agreements, including freight service, Amtrak, and potential local commuter activity.
- Serve as lead developer for new strategic marketing approach for Economic Development division, including content development and production of online and print materials.
- Principal staff liaison to Greater Boise Auditorium District, Development Services Advisory Committee, and works with Idaho Department of Commerce, Idaho Department of Labor, Boise Metro Chamber, and the Boise Valley Economic Partnership.
- Coordinate Surplus Property tracking and disposal initiative.
- Share responsibility of maintaining contact with top area employers to support their business growth and expansion goals, including Micron, HP, Winco, MotivePower, and others.
- Share responsibility of helping local small and medium businesses retain and expand employment levels.
- Serve in sales capacity to attract new businesses into Boise and assist other internal departments in serving the needs of potential and existing companies interested in expansion.
- *Reports to Assistant for Administration.*

### **Cece Gassner**

- Principal staff liaison to Capital City Development Corporation, Downtown Boise

#### Association

- Shares liaison duties to Idaho Department of Commerce, Idaho Department of Labor, Boise Metro Chamber, Kickstand, TechBoise, and other industry groups
- Coordinates with CCDC on the planning of the streetcar project and other initiatives
- Coordinating various efforts aimed at helping local businesses to expand and create jobs
- Shares duties in providing information and assistance to businesses interested in locating their business to Boise, or relocating their business within Boise
- *Reports to Assistant for Administration.*

**DIRECTOR OF INTERGOVERNMENTAL AFFAIRS** (Ross Borden) facilitates interaction and builds partnerships between the Mayor/City Council/City departments and other government agencies to ensure a coherent, productive strategy that benefits the citizens of Boise.

- Principal staff liaison to the state Legislature and state agencies; Congress and federal agencies; other county, city, and regional governments including Ada County Highway District and COMPASS; public school districts and higher-education institutions; and quasi-governmental entities such as utilities.
- Works for early recognition and resolution of conflicting agendas between the City and other governmental jurisdictions.
- Advises the Mayor, Council and City departments on relevant legislation, policies and budget decisions, particularly when such decisions hold direct implications, positive or negative, for City services and the citizens who depend on them.
- Maintains direct and frequent contact with the City's contract intergovernmental relations firms at the Idaho Statehouse and in Washington, D.C., working with those firms to develop and respond to legislation and policy issues of direct concern to the City of Boise.
- Coordinates special projects, such as the City's Response to the 2009 Federal Recovery Act, at the direction of the Mayor.
- Reports back regularly to the Mayor, City Council and departments on all aspects of intergovernmental affairs.
- *Reports to Assistant for Administration.*

#### Support Staff

**EXECUTIVE OFFICE ASSISTANT** (Kris Haustveit) supervises front desk and is primary public contact, including correspondence, Mayor/Council e-mail, Mayor's Hotline and walk-ins.

- Coordinates constituent services under direction of Assistant for Policy/Project Management.
- Records and tracks all correspondence.
- Makes all reservations for City Hall Plaza, atrium and Council Chambers.
- Oversees inventory and archiving.
- Backup to Mayor's Executive Assistant/Office Manager.
- *Reports to Assistant for Policy/Project Management.*

**RECEPTIONIST** (Sandy Musser) staffs front desk and performs clerical duties as needed.

- Backup to Executive Office Assistant.
- Performs clerical duties as needed for the entire office.
- *Reports to Assistant for Policy/Project Management.*

**INTERNS** conduct research, perform clerical duties, and assist all members of Mayor's staff as needed.

- *Report to Assistant for Special Projects.*

# Mayor and Council

4/2/2009

