

Community Enhancement Program Board

Cape Charles Town Hall

Regular Meeting

March 12, 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. Program Manager – Prioritization of Tasks and Duties
 - i. Love Sign (Tammy Holloway)
 - ii. Strategy & Operations (Shelly Gorman)
 - a. Budget
 - b. Maestro Update
 - c. Implementation work plan Rollup
 - d. VA Downtown Pilot
 - iii. Board Member Update (Andy Buchholtz)
 - C. Main Street Area Definition
 - D. Committee Reports
 - i. Organization (Bill Stramm & Donna Moyer)
 - a. RFP Update Close/Next Steps
 - b. 501(c)3
 - c. MOU with the Town of Cape Charles
 - ii. Design (Tammy Holloway & Mollie Pickron)
 - a. Short term beautification project
 - iii. Economic Vitality (David Gay)
 - a. Affiliate Grant
 - iv. Promotion (Elizabeth Dodd Russell & Carol Evans)
 - E. Planning for 4/2 Kickoff Event
5. Other Items for Future Consideration
6. Announcements / Resources
7. Next Meeting(s)

VIRGINIA DOWNTOWNS

The Virginia Downtowns affiliation tier serves the purpose of providing targeted organizational development support to DHCD Commercial District Affiliates exploring application for Virginia Main Street Designation during the next available round. Participation in Virginia Downtowns is assigned based on need, appropriateness of district, interest, potential for investment and coordination with other DHCD resources. This program is limited to no more than six (6) Commercial District Affiliate programs at a time.

Services to Virginia Downtowns participants are provided through DHCD's Virginia Main Street program. Participants will work with VMS staff to develop individualized work plans with the expectation of plan implementation and outcomes measured by completion of program benchmarks. Participation in Virginia Downtowns is for up to two (2) years. During that time, VMS staff and consultants will provide organizational development services to better prepare local programs for supporting a vigorous downtown revitalization program using the National Main Street Center's Main Street Approach.

Virginia Downtowns participants are eligible for Affiliate grants of up to \$7,000. They are also encouraged to apply for additional DHCD grants such as Community Business Launch and Building Entrepreneurial Economies. Virginia Main Street staff is available to assist with more information on these opportunities.

Virginia Downtowns communities meeting the criteria for Main Street designation may apply during program expansion cycles.

Application Process: Local programs aspiring to pursue Virginia Main Street Designation should contact VMS staff and discuss the viability of their community as a Designated Virginia Main Street. The community should meet the description of a Traditional Main Street District as described on page 16. If the community and VMS determine that the community could support a Main Street program, the local program will submit an application for Virginia Downtowns in the DHCD CAMS system. Up to six communities will be admitted on a rolling basis and as resources allow.

Virginia Downtown communities are required to document their program's progress as required by DHCD. Each year, these programs must submit an annual report to include:

- Current/Updated community contact information;
- Dates, topics, & attendance records for board, volunteer and staff training;
- Key accomplishments and achievements in the areas of the Main Street Approach;
- Net new jobs and net new businesses in the downtown district, if available; and
- Current downtown revitalization work plan, if applicable.

Communities in the start-up mode of Virginia Downtowns have community-specific benchmarks to satisfy, which are likely to include:

- Complete Board training
- Achieve incorporation and 501(c)(3) non-profit status
- Develop a balanced and comprehensive work plan
- Develop a fund development strategy
- Participate in all Virginia Main Street training opportunities

The terms "DHCD Commercial District Affiliate" and "Virginia Downtowns" describe the relationship between a community and DHCD's Virginia Main Street program. They are only intended for use in public relations or educational communication, not for marketing materials, public displays, signs or other promotional tools.

VIRGINIA DOWNTOWNS SERVICES

Services available (as resources permit)

Reconnaissance Visit	State and/or outside specialists perform a preliminary needs assessment of the physical and economic environment of the community and downtown. (On-site)
Organizational Visit	State staff assists with organizational issues including roles and responsibilities of staff and Board. Work planning assistance is also provided. (On-site)
Training Opportunities	Virginia Downtowns program staff and volunteers are encouraged to attend all Virginia Main Street training opportunities and the annual Main Street Now Conference presented in Main Street cities around the U.S.
VMS Staff Consultation	State staff is available by phone and e-mail, or in-person as time permits.
Resource & Information Sharing	Frequent electronic communications from Virginia Main Street assist local programs with accessing programs, services, and information around the state. On-site state and regional meetings provide networking and information sharing opportunities among local programs.
Grants	Grants of up to \$7,000 are available for organizational development projects such as facilitated vision/mission; by-laws; brand development; and others. Grants are also available for small design or downtown enhancement projects.

Requirements

Work in a pedestrian-oriented commercial district	Virginia Downtowns programs must have a traditional downtown commercial district as described on page 16. Neighborhood districts within larger cities may become Virginia Downtowns programs through their local government.
Have a broad-based revitalization organization	Virginia Downtowns communities are required to form an independent, dedicated downtown revitalization organization with 501(c)(3) status as they work toward Main Street Designation. These organizations may be housed within a larger organization for support, but are required to maintain independent governance and activity as they pursue Main Street designation.
Employ the Main Street Approach	The hallmark of the Main Street program is its foundation of comprehensive downtown revitalization using the Main Street Approach. It is critical to the success of the program.
Active Participation	Virginia Downtowns program paid or volunteer staff must attend at least one (1) Virginia Main Street-sponsored training opportunity annually. Steering Committee/Board of Directors members are required to attend the following training sessions or their equivalents prior to designation application: Main Street 101; Board Roles & Responsibilities; Work Plans & Budgets; Marketplace Development. Paid or volunteer Executive Director must complete Virginia Main Street Professional Development training prior to designation application.
Progress Reporting	Virginia Downtowns programs are required to file the following quarterly progress reports with Virginia Main Street: minutes of Steering Committee/Board of Directors meetings; Treasurer's Reports; follow-up activity evaluations.
National Main Street Center Membership at Affiliate level	Virginia Downtowns programs are required to join the National Main Street Center at the Affiliate level. This membership provides access to resources available to programs demonstrating a commitment to the Main Street Approach through the Center.