

# Design Committee

## What does the Design Committee do:

The Design Committee plays a key role in shaping the physical image of Main Street to attract shoppers, investors, business owners and visitors. To succeed, the Design Committee must persuade fiercely independent business and property owners and civic leaders to adopt a specific approach - and an ambitious agenda - for physical improvements to buildings, businesses and public improvements by:

- **Learning about downtown design** - To become an "expert" on your district's distinctive character
- **Holding meetings** - To discuss downtown design issues, develop strategies, brainstorm ideas and incentives
- **Making design recommendations** - To help owners make improvements to storefronts, signs and window displays
- **Visiting building owners** - To talk about their buildings, discuss design assistance, act as a resource during rehab projects and help them use incentive programs
- **Acting as a liaison** - To bring Main Street's message about good design to building owners, financial institutions, architects, the media and the public
- **Educating others about good design** - To enhance the image of each business as well as what it means to downtown's image and success
- **Providing good design advice** - To encourage quality improvements to private properties and public spaces
- **Planning Main Street's development** - To guide future growth and shaping regulations
- **Organize projects** - To develop design guidelines, financial incentives, protective ordinances and downtown planning projects
- **Administering the design review and approval process** - To ensure that financial incentive programs are used for design changes

## 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 Design Committee?

### **Likely candidates are:**

- Architects
- History buffs
- Real estate agents
- Interior designers
- Contractors
- Graphic designers and artists
- Downtown property owners
- Architecture students
- City planners
- People that want to be "part of the action"

### **Or people that have interest or experience with:**

- Building renovations
- Physical Improvements
  - Streetscape
  - Banners
  - Signage
  - Ornamental Decoration

