



1. **The Executive Committee:** Act as the Main Street organization's Organization Committee. Consists of the President, Vice President, Treasurer, Secretary and Ex-Officio President.
 - a. Coordinate a bi-annual planning meeting with Chamber, SBDC, Tourism
 - b. Update bylaws, as necessary, annually by June 30th.
 - c. Attract new board members and expand volunteer force.
 - d. Review and oversee the ODA finances continuously..
 - i. Develop an annual budget
 - ii. Represent ODA for Town budgetary concerns.
 - iii. Work with the Executive Director to oversee grant proposals and increase overall grant funding
 - iv. Review accounting, bookkeeping, payroll, and bank/charge account transactions.
 - e. Write expectations for the Executive Director and provide a semi-annual review for him/her.
 - f. Implement board and volunteer training.
 - g. Develop long-term fundraising goals and benchmarks

2. **Design Committee:** Help the Executive Director to enhance the physical appearance of the downtown by capitalizing on its assets, rehabilitating historic buildings, encouraging input into new construction, and beautifying the streetscape.
 - a. Continue to help beautify Main Street with landscaping and floral planters
 - i. Evaluate current planter program--change?
 - ii. New Idea: Adopt a block?
 - b. Liaison with Town regarding all comprehensive plans and zoning changes
 - c. Make sure vacant storefront windows look good and availability is promoted.
 - d. Use VMS design assistance such as facades, signs, and landscaping
 - e. Work with the Town to evaluate and improve "wayfinding" (signage) into and within downtown.
 - f. Encourage storefronts to keep lights on in storefront display windows to make downtown look active.

3. **Economic Vitality:** Help the Executive Director to strengthen the downtown district's existing economic base, seek ways to introduce new types of commerce suitable for a downtown venue, and convert underutilized space into productive uses.
 - a. Work with Executive Director to keep "Available Commercial Properties" list current on website
 - b. Research a potential low interest loan program as an incentive for recruitment of new businesses.
 - c. Become the first point of contact for potential business/industry considering locating in the Town.
 - d. Reach out to potential businesses/non-profits who might be willing to open in the Main Street District
 - e. Work with the Town Council/Town Manager to support their growth efforts

- i. Dog park?
 - ii. Trails
 - f. Develop a working relationship with entrepreneur and small business development partners to provide business counseling and/or assistance.
 - g. Work with the Executive Director to develop a business retention program to understand existing business needs and work to meet those needs.

- 4. **Events Committee:** Help the Executive Director to plan and implement special events
 - a. Review current events and identify the reason they are being done and how they are going to measure the impact.
 - i. Easter, Halloween, and Christmas, kids festival, Trashy Ribs.
 - ii. New Events?
 - 1. Townwide Yardsale?
 - 2. Progressive Party?
 - 3. Qtly “After Hours”
 - 4. Dinner on the Street
 - 5. Block Party
 - 6. 5k/10k?
 - 7. Blood Drives? Other non-profit events Downtown.
 - 8. Food Truck Rally
 - 9. First Friday?
 - 10. National Ice Cream Day--discounts?
 - 11. Ghost/History Tours
 - 12. Sidewalk Sale
 - 13. Outdoor club?
 - 14. Partner with other non-profit events
 - b. Reach out and get to know business owners in the Main Street district.
 - i. Consider holding focus groups to get other event ideas

- 5. **Marketing & Development Committee:** Help the Executive Director market the downtown’s unique qualities to potential customers, investors, new businesses, local citizens and visitors.
 - a. Oversee & help the Executive Director with marketing
 - i. Member Drives
 - 1. Discount card?
 - ii. Social Media
 - iii. Newsletter
 - iv. Website
 - v. Brand & image development
 - vi. Promote “Shop Local”
 - b. Increase overall private contributions
 - i. Help the Executive Director with membership/donor drives
 - ii. Implement long-term fundraising plan
 - c. Design and promote a “Doing business in Orange” webpage to include business recruitment with incentives from various organizations (in conjunction with Economic Vitality Committee).
 - d. Liaison with other organizations, such as the Chamber of Commerce, Orange County Economic Development & Tourism, Montpelier and Inns at Montpelier.

- e. Encourage businesses to collect customer information to be more informed about visitor demographics and grow the ODA email list.