

BDL 2018-2019 Work Plan

Goal	Objective	Activity	Task	When	Who	
Be good stewards of BDL	Be a financially sound organization	Ensure Staff Board Members understand their fiduciary obligation	Explore options for an audit	Q2 2018	Finance committee	
			Board bi-annual "deep dive" into BDL's finances	March 2018	Finance Committee, Staff, Board at Board meeting	
	Diversify BDL's revenue streams	Ensure that each event and promotion is self-sustaining and pays for the staff time and overhead to coordinate the event or promotion	Track staff time, in addition to revenue and expenses for events.	Beginning January 2018	ongoing	
				Develop an annual giving campaign	May 2018	Org Committee
				Continue to expand our membership	December 2017- December 2019	Staff, Org Committee
				Increase membership dues with value-add in membership benefits	January 2018	Board
				Confluence Dinners	June & September 2018	Org Committee
	Succession plan for the organization	Create a volunteer-> Committee member -> Board member pipeline	Recruit additional volunteers with skills needed on the board and prep them for Board membership	Ongoing	Staff, Board	
				Make it easier to be a Board member	Move to every-other-month Board meetings	July 2018
				Enhance the role of the Executive Committee	Ongoing	Executive Committee, Staff, Board
				Enhance the role of the Finance Committee	Ongoing	Finance Committee, Staff, Board
				Empower staff by developing policies to create powers and duties among staff and Board members	Q1 & Q2 2018	Board, Staff (drafting)
				Develop Board members	Recruit Board members from: Retail, Restaurant, Property Owners	Q1 2018
				Send Board members to regional Main Street conferences	Q2 2018 & Q4 2019	Board, Staff
				Provide in-meeting training	Ongoing	Executive Committee, Staff
				Coordinate mentoring between experienced Board members and new members	Ongoing	Staff
				Provide services valued by our membership	Communication about BDL's activities on behalf of our members	Weekly emails to members
	Publish agendas of upcoming meetings and email to members	Ongoing	Staff			
	Publish minutes of completed meetings and email to members	Ongoing	Staff			
	Create connections and mentoring between members		Coordinate an Annual Meeting that members don't want to miss		Ongoing	Board, Staff
Coordinate quarterly social functions or lunch and learns?			Q2 2018	Staff, Promotions Committee		
Continue to expand "the bus"	Leverage points of contact from the downtown master plan into	Invest in customer Relationship Management software, ensure input of good data	Q2 2018	Staff, Org Committee		

		community members committed to downtown's success				
		Regular interactions with elected agencies	Staff and Board members at City Council meetings and give quarterly updates on BDL activities	Ongoing	Board, Staff	
Bring People Downtown	Coordinate great downtown destination events	Ensure Staff and Volunteers have the resources and ability to execute great events	Staff training for event management	Q1 2018	Staff	
			Staging area for event execution	Q2 2018	Board, Staff	
			New gear: donated/ sponsored side by side, event storage	Q2 2018	Board, Staff	
		Sound Downtown/ Street Dance	Expand to May through October	Q2 & Q3 2018	Promotions Committee	
			Foster other live performances on other nights downtown	Q1 2018	Promotions Committee	
		Barge In Music Festival	Develop MOU with the Tribune to state joint goals	Q4 2017	Executive Director	
			Increase revenue for the event to cover staff time costs	Q2 & Q3 2018	Barge In Committee	
			Increase participation	Q2 2018	Barge In Committee	
			Continue to develop relationship with the LC AVA	Q1 & 2 2018	Barge In Committee	
		Pumpkin Palooza	Continue to increase sponsorship revenue	Q4 2017, all 2018	Pumpkin Palooza Committee, EPM	
			Continue to improve event quality	Q2-Q4	Pumpkin Palooza Committee	
			Create cost sharing with non-profits that benefit children	Q2-Q4	Pumpkin Palooza Committee, EPM	
		Develop a signature event for the holiday season	Form committee	Q4 2017	Staff, Committee	
		Coordinate business exposure events	Home Town Pep Rally	Increase participation	Q2 2018	Promotions Committee
				Increase sponsorships	Q1-Q2 2018	Staff
	Artwalk		Expand as a tourism development event	Q1-4 2018	Artwalk Committee, Staff	
			Add trolley transportation between far-flung host locations	Q4 2018	Artwalk Committee	
			Make a 2 day weekend	Q4 2018	Artwalk Committee	
			Close Main street on Saturday, Coordinate street performers	Q2-4 2018	Artwalk Committee, Staff	
			Create additional revenue through ICA grant	Q2-4 2018	Artwalk Committee, Staff	
	Holiday promotions		Continue to build by adding quality promotions through November and December	Q2-4 2018	Holiday Promotions Committee, Staff	
			Track effectiveness	Q4 2018	Staff	
	Develop a restaurant week		Form committee and scope costs	Q1-3 2018	Staff, Committee	
	Develop a Bridal Walk		Form committee and scope costs	Q4 2017- Q2 2018	Staff, Committee	
	Train businesses on how to leverage events	Provide businesses with one-pagers on how to leverage downtown as a destination	Develop one-pagers for each event	Q1 2018	Staff, Committees	

