

2009-10 Organization Committee Work Plan

Overall Objective for Organization Committee:

To establish a strong Main Street Organization that involves a growing number of participants in the cooperative implementation and funding of Waterville Main Street's revitalization efforts.

Objective 1: Continually develop ways to publicize, promote, and educate the public about Waterville Main Street and increase visibility of the program.

- Continue to make public presentations to area organizations, such as Rotary, Kiwanis, etc.
- Publish 2 issues of the Waterville Main Street newsletter, and mail to Downtown businesses. *Insert in Chamber newsletter.*
- Continue to frequently update the Waterville Main Street web site and analyze page reports to find out where the most traffic occurs.
- Create and provide to the Board on a regular basis targeted communication tools, such as a list of accomplishments, an "elevator speech," etc., to ensure that the public receives a clear and unified message from the organization.
- Develop and conduct a special campaign to collect as many new email addresses as possible from downtown employees and area residents. *Goal: 1000 new email addresses.*

Objective 2: Develop a fundraising program that utilizes a wide range of sources including public and private sectors to ensure long term continuation of the program.

- Work to ensure continued funding from the City of Waterville.
- Continue efforts to maximize the impact of the Downtown Partners program, making a special effort to encourage new participants.
- Launch a special effort to recruit individuals as Downtown Partners by conducting a community-wide mailing.
- Work with the other WMSt Committees to ensure that all events and special projects generate profit for the organization, making recommendations regarding ways to increase profits.
- Continue grant researching and writing efforts to identify appropriate funding sources for program activities and projects.
- Cooperate with the City of Waterville and the TIF Advisory Committee to develop a fair plan for the management of Downtown TIF District revenues.
- Conduct one special fundraising event that generates over \$2500 in profit for the organization. *Possible idea: Downtown Places Tour.*

Objective 3: Develop a strong volunteer base and provide training and recognition of volunteers.

- Continue efforts to involve youth in volunteer activities by reaching out to groups such as Roteract, Interact, Key Clubs, etc.
- Hold an annual meeting that includes an awards and recognition program.
- Hold training sessions for new board members and committee members.
- Address governance issues as identified through the WMSt Annual Retreat. *One specific area of focus: term limits.*

Objective 4: Foster a shared vision for the long-term development of downtown.

- Ensure that WMSt is represented on the Waterville Development Corporation Board of Directors.
- Ensure a WMSt presence at relevant City Council meetings and Planning Board discussions.
- Maintain regular communication with downtown property and business owners.
- Work with the City of Waterville to contribute to the development of a new Comprehensive Plan for the City that includes significant attention to downtown revitalization.
- Hold an Annual Retreat in late February or early March.
- Oversee implementation of goals and action steps arising from the Annual Retreat.
- Work with ER Committee to coordinate quarterly Meet and Greets for downtown businesspeople.