

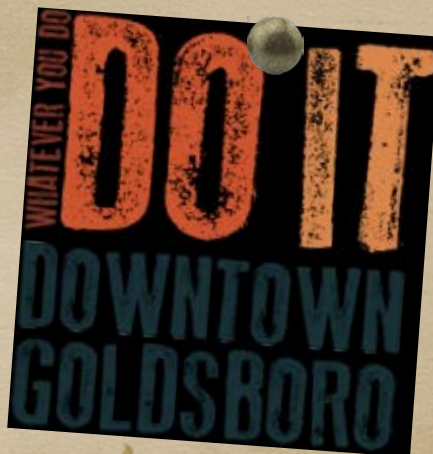
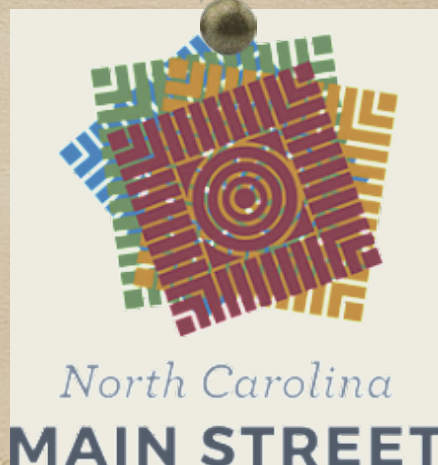
WANTED

DEAD OR ALIVE!



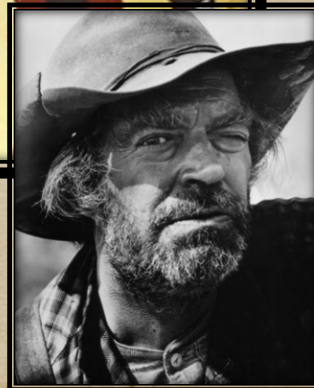
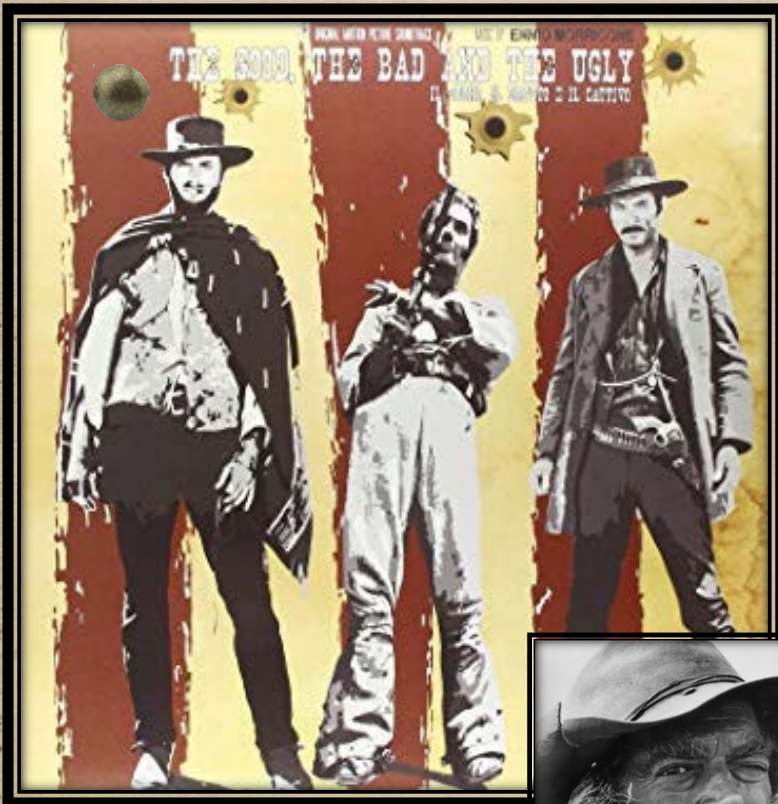
Board Members that aren't Bored!
Build a “*BAD@\$\$*” Board!

