

Mount Vernon-Lisbon Community Development Board Goals Initiatives for 2008

PROMOTION COMMITTEE GOALS:

This committee focuses on two areas – Community Events and Retail Development. Many events and promotions are complimentary and integrated, and all support the mission of Main Street and Community Development.

Community Events:

Short-term Goals 0-3 months:

Organize, coordinate and provide resources for:

- Kernels MV-L Ballpark Day (held)
- Music On Main (two Saturdays)
- 4th of July Extravaganza
- Heritage Days tie-ins as needed
- RAGBRAI tie-ins as needed
- Meet Your Community Night (Cornell students)

Mid-term Goals 4-6 months:

Organize, coordinate and provide resources for:

- Chili Cookoff in October
- Lincoln Highway Art Festival tie-ins as needed
- Hometown Christmas

Long-term Goals:

- Evaluate and improve community events for 2009
- Improve community's image through marketing, communication and advertising
- Bring in more out-of-towners to events
- Increase local business participation in promotions

Retail Development:

Short-term Goals 0-3 months:

- Make the "Save \$10" campaign successful this summer
- Establish a broader Retail Development Committee with better communication

Mid-Term Goals 4-6 months:

- Institute a year-round calendar for retailers
- Increase business participation and input
- Rethink and possibly modify the "Find It Here First" holiday campaign
- Work on the problem of inconsistent "open hours" among retailers
- Plan larger out-of-town marketing campaigns

Long-term Goals:

- Partner with Business Development Committee to recruit more retailers so that we become more of a "destination" to out-of-towners, and at the same time provide more products and services for residents
- Research benefits and further develop the "Shop-at-Home" message to encourage residents to shop locally

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ORGANIZATION COMMITTEE GOALS:

This committee focuses on communications, fundraising and developing a strong volunteer network to support the efforts of Main Street and Community Development.

Short-term Goals 0-3 months:

Communications

- Take over organization of monthly E-Newsletter
- Determine if printed version is needed; if so, create design
- Continue to update mailing & e-mail lists
- Personalize PowerPoint presentation for MV and CDB
- Coordinate and deliver ongoing PowerPoint presentations in community

Leadership Development/Organizational

- Attend July 16 Basic Training
- Continue to develop a database of volunteers, including areas of interest
- Connect with Lisbon and MV high school volunteer programs
- Volunteer Survey (to determine interests/place in proper committee)
- Determine need for Web volunteer; find volunteer
- Establish board member binders w/ bylaws, handbook, contacts, minutes, policies

Public Relations

- Establish routine for news in Sun (timing, location, content)

Fundraising

- Support membership plans (mailings, letters, online & printed signup forms)
- Coordinate annual SuperSaver program

Mid-term Goals 4-6 months:

Communications

- Develop brochure about Main Street and CDB, including benefits, goals, projects and possibly a new logo

Leadership Development/Organizational

- Plan for annual meeting & awards
- Determine additional (not just annual) volunteer recognition

Long-term Goals:

Communications

- Create an annual report

Public Relations

- Chamber Bucks – rename and restructure

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BUSINESS DEVELOPMENT COMMITTEE GOALS:

This committee focuses on strengthening local businesses, supporting both short and long term economic growth, and helping revitalize the business district.

Short-term Goals 0-3 months:

- Restart the AM/PM Exchange Program
- Update LOIS Database with appropriate information from both communities
- Develop accurate MV-L business contacts list

Mid-term Goals 4-6 months:

- MV-L Community Info Packets for recruiting businesses and residents
- Circulate Business and Customer Questionnaires and review results
- Create new and existing business incentive packages

Long-term Goals:

- Develop a Rapid Response Program/Team that quickly responds to requests for new business locations, community data, etc.
- Develop a "Green Plan"
- Develop a relationship with new housing development near Palisades Park
- Benefits of e-commerce for existing and new businesses

DESIGN COMMITTEE GOALS:

This committee is involved with the physical aspects of the community such as signage, lighting, historic preservation, streetscapes and forming a comprehensive look and feel in our downtown districts.

Short-term Goals 0-3 months:

- City-wide clean up effort and Adopt a Block / Adopt a Park Initiatives
- Signage and awning Business Incentives Program
- Mural at the corner of Highway 1 and First Street
- Trails Project
- Design Review Guidelines

Mid-term Goals 4-6 months:

- Consolidation plan for garbage receptacles in back alleys
- Tree Replacement Uptown - dying and/or dead trees
- City Lightscape Plan to illuminate buildings versus Trees
- Support Scorz building rebuild
- Investigate the creation of kiosks or bike racks

Long-term Goals:

- Middle School Building - Discuss the possibilities for use and support any historic preservation initiatives

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EXECUTIVE COMMITTEE GOALS:

The officers of CDB are responsible for developing frameworks, policies, priorities and processes to aide in the success of the entire organization.

Short-term Goals 0-3 months:

- Develop a membership and dues structure for all businesses
- Create a 501(c3) legal entity
 - Review by laws, board terms and policies
 - Apply to the State of Iowa for new status
- Develop 1:1 relationships with City Council members

Mid-term Goals 4-6 months:

- Invite other Main Street mayors and program directors to our community for a conference or seminar to learn the benefits and results of their work

Long-term Goals:

- Evaluate the process and funding for CDB grants to the community
- Explore outside grant opportunities
- Develop year 2 goals, budget and work plans