

# Cape Charles Main Street, Inc.

Cape Charles Town Hall

Regular Meeting

August 13, 2018

6:00 P.M.

1. Call to Order; Roll Call
2. Moment of Silence / Pledge of Allegiance
3. Consent Agenda
  - \*A. Approval of Agenda Format
  - \*B. Approval of Minutes
4. Order of Business
  - A. Chair & Vice-Chair Updates
    - i. HDRB Board Member Decision & Update- Joe F. (Andy Buchholz)
    - ii. Board Contracts & Conflict of Interest (Andy Buchholz)
    - iii. Operational Update (Andy Buchholz)
    - iv. Branding Update (Tammy Holloway)
    - v. Governor Visit (Tammy Holloway)
    - vi. Joint Communications Subcommittee Update (Tammy Holloway)
    - vii. CCBA-Festive Fridays (Tammy Holloway)
    - viii. Dropbox/Google Drive Usage (Tammy Holloway)
    - ix. Fall "Rev-Up" (Tammy Holloway)
  - B. Committee Reports
    - i. Organization (Bill Stramm & Donna Moyer)
      - a. Treasurer Update
      - b. CCMS Volunteer Handbook
    - ii. Design (Tammy Holloway & Mollie Pickron)
      - a. Strawberry Square
    - iii. Economic Vitality (Susan Eidam & Jeff Gray)
      - a. Economic & Market Research Update
    - iv. Promotion (Carol Evans & Patsy Harris)
      - a. Kiss the Summer Goodbye
      - b. CBL Update
5. Other Items for Future Consideration
6. Next Meeting(s):

Worksession with Otto- **August 27<sup>th</sup>**, 2018-6pm Civic Center  
Worksession about VMS/TOCC/Designation Strategies & Integration Meeting-**September 10<sup>th</sup>**, 2018- 6pm (\*Please note that we will bring in dinner and it will be a longer session)- Civic Center  
Board Meeting- **September 24<sup>th</sup>**-6pm-Civic Center

Cape Charles Main Street Working Session of Branding Subcommittee  
July 30, 2018  
Cape Charles Civic Center

Tammy Halloway called the meeting to order at 6:00

Board members present:

- Tammy Halloway
- Bill Stramm
- Susan Eideman
- Patsy Harris
- Donona Moyer

Also in attendance:

- Shelly Gorman
- Laurie Klingel
- Anna Lee
- Linda Buskey
- Donna Kohler
- Tiffany Mohr
- Andrew Folmer
- Peter Letty and Linley Liddel from Otto

Peter and Linley presented the brand architecture – Brand Promise, Brand Positioning and Brand Pillars

They exhibited various logos and taglines but recommended Cape Charles the Great Escape

Input on taglines given from subcommittee members  
After much discussion, Otto's recommendation was accepted.

The subcommittee asked for some small changes to be made on designs.

Non board member attendees were dismissed

It was agreed to meet again with entire committee to go through next iterations before presenting to the board.

Next subcommittee meeting set for August 13

Bill Stramm made motion to adjourn at 7:45. Susan Eideman seconded and it was agreed unanimously

Cape Charles VA Main St.

Cape Charles Civic Center  
Regular Meeting  
July 9, 2018  
6:00 P.M.

6:00 pm – Tammy Halloway, having established a quorum called the meeting to order since chairperson Andy Bucholz was running late.

Motions were made and passed to approve agenda. Date correction for next meeting was made for minutes of June meeting. Voted to accept with corrections.

Present at meeting – Andy Bucholz, Tammy Halloway, Susan Eideman, Molly Pikron, Bill Stramm, Carol Evans, Jeff Gray, Patsy Harris. Also in attendance Program Director, Shelly Gorman and one member of the public.

New board members were introduced

- Patsy Harris – co-chair of Promotions Committee
- Jeff Gray – co-chair of Economic Vitality Committee
- Susan Eideman – co-chair of Economic Vitality Committee

Carol Evans made a motion to accept Patsy Harris as Secretary. Agreed

501c3 and Budget Transition –Shelly is working through steps to finalize transition of budget for Cape Charles Main St. from Town of Cape Charles for fiscal year that started July 1, 2018. Everything is transitioned over to 501c3 except Shelly's town email. That is in the works. Still working on getting payroll set up. Trying to get Quick Books to line up seamlessly with town accounts. Fiscal year closed June 30.

Question about contract with Otto. Could not switch over to CCMS because grant was made to town so they will keep it on their books –explained by Shelly. Tammy reiterated, CCMS will manage it.

Jeff Gray requested more information regarding contract with Otto. Shelly directed him to Dropbox files.

Andy Bucholz asked for a motion to approve bylaws for Cape Charles Main St. VA, Inc. Motion made by Bill Stramm, seconded by Molly Pikron and vote to approve was unanimous.

