

Cape Charles Main Street, Inc.
Work Session
February 4th, 2019
Civic Center- 6:00PM

1. Call to Order: Roll Call
2. Order of Business:
 - A. Brainstorming and draft committee workplans and budgets
3. Motion to Adjourn

Committee	Cost	Rev	Hours-Vol.	Hours-Staff
Design				
Economic Vitality	\$15,000		300	37
Organization	\$1,200		269	0
Promotions	\$14,600		?	?
TOTALS	\$30,800		569	37

Committee	Topic	Tasks	Person Responsible			Revenue Generated	Volunteer Hours Needed	Staff Hours Needed	Progress/Completion/Comments
Organization	Volunteer Needs	Maintain Volunteer Handbook to promote Volunteering	Co-Chairs	Quarterly			4		Promote on the FB, newsletter (Promote Quarterly)
Organization	Volunteer Needs	Maintain job descriptions	Co-Chairs	As needed			4		Use sample job descriptions in WMS Pgm HB
Organization	Volunteer Recruitment	Recruit Possible Board Members	PM/CCMS Chair/Cmtes	When needed			4		When openings available, review make-up of board & determine gaps to be filled
Organization	Volunteer Recruitment	Refresh Volunteer Registration Form	PM/CCMS Chair/Cmtes	As needed			2		Review Volunteer form (on DB)
Organization	Volunteer Recruitment	Develop BoD Training Pgm	Cmte	NLT 4/15			8		Work with PM & Cmte Chairs to develop process for BoD trng pgm; use WMS Pgm HB
Organization	Volunteer Recognition Night	Volunteer Recognition Night		25-Feb					
Organization	Volunteer Recognition Night	Set Date for Recognition Night	Cmte	1-Jan			1		
Organization	Volunteer Recognition Night	Set Location	Cmte	1-Jan			1		
Organization	Volunteer Recognition Night	Determine Target Audience	Cmte	1-Jan			1		Prospective & new volunteers
Organization	Volunteer Recognition Night	Order T-shirts	PM	8-Feb	\$1,200.00		4		
Organization	Volunteer Recognition Night	Collaborate & execute communications/marketing plan	Cmte	1-Feb			1		Develop draft agenda
Organization	Volunteer Recognition Night	Create & execute communications/marketing plan	Cmte	1-Jan			2		Use communication s plan
Organization	Volunteer Recognition Night	Create Presentation Format	All Cmtes	7-Feb			2		
Organization	Fundraising	Determine fundraising goal	Fund Raising SubCmte	27-Feb			8		Create Fundraising donation policy on receipt of donations.
Organization	Create Fund Raising Plan	Municipal Contribution	Fund Raising SubCmte	20-Apr			8		
Organization	Create Fund Raising Plan	Annual Campaign	Fund Raising SubCmte	22-Apr			16		
Organization	Create Fund Raising Plan	Friends of Main Street/Residents	Fund Raising SubCmte	20-Apr			4		
Organization	Create Fund Raising Plan	Grants/Foundations	Fund Raising SubCmte	20-Apr			8		
Organization	Create Fund Raising Plan	Merchandise Sales	Fund Raising SubCmte	20-Apr			4		
Organization	Create Fund Raising Plan	Sponsorships	Fund Raising SubCmte	20-Apr			4		
Organization	Create Fund Raising Plan	Special Events	Fund Raising SubCmte	20-Apr			8		Includes all events
Organization	Create Fund Raising Plan	BID, DDA, TIF	Fund Raising SubCmte	20-Apr			8		BID-Business Improvement District; DDA-Downtown Development Authority; TIF-Tax Increment Financing
Organization	Annual Campaign	Assign Campaign Chair	Fund Raising SubCmte	15-May			2		Org Chair; BoD Chair; local celeb/wealthy indiv.
Organization	Annual Campaign	Ask Every BoD member to make contribution	BoD	15-May			1		
Organization	Manage CCMS Finances	Manage CCMS Finances	Cmte/Treasurer	1/1-12/31					A clear & accurate picture of the organization's financial status & financial decisions can be made in a timely & efficient manner
Organization	Manage CCMS Finances	Coordinate with Town Treasurer and prepare quarterly financial reports for TOCC	Cmte/Treasurer	Ongoing			40		
Organization	Manage CCMS Finances	Prepare a monthly financial report for Board	Cmte/Treasurer	Monthly			10		
Organization	Manage CCMS Finances	Maintain all financial books & records in an auditable format	Cmte/Treasurer	Ongoing			10		
Organization	Open Cape Charles Main Street Office with Business Incubator	Open Cape Charles Main Street Office with Business Incubator	PM/Cmte	1/1-12/31					Office is open, staffed & operating. See First Year Operating Budget. Additionally, space is found for Business Incubator.
Organization	Open Cape Charles Main Street Office with Business Incubator	Locate appropriate office space	PM/Cmte	Ongoing			20		
Organization	Open Cape Charles Main Street Office with Business Incubator	Furnish & supply office	PM/Cmte	Ongoing			24		
Organization	Open Cape Charles Main Street Office with Business Incubator	Locate & Establish Business Incubator	PM/Cmte	Ongoing			40		Suitable space is found to host the Business Incubator.

