

## **ORGANIZATION Work Plan 2012**

**Goal:** PROVIDE EFFECTIVE LEADERSHIP IN DOWNTOWN AND INCREASE INVOLVEMENT IN THE ORGANIZATION FROM THE MEMBERSHIP AND THE COMMUNITY.

**Objective:** INCREASE AND STABILIZE FUNDING

**Activities:**

1. Continue tracking new businesses particularly upper levels & provide to City for PBIA assessments & keep directory information current.
2. Continue to expand the use of the B&O tax credit program.
3. Explore other fundraising opportunities.
4. Work on updating the bylaws.

**Objective:** IMPROVE ALL CHANNELS OF COMMUNICATION

**Activities:**

1. Collect Activity Sheets from Committees on a regular basis. Remake/simplify activity sheets and provide training on how to use them as a tool for the committee.
2. Emphasize Board members visibility & involvement to businesses, the community, and other organizations.
3. Continue monthly newsletter, Annual and Quarterly membership meetings, and "How Sweet It Is!" & work to increase attendance.
4. Provide annual report to membership, and make available on the website.

**Objective:** BETTER OVERALL COMMUNITY INVOLVEMENT

**Activities:**

1. Expand recognition of those businesses making extraordinary effort through Business of the Month award.
2. Write at least one monthly press release to PDN & KONP of positive downtown achievements, awards, contributions or other positive news.
3. Increase the recognition of volunteers who make extraordinary efforts.
4. Implement a system for tracking volunteer hours including board members.
5. Expand the volunteer base by encouraging involvement from both members and the community.
6. Expand Youth Volunteer program and complete implementation of their organization structure.
7. Reach out to Peninsula College Interns, faculty and students to develop mutually beneficial educational opportunities.

**Objective:** MAINTAIN VISIBILITY AS A NATIONALLY RECOGNIZED MAIN STREET™ PROGRAM

**Activities:**

1. Continue leveraging the Main Street program for the benefit of the community and association.
2. Instruct and involve board members in using educational materials to inform membership and other organizations about the Main Street Approach, Downtown events and services.