

Organization Committee Handbook



Committee Governance & Responsibilities

Fiscal Year 2023

TABLE OF CONTENTS

VISION STATEMENT	3
MISSION STATEMENT	3
ABOUT MAIN STREET OXFORD	3
ABOUT ORGANIZATION COMMITTEE	4
COMMITTEE GOVERNANCE & RESPONSIBILITIES	4
SHORT TERM GOALS	5
LONG TERM GOALS	5
WORK PLAN TEMPLATE	6

VISION STATEMENT

Historic Downtown Oxford will become Northeast Alabama's destination for arts, dining, entertainment, shopping, and special events.

MISSION STATEMENT

The mission of Historic Main Street Oxford is to enhance downtown vibrancy, preserve its history, empower its community of business, and foster a center of activity for residents and visitors.

ABOUT MAIN STREET OXFORD

Historic Main Street Oxford (HMSO) is an economic and community development organization that focuses on the Four Point Approach strategy of Organization, Promotion, Design, and Economic Vitality as outlined by Main Street America. The Four Point Approach makes Main Street an effective tool for a community-based, volunteer-driven, grassroots revitalization effort. HMSO was created in 2014 when Oxford became a Designated Main Street Community by Main Street Alabama.

ABOUT ORGANIZATION COMMITTEE

ORGANIZATION establishes consensus and cooperation by building partnerships among the various groups with a stake in the commercial district. By getting everyone working toward the same goal, your Main Street program can provide effective, ongoing management and advocacy for your downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross-section of the community, your program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees comprise volunteer-driven revitalization programs' fundamental organizational structure. Volunteers are coordinated and supported by a paid program director. This structure provides the workload and delineates responsibilities, and builds consensus and cooperation among various stakeholders.

Examples of work...

- Recruiting members
- Monthly newsletter
- Solicit sponsors for events
- Volunteer training & recruitment
- Budget planning

COMMITTEE GOVERNANCE & RESPONSIBILITIES

- The Organization Committee is a standing committee of the HMSO.
- The Committee will consist of seven (7) members, which will include two (2) board members, two (2) downtown business owners/managers/staffers, two (2) community members, and the HMSO Director.
- Committee Members will serve from October to September of each year.
- All Members must adhere to the policies outlined within the *HMSO Board Member & Volunteer Handbook*.

SHORT TERM GOALS

- Outreach for residential members of downtown (Leonard)
- Continue to focus on improving the structure of HMSO (Leonard)
- Improve committee work (Parrish)
- Create a 1-year, 3-year, and 5-year plan (Parrish)
- Revamp the membership program (Gentry)
- Increase the total of memberships and sponsorships (Gentry)
- Visit and tour other Main Street communities in Alabama and west Georgia (Gentry)
- Create a board member succession plan (Gentry)

LONG TERM GOALS

- Improve the railroad tracks through downtown (Leonard)
- Partner with other organizations and agencies (Gentry)
- Develop a volunteer program (Nothdurft)
- Hire a part-time events coordinator (Gentry)
- Rebranding (Gentry)

WORK PLAN TEMPLATE

WORKPLAN Page						
GOAL: COMMITTEE:						
ACTIVITY: Board Approval/Date:						
OUTCOME: Budget Allocation						
TASKS	PERSONS RESPONSIBLE (NAME)	STAFF COMMITTEE (TIME)	TASK DEADLINE (DATE)	BUDGET \$\$	FOLLOW-UP REQUIRED (IF NEEDED)	
1						
2						
3						
4						
5						
6						