The Suspects



NORTH CAROLINA
MAIN STREET

The Good, the Bad and the Sometimes Ugly Truths about Main Street Boards



- The Good – The rewards are great when volunteering matters! And a good, basic truth – you can't do it alone!
- The Bad – Boards get BORED and composition matters; Boards require time and deliberate, strategic planning
- The Ugly – If you are not careful, they can go wonky, even rogue!
- The Truth – IT'S WORTH THE EFFORT!



The “Good” Stuff about working with boards & volunteers:

An effective Main Street Board can permit someone, all of us...

- to experience the personal satisfaction of making a difference
- to meet community members and develop enriching relationships
- to see quantifiable impacts on a community's quality of life and vibrancy
- to witness the improvement of the economic circumstances of a community
- & to preserve a community's unique characteristics



First of all...what's your style?

...your organizational style!



- Some programs are completely nonprofit
Some completely a municipal program
- Others are quasi – have both structures
- Be mindful with how your organization is structured when applying principles and practices

First of all...what's your style?

...your organizational style!

- City of Lenoir Main Street Program has a unique structure....
- Housed in and overseen by the Mayor appointed Lenoir Business Advisory Board
- Organization, Promotions, Economic Vitality and Design Team Leaders are often board members
- Promotions Team Leaders oversee the Main Street Volunteer Core numbering over a hundred ~ some of these volunteers eventually become Board members and/or Team Leaders
- City of Lenoir Main Street Program is Administered through the Economic Development office of the City



Ten tips to help increase your volunteer base & engage your community!

Tip One: Get out there & get dirty!

- You gotta be one to get one – like attracts like!!
- Join other volunteer groups in your community
- Don't hesitate to get dirty!! It's just close to impossible to ask someone to do something that you would not be willing to do



GETTING DIRTY
GETS THINGS DONE.



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Ten tips to help increase your volunteer base & engage your community!

Tip Two: Identify Lead Volunteers

- Who in your community...
 - loves your community
 - knows other people who do...lots of other people
 - & can organize well (enough ;-))?
- A peer-to-peer approach is helpful as it communicates “I am willing to do this, how ‘bout you?”
- A core group of 3-4 seems to work well. Our Promotions Team Leader serves as a lead Volunteer, as well as two others
- Composition matters – look for the right skill sets, talent and experience! Julie will address this more!



Ten tips to help increase your volunteer base & engage your community!

Tip Three: Gain Quick Initial Momentum

- Find an opportunity to publicly appreciate these volunteer leaders and/or individuals
- Highlight what they have done and mean to the community



- Nominating these leaders for a Main Street Champion is an ideal way to make this happen

Recognize them at a meeting or event;
push this recognition with the
newspaper and social media

Ten tips to help increase your volunteer base & engage your community!

Tip Four: Emphasize the Crucial Nature Of - IT TAKES A TON OR TWO ... OF PEOPLE!

- We have a PowerPoint “Main Street ~ Where Is It ~ What Is It?” presentation that we take to community organizations
- What’s wrong with this picture? News Topic cartoon



- At the end of the presentation we invite attendees to join us and collect forms on the spot

Ten tips to help increase your volunteer base & engage your community!

Tip Five: Form an Identity - Brand It

The group needs to have its own identity to rally around

- Find something whether you have branded your Downtown or not
- Get their ideas and buy in for their “logo”
- Use it on T-shirts for this group to wear during volunteer functions and events
- Too expensive? Put it on Avery name tags, lanyards, emails, signs...



Ten tips to help increase your volunteer base & engage your community!

Tip Six: Organize The Experience, Yet Keep It Personal

- Using low, and high-tech approaches is important ~ Have volunteer paper forms and online submissions
- Don't assume! Watch and know your demographics ~ online website sign-up sites are great for the right demographics
- Invite groups to come as a whole and take on a project or aspect of an event ~ you'll find individuals from these groups will then volunteer on their own with you again



Volunteer Information Form

Full Name *
First Name Last Name

Address *

Phone Number *

E-mail *

Hobbies, Interests, Skills

Profession or Area of Expertise

When are you able to volunteer? *check all that apply*

☐ Days
☐ Nights
☐ Weekends

Is it OK with you if we enter your information into our confidential Main Street Volunteer database for use when volunteers are needed?