Shelly Gorman discussed next steps for branding project with Otto. Architecture plan was discussed, minor changes made and will be given back to Otto to begin design work. It was agreed to make the architecture graphic available online but not to disseminate to public.

Tammy shared details of July 27 Governor's visit and ribbon cutting ceremony. Board members invited to participate. It was agreed board members would get polo shirts to wear that day.

VA Downtown – Tammy updated board on this designation as the first of the pilot programs in the state. Secretary of Commerce and Trade had a great visit.

Shelly and Tammy to attend a conference in Harrisonburg – Intersections Conference

Communications collateral – it was agreed to get interim business cards and stationary for CCMS board to use with a simple Cape Charles Main St. design.

RFP update – Use affiliate grant to get funding for economic data collection. RFP is up on site and closes on July 11. Anna Lee, Paul Grossman, Linda Buskey, Bill Stramm, Andy Bucholz are all on committee to made decisions. Susan Eideman volunteered for committee since it's an EV initiative.

Travel Guide – Motion was made by Carol Evans to not purchase the ad in the Virginia Travel Guide that was purchased in the past. It has been a significant expense and there is no ROI data to date. Seconded and agreed unanimously

Committee Reports were made.

- Bill Stramm - Organization committee set up process for grant writers to attend committee meetings. Next meeting is scheduled.
- Tammy Holloway and Molly Pikron - Design Committee – subcommittee walk about reports due at next committee meeting on July 18. Begin discussions of Strawberry Plaza.
- Andy Bucholz - Economic Vitality Committee – upcoming subcommittee meeting with VA Tech housing research . Entrepreneurial audit ongoing.
- Carol Evans and Patsy Harris - Promotions Committee – audit of businesses on CCBTB.com done by Kohlers. Ongoing project. Stephanie Holvick is handling social media. Patsy Harris will handle press releases. Discussion of possible events.

Patsy Harris has agreed to spearhead the CBL (Community Business Leadership) Workshop scheduled for September 18 with help of a volunteer from Economic Vitality Committee

Work session date set for July 30

Next Board Meeting August 13

Motion to adjourn made by Bill Stramm and seconded

Agreed to unanimously.

Meeting adjourned 7:55 p.m.

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Andy Bucholz, Chairman

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Patricia Harris, Secretary

Cape Charles Mains Street Communications Strategy Subcommittee Work Session  
August 2, 2018  
Cape Charles Civic Center

Tammy Holloway called the meeting to order at 11:30 a.m.

Board members present

- Bill Stramm
- Susan Eideman
- Carol Evans
- Tammy Holloway

Also present

- Shelly Gorman

Shelly went through the current communications and marketing structure

- CCMS manages Cape Charles By the Bay
  - Adding events and happenings for visitors
  - Keeping businesses listings up to date
- Facebook
- Instagram
- Twitter
- Pinterest
- Google +

Actively updating FB and Instagram

Stephanie Holvick is managing update of these 2 currently

- Cape Charles Main St Facebook page is geared more toward residents than visitors
  - This is the main method to get Main St. news out
- CapeCharles.org is the town site where CCMS agenda, minutes, etc are available
- Constant Contact
  - Used to email news bursts
  - Send invitations
  - Not using blog or newsletter capabilities currently
- Random communications
  - Press releases
    - Some are needed immediately as news occurs and we want to get it out
    - Need to develop a vehicle to get news to community and stake holders in CCMS

Bill Stramm recommended researching National Main St org for resources to help with this piece of getting news out to community and stakeholders

Susan Eideman suggested reserving capecharlesmainstreet.com and Shelly agreed to do this.

Shelly reiterated that it's a priority that we communicate what CCMS is doing to our community and organized it as such.

- Process
  - Deliverables
    - Owner

Process ideas – cadence and method of touches with community

- Quarterly newsletter
- Weekly subcommittee update
- Daily touch

There was much discussion regarding how to tackle these as deliverables. Digital or print? Blog or FB post? Sending weekly committee report to Gazette, Mirror etc sounds good but there is some concern if the item is not “news” it won't get picked up. Could maybe insert monthly communication in utility bill – Tammy is beginning to work through this idea with the town. May be a few months before we could start.

Action Items

- Patsy and others to research newsletter formats and save to dropbox folder
- Tammy to share ideas of content calendars in dropbox folder
- Add written policies for CCBTB Facebook page to drop box
- Create and add policy for committee chairs to post to Cape Charles Main St. Facebook page – add to dropbox folder

Motion made to adjourn at 1:10.



