

## **CAPE CHARLES COMMUNITY ENHANCEMENT PROGRAM INFORMATION AND BOARD APPLICATION**

The Town of Cape Charles Community Enhancement Program is based on the Virginia Main Street Program. The Virginia Main Street Program is a preservation-based economic and community development program that follows the National Main Street Center's Main Street Approach™. Virginia Main Street offers a range of services and assistance to meet the variety of needs of communities interested in revitalization.

The focal point of the program is assistance to competitively selected communities that are working in traditional downtown settings and meet certain threshold criteria. Communities with a population of 75,000 or less with a high degree of commitment and readiness that wish to use the Main Street Approach™ in a traditional downtown setting may apply for formal Virginia Main Street designation. For communities that are just getting started, do not want full Main Street designation, or for communities that wish to use the Main Street Approach™ in compact, pedestrian-oriented commercial settings, there is an Affiliate Program. Communities of any size, counties, and cities with neighborhood commercial districts may participate in the Affiliate Program. Communities must be an affiliate member of the National Main Street Center to demonstrate its commitment to the Main Street Approach methodology prior to application for full Main Street designation.

The Cape Charles Town Council supports the Virginia Main Street initiative and the town is joining the program initially as a Community Affiliate member with the goal to move toward attaining the Virginia Main Street Community designation. The goal of a Community Affiliate is to employ the Main Street Approach in the development of the organizational stability and public-private partnerships necessary for successful administration of a downtown revitalization program. Community Affiliate core services include: access to training by state and national downtown development experts; organizational structure development assistance; and eligibility for grants through the Department of Housing and Community Development (DHCD) as available. Affiliates have the opportunity to learn about best practices in the field and to network with peers from around the state.

### **MAIN STREET FOUR POINTS:**

**ECONOMIC VITALITY** – This element of the Main Street Four Points concentrates on strengthening the district's existing economic base while finding ways to expand its economy and introduce compatible new uses. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small businesses and entrepreneurs.

The Economic Vitality Committee and project teams have the job of identifying new market opportunities for the traditional commercial district, finding new uses for historic commercial buildings and stimulating investment in property. To succeed, this committee must develop a thorough understanding of the community's economic condition and opportunities for incremental market growth. Specifically: Build entrepreneurial economies; Strengthen existing businesses and recruiting new ones; Find new economic uses for traditional Main Street buildings; Develop

financial incentives and capital for business development and retail operations layout; and Monitor the economic performance of the district.

**DESIGN** – This element of the Main Street Four Points focuses on improving the physical environment by renovating buildings, constructing compatible new buildings, improving signs and merchandise displays, creating attractive and usable public spaces and ensuring that planning and zoning regulations support Main Street revitalization.

The Design Committee and its project teams play a key role in shaping the physical image of Main Street as a place attractive to shoppers, investors, business owners and visitors. To succeed, this committee must persuade business owners, building owners and civic leaders to adopt a specific approach for physical improvements to buildings, businesses and public improvements. Specifically: Educate others about good design by enhancing the image of each business as well as that of the district; Provide good design advice by encouraging quality improvements to private properties and public spaces; Plan Main Street's development by guiding future growth and shaping regulations; and Motivate others to make changes by creating incentives and targeting key projects.

**PROMOTION** – This element of the Main Street Four Points deals with marketing the district's assets to residents, visitors, investors and others through special events, retail promotion and activities that improve the way the district is perceived.

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. To be effective, this committee must move beyond cookie-cutter downtown promotion ideas. Specifically: Understand the changing market – identifying both potential shoppers and the competition; Identify downtown assets – including people, buildings, heritage and institutions; Define Main Street's market niche – its unique position in the marketplace; and Create new image campaigns, retail promotions and special events – to bring people back to downtown.

**ORGANIZATION** – A strong organizational foundation is crucial for a sustainable Main Street revitalization effort. This element of the Main Street Four Points focuses on building collaboration among a broad range of public and private sector groups, organizations and constituencies.

The Organization Committee and its project teams play a key role in keeping the board, committees and staff functioning by attracting people and money to the Main Street Program. To succeed, this committee must take responsibility for managing these financial and logistical aspects of the non-profit organization: Raise money – for projects and administration, from donations and sponsorships; Oversee volunteer activities – recruit and supervise people, and reward good work; Promote the program – to downtown interests and the public; and Manage finances – develop good accounting procedures.

## **CAPE CHARLES COMMUNITY ENHANCEMENT PROGRAM BOARD OF DIRECTORS**

We are pleased to learn of your interest in serving on the Cape Charles Community Enhancement Board of Directors. The Community Enhancement Board is a hands-on, working board that requires serious commitment to achieve our vision.

