



Downtown Development Authority Committee Interest Form

Committee participation is an annual commitment and renewable. Select one of the active committees on the reverse side and return this form to the Authority. The purpose of each committee is listed, as well as work areas, project examples and meeting schedule. All meetings are held in the DDA Conference Room of the Carnegie Building, 607 Broad Street at 8:30am, and chaired by a member of the Authority.

APPLICANT INFORMATION Please Print Legibly

Name _____ Email _____

Business _____ Title/Position _____

Business Address
Street & Mailing _____

Business Phone _____ Mobile _____

Home Address _____

Organizations to which I belong: _____

Interest/Hobbies/Talents/Skills: _____

I am interested in serving because _____

Commitment

I, _____, wish to serve as a member of a DDA Committee and understand that as a member of any committee, I have an ethical responsibility to ensure that the committee does the best work possible in pursuit of its goals. I believe in the purpose and the mission of the Downtown Development Authority, and will act responsibly as its steward. As part of my responsibilities, I will:

- attend and actively participate in committee meetings and events.
- notify the Chair or staff when I will not be in attendance.
- interpret the organization's work and values to the community, and represent the organization.
- interpret our constituencies' needs and values to the organization, and hold the organization accountable.
- stay informed about what's going on in the organization. I will ask questions and request information.
- participate in and take responsibility for making decisions on issues, policies, and other matters.
- seek opportunities to learn more about downtown revitalization efforts and best practices.
- work in good faith with staff, board and committee members as partners towards achievement of goals.
- serve the Authority, working for its overall well being and the district it serves.

Signed by: _____ Date: _____

Previous Committee Service Years _____

COMMITTEES OF THE DOWNTOWN DEVELOPMENT AUTHORITY

- **OUTREACH** means getting everyone working toward the same goal. The tough work of building consensus and cooperation among the groups that have an important stake in the district can be eased by using a volunteer driven program and an organizational structure of board and committees. The committee plays a key role in keeping the board, committees and program of work in good shape by attracting people to the organization. To succeed the committee must take responsibility for promoting the program to downtown interests and the public, recruiting people and rewarding good work. Without a good core of volunteers, there is no program. Its job is to actively promote the organization, make contacts, and ensure a good fit between the revitalization program and the volunteer. Programs include Coffee Breaks and New Business Welcome. Meets First Thursday of each month.

- **PROMOTION** means selling the image and promise of downtown. By marketing the district's unique characteristics to shoppers, investors, new businesses and visitors, an effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. The job of the Committee is to PROMOTE downtown as the center of commerce, culture and community life for residents and visitors alike. Goals should focus on understanding the changing market, identifying downtown assets, defining market niche, and creating new image campaigns, retail promotions and special events to lure people back downtown. Meets Third Thursday of each month and includes events and marketing.

- **DESIGN** means getting the downtown district in the highest physical shape and creating an inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of the physical elements: buildings, storefronts, signs, public spaces, street furniture, public art, landscaping, and banners. An appealing atmosphere conveys a positive message about the district and what it has to offer. Design activities also include instilling good maintenance practices, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, educating business and property owners about design quality, and long-term planning. Members help to educate business and property owners on the Façade Grant Program; Historic Plaque Program; the importance of an attractive window display; serve as the liaison between businesses, the Authority and the City's Office of Downtown Development, and brainstorm ways to further enhance downtown through beautification projects. Meets Fourth Thursday of each month.

- **BUSINESS DEVELOPMENT** means to identify new market opportunities for the traditional commercial district, find new uses for historic commercial buildings, and stimulate investment in property. By helping existing downtown businesses expand and recruiting new ones to respond to today's market, the committee helps convert unused space into productive property and sharpens the competitiveness of business enterprises. Major responsibilities include learning about the district's current economic condition and identify opportunities for growth; strengthening existing businesses and recruiting new ones; find new economic uses for traditional buildings; develop financial incentives; and monitoring the economic performance of the district. Meets Second Friday of each month

- **PARKING** means continually looking for opportunities to educate the public and planning for the continued growth of downtown. The scope of the program is one that takes into account parking needs of shoppers, clients, visitors, merchants and employees. The committee coordinates management of the parking program, ensuring that it operates as a unified customer friendly program at a high level of efficiency. Transportation and pedestrian systems area also addressed. Management of these resources is very critical to the vitalization of downtown. Public Awareness of the parking program is a critical goal. Meets Third Tuesday of each month.

Committee Description Source: National Main Street Center Committee Handbooks