

NEDC Four Committees, Committee Members & Projects v191219

Volunteers on Committees (Chair in bold)(NEDC board member in italics) (Potential / Community volunteer)

Organization - Build Partnerships

Committee: **TBD**, *Ryan Knepp, Lori Bernardo, Liz Wyant*

Organization means getting everyone working toward the same goal. Using a volunteer-driven program with an organizational structure of a governing board and committees can ease the tough work of building consensus and cooperation among the groups that have an important stake in the district.

Example Actions:

- * Raising money — for projects and administration, from donations and sponsorships
- * Managing staff and volunteers — by recruiting people, supervising them, and rewarding good work
- * Promoting the program — to downtown interests and the public
- * Managing finances — by developing good accounting procedures



NEDC Actions Present & Potential:

- Sponsors & Fundraisers: annual letter, donate button, meals for Nazareth, pub & grub, raffle, bricks, merchandise (ours & companies- mums, trees, planters..), golf tourney, Nazareth Calendar. Auction, NFM breakfast, 5k, ice cream social, farm tour, house tour, animal poop bingo, motorcycle run, cake walk.
- Volunteers & tasks: NFM event onsite, committee work, email input, website updates, events submissions
- Future Ideas: NEDC Annual meeting/pp presentation & include Borough update..

Design - Create an Inviting Environment

Committee: **Bryan Youpa**, *Jill Koch, Dave Mattei, Liz Wyant*

Design getting Main Street into top physical shape. Capitalizing on its best assets—such as historic buildings and traditional pedestrian-oriented layouts is just part of the story. An inviting atmosphere, created through window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a visual message about what the commercial district is and what it has to offer.

Example Actions:

- * Educating others about good design — enhancing the image of each business as well as that of the district
- * Providing good design advice — encouraging quality improvements to private properties and public spaces
- * Planning Main Street's development — guiding future growth and shaping regulations
- * Motivating others to make changes — creating incentives and targeting key projects



NEDC Actions Present & Potential:

- Façade Grants, Street Pole Banners (update in 2020?), Golden Broom monthly
- Future Ideas: Artist designed garbage cans, murals, bike racks, planters, window displays, sidewalk decorating, open signage, window décor, edible landscaping, Spring cleaning, signage on 248 – Historic Biz District ->

Promotion - Rekindle Community Pride

Committee: **Austin James**, *Bryan Youpa, Liz Wyant*

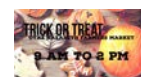
Promotion means selling the image and promise of Main Street to all prospects. By marketing the district's unique characteristics to shoppers, investors, new businesses, and visitors, an effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. It serves to improve consumer and investor confidence in the district.

Example Actions:

- * Creating image campaigns, retail promotions, and special events — to lure people downtown
- * Marketing an enticing image, social media campaigns, street festivals, parades and special events

NEDC Actions Present & Potential:

- Websites, social media
- Business promotions: Downtown Map & Passport for events: Small Business Sat, Love it Local, Preservation Week, Blood Drive
- NFM Market events: Farm & Flea, Nazareth hayhenge, new activities
- Future Ideas: Nazareth Video, Weekly theme social posts. Where Is It? Posts to promote a positive image (architecture, parks...)



Economic Vitality - Strengthen Business

Committee: **Jill Koch**, *Casey Foreman, Liz Wyant*

Economic Vitality strengthens a community's existing economic assets while diversifying its economic base. By helping existing businesses expand and recruiting new ones to respond to today's market, Main Street programs help convert unused or underutilized space into economically productive property and sharpen the competitiveness and profitability of businesses.

Example Actions:

- * Learning about the district's current economic condition and identifying opportunities for growth
- * Strengthening existing businesses and recruiting new ones
- * Finding new economic uses for traditional Main Street buildings
- * Developing financial incentives and capital for building rehabilitations and business development

NEDC Actions Present & Potential:

- Nazareth Farmers' Market general operation (vendor & community applications)
- Biz recruit: Nazareth Business Guide, property list, potential business inquiries, vacant window signage
- Biz retain: annual survey, roundtables, workshops and informational flyers
- Future Ideas: longevity award/annual brkfst, familiarity (virtual?) tours of biz/prop, rent/tax incentives, Naz Biz or b2b Resource Expo, encourage consistent & Saturday hours, window lighting, properties biz ready –paint party, video property.