## Cape Charles, VA Main Street Inc.-An Official 501c3, VA Main Street Affiliate

### Board Member Commitment Letter

Dear Cape Charles VA Main Street Board member,

Thank you for agreeing to serve on the Board of the Cape Charles, VA Main Street, Inc. In agreeing to serve on the Board, you are embracing our mission and vision:

#### *MISSION*

*Create a vibrant and attractive downtown that preserves historical character, encourages economic development and enhances the quality of life.*

#### *VISION*

*Historically unique and vibrant bayside town that enriches the business community, preserves history and our natural environment, celebrates the arts and instills a "sense of place" in all hearts.*

As part of my responsibilities as a board member:

1. I will interpret the organization's work and values to the community, represent the organization, and act as an ambassador.
2. I will act in the best interests of the organization, and excuse myself from discussions and votes where I have a conflict of interest.
3. I will stay informed about the activities and current issues at Cape Charles, VA Main Street, Inc. I will ask questions and request information. I will participate in and take responsibility for making decisions on issues, policies and other board matters.
4. I will work in good faith with staff and other board members as partners towards achievement of our goals.
5. I will attend all Board meetings. Board meetings are held the 2<sup>nd</sup> Monday of the Month at 6:00 pm. I will give notice at least 24 hours in advance if unable to attend to ensure a quorum will be present.
6. I will make a personal financial contribution at a level that is meaningful to me.
7. I agree to serve at least one term (2 year term) of office.

Name: \_\_\_\_\_ Date: \_\_\_\_\_



## Cape Charles, VA Main Street Inc.-An Official 501c3, VA Main Street Affiliate

Dear Cape Charles VA Main Street Committee member,

**Thank You** for agreeing to serve on the \_\_\_\_\_ Committee of Cape Charles, VA Main Street, Inc. In agreeing to serve on the committee, you are embracing our mission:

*Create a vibrant and attractive downtown that preserves historical character, encourages economic development and enhances the quality of life.*

As part of my responsibilities as a committee member:

1. I will interpret the organization's work and values to the community, represent the organization, and act as an ambassador.
2. I will act in the best interests of the organization, and excuse myself from discussions and votes where I have a conflict of interest.
3. I will participate in discussions and share the workload. My expertise, whether a skill or knowledge, contributes to the committee's success. When assigned a task, it becomes each member's duty to complete the task and report back to the committee
4. I will stay informed about the activities and current issues at Cape Charles, VA Main Street, Inc. I will ask questions and request information. I will participate in and take responsibility for making decisions on issues, policies and other committee matters.
5. I will work in good faith with staff and other committee members as partners towards achievement of our goals.
6. I will do my best to attend all scheduled meetings. The committee chair should set a regular monthly meeting date and time. I will give notice at least 24 hours in advance (if possible) if unable to attend to ensure a quorum will be present.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Email address: \_\_\_\_\_ phone: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Relationship to downtown: \_\_\_\_\_





# **Cape Charles, VA Main Street Inc.-An Official 501c3, VA Main Street Affiliate**

## **Cape Charles, VA Main Street, Inc. Conflict of Interest Policy**

### **Article I - Purpose**

The purpose of the conflict of interest policy is to protect Cape Charles, VA Main Street, Inc.'s (the Organization) interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest of an officer or director of the Organization or might result in a possible excess benefit transaction. This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

### **Article II - Definitions**

#### **1. Interested Person**

Any director, principal officer, or member of a committee with governing board delegated powers, who has a direct or indirect financial interest, as defined below, is an interested person.

#### **2. Financial Interest**

A person has a financial interest if the person has, directly or indirectly, through business, investment, or family:

- a. An ownership or investment interest in any entity with which the Organization has a transaction or arrangement
- b. A compensation arrangement with the Organization or with an entity or individual with which the Organization has a transaction or arrangement, or
- c. A potential ownership or investment interest in, or compensation arrangement with any entity or individual with which the Organization is negotiating a transaction or arrangement.

Compensation includes direct and indirect remuneration as well as gifts or favors that are not insubstantial.

A financial interest is not necessarily a conflict of interest. Under Article III, Section 2, a person who has a financial interest may have a conflict of interest only if the appropriate governing board or committee decides that a conflict of interest exists.

### **Article III - Procedures**

#### **1. Duty to Disclose**

In connection with any actual or possible conflict of interest, any interested person must disclose the existence of the financial interest and be given the opportunity to disclose all material facts to the directors and members of committees with governing board delegated powers considering the proposed transaction or arrangement.

#### **2. Determining whether a Conflict of Interest Exists**

After disclosure of the financial interest and all material facts, and after any discussion with the interested person, he/she shall leave the governing board or committee meeting while determination of a conflict of interest is discussed and voted upon. The remaining board or committee members shall decide if a conflict of interest exists.

