

Main Street

NATIONAL TRUST FOR
HISTORIC PRESERVATION

Roles of Board and Staff

Presented at the
California Main Street
Winter Network Meeting
February 23, 2010

Board of Directors

- Broad-based
- *A working board*
- Usually 9-13 members
- Individuals give 4-10 hrs./month
- Contains 3 *Ws* (workers, wealth and wisdom)
- Don't overload with ex officio positions or representatives from other organization

Board of Directors Role (1)

- **Funding** – giving donations and raising funds
- **Financial Management** – creating the annual budget and monitoring monthly financial statements
- **Advocacy** – representing the Main Street organization to other groups within the community. Should not always be the manager making presentations and networking with other groups' members

Board of Directors Role (2)

- **Policy** – two most important documents for really setting policy are the budget and work plan
- **Planning** – making sure the budget and work plan move the downtown toward the vision plan
- **Personnel** – usually the board president who directly supervises the staff, with input collected from other board members

Characteristics of a Good Board

- Creates achievable plans
 - Concrete
 - Achievable
 - Measurable
- Diverse
 - Represents the community's demography
- Leads fundraising efforts
- Doesn't micromanage staff or committees
- Inspires

Good Teams



Role of Executive Director

- Work plan coordination
 - Development
 - Implementation
- Public Relations
 - Refer reporters to board members
- Administrative
 - Limit to no more than 8 hours per week
- Volunteer management
- Monitoring & evaluation
- Resource to board & committees

Desired Characteristics of Executive Director

- Excellent people skills
- Good communication skills
- Self-starter
- Computer skills
- Ability to delegate & multi-task
- Thick-skinned
- Energetic



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Learning to Delegate

Excuses for not doing it

- It's just easier to do it myself
- The board expects me to do all this
- They won't do it "right"
- They won't do it
- They are too busy
- Others????



Benefits of delegating

- 100 people can do more than 1
- The program is not just “Main Street YOU”
- Volunteers become leaders, not followers
- Volunteers like working with your program because they get to do different things
- Program can grow in numbers and years
- Community buy-in
- Others????

Your Main Street

SAMPLE WORK PLAN

ORGANIZATION COMMITTEE

Goal: To build and sustain a strong volunteer-driven commercial district revitalization organization

- Objectives:
1. Attract and retain a variety of volunteers for the Main Street organization
 2. Inform the community about the program and its projects
 3. Identify and develop sources of funds for Main Street's operation

Project: Main Street Youth Board (to engage high school students in Main Street's revitalization) Completion date: 5/1/2003

Chair: Jon Phone: 332-2291 Fax: 588-6050 E-mail: fearlessleader@hotmail.com

Committee Members: Inez, Kara, Bill, Melissa, Scott

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Comments</i>
Compile list of area schools	Jon	1/15/03				Scott will maintain database
Call schools for key teacher						
Contact/sponsor; schedule visits	Inez	1/15				
Make school presentations	Jon, Kara, Scott	1/15-2/28				
Identify student liaisons	Kara	2/28				Scott will maintain database
Plan organizational meeting	Jon, Inez	2/15-3/5	\$150	Sponsor will underwrite		
Make buttons	Inez, Bill	2/26	\$45	Sold for \$1 each		Committee will manage project, use revenue
Site arrangements	Bill	2/1				
Agenda	Jon, Scott	2/1				
Food	Bill	3/1				
List of student media, channels	Kara, Bill, Scott	3/31				Scott to maintain
Develop database of students/ interests	Kara	3/31				
Distribute student list to other committees, district businesses	Kara, Inez, Jon	4/1-4/30				
Press release/photo	Jon, Scott	4/1				
Bi-monthly flyer, e-mail	Students, Jon	Ongoing	\$300	1 adv / issue		Scott will assist

TOTAL: \$500 \$500 (profit for future projects)

General Committee Roles

- Meet regularly
- Developing work plans
- Implementing projects
- Reporting to the board
- Record keeping



Hammond, LA

Characteristics of an Effective Committee Chair

- Understands the Main Street Approach
- Has good organizational skills
- Enjoys leading and managing people
- Able to facilitate discussion well
- Is positive
- Respects others' views and talents
- Prefers group decision
- Communicates well

Characteristics of an Effective Committee Member

- Understands the Main Street Approach
- Commits 1 year, minimum
- Works 3-5 hours per month
- Attends training sessions
- Recruits & orients new members
- Takes responsibility & follows through
- Represents the organization positively
- Supports other committees' projects

Board Funding Responsibilities

- Ensuring that the program is well-funded
- Developing a strategic business plan for organization funding
- Monitoring financial condition of the organization
- Supporting fundraising activities of the organization
- Making a financial contribution

Organization Committee Fundraising Responsibilities

- Preparing fundraising materials
- Conducting annual membership campaign
- Planning annual dinner
- Implementing other fundraising activities



Main Street needs your support to continue our work. Please consider contributing toward Main Street. Choose an amount with which you are comfortable.

And if you are a member now, it is time to renew your annual membership!

All contributions are tax deductible.

