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Main Street Waupaca Volunteer Job Description

Position: Director

Schedule: One one hour board of directors meeting per month
Length of meeting: Approx. one hour
Date: Second Monday of the month
Time: 7:00 p.m.
Place: Main Street Waupaca, 109 East Badger Street, Waupaca, WI 54981

Length of Term: Each director serves a three year term (staggered).

Purpose of Position:

Collectively, the board of directors assumes legal and philosophical responsibility for all Main Street activities. The board of directors is solely responsible for establishing program policy, approving the annual program budget and determining the goals of the program.

Job Requirements:

- A demonstrated interest in the program's purpose and goals.
- Six to ten hours per month of available time.

Responsibilities:

Policy Administration

- Continuing the legal existence of the program.
- Ensuring that the program fulfills legal requirements in the conduct of its business affairs.
- Adopting policies that determine the program's purpose, governing principles, functions, activities, and courses of action.
- With the program manager, developing an annual workplan of goals, objectives, and activities for the program.

Finance

- Approving and monitoring finances of the program.
- Helping raise sufficient funds for program operation.
- Authorizing and approving an annual audit.



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Public Relations

- Understanding and interpreting the program's work to the community
- Relating the services of the program to the work of other organizations and agencies.

Evaluation

- Regularly reviewing and evaluating the program's operations and maintaining standards of performance.
- Counseling and providing good judgement on plans adopted by committees and the program manager.

Personnel

- Selecting, hiring, and evaluating the program manager.
- Approving and updating personnel policies.
- Participate in the recruitment and development of volunteers for the organization.



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(ORGANIZATION)

Main Street Waupaca Volunteer Job Description

Position: Membership and Development Committee Member

Location: Main Street Waupaca
109 East Badger Street, Waupaca, WI 54981

Schedule: One one hour committee meeting per month
Length of meeting: Approx. one hour
Date: (to be determined)
Time: (to be determined)
Work approximately three to five hours a month.

Length: Committee member commits for a one year time period.

Responsibilities:

The volunteer will be responsible for performing the various tasks as outlined in the annual workplan and as listed on the attached information sheets.

Tasks & Requirements:

- Attend a majority of the monthly membership and development committee meetings.
- Assume primary responsibility for at least one membership and development activity or event during the year.
- Assist with the committee events and activities.
- Enlist the help of other community members as volunteers for activities.
- Organize and conduct volunteer training programs, as needed.
- Assist with community awareness campaign to educate and involve others in the Main Street Program.
- Assist with annual membership drive.
- Assist with volunteer social events and activities.



Introduction to the Membership & Development Committee

Much of the success and viability of a local Main Street Program will depend on its ability to recruit and develop new leadership, to stay in close touch with its supporters and meet their needs and to attract a large number of volunteers. This is an intense, ongoing effort that requires diligent work all year by one group - the membership and development committee - established to meet several needs of the organization: to recruit new members to serve on the board and committees; to recruit new volunteers and help them find assignments they will enjoy; to raise funds for the program's ongoing operation. The tasks of the membership and development committee fall into three major areas.

New Board Member Nominations

Effective board and committee candidates rarely emerge from the recommendations of a nominating committee formed one week before board elections. Instead, nominating good candidates requires year-round awareness of the Main Street program's organizational needs and of the contributions of productive volunteers. This committee is responsible for ensuring that the nominations process is handled in a responsible and democratic way. In addition, the membership and development committee is often responsible for orientating new board members. The committee should collect materials, accompany board members to their first meeting and call them afterward to see if there are any questions. As corny as it seems, assigning a "buddy" to new board members helps make them feel at home.

Membership Recruitment & Development

Every volunteer organization needs a committee that encourages people to join and finds a place for them where they will be happy and productive. The task of the membership and development committee is to monitor the skills and talents of existing members, develop a "wanted member" profile, and with the board, set goals for the number of new members to be recruited each year.

Fundraising

One of the committee's primary responsibilities is to plan and conduct annual fundraising activities for the Main Street program and to ensure that adequate funding is available at all times. Fundraising requires energetic and enthusiastic people. Fundraising is the responsibility of the board, not a staff person. It is neither productive nor efficient to ask a staff person to raise his or her own salary. The fundraising subcommittee must have a plan to be effective, thus, the board should work closely with this group to establish fundraising goals and a realistic timetable.

Membership and Development Committee Responsibilities

Plans and conducts annual fundraising activities for the Main Street Program and ensures that adequate funding is in place at all times.

