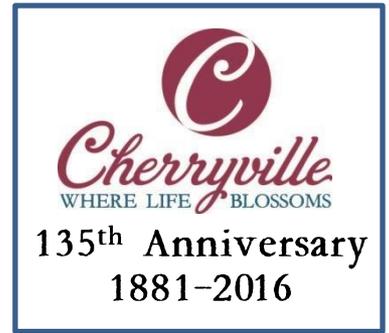




CHERRYVILLE MAIN STREET PROGRAM

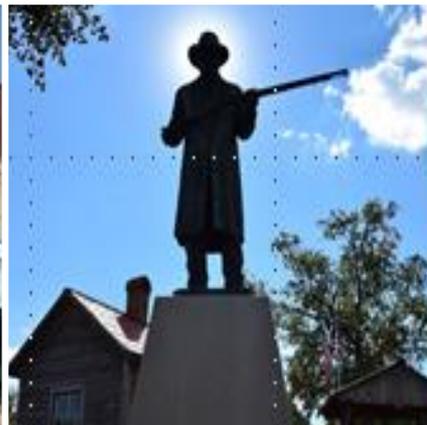


FY 2016 CMSP 3rd Quarter Session

January 28, 2016

Session Objectives

1. Update on the latest news affecting CMSP
2. Review CMSP progress for 2nd Quarter, FY2016
3. Update you on remaining initiatives for FY2016
4. Conduct a mid-year survey of CMSP volunteers



Agenda

28 January 2016

Time	Topic	Speaker
6:00 PM	Opening Remarks & News	Andy West
6:15 PM	2 nd Quarter Results	“
6:30 PM	FY2016 Remaining Initiatives	“
7:00 PM	Mid-Year Survey	“
7:15 PM	Wrap Up and Adjourn	All



Work Group Assignments

Organization

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

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



W. KELLING
WATCHMAKERS

DR. J. PARKER

LIVE
CITY
STOFFE





SELF & WOFFORD
B.S.

-y

Supplies





Cherryville
WHERE LIFE BLOSSOMS

April
22 & 23



2016 NC Main Street Award of Excellence

Community Foundation Of Gaston County \$5,000 Grant



2nd Quarter, FY2016 Results

(Oct – Dec 2015)

- Expended over 1,100 volunteer hours YTD; completed 15 tasks and accomplished multiple duties
- Procured and installed new Christmas decorations
- Installed plants and lighted evergreens at City Center
- Planted cherry trees around town
- Added brand to City buildings and vehicles
- Sponsored booth for *Whoville Festival*
- Sponsored automobile for Christmas parade
- Presented business case for old bank building to City Council
- Drafted National Historic District application
- Published and distributed Quarterly Newsletter and articles
- Mini-Park outdoor furniture donor campaign launched



 Nothing Compares 

Donor Campaign

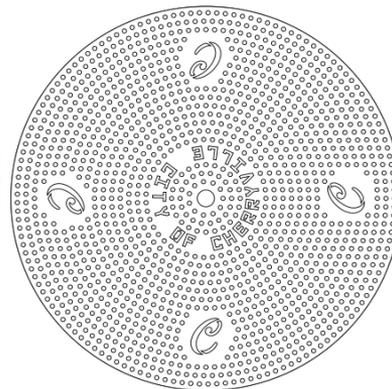
Goal: > \$6,000

Giving Level	Amount
Bronze	\$50 - \$99
Silver	\$100 - \$249
Gold	\$250 - \$499
Platinum	\$500 - Above

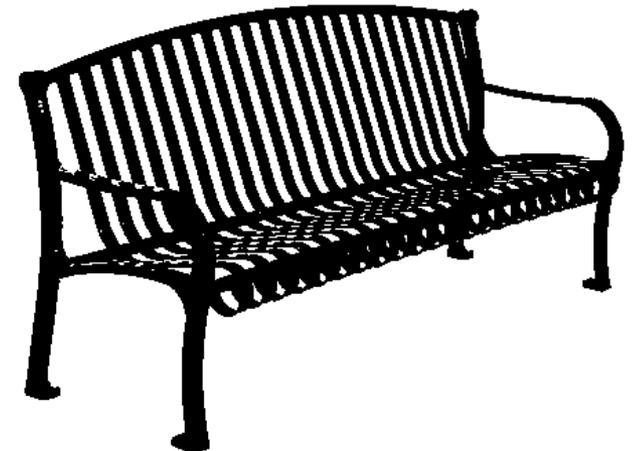
2 @ \$500



2 @ \$1,500



4 @ \$1,250



Sample Dedication & Donor Plaque



Cherryville Mini-Park Donors

April 2016



Bronze

Raleigh J. Putnam, Jr.
Arnold & Nancy Brackett
Beth Beam Wright
John Bennett Daves
Steve & Linda Zrioka

Silver

Jonathan West
Jack Davis
John & Nancy Porter
Joe & Sandy Dismukes
Richard & Kay Beam
Richard & Jennifer Krausse
O. C. Parker
Palmer E. Huffstetler, Jr.

Gold

Andy & Karen West

Platinum

Michael N. Beam
Paul Cloninger

This plaque is dedicated to these Friends of Cherryville who donated the outdoor furniture to this park for all to enjoy.

Note: Names listed in the order donated.

