



# Director of Community Development



Koff & Associates  
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## ■ THE COMMUNITY

Located just seven miles inland from the Pacific Ocean in northern San Diego County, the City of Vista has a perfect mild Mediterranean climate. Residents enjoy a wide range of year-round outdoor activities in a setting of gentle rolling hills and pleasant rural surroundings. Vista is approximately 19 square miles with a population of over 99,000. The City's centralized location provides quick accessibility to the ocean, the mountains, and famous attractions such as LEGOLAND, the San Diego Zoo and Safari Park, Sea World and Disneyland. Vista is home to the Wave Waterpark and the Moonlight Amphitheatre, an open air theater, which draws thousands of Southern Californians each year to experience award-winning productions.

Having invested substantially in its economic development efforts over the years, Vista's 1,200 acre business park is now home to over 900 growing companies that employ over 24,000 employees. Over the last five years, Vista has experienced solid financial growth in retail sales and employment – resulting in impressive sales tax revenues that not only give the City of Vista financial stability, but the means to invest in the community as well. Today, Vista is a crossroads of culture, education, technology and commerce with a vision to meet the diverse needs of all its residents – residential, corporate and retail.

Vista has been recognized three times as one of the “50 Fabulous Places to Raise Your Family”, as identified in the book of the same name. Our award winning community provides superior educational opportunities in over 25 public/private schools and colleges in the nearby area. With an average of 340 days of sunshine a year, outdoor fun and recreation tend to be a common theme in a Vista lifestyle. The City boasts 13 community parks which selectively feature theaters, museums, recreation centers, picnic grounds, athletic fields and specialty sports parks.

## ■ CITY GOVERNMENT

Incorporated in 1963, the City of Vista is a chartered law city operating under a Council/Manager form of government. Four City Council Members and the Mayor are elected at-large to 4-year staggered terms. The City contracts with the San Diego Sheriff's Department for law enforcement services.

The City handles sewer utilities and contracts with Vista Irrigation District for its water services. The City operates its own Fire Department and contracts with the San Diego Sheriff's Department for law enforcement services.

The City of Vista is dedicated to providing exceptional services, to improving Vista's quality of life, and to enhancing the uniqueness of the Vista community.

### CORE VALUES:

\*Respect \* Fairness \* Teamwork \*Integrity \*Compassion  
\*Stewardship.

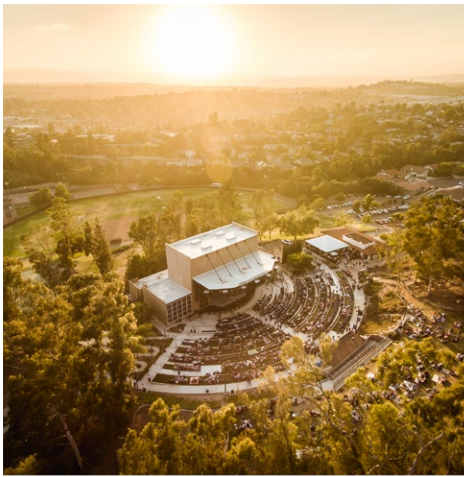
## ■ THE POSITION

Under general administrative direction, the Director of Community Development plans, organizes, directs, and administers the Community Development Department, including the Planning, Development Services, Housing and Building Inspection Divisions; and is involved in the planning, engineering, building, grant administration and overall development of the City of Vista; and performs related work as required.

### Duties and responsibilities include:

- Plans, organizes, directs and administers the department of Community Development, to include economic and community development, housing and housing redevelopment, permit application/administration, City planning and building inspection.





- Formulates program definition and policy.
- Develops and administers budgets.
- Makes work assignments, sets priorities for, trains and reviews the work of division personnel
- Conducts performance evaluations; hires and disciplines subordinate employees; processes and adjusts employee grievances of the division; explains policies, procedures and objectives of the unit to staff by written directive and by oral communications; establishes standards of performance for each position supervised; conducts staff meetings; develops staff development programs.
- Plans, implements and manages updates to the City's General Plan, including its mandated land use, conservation & open space, housing, circulation, noise and safety elements.
- Develops and implements planning policies.
- Analyzes data, reports and community concerns.
- Encouragement of development and enhancement of commercial activities, which includes the Downtown Master Plan, as well as the development of a 1200 acre business park.
- Working with advisory committees and community associations regarding development activities.
- Performs as City liaison to state and regional government organizations.
- Performs related work as required.

