

MAIN STREET PARKVILLE ASSOCIATION

Steering Committee Member Agreement

Congratulations! Your recent election to the Steering Committee of the Main Street Parkville Association (MSPA) clearly demonstrates your interest in this program, and reflects the trust that the association has in your abilities and judgement. This position brings with it special recognition and the sincere appreciation of those who support the revitalization and ongoing success of downtown Parkville.

Along with this honor, the position has certain responsibilities. In the next few paragraphs, those responsibilities, along with certain policies, will be outlined. Please read these carefully. You will attest to your understanding and acceptance of these responsibilities on the last page.

Structure. The Main Street (Parkville Association) Steering Committee (MSSC) is the governing body of the program. The MSSC is comprised of two Co-Chairs from each of four operating committees, for a total of eight voting positions, plus a voting Co-Chair, a voting Treasurer, five non-voting liaison positions as defined in the by-laws, and the non-voting Program Manager for a total of sixteen members.

Term of Office. Co-Chairs are elected for two-year (staggered) terms with no term limits. The Chairman is elected annually, with a two-term limit. The Treasurer is a position in perpetuity, appointed by the Parkville Community Development Corporation, the parent organization of the MSPA. Liaisons are appointed by their sponsoring organizations and approved by the MSSC.

Time Requirements. Experience has shown that co-chairs should allow 4-6 hours per week for MSPA activities. This amount may vary, and may become concentrated at different times of the year. On average, it would include all meetings, events, and training.

MSSC Meetings. In addition to managing the affairs and attending meetings of respective sub-committees, MSSC members are expected to attend regularly-scheduled (standing) MSSC meetings on the second Monday of each month beginning at 5:30 pm, and any special meetings which may be called by the Chairperson in accordance with the by-laws. These meetings are structured by an agenda. Minutes of meetings are mailed to the MSSC within five days after the meetings, and a preliminary agenda will be available at least three days before the next meeting. If an MSSC member has two consecutive unexcused absences, or three absences (excused or not) during any six month period, that individual may be dismissed by the MSSC.

Training. Each MSSC member is required to attend, annually, at least eight hours of training sponsored by the Missouri State Main Street Office, the National Trust for Historic Preservation, or other equivalent training which is approved by majority vote of the MSSC. There are numerous seminars and conferences sponsored by these organizations each year. Therefore, fulfilling this requirement is not difficult. This training requirement is very important to the effective management of MSPA. Failure to fulfill the annual training requirement may result in dismissal. When budgets allow, MSPA will pay the enrollment fee for training or conferences. However, the attendee will pay meals, travel costs, and lodging. Special assistance funds may be available with the approval of the Program Manager and the Chairperson. MSSC meetings missed due to attending training will not be considered a missed meeting.

General Duties:

- Develop, review, implement and monitor committee workplans.
- Set general and specific policy for the organization.
- Maintain contact with the business and property owners in the project area.
- Approve monthly financial expenditures and annual budgets.
- Ensure that the program adheres to and fulfills its stated mission in an appropriate and responsible manner.
- Volunteer development and empowerment.

Organization Unity:

Internal planning and policy setting will result in success only when conveyed to the community and volunteers in a way that demonstrates a cohesive, unified, and stable MSSC.

When an organizational decision has been properly made, it will become a policy that all MSSC members must accept. This steering committee represents a single entity with one public voice. If a member does not agree with the decision, he or she should ask that the designated secretary record their disapproval of the motion in the

(Organizational Unity, continued):

minutes. A member should never publicly discuss his or her disapproval of an approved policy in such a way that is malicious or derogatory toward the MSSC, the Program Manager, or the MSPA.

Director Liability Insurance. MSPA carries an insurance policy which is designed to protect MSSC members from liability arising from MSPA-sponsored events, activities, and operations.

The Eight Principles of Main Street. Each MSSC member is expected to understand the eight principles of successful revitalization. These principles have been developed by the National Main Street Center, and should be used for guidance.

1. **Comprehensive.** Downtown revitalization is a complex process and cannot be accomplished through a single project. For successful long-term revitalization, a comprehensive approach must be utilized.
2. **Incremental.** Small projects and simple activities lead to a more sophisticated understanding of the revitalization process and help to develop skills so that more complex problems can be addressed and more ambitious projects can be undertaken.
3. **Self-Help.** Local leaders must have the desire and will to make the project successful. The National Main Street Center and the Missouri Main Street Program provide direction, ideas and training, but continued and long-term success depend upon the involvement and commitment of the community.
4. **Public/Private Partnership.** Both the public and private sectors have a vital interest in the economic health and physical viability of the downtown. Each sector has a role to play, and each must understand the others' strengths and limitations so that an effective partnership can be forged.
5. **Identifying and Capitalizing on Existing Assets.** Business districts must capitalize on the assets that make them unique. Every district has unique qualities – like the distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.
6. **Quality.** Quality must be emphasized in every aspect of the revitalization program. This applies equally to each element of the program, from storefront design to promotional campaigns to educational programs.
7. **Implementation-Oriented.** Activity creates confidence in the program and ever-greater levels of participation. Frequent visible changes are a reminder that the revitalization effort is underway. Small projects at the beginning of the program pave the way for larger activities as the revitalization effort matures.
8. **Change.** Changes in attitude and practice are necessary to improve current economic conditions. Public support for change will build as the program grows.

Mission Statement

Generate excitement and support for historic Parkville:
a great place to shop, dine, play, work, and live.

ATTEST

As a member of the Steering Committee of the Main Street Parkville Association, I have read the by-laws and the above text and do hereby agree to undertake the responsibilities described. I understand my role and acknowledge the importance of this organization to this community. If at any time during my term I feel that I am unable to carry out my duties as an active and responsible MSSC member, I shall, at once, forward my written resignation to the Chairperson.

Steering Committee Member

Date

Steering Committee Chairman

Date