- \$125 Revitalizer
 \$ 80 Patron
 \$ 60 Member
 Other \$ _____

Name _____

Address _____

Telephone (H) _____

Telephone (W) _____

Make checks payable to:
Main Street South Orange, Inc.
P.O. Box 607
South Orange, NJ 07079
(973) 763-6899

Please volunteer. Turn this card over to see what would be right for you.

Staff Funding Responsibilities

- Accompany board and committee leaders on calls
- Ensure funding plan is implemented
- Recruit new members
- Assist with membership & fundraising materials
- Track contributions, other recordkeeping



Other Committees' Funding Responsibilities

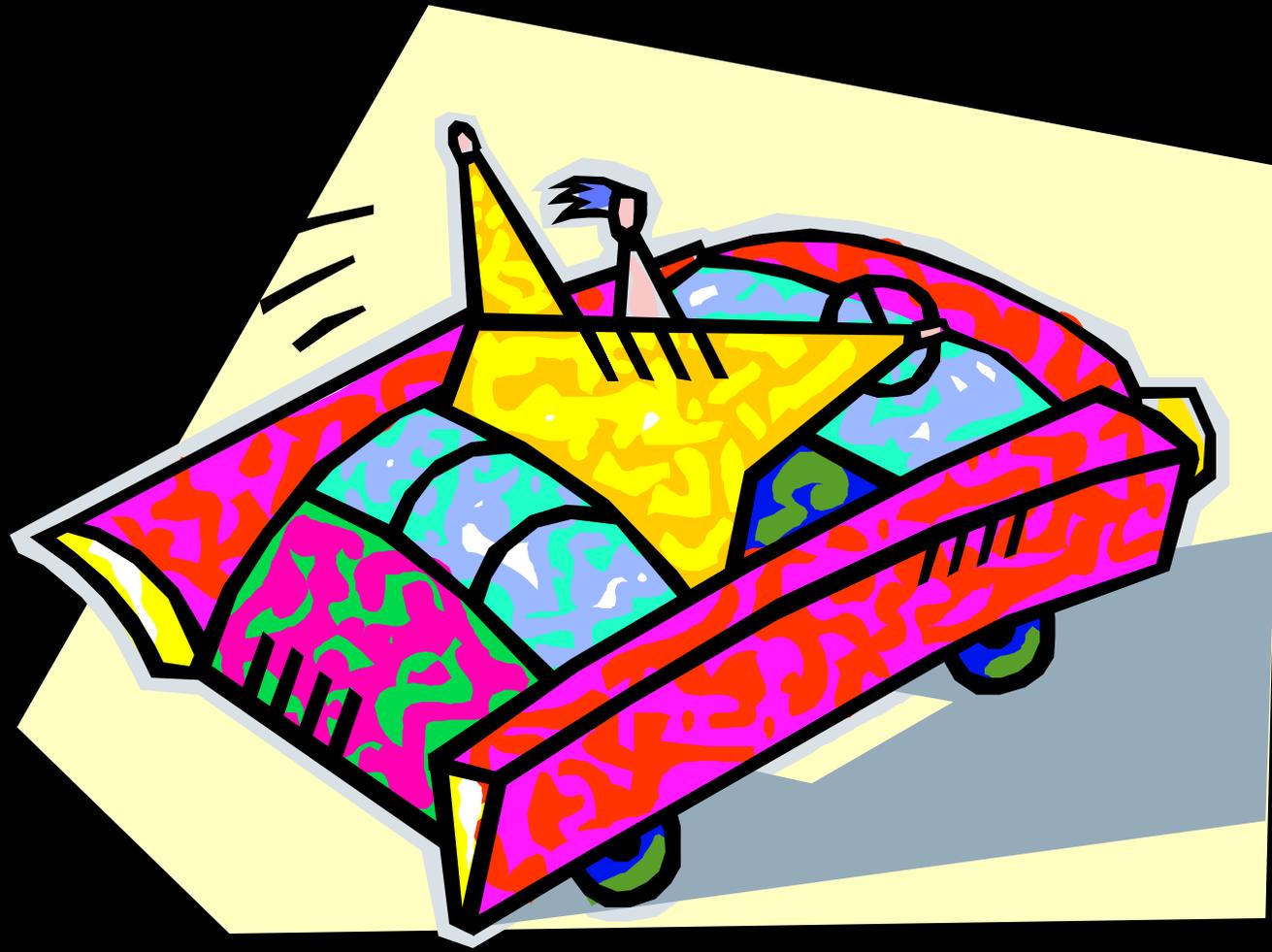
- Developing & implementing funding plans for committee projects
- Supporting fundraising activities of the organization



What's My Role?

Let's Decide Today:	Board Member	Staff	Fundraising Committee	Volunteers
Who recruits volunteers for the campaign?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who asks for money?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who decides the campaign goal?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who keeps the records?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who does the PR?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who sends the thank you notes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who trains the volunteers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who informs the media?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who decides the timing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who creates the materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Main Street as a Car



Main Street

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Thanks for inviting me!

Lauren Adkins

Assistant Director for Field Services

National Trust Main Street Center

202-588-6137

lauren_adkins@nthp.org

www.mainstreet.org