### **3. Procedures for Addressing the Conflict of Interest**

- a. An interested person may make a presentation at the governing board or committee meeting, but after the presentation, he/she shall leave the meeting during the discussion of, and vote on, the transaction or arrangement involving the possible conflict of interest.
- b. The chairperson of the governing board or committee shall, if appropriate, appoint a disinterested person or committee to investigate alternatives to the proposed transaction or arrangement.
- c. After exercising due diligence, the governing board or committee shall determine whether the Organization can obtain with reasonable efforts a more advantageous transaction or arrangement from a person or entity that would not give rise to conflict of interest.
- d. If a more advantageous transaction or arrangement is not reasonably possible under circumstances not producing a conflict of interest, the governing board or committee shall determine by a majority of the disinterested directors whether the transaction or arrangement is in the Organization's best interest, for its own benefit, and whether it is fair and reasonable. In conformity with the above determination it shall make its decision as to whether to enter into the transaction or arrangement.

### **4. Violations of the Conflict of Interest Policy**

- a. If the governing board or committee has reasonable cause to believe a member has failed to disclose actual or possible conflicts of interest, it shall inform the member of the basis for such belief and afford the member an opportunity to explain the alleged failure to disclose.
- b. If, after hearing the member's response and after making further investigation as warranted by the circumstances, the governing board or committee determines the member has failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary and corrective action.

## **Article IV - Records of Proceedings**

The minutes of the governing board and all committees with board delegated powers shall contain:

- a. The names of the persons who disclosed or otherwise were found to have a financial interest in connection with an actual or possible conflict of interest, the nature of the financial interest, any action taken to determine whether a conflict of interest was present, and the governing board's or committee's decision as to whether a conflict of interest in fact existed.
- b. The names of the persons who were present for discussions and votes relating to the transaction or arrangement, the content of the discussion, including any alternatives to the proposed transaction or arrangement, and a record of any votes taken in connection with the proceedings.

### **Article V - Compensation**

- a. A voting member of the governing board who receives compensation, directly or indirectly, from the Organization for services is precluded from voting on matters pertaining to that member's compensation.
- b. A voting member of any committee whose jurisdiction includes compensation matters and who receives compensation, directly or indirectly, from the Organization for services is precluded from voting on matters pertaining to that member's compensation.
- c. No voting member of the governing board or any committee whose jurisdiction includes compensation matters and who receives compensation, directly or indirectly, from the Organization, either individually or collectively, is prohibited from providing information to any committee regarding compensation.

### **Article VI - Annual Statements**

Each director, principal officer and member of a committee with governing board delegated powers shall annually sign a statement which affirms such person:

- a. Has received a copy of the Conflict of Interest Policy,
- b. Has read and understands the Policy,
- c. Has agreed to comply with the Policy, and
- d. Understands the Organization is charitable and in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes.

### **Article VII - Periodic Reviews**

To ensure the Organization operates in a manner consistent with charitable purposes and does not engage in activities that could jeopardize its tax-exempt status, periodic reviews shall be conducted. The periodic reviews, at a minimum, include the following subjects:

- a. Whether compensation arrangements and benefits are reasonable, based on competent survey information and the result of arm's length bargaining.
- b. Whether partnerships, joint ventures, and arrangements with management organizations conform to the Organization's written policies, are properly recorded, reflect reasonable investment or payments for goods and services, further charitable purposes and do not result in inurement, impermissible private benefit or in and excess benefit transaction.

### **Article VIII - Use of Outside Experts**

When conducting the periodic reviews as provided for in Article VII, the Organization may, but need not, use outside advisors. If outside experts are used, their use shall not relieve the governing board of its responsibility for ensuring periodic reviews are conducted.

**Cape Charles, VA Main Street, Inc. Conflict of Interest Policy**

I have received a copy of the Conflict of Interest Policy.

I have read and understand the Policy.

I have agreed to comply with the Policy.

Any conflict disclosures: \_\_\_\_\_

I understand that the Organization is charitable and in order to maintain its federal tax exemption it must engage primarily in activities, which accomplish one or more of its tax-exempt purposes.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# Cape Charles Virginia Main Street

## CHECK REQUEST FORM

DATE REQUESTED: \_\_\_\_\_

DATE REQUIRED: \_\_\_\_\_

REQUESTOR: \_\_\_\_\_

BUDGET LINE ITEM: \_\_\_\_\_

DEPT: \_\_\_\_\_

Description \_\_\_\_\_

AMOUNT: \$ \_\_\_\_\_

CHECK PAYABLE TO: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ITEMIZATION OF PAYMENT

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

APPROVED: \_\_\_\_\_

DATE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Cape Charles Virginia Main Street

<b>Log of Credit/Debit Card Holders</b>	<b>Closing date of invoice:</b>	Page 1
<b>Instructions:</b> Use this form to document purchases paid for with your Cape Charles Virginia Main Street card.	<b>Name of Cardholder:</b>	

Enter data in the blue areas only. Reconcile the information on this form with your monthly billing statement, sign and date the form, acquire necessary approvals and submit it with packing slips and receipts and the statement of account to the finan Treasurer.

