



CHERRYVILLE MAIN STREET PROGRAM

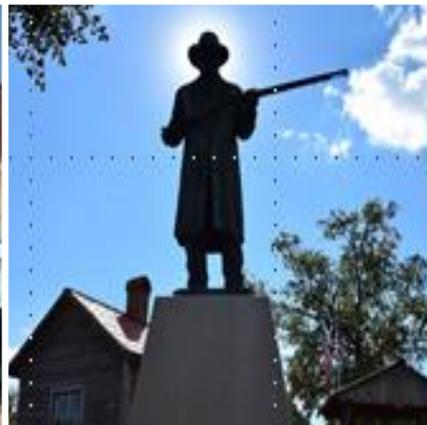


FY 2016 CMSP 2nd Quarter Session

October 22, 2015

Session Objectives

1. Receive a grant from the CCDC
2. Review CMSP progress for 1st Quarter, FY2016
3. Update you on initiatives for 2nd Quarter
4. Discuss how to build a high-performing team



Agenda

22 October 2015

Time	Topic	Speaker
6:00 PM	Refreshments	All
6:15 PM	Welcome and Opening Remarks	Andy West
6:20 PM	Cherryville Community Development Corporation (CCDC)	Palmer Huffstetler Mayor H.L. Beam
6:30 PM	CMSP Overview	Andy West
7:15 PM	Work Group Updates <ul style="list-style-type: none">• Organization• Design• Promotion• Economic Restructuring	Andy West Jean Skibo Karen West Roger Hollifield
7:45 PM	Building a High Performing CMSP Team	Andy West
8:00 PM	Wrap Up and Adjourn	All



Mr. Palmer Huffstetler, Chairman

1st Quarter, FY2016 Results

- Received \$50,400 from City of Cherryville
- Awarded grant from CCDC for \$7,500
- Received \$1,500 in donations for two benches
- 492 Hours of volunteer labor expended
- 7 Tasks in Master Work Plan completed
- 1st Meeting with Board of Directors
- Nomination completed for Best Community Relations Campaign
- Coca Cola mural installed
- New banners and hardware installed
- New outdoor furniture installed
- Two facades upgraded - - Trudie's and Betsy Ruppert's (Roy & Troy's)
- National Historic District consultant engaged; work underway
- North Carolina passes Historic District Tax Credit
- Cherryville brand roll-out in progress



CHERRYVILLE
MAIN STREET
PROGRAM

Work Group Assignments

Organization

- | | | |
|--------------------------------|---------------------|----------------------|
| 1. Andy West, Chair | 4. Roger Hollifield | 7. Ken Bowen |
| 2. Ben Blackburn, Vice Chair | 5. Jean Skibo | 8. Mary Beth Tackett |
| 3. Richard Randall, Secy/Treas | 6. Karen West | 9. Wanda Many |

Design

1. Jean Skibo, Chair
2. Jeanne Beam
3. Sherry Bingham
4. Doug Blackburn
5. Harriet Golden
6. Wanda Many

Promotion

1. Karen West, Chair
2. Libby Maffett
3. Pam McGinnis
4. Steve Panton
5. John Rudasill
6. Mary B. Tackett

Econ Restructuring

1. Roger Hollifield, Chair
2. Ken Bowen
3. Sue Hollifield
4. Andrew Thomas
5. Reggie Walker

Building a High Performing Team

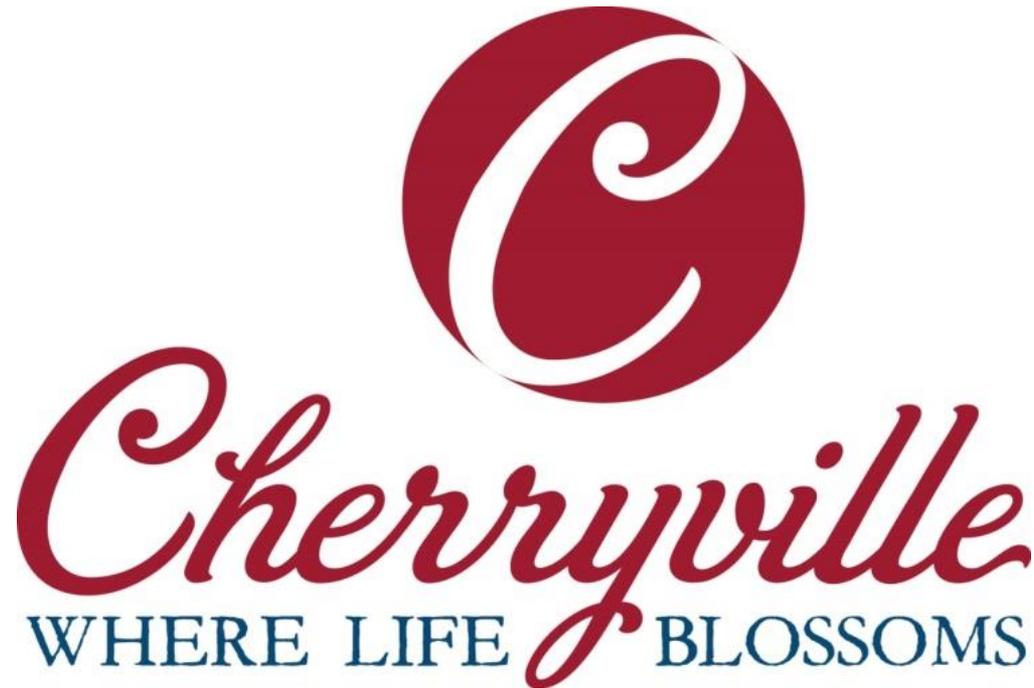
- Be Pro-active and Avoid Reactive Behaviors
- Work Friendly
- Plan Ahead; Don't Create Crises
- Work the Master Plan
- Communicate Effectively & Efficiently
- Make meetings a priority
- Use incremental progress to overcome a large task
- Be Bold in thinking and planning
- Ask yourself:
 - What have I done for CMSP lately?
 - What is the best use of my hours working CMSP?



