

ORGANIZATION COMMITTEE

Minutes, August 5, 2009

Attending: Siri Bernard, Frank Hemer, Ed Aaron, Alex Campbell

Goal: Healthy Business Community

Defined:

- A location where businesses both survive and thrive.
- Appropriate to downtown business mix -- multiple types of complementary businesses, retail and not, incl. office.
- Cooperative activity to support health of all businesses, supportive of risk-taking and new investment.
- Shared sense of community (business community & larger downtown community).

Objectives:

Establish a high-functioning Main Street structure

Projects:

>Mission statement

>Geog. focus

>Name

>Recruit / define board mix

>By-laws

>Funding Plan

>Volunteer Plan

-Recruitment pitch

-Orientation packet

Develop & Implement Marketing Strategy

Projects:

>Gather data on existing condition/future opportunities

-Asset inventory

-Building inventory

-Market study

>Develop a message/image to promote

>Create marketing materials

Improve Communications

Projects:

>Create an effective voice for downtown business needs in City policy discussions

-Biz-city 'summit' or town hall

>Establish mechanism for business-to-business communications

>Establish a "centerpost" for downtown information/events