

ORGANIZING TO REVITALIZE DOWNTOWN ANGIER

1. OVERVIEW and PURPOSE

The "Four Point Approach" to downtown revitalization includes ORGANIZATION, PROMOTION, DESIGN AND ECONOMIC RESTRUCTURING. Without an effective organization, it is highly unlikely that the other three points will be successfully carried out. "Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in downtown. Organization will allow our revitalization program to provide effective, ongoing management and advocacy for the downtown. Diverse groups from the public and private sectors must work together to create and maintain a successful program."

2. ORGANIZATIONAL REVIEW

WHY ARE WE ORGANIZING?

- Make things happen
- Change
- Increase value
- Growth
- Efficiency
- Work as a team
- Improve downtown
- Everyone on same page

WHAT OTHER ORGANIZATIONS ARE INVOLVED WITH DOWNTOWN REVITALIZATION?

- Chamber of commerce
- Downtown merchants
- Town
- Churches
- County
- Civic groups

HOW WILL WE BE ORGANIZED?

- Committee of the Town

WHAT AREA WILL WE SERVE? (WHERE IS DOWNTOWN?)

- Downtown area identified as:

WHO WILL BE REPRESENTED ON THE ORGANIZATION?

- Downtown Business Owners
- Downtown Property Owners
- Bankers
- Chamber of Commerce

- Town officials
- Town Staff
- Young People
- Civic/service Organizations
- Neighborhood Residents
- Churches
- Real Estate Professionals
- Attorneys
- County
- Schools
- Media
- Other/at-large

WHAT IS THE ROLE OF THE BOARD/COMMITTEE MEMBERS?

- Work with Small Town Main Street Staff to identify and implement downtown revitalization projects

WHAT SERVICES WILL BE OFFERED?

Design assistance for both public and private buildings and properties
Special Events and marketing advice
Business and real estate development assistance

HOW WILL WE BE STAFFED?

Small Town Main Street Staff with support from town staff and committee volunteers

WHERE AND WHEN WILL WE MEET/ BE LOCATED/HOUSED?

Community building/Depot
Second Thursday
6:00 PM
Other days and times as needed

3. GOAL SETTING

WHAT IS OUR VISION FOR THE FUTURE DOWNTOWN?

WHAT ARE THE ISSUES? (From previous meeting/additional may be added)

Organization

Design

Buildings improved/front-side-rear
Streetscapes/trees/lighting/crosswalks
Design standards/colors/historic character
Parking
Walkability/link to park and school
Clean up entrances to town
Signs/directional and building
Building codes/regulations/enforcement
Traffic flow and control
Public utilities/services

Promotion

More people downtown/a draw/destination
Downtown image/theme/slogan
Capitalize on festivals and events
Capture highway traffic/210/55
Capture more locals and downtown employees

Economic Restructuring

More/better businesses
Vacant buildings renovated/occupied
Finance programs/incentives
Retain existing businesses
Impact of planned by-pass/loop
Youth oriented businesses

WHAT WILL THE MISSION OF THE ORGANIZATION BE?

To carry out specific projects that address the identified needs of the community

WHAT ARE OUR GOALS ? (to be determined)

WHAT PROJECTS WILL WE WORK ON THIS YEAR? (select top 3 items from group voting for each area)

Design

- 1.
- 2.
- 3.

Promotion

- 1.
- 2.
- 3.

Economic Restructuring

- 1.
- 2.
- 3.

ORGANIZATIONAL PROCESS/ORGANIZATIONAL MEETING

Identify missing slots (from “who should be represented” section above)

Solicit committee members to fill missing slots

Establish Standing Subcommittees

Design

Promotion

Economic Restructuring

Allow committee members to select subcommittees to participate on

Elect Committee Chairperson

Elect Subcommittee Chairs

Breakout and brainstorm implementation strategies for each subcommittee

Report back on initial implementation strategies

CONFIRM NEXT MEETING DATE

ADJOURN