Organizes and conducts annual nomination program for board of directors.

When applicable, organizes and conducts an annual membership drive.

Helps design, promotion, and economic restructuring committees recruit new members.

Promotes the development of a strong volunteer network within the Main Street program.

Encourages leadership development within the Main Street program.

Works with the board of directors to acquaint new board and committee members with the Main Street program's goals, activities, policies, and procedures.

(From Main Street Guidelines: Board Member's Handbook, 1988, pp. 10-11 and p. 16)



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Main Street Waupaca Volunteer Job Description

Position: Economic Restructuring Committee Member

Location: Main Street Waupaca
109 East Badger Street, Waupaca, WI 54981

Schedule: One one hour committee meeting per month
Length of meeting: Approx. one hour
Date: (to be determined)
Time: (to be determined)
Work approximately three to five hours a month.
One subcommittee responsibility.

Length: Volunteer commits for a one year time period.

Responsibilities:

The volunteer will be responsible for performing the various tasks as outlined in the annual workplan and as listed on the attached information sheets.

Tasks & Requirements:

- Attend a majority of the monthly economic restructuring committee meetings.
- Assumes primary responsibility for at least one area of the annual workplan.
- Enlists the help of other community members as volunteers on subcommittees.



Introduction to the Economic Restructuring Committee

The economic restructuring committee works to develop a market strategy that will result in an improved retail mix, a stronger tax base, increased investor confidence, and a stable role for the downtown as a major component of the city's economy.

One of the first tasks of the group is to collect existing data on the downtown. Also, the group should identify public and private community groups already active in economic development. The group should also work on developing an inventory on existing buildings and businesses within the downtown.

Economic Restructuring Committee Responsibilities

Works to strengthen existing downtown businesses and, eventually, to recruit additional businesses through the following types of programs: development of business assistance teams; sponsorship of business seminars; identification of downtown market opportunities; dissemination of relevant information to existing and potential businesses; development of promotional literature describing the downtown business environment; and development of incentive programs to stimulate business growth.

Monitors changes in the local market on an ongoing basis; assesses the downtown's market share within the community and the region; measures the involvement of various market groups in downtown commerce; monitors sales leakage or surplus; and assesses the downtown's mix of retail, commercial, recreational, and civic space.

Directs activity related to downtown commercial and real estate development.

Works with the design committee to plan and implement appropriate incentives to encourage design improvement and property development activity.

Works with the promotion committee to monitor and adjust the downtown promotional plan to increase the downtown's market share.

Establishes a sound working relationship with local and regional financial institutions, business assistance organizations and other businesses and agencies that provide assistance in areas related to downtown economic development.

Conducts and maintains a comprehensive inventory of downtown businesses.

Allocates funds for downtown economic development activity in accordance with the Main Street program's annual budget and workplan.

Becomes familiar with city, county, and regional economic development strategies and coordinates projects when possible, utilizing economic development programs already in place and investigating the creation of new programs when appropriate.

Promotes the downtown as a good place for commercial and real estate development activity.

(From Main Street Guidelines: Board Member's Handbook, 1988, p. 10 and p. 16)



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Main Street Waupaca Volunteer Job Description

Position: Promotion Committee Member

Location: Main Street Waupaca
109 East Badger Street, Waupaca, WI 54981

Schedule: One one hour committee meeting per month
Length of meeting: Approx. one hour
Date: (to be determined)
Time: (to be determined)
Work approximately three to five hours a month.
One promotion subcommittee responsibility.

Length: Volunteer commits for a one year time period.

Responsibilities:

The Chairperson will be responsible for performing the various tasks as outlined in the annual workplan and as listed on the attached information sheets.

Tasks & Requirements:

- Attend a majority of the monthly promotion committee meetings.
- Assumes primary responsibility for at least one promotion on the yearly promotion calendar.
- Assists with promotional events.
- Enlists the help of other community members as volunteers on subcommittees.



Introduction to the Promotion Committee

The promotion committee's primary responsibility is to market a unified, quality image of the business district as the center of activities, goods and services to retailers, shoppers, investors, and tourists. The responsibilities of this committee are broad and typically include coordinating advertising, reversing negative images of the downtown, implementing special events and establishing and maintaining good media relations.

