



A MAIN STREET ORGANIZATION

## SDA Job Description **PROMOTION COMMITTEE MEMBER**

### **Time Required:**

2-3 hours per month outside of monthly committee meetings, possibly more leading up to or during committee projects or events.

### **General Description:**

Committee Members are important volunteer positions that advance each of the four points of the Main Street Approach to revitalization:

- Economic Vitality
- Design
- Promotion
- Outreach

Committee chairs lead volunteer committees through projects deemed to be the most beneficial to the organization based on current priorities, budget and annual plan voted on by the Board of Directors of the Stevenson Downtown Association.



### **Organizational Transformation Strategy:**

We activate the downtown district through placemaking and business support to make it the preferred destination for Stevenson area residents to spend time.

### **Promotion Committee Overview:**

Promotion uses media and marketing to convey a positive image and distinct identity of the downtown district as a place to shop, eat, play, and gather. Healthy promotion improves the confidence of private and public investors in the district.

### **Promotion Goal:**

Enhance residents' awareness of and interest in downtown destinations by coordinating business promotions and communicating the benefits of coming downtown.

### **Promotion Committee Strategies:**

- Conduct regular outreach and communications to residents to promote local businesses and the Farmers Market.
- Coordinate multi-business promotions that draw residents to downtown businesses.
- Foster a sense of pride and place among Stevenson residents by building and strengthening a community brand and identity.
- Recruit family-friendly events to Downtown Stevenson to draw residents of all ages into the district.

### **Individual Committee Member Job Elements:**

- Attends monthly committee meetings
- Actively participates in and works on approved committee projects
- Recruits volunteers needed for specific projects or events
- Maintains a positive attitude that inspires and encourages others
- Respects other people's viewpoints and skills

### **Committee Members report to:**

Committee Chairs primarily (for projects)

Executive Director secondarily (for general volunteer admin/HR)

### **Basic Skill and Value Requirements:**

- Commits to minimum of one year of volunteer service as a committee member
- Completes volunteer orientation(s) about the Stevenson Downtown Association, the Main Street Approach and specifically the Promotion Committee
- Understands and tells others about the Main Street Approach to revitalization
- Possesses a desire to make great things happen for Downtown Stevenson
- Is a team player, flexible and open-minded
- Sensitive to cultural, religious and ethnic diversity
- A realistic understanding of the time and energy to commit to committee goals