

To Committee or Not To Committee?

Karen Pieters and Wayne Carter



Committees 101

The Main Street Way



“COMMITTEES ARE THE BACKBONE OF A
SUCCESSFUL MAIN STREET PROGRAM.”

Important Functions of Committees

- ▶ Implement the program's activities
- ▶ Provide a structured framework for volunteer involvement
- ▶ Enable downtown stakeholders to work together
 - ▶ To accomplish common goals
 - ▶ To build new or strengthen existing relationships
- ▶ Develop new leadership to sustain the revitalization effort

Recommended Standing Committees

- ▶ Promotion
- ▶ Design
- ▶ Economic Vitality
- ▶ Organization

“These committees are crucial to the Main Street Program’s success.” WHY?

Crucial to the Program's success

- ▶ Board of Directors Develops Comprehensive Goals
- ▶ Committees come up with strategies and projects and are where the work gets done
 - ▶ Subcommittees- membership, fundraising, events
 - ▶ Ad Hoc Committees- address specific issues

Finding Committee Volunteers

How? (The Main Street Way)

Ads Articles

Flyers Posters

*Social Media

Word of Mouth

*Personal Recruitment

***You have to ask!**

Expectations for a Committee Member

- ▶ Commit to at least one year of service
- ▶ Work 3-5 hours per month
- ▶ Attend all training sessions/ read orientation materials
- ▶ Learn the Main Street Approach

Expectations for a Committee Member

- ▶ Recruit new members
- ▶ Prepare for meetings
- ▶ Take responsibility for projects
- ▶ Always represent the organization positively to the public

A Really Productive and Effective Committee Person

- ▶ Knows and Supports the Main Street Approach
- ▶ Has a genuine desire to serve on the committee
- ▶ Expresses self clearly and eagerly
- ▶ Keeps an open mind
- ▶ Thinks about the big picture and concentrates on details
- ▶ Knows when to be decisive
- ▶ Cooperates willingly in a team effort

A Committee Chair

- ▶ Commits to one year of service
- ▶ Works 5-8 hours per month
- ▶ Teaches others the Main Street approach
- ▶ Recruit and orient committee members
- ▶ Call and run committee meetings

A Committee Chair

- ▶ Delegates Tasks to responsible members
- ▶ Takes responsibility for committee results
- ▶ Appoints and Oversees Subcommittees
- ▶ Represents the committee on the Board
- ▶ Manages and Rewards Volunteers

The Executive Director/Manager Role

- ▶ Committee Development

- ▶ Helps Chair and Committee learn mechanics of committee management
- ▶ Collaborates as a strategist/planner

***does not have authority over the committee
or its structure***

- ▶ Work Plans

- ▶ Assists committee in work plan development
- ▶ Helps committee complete their projects

***is not someone to whom volunteers
delegate all their work***

The Executive Director/Manager Role

- ▶ Projects
 - ▶ Helps members coordinate activities and projects
 - is not responsible for doing the job of the volunteers***
- ▶ Volunteer Management
 - ▶ Helps chair develop good systems for recruitment, supervision, and reward of members
 - ▶ Helps develop capacity of committees by participating in recruitment efforts
 - is not someone to whom volunteers to delegate all their work***

Characteristics of MainStreet DeLand

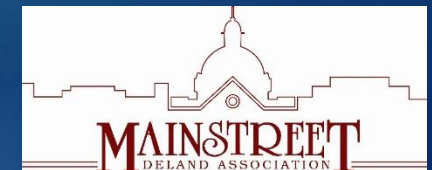
- ▶ Became a Main Street in 1985
- ▶ Influential, high powered board in early days- now a cross section of community
- ▶ Organization is influential
- ▶ Follows the Main Street Approach** (in a way that works for DeLand)
- ▶ Many Accomplishments & Awards



Characteristics of MainStreet DeLand

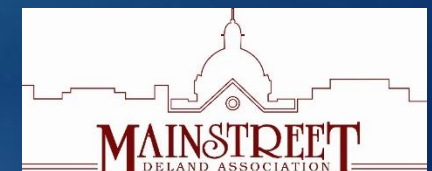
The 4 Point Committees

- ▶ Organization
- ▶ Design
- ▶ Promotion
- ▶ Economic Vitality



Characteristics of MainStreet DeLand Organization

- ▶ Board of Directors
- ▶ Executive Committee
Excellent Leadership
- ▶ Org. Committee
- ▶ Ad Hoc Committees
*Committee struggles but
rises to the occasion*



Characteristics of MainStreet DeLand Design

- ▶ 5-7 Members
- ▶ Strong Leadership
- ▶ Project Oriented



Characteristics of MainStreet DeLand

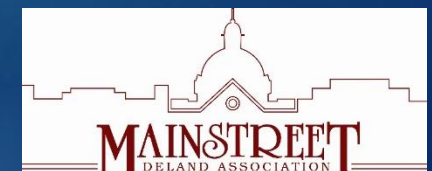
Promotion

- ▶ Each event has its own committee
- ▶ 4-5 Members
- ▶ No Strong Leader
- ▶ Focus on Image



Characteristics of MainStreet DeLand Economic Vitality

- ▶ 8-10 Members
- ▶ Knows what is needed
- ▶ Strong inconsistent leader
- ▶ Only a couple do the work



Characteristics of MainStreet DeLand

My Role

- ▶ Manage Non-Profit Business
- ▶ Make it easy for volunteers
- ▶ Create an environment for successful outcomes
- ▶ Assist and Fill gaps as needed
- ▶ Keep the bar stocked



Not To Committee?