Line Item #	Date	Name & Address Of Vendor	Description of Supplies or Services	Account Number (14-DIGIT CODE) X-XXX-XXX-XXX-XXXX	Date Received	Amount Billed	Amount Posted to Acct	Comment / Note
1								
2								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

<b>Remarks:</b>	<b>Total Amount logged</b>	\$0.00
	<b>Total from Statement</b>	0.00
	<b>Variance (should be 0)</b>	0.00

<b>Signature of Cardholder (Sign in Ink):</b>	<b>Date:</b>	<b>Approval: Treasurer</b>	<b>Date:</b>
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# CAPE CHARLES, VA MAIN STREET

Dear Prospective Volunteer,

Cape Charles Main Street is continually seeking new volunteers to join our team. We have several different areas of interest and levels of commitment for you to explore in our organization. Whether you like architecture, history or event planning, -Main Street is an exciting avenue available for you to get ~~her~~ involved with the Cape Charles community!

Here at Main Street we understand that you are contributing the most valuable thing you have; your time. Therefore, we strive to keep you entertained rewarded and most of all treated as one of the family. Please come by the office to sign up for any volunteer opportunity and for more information or email using the contact information listed on the front of this packet. Main Street volunteers can attest to the notion that the Main Street dream can become part of you, and no matter how long you are involved it is a moment you will not forget.

Thank you for your interest in helping downtown Cape Charles, VA. We hope to hear from you soon!

Sincerely,

[Shelly's signature.](#)

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## CAPE CHARLES, VA MAIN STREET

- General information

### Where it began:

- National Level: ~~We need to update the data~~
  - 1949 National Trust established by an Act of Congress.
  - 1980 National Trust established National Trust Main Street Center (NTMSC) to preserve significant pieces of American history and culture.
  - Currently works in ~~462~~ states and ~~1,62,200~~ communities throughout the US.
    - Over ~~\$48.870.25~~ billion reinvested
      - ~~\$22,181,181~~~~43,906,250~~ average reinvestment per community
    - ~~206,600~~~~268,053~~ building rehabilitations
    - ~~78,850~~~~132,092~~ net gain in businesses
    - ~~391,050~~~~584,422~~ net gain in jobs
    - ~~\$25.00~~~~32.56~~ ROI for every \$1 of operating cost
- Local Level (Cape Charles, VA Main street):
  - ~~1995-2017~~ Main Street established in Cape Charles
  - See Accomplishments Page for stats and info about Main Street.

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### How Main Street of Cape Charles operates:

- Locally driven, locally funded program. All initiatives ~~s~~ stems ~~fr~~om local concerns and issues.
- ~~43~~ part financial support:
  - City of Cape Charles
  - Grants
  - Annual local Fund Drive
  - Event Fundraising
    - ~~Per~~ Planner
    - ~~Golf~~ Tournament
- Main Street operates on a fiscal year beginning on the first day of July and ending on the last day of June in each year.

### Committee Member Information:

- Committee members are asked to serve a one-~~2~~-year term
- New committee members are always welcome!
- The commitment is usually 1-3 hours per month"

o Volunteers can choose to serve on one of the four committees (Design, Economic ~~Restoration~~Vitality, Organization or Promotion-)  
o If you have a niche and that's all you want to do then one of the four committees will accommodate your niche

# CAPE CHARLES, VA MAIN STREET

• Goals 2018-2019

## Design Committee

- ~~Need 3 or four goals for each committee~~Streetscape Plan
- ~~Most goals should happen without human intervention~~Parking Plan
- E.g. 1 or 2 business should open in Cape Charles on their own
- This way the committees will be able to take some credit and not be discouraged in the first year.
- XNeed to have goals in this space as with Eco. Vitality
- x

## Economic Restructuring/Vitality Committee

- ~~Need 3 or four goals for each committee~~Strengthen existing business and recruit new ones
- ~~Most goals should happen without human intervention~~Find new economic uses for traditional Main Street Buildings/Affordable Housing
- ~~E.g. 1 or 2 business should open in Cape Charles on their own~~Develop financial incentives and capital for business development and retail operations layout
- This way the committees will be able to take some credit and not be discouraged in the first year.Monitor the economic performance of the district
- X
- X

## Organization Committee

- ~~Need 3 or four goals for each committee~~Develop a communications plan and publish initial newsletters
- ~~Most goals should happen without human intervention~~Develop a plan for recruitment, training and recognition of volunteers
- ~~E.g. 1 or 2 business~~ ~~Most goals should happen without human intervention~~Develop a plan for fundraising
- ~~should open in Cape Charles on their own~~Develop a financial recording and reporting system
- ~~This way the committees will be able to take some credit and not be discouraged in the first year.~~
- X
- X

