



**MS&RP**  
NC MAIN STREET & RURAL PLANNING CENTER  
DEPARTMENT OF COMMERCE

## ORGANIZATION

Involves Creating a Strong Foundation  
For a Sustainable Revitalization Effort,  
Including Cultivating Partnerships,  
Community Involvement, and  
Resources for the District

## Board of Directors Purpose & Roles

**Organization** 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 the common sense formula of a volunteer driven program and an organizational structure of board and committees. The definition of “Organization” from the National Main Street Center is: *Building human and financial resources, through public/private partnerships to achieve a common vision.*

**The Organization Committee/Board** sets the organization’s direction, while the remaining committees make the projects happen. They see that a concrete work plan is approved and adopted and will pull together resources and complete the projects. A minimum of five to seven people meet monthly to discuss the progress of the implementation (work) plan and to assure that the plan is moving forward by hearing from board members who sit on the various Action/Project Committees. Committees are organized either around the Main Street Four-Points: Organization, Promotion, Design, Economic Vitality or around Economic Development Strategies that are identified in the Implementation Plan.

### **Major Responsibilities Include, But Are Not Limited To:**

Assuring sustainable funding for the program which can include fund raising for projects and administration. Funding can come from donations, sponsorships, municipal service districts and from the municipality

- Managing the staff and volunteers by recruiting people, supervising them and rewarding good work
- Promoting the program to downtown interests and the public
- Managing the finances by developing good accounting procedures

### **An Effective Organization Committee/Board Member Should:**

- Have a sincere interest and desire to serve on the Organization Committee/Board
- Knows and understands the Main Street Approach™
- Expresses self clearly, yet eagerly exchanges ideas with others
- Keeps an open mind about new ideas
- Things about the “big picture” yet also can focus on the details when necessary
- Knows when to be decisive and come to closure
- Cooperates willingly in a team effort
- Stays focused on the task at hand
- Has a basic understanding of the of the economic circumstances of small retailers
- Rolls up sleeves willingly and pitches in to do the committee’s work
- Has skills or interest in finance, volunteer development, or fund raising and;
- Carries out plans and projects in timely and professional manner

# Board of Directors Purpose & Roles

## Who serves on the Organization Committee/Board:

- Downtown Business Owners including retail and service industries
- Property owners
- Residents
- Civic group volunteers
- Accountants
- Volunteer specialists
- Those identified from a partner and stakeholder list that could be instrumental in progressing the Implementation Plan

## Expectations for a Committee Member:

- Commit to at least one year of service
- Work 3-5 hours a month
- Attend all training sessions
- Read selected orientation materials
- Learn the Main Street approach
- Recruit/orient new members
- Prepare in advance for meetings
- Cooperatively draft an annual plan
- Take responsibility for projects
- Represent the organization positively to the public

## Expectation for a Committee Chair:

- Commit to at least one year of service
- Work 5-8 hours a month in committee
- Teach others the Main Street approach
- Recruit and orient committee members
- Organize the Organization Committee/Board's work plan
- Call and run Organization meeting
- Delegate tasks to responsible members
- Take responsibility for committee results yet give credit to those on other committees who implement their committee's Actions/Projects
- Appoint and oversee any sub-committee with input from the Organization Committee/Board
- Represent the Organization Committee/Board to the public and City Council as appropriate
- Manage and reward volunteer's efforts
- Remove oneself from office if any personal conflicts of interest arise



NOTE: A city appointed advisory committee's roles and responsibilities may be slightly different as an advisory board is usually appointed or approved by the City Council. An advisory board can not establish policies but only advise regarding policies. A non-profit organization can establish policies. Typically a Main Street program that is a part of the city is more financially sustainable as well as a quasi-public/private organization and programs that receive funding through a Municipal Service District.



This document was created to assist designated NC Main Street Communities and any other community that would like to develop best practices for downtown economic development.