



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.



Promotion Committee Overview:

Promotion sells a positive image of the downtown district and encourages consumers and investors to live, work, shop, play, and invest there. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, media relations, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area by identifying and appealing to the district's market niches.

Promotion Committee Responsibilities:

- Understanding the changing market—identifying both potential shoppers and the competition
- Identifying downtown assets—including people, buildings, heritage, and institutions
- Defining Main Street's market niche—its unique position in the marketplace
- Campaigns, retail promotions, and special events to bring people downtown

Individual Committee Member Job Elements:

- Attend 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