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## Promotion Committee

- Need 3 or four goals for each committee
- Most goals should happen without human intervention
- E.g. 1 or 2 business should open in Cape Charles on their own
- This way the committees will be able to take some credit and not be discouraged in the first year.
- XWe need to add goals for this committee
- x



## CAPE CHARLES, VA MAIN STREET

- Four Point approach

The Main Street program's success is based on a comprehensive strategy of work, tailored to local needs and opportunities in four broad areas, called the Main Street Four Point Approach.

### Design

- Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long term planning.

### Economic ~~Restructuring~~ Vitality

- Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development.

### Organization

- Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.

### Promotion

- Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.

## CAPE CHARLES, VA MAIN STREET

- Main Street Principles

The National Main Street Center's experience in helping communities bring their downtowns back to life has shown time and again that the Main Street Four Point Approach succeeds only when combined with the following eight principles:

### **Comprehensive**

- A single project cannot revitalize a downtown or commercial neighborhood. An ongoing series of initiatives is vital to build community support and create lasting progress.

### **Incremental**

- Small projects make a big difference. They demonstrate that "things are happening" on Main Street and hone the skills and confidence the program will need to tackle more complex problems.

### **Self-Help**

- Although the National Main Street Center can provide valuable direction and hands-on technical assistance, only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.

### **Public/Private partnership**

- Every local Main Street program needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.

### **Identifying and capitalizing on existing assets**

- One of the National Main Street Center's key goals is to help communities recognize and make the best use of their unique offerings. Local assets provide the solid foundation for a successful Main Street initiative.

### **Quality**

- From storefront design to promotional campaigns to special events, quality must be the main goal.

### **Change**

- Changing community attitudes and habits is essential to bring about a commercial district renaissance. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.

### **Action-oriented**

- Frequent, visible changes in the look and activities of the commercial district will reinforce the perception of positive change. Small, but dramatic improvements early in the process will remind the community that the revitalization is underway.

## CAPE CHARLES, VA MAIN STREET

### • Committe Roles and Responsibilities

**Main Street Mission:** To improve the quality of life in the City of Cape Charles by strengthening the downtown area as the center of the community using the comprehensive approach of design economic restructuring, organization, and promotion

**Main Street Vision:** Downtown Cape Charles is the cultural and economic heart of the community. We can all be a vital part of history in the making as Main Street of Cape Charles strives to energize the downtown economy while preserving the unique, historical character of Cape Charles.

**Purpose for Committees:** Committees are the vehicles through which the Main Street board implements the Program's Work Plans and through which downtown revitalization actually takes place.

#### **Committees serve several important roles:**

- They provide the people who actually implement activities.
- They provide a structured framework that allows volunteers throughout the community to become actively involved in the downtown revitalization process.
- They enable members of many constituent groups with a stake in downtown's future to work together to accomplish common goals and to build new or strengthen existing relationships.
- Committees help develop new leadership to sustain the revitalization effort for years to come.

#### **With the Board's approval, each committee should:**

- Determine and prioritize the objectives required to meet each goal in its subject area.
- Develop a balanced range of short and long-term activities for each objective to give the program a record of accomplishment at year's end as well as a basis for efforts in the future.
- Establish, empower and monitor ad hoc task forces to accomplish specific projects and activities.

#### **Each Committee Member is expected to:**

- Consider one year of service.
- Work 1 to 3 hours a month.
- Attend committee events.
- Read selected orientation materials.
- Learn the Main Street approach.
- Help to bring in new members.
- Prepare in advance for meetings.
- Cooperatively draft an annual plan
- Take responsibility for projects.

## CAPE CHARLES, VA MAIN STREET

### • Functions of a Committee Chair

#### **A Committee Chair is responsible for:**

- Calling meetings, running the meeting, and keeping them on schedule and to the point.
- Making sure each committee member's opinion is respected and heard at the meeting.
- Following up with members to see that work is progressing.
- Maintaining good communication between Board and committee.

#### **Qualities of a committee chair:**

##### *Organized*

- Makes time for Main Street.
- Uses committee members' time efficiently.
- Keeps committee on track and productive.
- Experienced at recruiting and using volunteers.

##### *Leadership*

- Understands the overall vision of how committee's work fits with the entire organization.
- Team player, works well with a group but doesn't have to dominate.
- Respects the time and opinions of others.
- Gives credit to others.
- Considerate -- says thank you.

##### *Ability to delegate*

- Can break activities down to specific, achievable tasks.
- Makes clear assignments of tasks, responsibilities and deadlines.
- Keeps track of progress on assignments using Work Plans.
- Identifies and trains next chairperson.



