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: 3rd 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 – 1st Saturday in December
Meet: 1st 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: 3rd 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: 2nd 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.


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