Wrap-Up & Adjourn

Date	Event	Comments
28 October 2015 6-8 PM	Semi-Annual Update to Business Owners & Citizens	Optional; National Historic District Briefing; Heather Fearnbach
17 November 2015 6-8 PM	CMSP Board of Directors	EXCOM and Board only
19 November 2015 6-8 PM	Small Business Seminar	Gaston College; leveraging social media; Matt Phillips
3 December 2015	A Whoville Christmas	Optional; CMSP Booth
28 January 2016 6-8 PM	CMSP Committee 3 rd Quarter Meeting	Mandatory





“Make no little plans. They have no magic to stir men’s souls. Make big plans. Aim high in hope and work”

Daniel Burnham

Handouts



Quarterly Newsletter #4
1 April - 30 June 2015

Organization Team News

Welcome back to your Cherryville Main Street Program (CMSP) quarterly news. We just completed our first year of operating in the North Carolina Main Street Program. As a newly designated Main Street Community, we are one of only 65 such communities in the entire state. This provides us with a tremendous opportunity and valuable resources to draw upon as we work to revitalize our downtown.

Over the past 12 months, your CMSP Committee volunteers have donated 2,164 hours of their time to improve Cherryville. Working together toward a shared vision, we completed 49 tasks in the Master Work Plan - 7 more than originally scheduled. For fiscal year 2015 (July 2015 - June 2016), we updated the 2nd edition of the Master Work Plan. This new and improved plan includes 42 new tasks targeted for completion in FY2016.

For FY2016, we have 22 volunteers remaining for another year of service. Additionally, we're bringing on seven new volunteers who will provide new perspectives to the Committee.

In June, the City Council approved a seat of honor for the CMSP Committee. The Board of Directors is a Board of Directors, and four seats are in the Board, each with a chairperson. The new Board clarifies roles and expectations of committee members. Moreover, they add greater structure and are a major step in institutionalizing the program.

Design Team News

The Design Team's work on selecting street furniture and boulevard banners has come to fruition at last. The furniture and trash receptacles arrived on July 8 and are adding

Main Street. The boulevard banners and new hardware have also arrived and will soon be installed on the lamp posts.

The 46, 18-gauge steel benches are 5ft. long and made with great care. Individual seats fit a quarter of an inch apart and are formed and welded to a cast iron and steel framework. The back features an elegant arch. The benches are coated with a protective thermoplastic coating. The matching 22 gallon trash receptacles include a rear and rear banner. The furniture and receptacles will certainly help beautify the downtown and hopefully the trash receptacles will encourage a cleaner downtown.

The banner hardware has a crissled design and will reduce the aging hardware currently in place. The first increment of banners/refractive new signs, "Cherryville: Where Life Blossoms."

A donor campaign has been ongoing in which the city and donor share in the cost of a trash receptacle or bench. Donors will be recognized on a plaque for their donation. We are still seeking donors. The Cherryville Main Street Committee members purchased a bench in honor of the citizens of Cherryville: the Village Garden Club purchased a bench in honor of their members. Mayor W. L. Seem purchased a trash receptacle. The donor campaign is ongoing and citizens are encouraged to purchase a bench, trash receptacle, or table in memory or in honor of someone, a club, or their church. For information, call the Chamber of Commerce.

For fiscal year 2016 we will recognize as the Design Work Group with Jean Selbo serving as the chair. Our focus will remain on improving the appearance of the downtown.