**Qualifications:** A wide range of experience and expertise and a reflection of the various segments, needs, and opportunities existing in the service area are necessary. Directors are chosen for their knowledge of the area, their interest in the Community Enhancement Program and their involvement in community activities. The following factors will be considered: geographical representation, demographic representation, areas of expertise, connections to the community, and commitment to public service.

**General Responsibility:** The Board's responsibility is to define, clarify, and review the Community Enhancement Program's mission, policies and operations.

### **Board Structure and Operations:**

- A. The Board will meet on a regular basis.
- B. Each Director is expected to volunteer for at least one sub-committee which will meet at the discretion of the committee chairmen.
- C. Sub-committee recommendations are reviewed, and acted upon, by the Board.
- D. The Board consists of nine (9) members.
- E. Director terms are for four (4) years.\* Terms end on June 30.

### **Specific Responsibilities of the Board as a Whole:**

- A. Determine the Board's mission and purpose.
- B. Annual election of officers of the Board (Chairperson, Vice-Chair, and Secretary).
- C. Ensure effective organizational planning.
- D. Prepare annual budget request for consideration by the Town Council.
- E. Ensure effective management of resources.
- F. Determine and monitor the program and services.
- G. Assist in the development of new funds, recruitment of volunteers and general marketing of the program.
- H. Approve distributions.
- I. Assess needs of the community, and where appropriate, initiate programs to serve those needs.
- J. Enhance the town's public image.
- K. Assess overall Committee performance.

**Responsibilities of Each Director:** The importance of service on the board of directors cannot be overemphasized. Board members must protect the public interest as well as the interest of the organization, and are called upon to diligently perform their legal duties:

- A. **Duty of Care:** Directors and officers must perform their responsibilities in good faith and with the same care ordinary persons would use in managing their own affairs. Directors and officers must remain active and informed. Their actions must conform to appropriate standards of business conduct.
- B. **Duty of Loyalty:** Directors and officers must act in good faith and in a manner that does not harm the organization to the benefit of any director or officer. Directors and officers must avoid any conflicts of interest or appearances of impropriety.
- C. **Confidentiality:** Directors should not disclose any sensitive information about the organization's activities unless the board decides to make the information public or the information is a matter of public record.

- D. Attend Board meetings after carefully reading agenda materials.
- E. Participate in appropriate Board training programs and other continuing education opportunities.
- F. Participate in events and activities.
- G. Serve on at least one sub-committee.
- H. Help with fundraising by assisting with contacts of individual donors, businesses, civic groups, and other nonprofits and by being active in the resource development of the Board.
- I. Avoid potential personal/professional conflicts of interest.

**Orientation:** Orientation will include a discussion of the mission, organization and role of the Board, and current policies and practices.\*\*

Because there are a limited number of board positions to fill, it is possible that your application may not be approved at this time. Should this occur, we hope that you will see this as an opportunity to participate in the work of the Community Enhancement Program in other ways such as volunteering or heading a committee.

If selected, you will be challenged by the responsibilities you will assume and you will be rewarded with the satisfaction of being part of something important to this community.

Please take a moment to complete the attached application form and return it to the town clerk's office. Staff will forward your application to the Community Enhancement Board Selection Committee where it will receive serious consideration. The selection/interview process will take a few weeks, culminating in the Selection Committee providing a slate of nominees to the Town Council for a vote at the next regularly scheduled meeting. You will be notified promptly of the Council's decision.

By completing and returning this application for board service, you indicate that upon appointment you will:

- 1. Assume responsibility for the Community Enhancement Program's policies, activities and finances;
- 2. Agree to abide by the board duties as outlined above;
- 3. Regularly attend board meetings and any training events; attend events such as fundraisers, press conferences, social gatherings, etc.
- 4. Serve on a Community Enhancement committee.
- 5. Serve as an advocate for the Community Enhancement Program within the community.

\* The initial Board of Director terms will be staggered from one to four years.

\*\* The initial Board of Directors will be tasked with developing the Community Enhancement Program's mission, policies, and practices, and applying to become a Main Street Community Affiliate.

# Cape Charles Community Enhancement Board Application

For Town Use Only
Date Received:
Date Interviewed:
Date Appointed:

Please type or print in pen clearly:

Name:

Last	First	M.I.
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Home Street and Mailing Address:

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Business Address (if reside outside of Cape Charles):

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Phone (day): \_\_\_\_\_ Phone (evening): \_\_\_\_\_ Email: \_\_\_\_\_

Below, please provide a description of how your knowledge, skills and abilities will be of benefit to the Cape Charles Community Enhancement Board. Additionally, please rank your interest in each point (1 = highest to 4 = less interest):

Economic Vitality: Rank: \_\_\_\_\_

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Design: Rank: \_\_\_\_\_

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Organization: Rank: \_\_\_\_\_

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Promotion: Rank: \_\_\_\_\_

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