

Organization: Advisory Committee

The Brainerd Main Street Program is based on the National 4-point Approach: **Organization, Economic Restructuring, Design, and Promotion**

Organization: Getting everyone working toward the same vision for Downtown Brainerd!

Economic Restructuring (Business Improvement): Getting Downtown Brainerd businesses busier

Design: Getting Downtown Brainerd into top physical shape

Promotion: Getting more people to visit Downtown Brainerd

This Organization Committee is extremely important to the success of our Downtown Brainerd Main Street area, as well as the success of our community as a whole. Your participation on the Organization Committee will help bring results to our community and make your vision for the commercial district a reality.

Roles of the Advisory Committee

1. Advocacy
2. Committee development
3. Committee oversight
4. Financial management
5. Governance
6. Meeting participation
7. Personnel
8. Planning
9. Program evaluation
10. Public relations
11. Risk management

Responsibilities of the Advisory Committee

1. Determine the mission and purpose
2. Provide proper financial oversight
3. Ensure adequate resources
4. Ensure legal and ethical integrity and maintain accountability
5. Ensure effective organizational planning
6. Recruit new committee members and assess committee performance
7. Enhance the public standing
8. Determine, monitor, and strengthen programs and services
9. Support Main Street Director and assess performance

Results of the Advisory Committee

1. Strong Main Street committees
2. Strong partnerships between organizations
3. Increased numbers of financial contributors
4. A healthy Main Street budget
5. Excellent public awareness of program
6. Excellent public awareness of importance of downtown

What is my commitment?

1. Monthly committee meetings (1 hour)
2. 1 – 2 hours outside committee meetings for special projects/per month
3. Three year committee term