

Promotion Committee

What does the Promotion Committee do:

The job of the Promotion Committee is to PROMOTE downtown as the center of commerce, culture, and community life for residents and visitors alike. To be effective, your committee must move beyond the typical “tried-and-true” downtown promotion in a broader sense and develop new strategies by:

- **Understanding the changing market** - both potential shoppers and your “competition”
- **Identifying downtown assets** - including people, building, heritage, and marketplace
- **Defining Main Street’s market niche** - its unique “position” in the marketplace
- **Holding meetings** - to analyze data, develop strategies, brainstorm ideas, and plan events
- **Visiting merchants** - to get their ideas, solicit participation in events, and update them on plans
- **Talking with the media** - to answer questions, give them fresh news, or negotiate advertising
- **Coordinating groups** - to participate, attend, sponsor, or be a partner for promotional activities
- **Organizing projects** - to schedule participants, vendors, contractors, and services
- **Running events** - to set up equipment, staff booths, supervise volunteers, and manage events
- **Creating NEW image campaigns** - to include retail promotions, and special events
- **Luring people back into the downtown**

Image is everything!

Expectations for Committee Members

Members should - at minimum - expect to:

- Commit to at least one year of service
- Meet with committee once a month
- Volunteer 3-5 hours a month
- Attend all training sessions
- Read selected orientation and committee materials
- Learn the Main Street Approach
- Recruit and orient new members
- Prepare in advance for meetings
- Take responsibility for projects
- Always represent the organization positively
- Report all volunteer hours to the Main Street office

Expectations for Committee Chair

A chairperson should meet all requirements above AND:

- Volunteer 6-12 hours a month
- Teach others the Main Street Approach
- Organize the committee’s work plan
- Call and run committee meetings
- Delegate tasks to responsible members
- Appoint and oversee any subcommittee
- Report on Board issues to the committee
- Manage and reward volunteers’ efforts
- Remove oneself from the office if any personal conflicts of interest arise
- Attend the monthly Board meeting to report committee activities. (If unable to attend another committee member should attend in Chair’s absence)
- Board members are not to be Committee Chairs

It’s good to remember that the Board sets the organization’s directions, while committees make the projects happen. The Board may have general ideas about fundraising and volunteer recruitment, but will look to the committees for concrete work plan proposals that it will review and approve.

Who typically serves on the Promotion Committee?

Likely candidates are:

- Downtown merchants
- Chamber of Commerce members
- Civic groups involved in the arts
- Marketing/advertising professionals
- Teachers of marketing or design
- Staff in the advertising or tourism offices
- Reporters and editors
- Graphic designers and artists
- People that want to be “part of the action”

Committees are the backbone of a Main Street program, providing the workers who actually “roll up their sleeves” and get the work done, from planning to project implementation - and the Promotion Committee is no exception! You will be pulling together a large and lively group, for both your committee and your events; and the vitality your promotions inject into the district will certainly be a source of satisfaction for your committee.

