



Committee Job Descriptions and Roles

The most effective organizations utilize a viable committee structure.

Role of a committee

- Distributes work load
- Gives members a chance to participate
- Means of creating group ideas
- Orderly way of planning and carrying out work of the organization
- Clarify board's policy
- Train members for positions of more responsibility
- Strengthens weak board members
- Carries out functions that are essential but involves details that require the time of the board

Committee Chairperson Responsibility

- Provides leadership
- Participates in choosing members
- Organizes work load of committee
- Prepares agenda
- Calls meetings
- Runs meetings, keeps them on schedule, uses committee time effectively
- Ensures that each committee member's opinion is heard and respected
- Delegates tasks
- Follows up with committee members to see that work is progressing and on time
- Reports to board on committee progress
- Helps identify and train next chairperson

Member Role in Committee

- Commits to at least one year of service
- Attends meetings
- Works 3 to 5 hours per month outside of committee meetings
- Attends trainings
- Prepares for meeting/does "homework"
- Follows through on promises
- Recruits/orients new members
- Cooperatively drafts annual work plan
- Always presents the organization positively to the public

Staff Role in Committee

- Staff does most of its work outside the meeting
- Once a meeting begins, chairperson takes the greater part of responsibility
- Plays a low key role
- Assists with mechanics, technical questions
- Collects, analyzes, synthesizes data
- Collaborates with the chairperson as a strategist/planner

Correcting Absenteeism

- Ask why members aren't attending
- Use 2-media communication – if notice is sent, follow-up with a phone call or vice versa



Organization Committee Checklist

Funding

- ☐ Assist board with planning of annual drive
- ☐ Plan fundraising events to supplement the budget
- ☐ Create and control inventory for promotional merchandise
- ☐ Develop budgets and budgetary procedures

External Communication – Public Relations for the Organization

- ☐ Speaker's bureau
- ☐ Newsletter
- ☐ Main Street column
- ☐ Radio show
- ☐ Program brochure
- ☐ Updates to City/County
- ☐ News articles, press releases
- ☐ Compile media list
- ☐ Promote work plans
- ☐ Slide show

Internal Communications

- ☐ Meeting minutes
- ☐ Committee reports
- ☐ Main Street Mixers
- ☐ Annual report
- ☐ Annual meetings
- ☐ Compiles work plans

Volunteer Recruitment

- ☐ Just ask (peer to peer)
- ☐ Information booth at events
- ☐ Speaking engagements
- ☐ Local media
- ☐ Program brochure
- ☐ Nominations for board

Volunteer Orientation and Training

- ☐ Discover their interests
- ☐ Train on their roles
- ☐ Use training slides and videos
- ☐ Volunteer handbook
- ☐ Educate on Main Street concepts and programs
- ☐ Coordinate participation at state and national trainings
- ☐ Develop job descriptions for board, committees, etc.

Volunteer Retention

- ☐ Notes from chair – thank you
- ☐ Recognition in newspaper
- ☐ Annual birthday party
- ☐ Nomination for state awards (where applicable)



Promotion Committee Activities Checklist

Define Downtown's Image

- ☐ Identify downtown's assets
- ☐ Compile info about the marketplace (check with Economic Vitality Committee)
- ☐ Match assets with market niche
- ☐ Write a "positioning statement"
- ☐ Develop marketing strategy

Image Building

- ☐ Image ad campaigns
- ☐ Collateral material
- ☐ Image-building events
- ☐ Media relations

Special Events

- ☐ Community heritage
- ☐ Unique Assets
- ☐ Special holidays
- ☐ Social events

Retail/Business Generating

- ☐ Cooperative promotions
- ☐ Cross-retail promotion
- ☐ Niche promotion



Design Committee Activities Checklist

Design Education and Awareness

- ☐ Slide shows/PowerPoint presentations
- ☐ Speaking appointments
- ☐ Newsletter
- ☐ Press Releases
- ☐ Awards/Recognition
- ☐ Workshops/Demonstrations

Window Displays and Visual Merchandising

- ☐ Workshops
- ☐ Contests

Photo Inventories

- ☐ Current images
- ☐ Exterior elevations
- ☐ Interiors – first and upper floors (esp. vacant buildings)

Building Information Inventory

- ☐ Assessor's information (owner, date, value, square footage)
- ☐ Amenities (heat type, loading dock, elevator, etc.)
- ☐ Use/Condition

Public Improvements

- ☐ Space/Amenities Inventory (lights, trash containers, drinking fountains, benches/seating, vending machines, trees/plantings)
- ☐ Parking Inventory/Survey (# stalls, location, percentage of occupancy, turnover)
- ☐ Public Improvements Program (streetscapes, clean-up day)

Design Assistance

- ☐ Façade renderings
- ☐ Resource Library (Preservation Briefs, NTMSC product info)

Historic Preservation

- ☐ Certified Local Government/Historic Preservation Commission
- ☐ Historic Research/Survey (windshield survey, Sanborn maps, National Register nominations)

Incentives (formation and marketing in partnership with Economic Vitality)



Economic Vitality Committee Checklist

Gather/Analyze Information

- ☐ Building Inventory
- ☐ Business Inventory
- ☐ Consumer Survey
- ☐ Demographic Information
- ☐ Retail Sales Data
- ☐ Gap Analysis
- ☐ Cluster Analysis
- ☐ Focus Groups
- ☐ Other...

Business Retention

- ☐ Help Businesses Boost Sales
- ☐ Help Businesses Expand
- ☐ Assist Businesses in Financial Trouble
- ☐ Assist With Business Transition

Business Recruitment

- ☐ Provide Start-up Assistance for Businesses
- ☐ Develop a Recruitment Team
- ☐ Develop a "Wish List" based on Market Analysis
- ☐ Develop Marketing Pieces/Business Recruitment Package
- ☐ Road Trips

Financial Incentives

- ☐ Design Assistance
- ☐ Small Matching Grants
- ☐ Low Interest Loans
- ☐ Regulatory Relief
- ☐ Tax Credits
- ☐ Provide Information about Incentive Programs

Monitor Economic Progress

- ☐ Collect Baseline Information
- ☐ Record Economic Changes
- ☐ Measure Annual Performance

Diversify Uses

- ☐ Revision of Comprehensive Plan
- ☐ Removal of Regulatory Barriers
- ☐ Upper Floor Housing Assistance
- ☐ Coordinate with Regional Industrial Development Groups
- ☐ Recruitment of Home-based "Cottage" Business