## ■ THE IDEAL CANDIDATE

The ideal candidate has the perfect blend of creativity and professionalism. They are organized and have the ability to think creatively, producing innovative solutions for challenges while staying within guidelines and remaining compliant. They will have strong communication and interpersonal skills and are able to work with staff, executive leadership, and elected officials, and have a willingness to collaborate with other department heads, business leaders and leadership

alike. Experienced in navigating opposition from external stakeholders. This candidate is a highly motivated problem-solver who is passionate about community development and committed to measurable results. They can navigate working relationships seamlessly with developers and find new and innovative ways to partner with developers. The ideal candidate will be a resilient, inquisitive professional with the highest moral character and integrity, with a desire to interact with staff, welcome new ideas, and build a strong connection with the community.

### Key attributes and characteristics:

- An active problem solver who anticipates and responds to problems in a timely manner, develops alternative solutions, and can bring timely resolution to issues, involving others as needed.
- Politically sensitive with the ability to write concise staff and other reports for presentation in oral or written format to City Council or other elected bodies.
- Team-oriented with a track record of providing outstanding service to internal and external customers.
- Strong administrative acumen, with the ability to carefully evaluate and improve the Department's efficiency, effectiveness, and practices.
- A relationship builder who cultivates and provides positive and personal leadership, and creates productive partnerships with staff, management, organized labor, external agencies, and other stakeholders.
- Able to communicate effectively with all levels of leadership including elected officials.
- A manager that encourages open dialogue, new ideas, and is flexible.





## ■ QUALIFICATIONS

Any combination of training, education and experience which demonstrates and ability to perform the duties of the position.

A typical qualifying entrance background is completion of college level course work leading to completion of a major in public administration, urban planning, economics, organizational development or a closely related field;

And at least 5 years experience in a managerial level position, performing highly responsible community development work for a municipal government.

Or

Experience in a management classification in the City of Vista, wherein the incumbent has acquired the knowledge and abilities listed above.

Possession of a valid Class C California Driver's License

## ■ COMPENSATION AND BENEFITS

**The salary range for this position is \$175,000 – \$213,000 with an anticipated increase of 5.5% on July 1, 2023.**

**Retirement** – Provided through CalPERS is 3% @ 60 for miscellaneous classic members and 2% @ 62 for PEPR new members.

**Deferred Compensation** – 457 plans are offered.

**Healthcare** – The City provides a comprehensive benefits package including medical plans through Blue Shield and Kaiser, Delta Dental, Vision Service Plan (VSP), Flexible Spending Accounts, Voluntary Benefits (AFLAC), Life/AD&D and Disability Insurance.

**Holiday Leave** – Employees working the 9/80 flex schedule are entitled to eleven (11) days of holiday leave per fiscal year.

**Leave** – Accrual begins at 141 hours per year; increases to 165 during the sixth year of service.

**Administrative Leave** – Department Directors shall be credited with seventy-six (76) hours of administrative leave accrued on a fiscal year basis.

**Sick Leave** – Accrues at a rate of 8 hours per month, 96 hours per year.

**Car Allowance** – \$4,800 per year.

## ■ APPLICATION AND RECRUITMENT PROCESS

**The final filing date is Friday, August 4, 2023.**

To be considered, please submit a resume, cover letter, and five work related references (who will not be contacted in the early stages of the recruitment) to:

<https://koffassociates.com/vista-director-of-community-dev/>

Resumes should reflect years and months of positions held, as well as size of past organization(s).



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Resumes will be screened based on the criteria outlined in this brochure. Candidates with the most relevant qualifications will be given preliminary interviews by the consultant. Koff & Associates will report the results to the City. The City will then select candidates to participate in panel interviews. Extensive reference and background checks will be completed on the selected candidate.