Organization	Comply with MOU between CCMS & Town	Comply with MOU between CCMS & Town	PM/Treasurer/ Cmte	1/1-12/31			20		Provide quarterly budget information (income, expenses, P&L, Balance Sheet) as of 3/31, 6/30, 9/30, 12/31 NLT one month after.
ORG TOTAL					1200	0	269	0	
Economic Vitality	Complete and maintain a building inventory of all commercial property in the Main Street Corridor	Complete and maintain a building inventory of all commercial property in the Main Street Corridor	Cmte/Town Planner	3/15-6/30			20	1	
Economic Vitality	Complete and maintain a business inventory for the Main Street Corridor	Complete and maintain a business inventory for the Main Street Corridor	Cmte/Town Planner/Town Treasurer	Ongoing			20	2	
Economic Vitality	Track Program impact – changes in tax revenue, net new business, net new jobs, amount of private investment, etc.	Track Program impact – changes in tax revenue, net new business, net new jobs, amount of private investment, etc.	Cmte/Treasurer	Quarterly	5k		40	4	
Economic Vitality	Create New Business Owners Orientation Kit	Create New Business Owners Orientation Kit	Cmte/ Town Planner	5/30 – 12/31	10k	TBD	60	10	
Economic Vitality	Develop a network of entrepreneurial development partners and existing businesses	Develop a network of entrepreneurial development partners and existing businesses	Cmte/ Chamber of Commerce, Business Assoc, SBDC	Ongoing			80	10	
Economic Vitality	Project: Create an affordable housing strategy. Tasks: Collect demographic/economic housing data; identify grant agencies and partners – developers, financial, etc.	Project: Create an affordable housing strategy. Tasks: Collect demographic/economic housing data; identify grant agencies and partners – developers, financial, etc.	Cmte/	Ongoing		TBD	80	10	
Economic Vitality TOTAL					15000	0	300	37	
Promotions	Maps - design printing, distribution	Maps - design printing, distribution		January/February	Grant funding pending - will work with Tammy on this				
Promotions	Plan and hold Taste the Cape	Plan and hold Taste the Cape		January - April	\$ 3,000.00				
Promotions	launch www.capecharlesvirginiascape.com	launch www.capecharlesvirginiascape.com		April - June	\$ 5,000.00				
Promotions	Quarterly blog post mentioned	Quarterly blog post mentioned in Tammy's grant application. Need more data		March, June, September, December					
Promotions	Recruit pop-up store candidates	Recruit pop-up store candidates on weekends to utilize empty spaces in town		June, July, August					
Promotions	Plan fall events for residents	Plan fall events for residents - family fun run, bike parade, haunted house tour		July, August	\$ 1,000.00				
Promotions	Partner with CCBA on Festive Fridays	Partner with CCBA on Festive Fridays		October - December	\$ 600.00				
Promotions	Social Media Posts	Social Media Posts		January - December	\$ 5,000.00				
PROMOTIONS TOTALS					14600		?	?	