FY2016 Remaining Tasks (Jan-Jun 2016)

- ✓ 1. Conduct a mid-year survey of CMSP Committee members
2. Develop the FY2017 Master Work Plan.
3. Develop the FY2017 CMSP Budget; align with Master Work Plan
4. Recruit CMSP Chairman, Work Group Chairs and Volunteers for FY2017
5. Develop and issue a Request for Proposal (RFP) & Statement of Work (SOW) for an engineering and architecture firm/agency to devise a streetscape master plan for the downtown; select and engage a firm
6. Develop with the City, a preliminary financing strategy for the streetscape plan; explore a bond referendum for the Phase I City Commons Park
7. Attend the 2016 NC Main Street Conference in Goldsboro, NC (four persons attending); back brief full CMSP Committee.
8. Develop a comprehensive, integrated art plan on Main Street including an alley-way conversion, murals, sculpture and other art forms.
- ✓ 9. Develop options for adding outside furniture to the downtown area; procure 2nd increment of furniture targeted for the mini-park.
10. Develop a historical marker plan for select locations in Cherryville; apply/coordinate for signage.

FY2016 Remaining Tasks (Jan-Jun 2016)

11. Secure a sponsor and install a new mural in the downtown district.
- ✓ 12. Rent a billboard in a strategic location and advertise Cherryville's brand.
13. Sponsor a booth at the Cherry Blossom Festival to promote the CMSP.
- ✓ 14. Submit an application for the Downtown Business District to be approved as a National Historic District thereby qualifying for Fed and State tax credits when available.
15. Promote the Façade Grant program so that all earmarked appropriated funds for the program are expended during the fiscal year.
16. Develop a set of incentives to support small business recruiting (tax breaks, matching grants, utilities discounts, etc.)
17. Develop the business cases (business leakage, community demographics, growth projections, sales potential, 3 county area, incentives etc.) and then conduct a letter campaign and recruitment visits to attract:
 - A new restaurant
 - A brew pub
 - An anchor business

Building a High Performing Team

- 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 or complex task
- Be Bold in thinking and planning
- Be Pro-active
- Ask yourself: "What have I done for CMSP lately?"

Don't limit your
challenges,
challenge your
limits.

QUOTEDIARY.ME

Mid-Year Survey



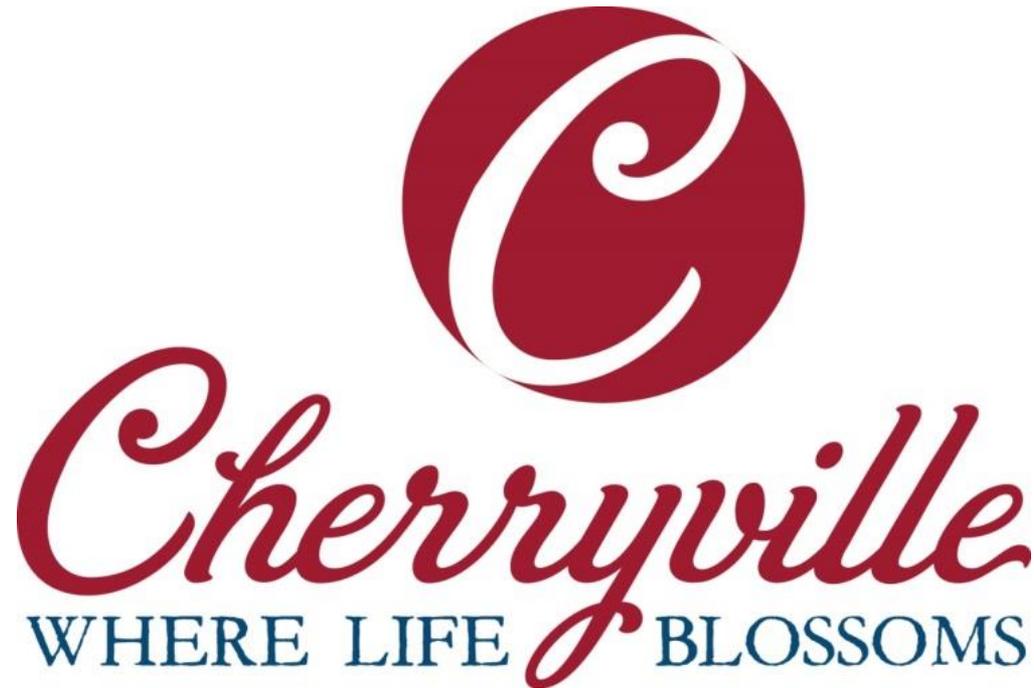
A close-up photograph of a hand holding a black marker, checking a box in a survey form. The form is tilted and contains the following text and checkboxes:

Survey:	<input checked="" type="checkbox"/>
Excellent:	<input type="checkbox"/>
Good:	<input type="checkbox"/>
Fair:	<input type="checkbox"/>
Poor:	<input type="checkbox"/>

Wrap-Up & Adjourn

Date	Event	Comments
15 March 2016 6-8 PM	CMSP Board of Directors	EXCOM and Board only
16-18 March 2016	NC Main Street Conference	Goldsboro; 4 CMSP reps
21 April 2016 6-8 PM	CMSP Committee 4 th Quarter Meeting	Mandatory
22-23 April 2016	Cherry Blossom Festival	CMSP Booth
26 April 2016 6-8 PM	Semi-Annual Update to Business Owners & Citizens	Optional
TBD – Apr/May	Small Business Seminar	Gaston College; leveraging social media;





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

Daniel Burnham