	into new customers and new business	events and business exposure events				
		Add event branding materials to website so businesses can utilize in their own marketing	Develop event branding well in advance of the event	Q1-4	Staff	
	Expand non-event promotions	Cooperative Marketing	Purchase ad in Visit LC Valley & North Central Idaho Guidebook		Q1	Staff
			Resurrect "My Downtown" campaign		Q1	Promotions Committee
		Weekly "public" email giving community members a run-down on everything happening in downtown Lewiston this week? (Walla Walla example)		Q1-4	Staff	
Foster a thriving environment for businesses in downtown Lewiston	Make downtown the preferred location for businesses	Recruit complimentary businesses	Identify businesses desired	Q4 2017	EV Committee, Staff	
			Form business-recruitment committee	Q4 2017	EV Committee, Staff	
			Create business recruitment materials	Q4 2017	Staff, EV Committee	
			Properties with Possibilities Tour	Q2 2, 018	Staff, EV & Design Committee	
	Get new businesses off on the right foot	Update the welcome packet	Q4 2017	EV Committee, Staff		
	Support existing businesses	Sign grants	Priority for pedestrian-oriented signage	Q3-4 2018	Design Committee	
SBDC trainings		Pair a small business workshop with the Properties with Possibilities Tour	Q3 2018	EV Committee		
Encourage investment downtown	Private investment	Properties with possibilities tour	Get people into buildings to get the wheels turning	Q2 2018	Design Committee & EV Committee	
			Live downtown tour	Feature spaces finished by downtown businesses	Q2 2018	EV & Design Committee, sub-committee
				Form sub committee	Q4 2018	Staff
				Develop promotion	Q1&Q2 2018	Staff & Committee
	Incremental improvements to the built environment	Improve downtown maintenance	Refresh the Valley	Q2 2018	Design Committee, Staff	
			Sponsor a planter program	Q4 2017	Staff, Design Committee	
			Explore a professional services agreement with parks and rec	Q4 2017	Staff, Design Committee	
			Bike racks?	Identify needed locations for bike racks	Q4 2017	Design Committee
	Benches?	Identify needed locations for benches	Q4 2017	Design Committee		
Develop a downtown master plan	Manage a process that enhances BDL's brand	Prioritize transparency in the process	Create an MOU with the City of Lewiston	Q4 2017	Staff	
			Form a steering committee of stakeholders	Q1 2018	Staff, Steering Committee	
			Publish as much information as possible	Q1-Q4 2018	Staff	
	Create a downtown master plan that the community can use for a decade	Create a scope of work that covers all the bases	Evaluate other downtown master plans for context	Q1 2018	Staff, Design Committee, Steering Committee	
			Narrow scope depending on funding	Q2	Staff, Steering Committee	
		Expand the project budget	Smart Growth Funding	Q1 2018	Staff	
		Public Health funding	Q1 2018	Staff		