

Mission: To promote historic preservation, champion hometown vitality, and build community partnerships, always applying sustainable practices.



## **Annual Committee Action Planning - Projects** April 2016 - March 2017

### **Organization Committee – Focus: Fundraising, Volunteers, Communication**

January: Fundraising - 3 Year Pledge Partnership Campaign for Businesses, Local Govt. and Community

March: Annual Meeting & Community Update; Dessert Auction and Heads/Tails Fundraisers

June: Volunteer & Business Appreciation (Thank Pledge Partners!)

July: Community BBQ after Grand Parade

August: Back-to-School WCS Luncheon

September: Applefest Main Street Beer Garden

December/January: Chicken Dinner Fundraiser

**Meet: 3<sup>rd</sup> Thursday @ 7am Annual Budget: \$600.00**

### **Promotion Committee – Focus: Retail Promotions; Cooperative/Crossmarketing Assistance; Community Events**

March: "Eggs & Architecture" retail promotion

Summer at the Amphitheater– June, July, August

June: Host thank you supper for Volunteer Fire & Rescue

July: Rodeo Parade

August: 5K TWInerLIGHT Downtown Glow Run

Fall/Winter: Annual Retail Focus Group – Jan 2016

December: Christmas in Woodbine – 1<sup>st</sup> Saturday in December

**Meet: 1<sup>st</sup> Tues 5:15 pm Annual Budget: \$2,000**

### **Design – Focus: Historic Preservation, Streetscape, Signage, and Cultural Interpretation**

Annual: Maintain & Implement Historic Design Guidelines for Main Street District

Annual: MSI Challenge Grant August 2016

Annual: CLG (Certified Local Government & Historic Preservation Commission State Historic Preservation Office) --  
continue to promote the NPS Historic Commercial Districts

Annual: Cross the Rail Art Trail Sculpture Competition by Art Trail SubCommittee

Spring/Summer: Volunteers maintain flowers and other downtown greenspaces

Fall: Street Light Project (Phase I) Fundraising/Grantwriting, and Facilitation

Fall: Welcome and Wayfinding Signage: design and work with City to implement

Ongoing: \$100 Signage Grant for local new businesses

**Meet: 3<sup>rd</sup> Tuesday 7 pm Budget: \$750.00**

### **Business Vitality – Focus: Market Analysis, Improving Business Connections & Environment**

"Welcome to the Main Street District" New Business Receptions & Press Releases

Quarterly Spotlight on Business – build awareness and networking among business owners, MS volunteers

Education & training with emphasis on visitor hospitality & customer service. (e.g. FISH program)

Business Inventory & Contact List

Blue Zones Project: BZ Work Sites oversight

Bi-annual hosts of Community Leaders Summit – Jan 2016

**Meet: 2<sup>nd</sup> Wednesday 7 am Budget: \$750.00**

### **Board of Directors**

2015-16 Annual Planning Calendar –Monthly Meetings & Events

Oversight and approval of Committee Projects & Budgets

Oversight and protection of the Woodbine Main Street Mission

Annual Fundraising and Annual Budget

Annual Board Planning Session

Support and Oversight of 4 Point Committees

**Revision date: April 2016 \* file name: Projects, goals and objectives 4 cmttees**

\*(see Board Minutes for approval-April)

## **Woodbine Main Street-Chamber**

### **ORGANIZATION GOAL**

To create a cohesive organization that is well-funded and encourages teamwork through volunteer development and strong communication.

#### **OBJECTIVE**

1. Develop a balanced funding strategy for long term sustainability.
  - ✿ Create a 3 year funding plan with an annual campaign component.
  - ✿ Seek additional funding through grants and foundations.
2. Provide a rewarding volunteer experience for all ages.
  - ✿ Work with the local school, churches, and civic organizations.
  - ✿ Seek new leaders through other community organizations & individuals
3. Develop a communication plan.
  - ✿ Press releases, community presentations, news articles, local cable.

### **DESIGN GOAL**

To create a design plan that will encourage the revitalization of buildings, improve curb appeal, and maintain and increase the historic value of downtown.

#### **OBJECTIVE**

1. Design Education and Regulation
  - ✿ Educate property owners about the necessity of and value of property rehabilitation.
  - ✿ Investigate certified local government status.
  - ✿ Learn more about design guidelines and building codes.
2. Financial Incentives
  - ✿ Develop financial incentives to assist property owners with improvements.
3. Enhance curb appeal
  - ✿ Make the community clean and presentable.
  - ✿ Improve entrances to the city in regard to safety and signage.
  - ✿ Handicapped accessibility

### **PROMOTIONAL GOAL**

To develop a promotional plan to market the community to tourists, newcomers, and residents of all ages.

#### **OBJECTIVE**

1. Encourage more cooperation among businesses through cooperative retail events.
2. Expand upon existing events (Applefest, Rodeo) adding downtown activities that will bring all ages and keep the crowd longer.
3. Develop a brand image for Woodbine that can be used throughout the downtown and community.

### **BUSINESS Vitality GOAL**

To build a more sustainable economy in Woodbine by assisting existing businesses through education and support while recruiting new entrepreneurs and professionals to the downtown.

#### **OBJECTIVE**

1. Training and educational opportunities.
  - ✿ Assistance with business planning
2. Creation of financial incentives to aid existing businesses and attract entrepreneurs.
3. Utilization of vacant buildings.

**Revision date: July 29, 2010 \* file name: goals and objectives 4 cmttees (see Board Minutes-Aug 2010)**