☐ Yes
☐ No



Ten tips to help increase your volunteer base & engage your community!

Tip Six: Organize The Experience, Yet Keep It Personal



- Get to know your people...discover their talents and place them in positions where they will be successful...and not where they won't be!!
- We use an email distribution list once we have their info, handwritten thank you notes, E-newsletters, social media platforms

Ten tips to help increase your volunteer base & engage your community!

Tip Seven: Give Specific Assignments & Direction



- Know what you are asking them to do way ahead of time and know each of their strengths
- Plan out time shifts for your workers and have a fun brief meeting to talk about expectations and tasks before an event ~ BOARDom is the enemy!



Ten tips to help increase your volunteer base & engage your community!

An unexpected benefit from discovering their talents!

"Hey, I can do that! " – Talent comes in many forms: cookie bakers, bouncers, graphic designers, office assistance, etc....



Ten tips to help increase your volunteer base & engage your community!

Tip Seven: Give Specific Assignments & Direction



- Try to double up whenever possible ~ Know 'who is friends with who' and pair them up for a more enjoyable time while encouraging them to meet new folks during their shift
- Be prepared for them and don't arrive without understanding their role or allow them to get bored!
- They won't come back or encourage others to join your team! People need and like to feel useful!!
- YES, this takes time and planning

Ten tips to help increase your volunteer base & engage your community!

Tip Eight: Invest in Your Human Capital

- Get them out of your community! Attend a conference, a training, a regional meeting, plan a lunch with a nearby
- Get them exposed to Main Street philosophies - not just those coming from only your mouth ;-). Bring them here!
- Find funding in unexpected areas and eventually ask for their contribution to cover room cost or registration
- The trick is you want them coming back to your community having *seen the light* and THEY start doing your recruiting!



Ten tips to help increase your volunteer base & engage your community!

Tip Eight: Invest In Your Human Capital



- Organize a Main Street Volunteer Celebration! We have an annual event
- They're worth the investment ~ \$25.43 National 2019 hourly rate for a volunteer's service
- They can be out on the hottest day of the year serving cobbler ~ You have to begin and ask yourself... who does that but special people?

Ten tips to help increase your volunteer base & engage your community!

Tip Nine: Keep It Creative & Fun....

- Repeat often : “Bring someone new with you next time!”
- As numbers grow, you’ll have more folks to share the work shifts and this helps put burnout at bay ~ it starts to snowball!
- Don’t be fooled! We still have more work to do! We would like to reach even more demographics



NORTH CAROLINA
MAIN STREET

Ten tips to help increase your volunteer base & engage your community!

Tip Ten: NEVER NOT SAY THANK YOU!

- People appreciate appreciation!
- Handwritten notes, send emails, say it in person, organize a celebration gathering! They give a great deal and work hard for your community!



Ten tips to help increase your volunteer base & engage your community!

Tip Ten: NEVER NOT SAY THANK YOU!

This year at our annual
I Heart Main Street
Celebration, we were
happy to launch a new
recognition program ~
The Gibbons Award.



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It's WORTH IT!
For many reasons!



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Observations



- Having a healthy downtown is critical to your town's health and sustainability.
- This is important work!
- Few Resources & Lots of Competition. Locally and Regionally.
- Consistency of Purpose is Essential
- Excuses Don't Matter Much
- "Good intentions never fixed a damn thing, so we must stop accepting them as enough."
- Should not feel bad about expecting more of those you manage.
- Any service does not necessarily equal valuable service.

Observations



- People reach the expectations we set for them.
- This is too important to have low standards!
- You will lose good people if not managed well.
- Rather have a few strong members than a large group of minimal doers.
- We need to treat the recruitment process like it's a job and not a volunteer post.
- Diversity matters and should be a concerted effort.
- Look long-term versus short-term. Build a culture of respect. Being liked is short-term.
- Managing a board takes time, patience and skill but consider the job and effort without it.

Best Practices

Have a predictable structure.