Characteristics of CR Main Street

- ▶ New Main Street in 2015 with a part time, 1st Time Director
- ▶ Influential, high powered board
- ▶ Many non profits in a small town
- ▶ Most overhead covered by city
- ▶ Followed the “Main Street Method” for the first 2 years
- ▶ Many Accomplishments
- ▶ Three State Awards



The Problem

- ▶ After the first year committee meetings seemed less productive
- ▶ People who attended meetings did not follow through on projects
- ▶ People who followed through on projects did not attend meetings
- ▶ Difficulty making meetings interesting



AHA Moments

- ▶ National Main Street Workshop, Pittsburgh 2017
 - ▶ Generational Differences in Volunteers By Ken Culp PhD
- ▶ Florida Main Street Conference Fernandina Beach 2017
 - ▶ Branding By Ben Muldrow



Generational Characteristics – Ken Culp



| Generation | Greatest Generation Before 1946 | Baby Boomers 1946-1964 | Gen X 1965-1984 | Millennials 1982-2004 |
|-----------------------------------|---|---|--|--|
| Shaped By | WWI WWII Depression | Vietnam War Civil Rights Movement Cultural, Musical, and Sexual Revolutions | AIDS epidemic Challenger Space Shuttle explosion Fall of the Berlin Wall | 24/7 access to technology Oklahoma City Bombing Columbine 9/11 |
| Common Characteristics | Personal responsibility Work Ethic Honor Faithful Commitment Prudent Saving | Value freedom and self- expression Team oriented Question status quo Loyal Hard workers | Independent Creative "Do it my way" Latchkey kids Different than everyone else | Tech-savvy Optimistic Adaptable Value innovation Respect earned, not given |
| Recruitment | Civic Duty | Get them before they retire Tasks that are challenging and use their skills Don't make assumptions about them | Offer flexible schedules Family volunteer opportunities Independent, creative opportunities | Professional development Connection to the cause Social Media Group opportunities/Meet new people |
| Retention | Often involved for many years | Offer more hours Recognition for loyalty and commitment Make them feel appreciated and valued | No micromanaging Don't waste their time Ask for their input Recognize them for their independence and creativity | Constant communication, especially through social media Recognize them for teamwork and collaboration skills Make it easy! |

Ben Muldrow

“If someone wants to
volunteer to help you,
let them”



Crystal River Main Street Now

- ▶ Board meets on a monthly basis, acts in an advisory capacity
- ▶ Developed Transformation Strategies
- ▶ One project at a time relating to each of the 4 points and Transformation Strategies
- ▶ Small group of hand-picked volunteers execute projects
- ▶ Partner with other organizations who fund/execute projects
- ▶ Project completed; group disbands
- ▶ Short monthly update to volunteers/supporters that thanks volunteers and lists accomplishments and goals



Thank You!

Main Street Minute
Find Out Whats Going On In Just One Minute!

Future

Restore Historic Pump house - This summer we will begin restoring this iconic and historic building beneath the water tower.

Duke Energy, US Water, Crystal River Boatbuilders, and Maureen McConnell are working with us on this project

Pump House Open House - We will be hosting an open house before we begin construction on the building so the public can see the inside of it 'before'.

Crystal River Live Art festival - Rachel Ford came up with this brain child. Look for this fun new event in the fall!

Flood Planning - The fact is Crystal River is in a flood plain. Maureen McConnell is working with Main Street to develop strategies for dealing with this issue now and in the future.

Present

Vacant Building Problem - Board Members Carol Kimbrough, Kevin Cunningham and Gerry Mulligan are working with the Tampa Bay Regional Planning Council and the City to develop a plan to get the vacant downtown buildings occupied.

City Business Occupancy Permit Process - It is widely acknowledged that this process could use some improvement. Harold Walker and Ashley Porter are working with Main Street and the City to develop a more customer-friendly process for business occupancy permitting.