## CAPE CHARLES, VA MAIN STREET

### • Design Committee Overview

#### **Design Committee Purpose**

- Educate others about good design and thus enhancing the image of each business as well as that of the district.
- Provide good design advice to encourage quality improvements to private properties and public spaces.
- Plan Main Street's development by guiding future growth and shaping regulations.
- Motivate others to make changes by creating incentives and targeting key projects.

#### **Design Committee Roles**

- Learn about downtown design to become an "expert" on the Main Street of Cape Charles District's distinctive character.
- Hold meetings to discuss downtown design issues, develop strategies, brainstorm ideas and incentives.
- Make design recommendations to help owners make improvements to storefronts, signs, and window displays.
- Visit building owners to talk about their buildings, discuss design assistance, act as a resource during rehab projects, and help them utilize incentive programs.
- Educate the public to make them aware of good design and what it means for the image and success of Cape Charles's Downtown.
- Act as a liaison to bring Main Street's message about good design to building owners, financial institutions, architects, the media, and the public.
- Organize projects to develop design guidelines, financial incentives, protective ordinances, and downtown planning projects.
- Administer the design review and approval process to ensure that financial incentive programs are used for positive design changes.

#### **Design Committee Work Plan Projects 2011-2012**

- Plaques (on-going)
- Annual Design Tour Field Trip (Oct.)
- Window Displays (on-going)
- Pocket Park Project (Fall)
- Sidewalk Project (on-going)
- Banners Downtown (on-going)
- Facade Grant Program with architectural design consultation (On-going)

## CAPE CHARLES, VA MAIN STREET

### • Economic Restructuring Committee Overview

#### **Economic Restructuring Committee Purpose**

- Learn about the district's current economic conditions and identify opportunities for market growth.
- Strengthen existing businesses and recruit new ones.
- Find new economic uses for traditional Main Street buildings.
- Develop financial incentives and capital for building rehabilitations and business development.
- Monitor the economic performance of the district.

#### **Economic Restructuring Committee Roles**

- Hold meetings to analyze data, develop strategies, measure progress, and brainstorm ideas.
- Visit business people, to get their ideas, find out how their businesses are doing, and update them on current plans.
- Speak with the media, to answer questions, give them fresh news, and/or gather data.
- Coordinate groups, to help conduct surveys or meet with potential business prospects;
- Meet with financiers, to develop incentive programs and identify sources of capital for building rehabs and business expansions.
- Work with realtors, developers, and property owners, to plan real estate improvement projects.

#### **Economic Restructuring Committee Work Plan Projects for 2011-2012**

- Rack Cards (Mar)
- Downtown Inventory & website (ongoing)
- Walking Tour(Mar-May)
- Business Spotlight (on-going)

## CAPE CHARLES, VA MAIN STREET

- Organization Committee Overview

### Organization Committee Purpose

- Raise money for projects and administration, from donations and sponsorships.
- Manage staff and volunteers, by recruiting people, supervising them and rewarding good work.
- Promote the program to downtown interests and the public.
- Manage finances, by developing good accounting procedures.

### Organization Committee Roles

- Hold meetings, to identify community resources, develop strategies, and brainstorm ideas.
- Visit business people, to solicit their support and update them on the program's plans.
- Speak with the media, to answer questions, give them fresh news, and/or gather data.
- Coordinate groups, to help launch fund-raising campaigns and volunteer recruitment.
- Meet with board members to oversee development of financial budgeting and tracking systems.

### Organization Committee Work Plan Projects 2011-2012

- Cape Charles Planner (Jan-Sep)
- Fund Drive (Mar-Nov)
- Golf Tournament (Apr-Jun)
- Annual Awards (Sept-Oct)
- 16<sup>th</sup> Celebration Fans (Aug-Sept)
- Annual Agreements (July)
- Volunteer Recruitment ( Jul-Sep)
- Monthly Newsletter [Have we decided on monthly??](#)

## CAPE CHARLES, VA MAIN STREET

- Promotion Committee Overview

### Promotion Committee Purpose

- Understand the changing market, both potential shoppers and the competition.
- Identify downtown assets, including people, buildings, heritage, and institutions.
- Define Main Street's market niche (unique position) in the marketplace.
- Create new image campaigns, retail promotions, and special events to lure people back downtown.

### Promotion Committee Roles

- Hold meetings, to analyze- data, develop strategies, brainstorm ideas, and plan events.
- Visit merchants, to get their ideas, solicit participation in events, and update them on plans.
- Speak with the media, to answer questions, give them fresh news, or negotiate advertising.
- Coordinate groups, to participate, attend, sponsor, or be a partner for promotional activities.
- Organize projects, by scheduling participants, vendors, contractors, and services.
- Run events, by setting up equipment, staff booths, and supervising volunteers.