The promotion committee's first job should be to conduct a thorough inventory of all current community and downtown promotional activities. Next, the promotion committee and the board should make some basic organizational decisions about the committee's role and activities. Most Main Street programs have found that combining assistance to existing programs with development of a limited number of new promotional activities is the best way to implement a comprehensive, balanced promotions calendar.

The promotion committee's responsibilities are different from those of the chamber's business and promotion committees. The chamber has community-wide responsibilities and thus cannot concentrate solely on the downtown area. The activities of other community groups do support the goal of creating a positive image for the downtown, and therefore, can usually tie in with general promotional activities and special events sponsored by the Main Street program

Promotion Committee Responsibilities

Directs retail promotions, traffic-building activity, and image improvements for the downtown, or establishes liaisons and develops joint promotional strategies with existing organizations active in one or more of these areas.

Assumes primary responsibility for defining the marketable image of the downtown and ensuring continuity of that image in all downtown promotional programs.

Monitors community and consumer perceptions of the downtown and seeks to reverse negative attitudes and build on positive ones.

Allocates funds for promotional activity in accordance with the Main Street program's annual work plan and budget.

Works toward building new sources of funding for a portion of the program's total annual budget.

Builds a strong network of volunteers to help implement promotional programs and establishes good working relationships with community organizations, charities, school clubs, and other groups that might participate in promotional activities.

Works with the economic restructuring committee to monitor changes in the downtown's market and adjusts the promotional plan accordingly, always building on downtown assets, to increase the commercial district's market share.

Works with the design committee to ensure a consistent, high-quality image in signs, advertisements, and other graphic material associated with the Main Street program.

Establishes a sound working relationship with the local and regional media.

Monitors the effectiveness of promotional programs on an ongoing basis.

(From Main Street Guidelines: Board Member's Handbook, 1988, p. 9 and p. 14)



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Main Street Waupaca Volunteer Job Description

Position: Design Committee Member

Location: Main Street Waupaca
109 East Badger Street, Waupaca, WI 54981

Schedule: One one hour committee meeting per month
Length of meeting: Approx. one hour
Date: (to be determined)
Time: (to be determined)
Work approximately three to five hours a month.
One subcommittee responsibility.

Length: Volunteer commits for a one year time period.

Responsibilities:

The volunteer will be responsible for performing the various tasks as outlined in the annual workplan and as listed on the attached information sheets.

Tasks & Requirements:

- Attend a majority of the monthly design committee meetings.
- Assumes primary responsibility for at least one area of the annual workplan.
- Enlists the help of other community members as volunteers on subcommittees.
- Encourages appropriate design changes, as outlined by the Main Street Program, throughout the Main Street Program district.



Introduction to the Design Committee

The design committee's purpose is to create an attractive, coordinated and quality image of the downtown by capitalizing on its unique assets and heritage. The committee's responsibilities do not lie solely with the improvement of traditional commercial buildings. It should be involved with all aspects of design that affect downtown's image. Such activities include analyzing parking, developing a logo, coordinating window displays, and acting as a design resource for property owners. If the Main Street program in planning to develop a low interest loan pool or other financial incentives to stimulate interest in design projects, this committee will play a critical role in setting up and administering a design review and approval process. Many design committees make the mistake of trying immediately to establish design ordinances. An ordinance, however, is only one of a variety of measures that can be used to protect the business district's visual quality.

Design Committee Responsibilities

Directs design improvement activity relating to building maintenance and rehabilitation, historic preservation, new construction, public information and privately owned signs, graphic material, public improvements, visual merchandising, traffic, and parking.

Works with the promotion committee to ensure a consistent, high-quality image in signs, advertisements, and other graphic material associated with the Main Street program.

Establishes a sound relationship with local design and construction professionals, sharing technical information on historic preservation, rehabilitation and maintenance of traditional commercial buildings.

Promotes awareness of downtown design and historic preservation issues throughout the community.

Monitors design changes throughout the downtown.

Works with the economic restructuring committee to plan, implement, and administer appropriate incentives to encourage design improvement and property development activity.

Allocates funds for design improvement activities in accordance with the Main Street program's annual workplan and budget.

Monitors local ordinances and other applicable regulations affecting downtown design issues and works toward developing a supportive regulatory environment for downtown revitalization activity.

Establishes a sound working relationship with the state historic preservation office and other state and regional agencies that provide assistance in areas related to downtown design improvement through historic preservation.

Conducts and maintains a thorough inventory of downtown properties.

(From Main Street Guidelines: Board Member's Handbook, 1988, p. 10 and pp. 15-16)