

Monroe Beautification Committee Advisory Group Member Handbook

Membership

Membership is open to the public and on a volunteer basis! There are no restrictions to joining an Advisory Group - only that you meet the general responsibilities outlined below.

General Responsibilities of Advisory Group Members

Anyone who joins an Advisory Group agrees to meet the following expectations:

- Commits to at least one year of service
- Commits to monthly meetings
- Works 3 to 5 hours per month outside of committee meetings
- Attends all training sessions
- Reads selected orientation materials
- Learns about the Main Street Approach® to downtown revitalization
- Recruits/orients new members
- Prepares in advance for meetings
- Cooperatively drafts an annual work plan
- Takes responsibility for projects
- Always presents the organization positively to the public

When and where do Advisory Groups meet?

All meetings are held in the Monroe Council Chambers (658 Commercial Street, Monroe OR 97456) unless otherwise specified.

Design Advisory Group: Third Wednesday of the month at 5:15 PM

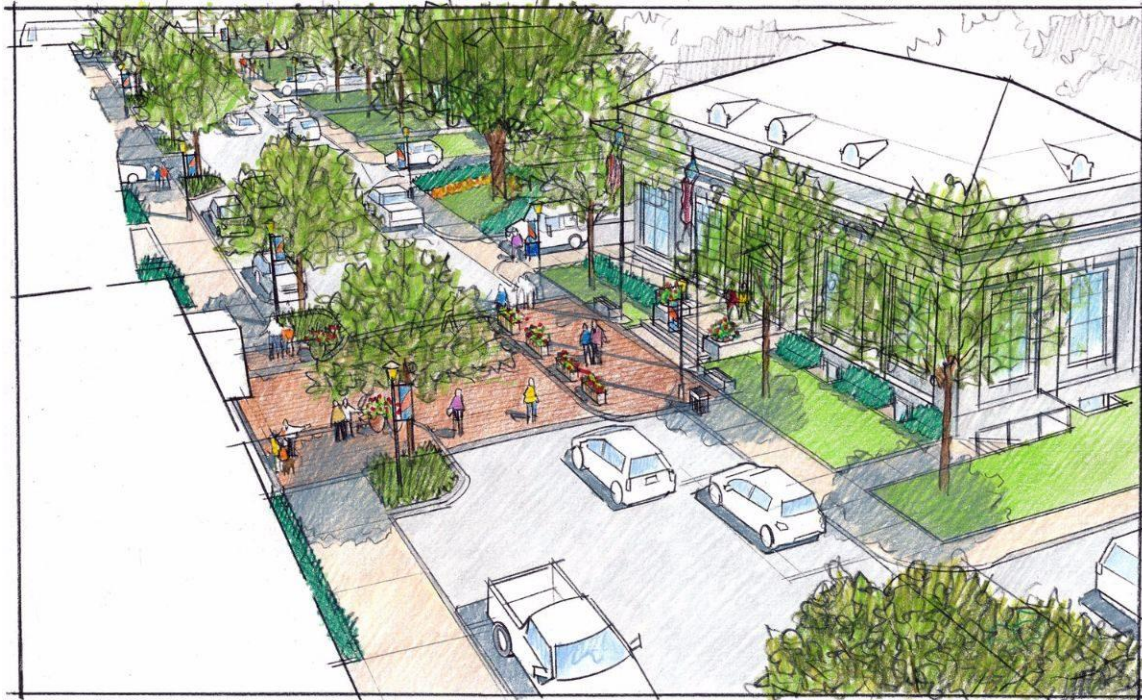
Promotion Advisory Group: Second Thursday of the month at 5:00 PM

Economic Vitality Advisory Group: Third Thursday of the month at 5:00 PM

Organization Advisory Group: Second Wednesday of the month at 5:00 PM

The city's calendar (ci.monroe.or.us) contains the most up-to-date information regarding meetings.

Design Advisory Group



The Design Advisory Group plays a key role in shaping the physical image of Monroe's downtown as a place attractive to shoppers, investors, business owners, visitors, and residents.

Design Advisory Group focuses on:

- Providing good design education and advice to encourage quality improvements to private buildings and public spaces.
- Planning Main Street's development – guiding future growth and shaping regulations through engagement with stakeholders and local government.
- Motivating business and property owners to make changes – linking business and building owners to available incentives, creating new incentives, and targeting key projects.
- Being a steward of public spaces within the downtown.
- Facilitating the rehabilitation of existing private buildings and the creation of new buildings compatible within the district.
- Enhancing walkability and ambience of the district – beautification, building facades, streetscape, parking, and signage.

Promotion Advisory Group



The Promotion Advisory Group is geared towards promoting the downtown as the center of commerce, culture, and community life for residents and visitors alike.


Promotion Advisory Group focuses on:

- Understanding the changing market –both potential shoppers and your competition.
- Building on downtown assets – including people, buildings, location, heritage, and institutions.
- Defining Main Street’s market niche – its unique position in the regional marketplace.
- Creating new image campaigns, retail promotions, and special events – to lure people to the downtown.
- Marketing the downtown through branding, print materials, and on-line.


Economic Vitality Advisory Group

Future Students Current Students Community & Learning **Business** Friends & Alumni Faculty & Staff


Small Business Development Center




Small Business Development Center
Helping Build Oregon's Best Businesses



Free Individual Business Advising
One-on-one confidential business advising to help you reach your business goals.



A Great Selection of Programs & Workshops
Free and low-cost seminars, workshops and



Success Stories and Resources
See examples of local companies that are moving their businesses forward with help from

The point of the Economic Vitality Advisory Group is to understand the market, identify new market opportunities for the district, link business owners with available business assistance, find new uses for historic commercial or residential buildings, and stimulate investment in private property.

Economic Vitality Group focuses on:

- Learning about the district's current economic condition and identifying opportunities for market growth.
- Strengthening existing businesses and attracting new ones.
- Finding new economically viable uses for traditional Main Street buildings.
- Developing financial incentives and capital for business development and possibly for building rehabilitations.
- Monitoring the economic performance of the district.

Organization Advisory Group



The Organization Advisory Group plays a key role in keeping the board, staff, volunteers, and program of work in good shape by attracting people and funding to the organization.

Organization Advisory Group focuses on:

- Fundraising – for projects and administration from donations, sponsorships and grants.
- Managing staff and volunteers – by maintaining a volunteer list, recruiting people, supervising them, and rewarding good work.
- Promoting and communicating about the program – to downtown interests and the public.
- Creating partnerships – with other community organization.
- Advising finances – by developing good accounting principles.