### Promotion Committee Work Plan Projects 2011 - 2012

- Flower Pots (April)
- Crazy Days Movie Night (June-July)
- Secret Shopper (July)
- Flower Pots (Sept)
- Christmas Parade (Nov-Jan)
- Christmas Open House (Sept-Nov)
- Snowball Drop (Nov-Jan)
- Fall Contest/ Movie Night (Sept-Oct)
- Christmas for Kids (Sept- Jan)
- Winter Super Sale (Nov-Dec)

# **Kiss the Summer Goodbye**

Date: September 23, 2018, Sunday (Autumn Solstice weekend)

Fee to attend: Free

**Purpose:** For the residents to celebrate the end of the tourist season and the businesses to celebrate a profitable season. It would not be advertised outside of the Town.

**Secondary Purpose:** A launch party at Strawberry Plaza for the new Cape Charles brand

## **Cost:**

- Posters
- signs on streets
- photographer
- Cape Charles brand flags, stickers

**Fee:** Free

## **Events:**

Day Time in the Business District: (partner with Economic Vitality Committee)

- Scavenger Hunt in the business area and in the stores/restaurants
- Retail shops along Mason offer special sales or offers that day aimed at residents
- Photographer wanders the area taking pictures of dedication for general promotion and the scavenger hunt for the citizen web site

Late Afternoon/Evening at the Beach, 4:00pm – ?

- Cape Charles people bring chairs, umbrellas etc to beach
- Photographer wanders the beach taking lots of pictures of people for web site-Jim Granger?
- The volleyball nets at Madison Ave. would be up for challenges.
- Corn Hole would be set up for challenges, 3-4 but need bags!
- Locate and set up for Old Fashioned Cook-out
- Floatopia at 4:00PM
- Play the National Anthem over a loudspeaker as the sun sets (7:01pm)
- Strum around the fire (“gather ‘round the fire”) as the music of the National Anthem dies out
  - Have several musicians with instruments start singing songs around the bonfire.
  - Anyone else who has an instrument can join in
  - Santa Claus surprise visit in summer clothes as a nod to Festive Fridays

**How advertise:**

Since this is for Cape Charles residents and businesses there will be no marketing to the outside public

- Water bills
  - various online sites (Cape Charles Mirror, Happenings, Town Government sites, Resident web site for Main Street)
  - small signs put up all over the streets in town
  - Posters in stores and restaurants to be posted no earlier than 1 week in advance of event. Not in print media or radio.
  - Ask Town churches to post in their bulletin and make announcements!
- 
- **Committees**
  - **Promotions**-follow up with marketing in town, secure photographer-Patsy and Tiffany
  - **Music**- location of DJ and logistics, 4:00-7:00PM
  - **Business liaison**- Economic Vitality committee
  - **Town liaison**-Need to connect with Jen and Jeb, fill out forms, trash set up and removal, etc, electricity, PA system (Jen ) additional insurance (MS- Bill Stramm
  - **Promotional Items**: Flags w/ Cape Charles brand, decide on sizes, source, cost/price?, turnaround time, Cape Charles brand stickers, possible mugs for Christmas @ Cookie Trail-
  - **Corporate sponsors**-to cover marketing, music-
  - **Beverage sales**- partner with Fire Company (Jeb) to ask them to sell beer as one of their fundraisers, perhaps Margaritas by Cape Charles Central Park Committee-Susan (CCP?)
  - **“day of”**: set up-music, food area at beach, etc
  - **Beach fire**: Where? How? What? Who ? Fire Co? Complete set-up and clean-up-
  - **Food**: Restaurants offer boxed meals for sale, food truck-

# Delivering Memorable Experiences Downtown

Maximize your long-term profitability with efficient and friendly interactions at every single touch point. Come hear from Dr. Vincent Magnini, author and associate professor at Virginia Tech, and learn about the latest research on establishing and maintaining a first-class customer service culture.



Sept  
18

4:30 – 8:00

Light refreshments at 4:30  
Workshop starts at 5:00

St. Charles Parish Hall

550 Tazewell St.

## About Vincent Magnini



Recently ranked one of the top 12 most prolific hospitality researchers worldwide, Dr. Magnini has published six books and more than 150 articles and reports. His projects typically include destination marketing plans, economic impact analyses, feasibility studies and visitor satisfaction tracking. Dr. Magnini has also been featured on National Public Radio's (NPR) All Things Considered and With Good Reason, as well as being cited in the New York Times. Before his career in academia, Dr. Magnini worked on management teams at Marriott, Hyatt and Hilton Garden branded hotels in the Mid-Atlantic and Midwestern regions of the U.S.