



Agenda Report

Fullerton City Council

MEETING DATE: JUNE 16, 2026

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: LAURA GIANNETTI-MERCER, ACTING HUMAN RESOURCES DIRECTOR

PREPARED BY: LAURA GIANNETTI-MERCER, ACTING HUMAN RESOURCES DIRECTOR

SUBJECT: CLASSIFICATION PLAN UPDATE ESTABLISHING THE PRINCIPAL REVENUE MANAGER

SUMMARY

Proposed personnel classification plan amendment to establish the Principal Revenue Manager classification. The proposed classification would provide strategic oversight of the City's revenue programs, ongoing Successor Agency responsibilities, and future City Council-approved revenue initiatives. Establishing this classification would strengthen organizational capacity, support long-term fiscal stewardship, enhance implementation of revenue-related policies and programs, and ensure continued oversight of critical financial and regulatory functions.

PROPOSED MOTION

Adopt Resolution No. 2026-XXX.

RESOLUTION NO. 2026-XXX – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FULLERTON, CALIFORNIA, AND AMENDING RESOLUTION NO. 2023-053 APPENDIX A ESTABLISHING THE PRINCIPAL REVENUE MANAGER CLASSIFICATION SPECIFICATION

ALTERNATIVE OPTIONS

- Approve the Proposed motion
- Do not adopt resolution
- Other options brought by City Council.

STAFF RECOMMENDATION

Staff recommends the Proposed Motion.

CITY MANAGER REMARKS

None.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statement:

- Fiscal and Organizational Stability.

FISCAL IMPACT

Staff proposes establishing the classification of Principal Revenue Manager and assigning it to Salary Range No. 658 (\$57.330 - \$73.170 per hour).

The Adopted Fiscal Year 2025-26 Operating Budget has sufficient funding for the proposed change.

BACKGROUND AND DISCUSSION

The City periodically evaluates its classification plan and organizational structure to ensure staffing resources align with operational needs, regulatory requirements, City Council priorities, and long-term fiscal objectives. As part of this process, staff reviewed the City's revenue programs and ongoing Successor Agency responsibilities to determine whether the current organizational structure adequately supports these functions.

The City administers a broad range of revenue programs, including business licensing, utility billing, transient occupancy tax administration, franchise revenues, fees and charges, cashiering, collections, and other revenue-related activities. The City also continues to administer Successor Agency obligations, including management of enforceable obligations, property and contractual agreements, coordination with the California Department of Finance, and related financial reporting requirements.

As the City evaluates opportunities to enhance fiscal sustainability and implement City Council priorities, staff identified the need for managerial-level oversight of revenue-related programs and initiatives. In addition to overseeing existing revenue sources, this position would support the evaluation, implementation, and administration of current and future City Council-approved policies and programs that may affect City revenues, including parking-related revenues, transient occupancy tax programs, short-term rental regulations, franchise agreements, business tax administration, and other revenue-generating initiatives.

The proposed Principal Revenue Manager classification would provide leadership and oversight of these activities while ensuring accountability, regulatory compliance, and effective program administration. Responsibilities would include identifying revenue enhancement opportunities, monitoring legislative and market trends, evaluating the fiscal impacts of policy initiatives, coordinating implementation of approved programs, and overseeing Successor Agency administration, including enforceable obligations,

contractual agreements, property management activities, and related reporting requirements.

Establishing the Principal Revenue Manager classification would strengthen the City's capacity to manage complex financial and regulatory responsibilities, support implementation of City Council initiatives, advance long-range fiscal planning efforts, and ensure continued stewardship of public resources.

Attachments:

- Attachment 1 – Draft Resolution No 2026-XXX

cc: City Manager Eddie Manfro