- By-Laws
- Job Descriptions
- Term-Limits
- Exit Strategies – Well Defined
- Regular Meeting Schedule
 - 3rd Wednesday of Month
 - 12:00 to 1:00
- Pre-Notice of Agenda
- Procedure for Adding Items to Agenda
- Minutes



Best Practices



Communicate Expectations.

- Board & Committee Member Application
- Ad-Hoc/Probationary Period
- Annual Retreat
- Board Member Packets
- Pledges/Time Audits
- Letter of Resignations
- By-Laws
- Job Duties
- Strong, Empowered President
- Recruitment Messages

Best Practices

Consistency of Purpose Matters.



- Mission Statement

DGDC Mission Statement: We work to make downtown Goldsboro better, so whatever you do, you can do it downtown.

- Who We Are Statement

We are Goldsboro's private sector partner working to achieve an economically healthy downtown within the Main Street™ Community approach.

Best Practices

Consistency of Purpose Matters.



- Value Statement

We value asset-based economic development, our historic structures, partnerships, diversity, quality, and people that desire to work with us and our public sector partners to implement the Main Street™ approach to downtown development.

We value the creation of a unique, distinctive place that helps distinguish Goldsboro as a premiere, desirable and livable city.

- Vision Statement

Downtown Goldsboro is beautiful, historic, lively and full of economic opportunity and gusto. We honor our past while developing diversity and vibrancy to create a cultural arts, entertainment and urban lifestyle center.



Best Practices



Optimize Your Resources.

- Think Strategically
 - Annual Planning Retreat
 - Who We Are & Who We Are Not
 - Four Step Approach & Committees
 - Develop Annual Goals Collectively
 - Develop Committee Work Plans with Common Threads from Goals

Best Practices

Optimize Your Resources.



DGDC Goals:

- 1) Promote quality of life for everyone.
- 2) Expand the marketing footprint for downtown and engage audience.
- 3) Protect and enhance downtown assets and distinctiveness.
- 4) Turn the uninhabitable buildings back into productive, quality spaces.
- 5) Raise the quality of businesses and support entrepreneurs.
- 6) Make downtown family friendly.
- 7) Increase residential density downtown.

Best Practices

Celebrate the Exceptional.



Here We Grow is here for all of us.

Building on the best of North Carolina.

Here We Grow is an initiative led by the North Carolina League of Municipalities and its 540 members. This initiative is based on a simple, powerful idea: when each of us does better, we all do better.

It all starts in hometowns across North Carolina—where investments in streets, in water and sewer systems, in historic revitalization, in parks and other amenities, and in downtown redevelopment are creating jobs, fostering business expansion and improving the quality of life. It's where business owners and municipal officials are working hand-in-hand, at the ground level, to clear a path for prosperity. The result is a stronger economy and more opportunity for every citizen in the state.

This is an important story. So we're empowering cities and towns to tell their own, unique version of it. Doing so, we want to ensure that North Carolina cities and towns continue to have the tools, the resources and the freedom to pursue their visions of the future, and that North Carolinians know about their city or town's contributions to the state's economic success.



- Board Member of the Quarter - Internal
- Board Member of the Year – External
- Tell Your Story:
 - Annual Dinner & Awards
 - Social Media Efforts
 - Media Stories
 - Statewide Acknowledgment Opportunities:
 - NCAPA
 - NCLM – Here We Grow
 - Main Street Awards/Champions



Best Practices



Control Balance.

- Structure allows for New Ideas
- Let them In
- More Direct Involvement & Impact, the Easier it is to Recruit Passionate & Dedicated People

Best Practices

Encourage Dreams With a Little Reality.



- Constantly Remind them of the following when determining value of action:
 - Economic Drivers
 - Vision
 - Mission
 - Assets
 - Goals
 - Resources
 - Objectives
 - Existing Task/Activity Load
 - Timeline
 - Budget
- Encourage Short and Long Term Goals.

Best Practices

Remember Why.



- One Voice Versus Hundreds or Thousands
- Support
- Encouragement
- Not Enough Time or City Resources
- Continuity During Shaky Political Times
- Endless New Ideas
- Fresh Perspectives
- Expanded Network of Partner Opportunities
- Extended Knowledge Base
- Matters More



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