

# Historic Downtown Program Board

## Comprehensive Plan for 2010

### Our Mission

Historic Downtown Program's mission is to revitalize and preserve our historic downtown through business development, partnerships, and promotion.

### Our Vision

Historic Downtown Rising Sun is a charming River Town with a rich 200-year history where visitors and residents enjoy vibrant businesses, attractions and on-going activities. It's a welcoming community that provides a feeling of stepping back in history with conveniences of present day.

### Program Structure

Established in 1996, the Historic Downtown Program is a member of the National Trust's Main Street Program and the Indiana Main Street Program whose common goals involve the empowerment of people, organizations, and communities to achieve ongoing downtown district revitalization. Downtown improvements are accomplished through a comprehensive and cooperative four-point approach—organization, promotion, design, and economic restructuring.

### Historic Downtown Program Board

The officers of the Program shall be elected annually by the board and shall consist of a President, Vice-President, and a Secretary/Treasurer.

### President

The President shall preside at all business meetings, but may at his or her discretion or at the suggestion of the Directors arrange for another officer to preside at other meetings. The President shall perform such duties as are usually incumbent upon that officer and such as may be directed by resolution of the Board of Directors. President has the authority to sign checks.

### Vice-President

The Vice-President shall have such duties and responsibilities as the President from time to time.

### Secretary/Treasurer

The Secretary shall record and maintain in good order the Minutes of all meetings and all records and correspondence of the Program. The Secretary shall also have such other duties as may be assigned by the membership or the Board of Directors. The Board of Director and Treasurer shall maintain in good order all financial records of the Program. The President and Treasurer shall both be able to sign checks. The Treasurer shall also have such duties as may be assigned by the membership or the Board of Directors. Checks over \$1,000.00 two signatures are required. Treasurer will be bonded if balances of organization exceed an annual average of \$100,000.00

### Board Member

Non-office holding members will come to all meetings and vote on all decisions made by the board. Board members will also serve on one of the four committees, possibly as a committee chair if needed.

### Time commitment

Meetings are held the fourth Tuesday of every month from Jan.-Nov. No meeting will be held in December. All four committees meet separately once a month.

### Committees

Meetings will be held once a month. The Organization Committee shall consist of not less than three (3) members, and shall have as chairperson a member of the Board of Directors of the Program who shall be responsible for directing and coordinating the affairs of the committee. The Promotions, Design, and Economic Restructuring committees shall consist of not less than five (5) members, and shall have as chairperson a member of the Board of Directors of the Program who shall be responsible for directing and coordinating the affairs of the committee. The terms of the committees shall be for one year commencing at the time of the annual membership meeting.

### Design

Design takes advantage of the visual opportunities in a downtown by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays, and promotional materials. Its aim is to stress the importance of design quality in all of these areas, to educate people about design quality, and to expedite improvements downtown.

Design works in tandem with Redevelopment to create aesthetic guidelines for the Historic District. This is aided by the sign grant, RECAP grant, plus paint and awning grants. Also, partnering with American In Bloom efforts in beautification in our city.

### Economic Restructuring

Economic Restructuring strengthens downtown's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, converting unused or underutilized space into productive property, sharpening the competitiveness and merchandising skills of downtown business people, and attracting new businesses that the market can support.

### Organization

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the downtown. This will allow the Main Street revitalization program to provide effective, ongoing management and advocacy of downtown.

Organization also involves program infrastructure, Development of by-laws, mission/vision statements, and selection and recruitment of Officers and committee volunteers.

### Promotion

Promotion takes many forms, but the goal is to create a positive imagine in order to increase community pride. Promotion seeks to improve retail sales events and festivals and to create a positive public image of downtown in order to attract investors, developers, and new businesses. Promotion creates community pride through the following: Summer Serenades, Rising Sun Biggest Loser, Geocaching Contest, Road Rallie tours that can be downloaded, marketing weddings in Rising Sun, and Home for the Holidays.

### Main Street Director

The Main Street Director shall manage the daily operation of the Program. The Main Street Director shall be responsible for coordinating the implementation of the Program's policies and projects and such other duties as the Board of Directors may require. The Main Street Director shall receive for his or her services such compensation as may be determined by the City of Rising Sun.

### Main Street Administrative Assistant

The Main Street Administrative Assistant shall manage the daily operations of the office. The Administrative Assistant will over see Heritage Hall. The Administrative Assistant shall be responsible for coordinating the implementation of the Program's policies and projects and such other duties as the Board of Directors may require. The Main Street Administrative Assistant shall receive for their services such compensation as may be determined by the City of Rising Sun.