Past

Sip and Stroll Event Series
Downtown Tourist Map
Market Analysis
Recipient of Three State Awards
Spirit of Crystal River Pop-Up Gallery
Lighted Trees at Citrus and 19
Scow on Citrus and 19
Lighted Water Tower
Kiosk at Citrus and 19
Marketing workshop for small business

Organization – Pump House Restoration

Funding

DOH Grant

City

Duke Energy

US Water

Volunteers

US Water

Crystal River Boat Builders

Former Museum Exhibit Creator



Design – Graphic Wrap Signal Boxes

Funding

Kings Bay Rotary

Volunteers

Kings Bay Rotary



Economic Vitality – Re-Design Occupancy Permitting Process

Funding

None Needed

Volunteers

1 Downtown Business Owner

1 Person with Construction
Background



Feedback

- ▶ **Volunteers Thanked Me**
- ▶ Volunteers are more engaged
- ▶ Volunteer time spent is productive
- ▶ No-shows greatly reduced
- ▶ Wider, shallower net of supporters
- ▶ Much easier to manage



What is a committee anyway?

- ▶ Someone besides staff
- ▶ 1- 7 usually works
- ▶ Able to plan a task/project
- ▶ Able to accomplish it
- ▶ May Need Leadership
- ▶ Not the event day volunteers



A Real Life MainStreet DeLand Committee

DeLand Bike Rally

- ▶ 7-10 on committee
- ▶ Staff or President chairs
- ▶ Effective task sharing



A Real Life MainStreet DeLand Committee Veterans Day Parade

- ▶ Formerly 8-10 military types
- ▶ Meetings ad nauseam
- ▶ Controlling leader
- ▶ Now Staff plus 1-2
- ▶ Few meetings
- ▶ Happy Parade Participants

Presented by: **MAINSTREET** **Volusia County**

Veterans Day
Parade
Saturday



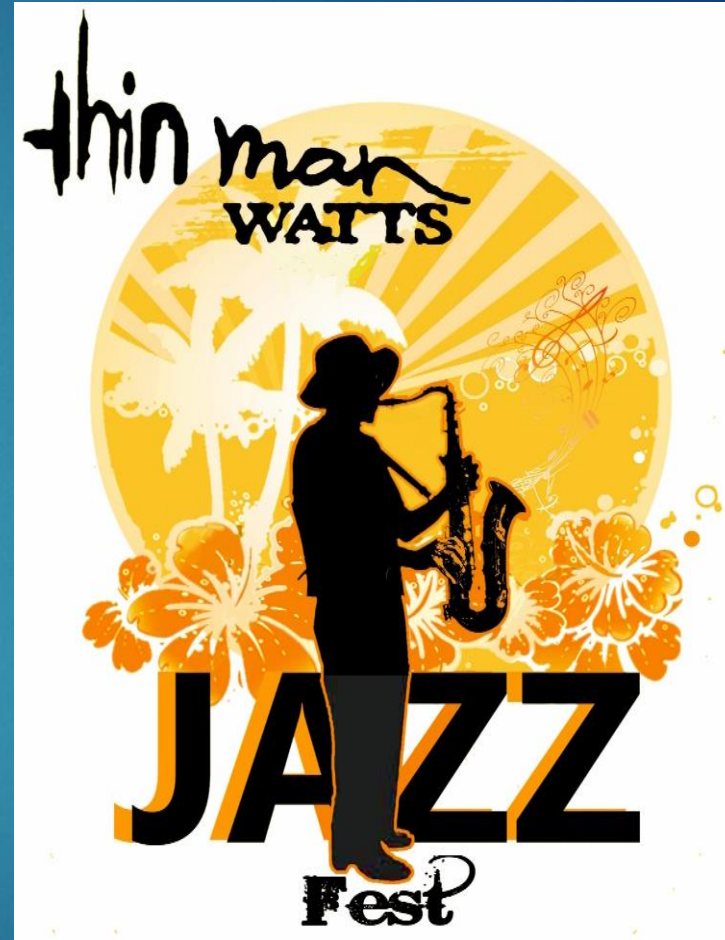
Nov. 11th
10 am
Downtown DeLand
Opening Ceremony
9:30 am
Indiana Ave.

DE LAND FLORIDA **Clōisters** **LANE REALTY SERVICES INSURANCE FINANCIAL SERVICES** **Volusia County FLORIDA** **MAINSTREET COMMUNITY BANK**

Florida Credit Union **DR T Dreggors, Rigsby & Teal, P.A. Advisors for Life** **Rotary Club of DeLand** **GRAND VILLA SENIOR LIVING COMMUNITY** **MID FLORIDA Golf Cars DISTRIBUTORS**

A Real Life MainStreet DeLand Committee

- ▶ Joint event with African American Museum of Art
- ▶ Committee of 6-12
- ▶ New people at every meeting
- ▶ Meetings ad nauseam
- ▶ A nice small event – not growing



Committee Volunteers are Assets as much as an Historic Courthouse, Theatre, Post Office or Train Depot

There are 50 Florida Main Street
Communities

- ▶ Each Main Street is different
- ▶ Each Committee is different
- ▶ Provide Leadership, Education
and make it easy and worthwhile
to volunteer



Questions?

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