Promotion Team News

The Promotion Team had an active fourth quarter. In April, we sponsored a booth at the Cherry Blossom Festival with information brochures and an exhibit featuring the new outdoor furniture for the downtown. We spoke with many citizens about the Main Street Program and received many positive comments.

Cherryville Main Street Program

Fiscal Year 2015 Annual Report

July 2014 - June 2015 Activities



By the Numbers

552
Number of cities and towns in North Carolina

65
Number of cities and towns designated as NC Main Street communities

35th Anniversary
NC Main Street 2015

Smart, integrated and smart businesses are the foundation of downtown Cherryville. As a NC Main Street Community, we are supported by the NC Main Street Center and the Office of Urban Development. Together, we strive to plan and execute downtown revitalization initiatives. Our executives with the CMSP facilitate businesses in building a positive culture, which increases customer retention, employee loyalty, and makes their employees feel valued and appreciated.

The Main Street Revitalization Approach is a comprehensive, multi-step process designed to improve all aspects of the downtown, providing both immediate and long-term benefits. For example, we have implemented the following programs:

- **Organizational Building** - providing to create a consistent, efficient program of ongoing strategic planning and business development.
- **Design** - enhancing the visual quality of the downtown and the downtown environment through its building and construction, public improvements, and landscaping, including the new outdoor furniture and signage.

Historic Rehabilitation - downtown is a compelling place for shopping, recreation and tourism. This means not only preserving the built environment, economically, aesthetically and historically.

Economic Revitalization - strengthening the existing economic base of the business district while developing new economic base activities include: establishing retail shops, lodging, new buildings, the have outlined the original purpose and changing the demographics of Main Street.



1 July 2015

Bylaws:

These Bylaws govern the operations of the Cherryville Main Street Program, a volunteer committee working together with the Cherryville City Government and the Cherryville Chamber of Commerce.

ARTICLE I

Name and Principal Office of the Committee

- The name of the committee shall be the Cherryville Main Street Program Committee (hereinafter referred to as "The Committee" or "CMSP"). The principal office of the Committee Chairman shall be determined from time to time by the Cherryville City Council. All other positions within the Committee shall be determined by the CMSP Board of Directors.
- The principal office of the Committee shall be located on the second floor of City Hall at 116 South Houston Street, Cherryville, NC 28021.

ARTICLE II

Purpose

While not a nonprofit agency under Section 501 (c)(3) of the Internal Revenue Code of 1954, the Committee is organized to operate exclusively for charitable and educational purposes and more specifically:

- The general purpose of the Committee shall be to promote historic preservation, protection and use of Cherryville's traditional downtown area, including the area comprising streets and residences.
- To take remedial actions to eliminate the physical, economic and social deterioration of Cherryville's traditional downtown area and thereby provide Cherryville a historic preservation, contribute to its community betterment and enhance the social welfare while lessening the burden of Cherryville government.
- To disseminate information and promote interest in the preservation, history, culture, architecture and public use of Cherryville's downtown area.
- To hold meetings, seminars, and other activities for the instruction of the general public in those activities such as building rehabilitation and design, economic restructuring, and planning and management of the local preservation and appreciation of Cherryville's history, culture and architecture.
- To act, work with, and participate in the activities of other organizations, individuals, and public and private entities located within and outside of Cherryville engaged in similar purposes.
- To solicit funds for educational and charitable purposes as well as funds for the common good of the downtown business district. Receipt and administration of all funds will be conducted by the City's Finance Department.
- Additionally, the Committee may solicit any property real, personal, tangible, or intangible or any undivided interest therein, without limitation as to amount of value, however, the city will take

Cherryville Main Street Program Meeting Schedule FY2016

Committee/Group	Frequency	Time	2015							2016					
			Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Full CMSP Committee	Quarterly	6:00-8:00 PM	23	-	-	22	-	-	28	-	-	21	-	-	
Board of Directors	Quarterly	6:00-8:00 PM	-	20	-	19	-	-	18	-	-	15*	-	-	
Organization WG	Monthly	8:30-10:00 AM	-	13	10	15	12	10	14	11	10	14	12	16	
Design WG	Monthly	6:00-8:00 PM	-	3	3**	5	2	7	4	1	7	4	2	6	
Promotion WG	Monthly	-	4	1	6	3	1	5	2	1	5	3	7	7	
Econ Restructuring WG	Monthly	6:00-8:00 PM	-	4	1	6	3	1	5	2	1	5	3	7	
Merchants & Bldg Owners	Semi-Annually	6:00-8:00 PM	-	-	-	27	-	-	-	-	-	26	-	-	

* Annual Board Meeting
** Thursday meeting as 1st Monday is Labor Day



Master Work Plan

(2nd Edition)

FY 2014 - FY 2020



July 2015

35th Anniversary

Developed by the Cherryville Main Street Program and CMSP Board members