### Historic Downtown Members

The program has the following membership sections: Individual members, Business, professional or property owner members, associate members, and sponsoring members. The Board shall establish annual dues, as it deems appropriate.

All members have an opportunity to vote at the annual meeting for any open board positions.

### Board of Directors

<u>Name</u>	<u>Position</u>	<u>Term Ends</u>	<u>Terms</u>
Steve Robinson	President (Organization/Design)	<b>Jan 1, 2009-Dec 31, 2011</b>	<b>1st</b>
Jodi Cole Mulle	Vice President (Promotion)	<b>Jan 1, 2009-Dec 31, 2011</b>	<b>2nd</b>
Deb Muenchen	Secretary (Promotion)	<b>Jan 1, 2010-Dec 31, 2012</b>	<b>2<sup>nd</sup>*</b>
Kathy Englehardt	Promotion	<b>Jan 1, 2008-Dec 31, 2010</b>	<b>1st</b>
Steve Patz	Organization	<b>Jan 1, 2008-Dec 31, 2010</b>	<b>1st</b>
Lane Siekman	Economic Restructuring	<b>Jan 1, 2008-Dec 31, 2010</b>	<b>2nd</b>
Elyssa Haskell	Economic Restructuring	<b>Jan 1, 2009-Dec 31, 2011</b>	<b>1st</b>
Barb Anderson		<b>Jan 1, 2010-Dec 31, 2012</b>	<b>1<sup>st</sup></b>
Mike Craig		<b>Jan 1, 2010-Dec.31, 2012</b>	<b>1st</b>

\* up for re-election

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Design works in tandem with Redevelopment to create aesthetic guidelines for the Historic District. This is aided by the sign grant, the Rebuild America grant, RECAP grant, plus paint and awning grants.

### 2010 members

Steve Robinson (Hoosier Tools and Treasure owner)  
Kent Abraham (Indiana Historic Landmarks)  
Peggy Dickson (Ohio County Community Foundation)  
Mike Northcutt (city employee)  
Bill Dichtl (Museum director)

1. Administer the RECAP 2.0 grant
2. Partner with American In Bloom
3. Partner with Port Authority with riverfront Master Plan
4. Create a paint up fix for the whole city
5. Plan for a blighted area (2<sup>nd</sup> street)
6. Promote "Rebuild America Loan"

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### 2010 members

Elyssa Haskell (Branch Manager at Mainsource)

Lane Siekman (Attorney)

Joyce Tull (local resident)

Dean Tuggle (owner of bed and breakfast)

### 2010 Goals

1. Identify ways to aid existing businesses
2. Contact business to learn their needs
3. Find resources to assist if can
4. Fill 2 vacant spaces
5. Work with pharmacy to move into 223-225 Main Street

## Organization

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### 2010 Members

Steve Robinson (Hoosier Tools and Treasures)  
Janie Eldridge (Denver Seikman Environmental Park)  
Steve Patz (Ohio County School Superintendent)  
Bill Dichtl (Ohio County Museum Director)  
Peg Dickson (Ohio County Community Foundation)  
Kent Abraham (Indiana Historic Landmarks)  
Joanne Hamilton (resident)

### 2010 Goals

- 1.Host three Social Networking meetings for the members
- 2.Host Preservation Event in May
- 3.Preserve America Award
- 4.Update the by-laws with the new boundaries

## Promotion

Promotion takes many forms, but the goal is to create a positive imagine in order to increase community pride. Promotion seeks to improve retail sales events and festivals and to create a positive public image of downtown in order to attract investors, developers, and new businesses. Promotion creates community pride through the following: Summer Serenades, Rising Sun Biggest Loser, Geocaching Contest, Road Rallie tours that can be downloaded, marketing weddings in Rising Sun, and Home for the Holidays.

### 2010 Members

Jodie Cole (local artist)  
Deb Meunchen (local citizen)  
Kathy Engelhardt (owner of Rising Sun Wellness Spa)  
Janie Eldridge (Denver Siekman Environmental Park)  
Sherry Timms (Tourism Director)

### Goals for 2010

1. Biggest Loser
2. Anniversary Package
3. Geocaching Contest
4. Art Festival
5. Navy Bean Festival
6. Summer Serenades
7. Halloween Parade
8. Walking Tour Brochure of Main Street
9. Scavenger Hunt
10. Mayor's Ride (Motorcycle)
11. Home for the Holidays