



A MAIN STREET ORGANIZATION

Main Street Job Description **ECONOMIC VITALITY COMMITTEE MEMBER**

Time Required:

2-3 hours per month outside of monthly committee meetings, possibly more leading up to or during committee projects or events.

General Description:

Committee Members are important volunteer positions that advance each of the four points of the Main Street Approach to revitalization:

- Economic Vitality
- Design
- Promotion
- Outreach

Committee chairs lead volunteer committees through projects deemed to be the most beneficial to the organization based on current priorities, budget and annual plan voted on by the Board of Directors of the Stevenson Downtown Association.



Organizational Transformation Strategy:

We activate the downtown district through placemaking and business support to make it the preferred destination for Stevenson area residents to spend time.

Economic Vitality Committee Overview:

Economic Vitality is the energy of a healthy downtown commercial district in which thriving local businesses attract and stimulate investments that support the whole community. When residents both own and patronize local businesses, our community benefits from a year-round economic base.

Economic Goal:

Activate downtown and generate economic activity by cultivating lively public and private gathering spaces and a vibrant mix of businesses that attract and serve residents.

Economic Vitality Committee Strategies:

- Cultivate temporary and permanent public gathering spaces that encourage residents to patronize Stevenson businesses.
- Operate the Stevenson Farmers Market to create community among residents and support local entrepreneurs.
- Encourage a dense district of businesses that support resident interests by cultivating connections among merchants.
- Strengthen the expertise of prospective entrepreneurs, new businesses, and existing businesses by providing marketing consultations, orientations, networking opportunities, and connections to local business and economic development organizations.
- Provide direct grant opportunities and connections to external grants for downtown businesses and property owners.

Individual Committee Member Job Elements:

- Attends monthly committee meetings
- Actively participates in and works on approved committee projects
- Recruits volunteers needed for specific projects or events
- Maintains a positive attitude that inspires and encourages others
- Respects other people's viewpoints and skills

Committee Members report to:

Committee Chairs primarily (for committee projects) and Executive Director secondarily

Basic Skill and Value Requirements:

- Commits to minimum of one year of volunteer service as a committee member
- Completes volunteer orientation(s) about the Stevenson Downtown Association, the Main Street Approach® and specifically the Economic Vitality Committee
- Understands and tells others about the Main Street Approach to revitalization
- Possesses a desire to make great things happen for Downtown Stevenson
- Is a team player, flexible and open-minded
- Sensitive to cultural, religious and ethnic diversity
- A realistic understanding of the time and energy to commit to committee goals