



CHERRYVILLE MAIN STREET PROGRAM

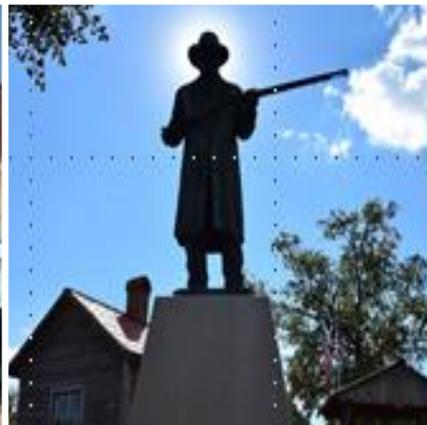


FY 2016 CMSP Kick-Off Session

July 23, 2015

Session Objectives

1. Understand the bylaws and where you fit in
2. Review CMSP progress to date
3. Familiarize you with the plans going forward
4. Organize for the new fiscal year 2016



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 held by 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 into each other and are 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 liner and rain bonnet. 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 Begins."

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 sales. Our improvements to our building while creating new jobs.

The Main Street Revitalization Approach is a comprehensive, multi-phase strategy to improve all aspects of the downtown, providing both immediate and long-term benefits. Four primary components of the revitalization program include:

- **Organizational Building:** providing a strong, consistent, and 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 strategic marketing and promotion.
- **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 arts and cultural district, engine programs 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 1955, 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 the 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 that foster the 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

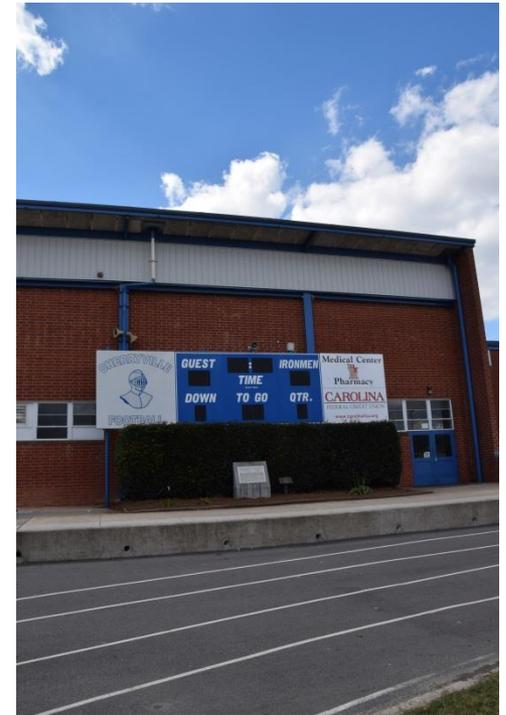


Agenda

Time	Topic	Speaker
6:00 PM	Refreshments & Handouts	All
6:15 PM	Welcome and Agenda	Andy West
6:30 PM	A View from the Top	Mayor Pro Tem Brian Dalton
6:45 PM	CMSP Overview <ul style="list-style-type: none">• New Bylaws & Organization• Master Work Plan• Dual Track Approach• FY2015 Results• FY 2016 Initiatives	Andy West
7:30 PM	Break Out into Work Groups	Chairs
8:00 PM	Adjourn	All



A View from the Top *Mayor Pro Tem Brian Dalton*

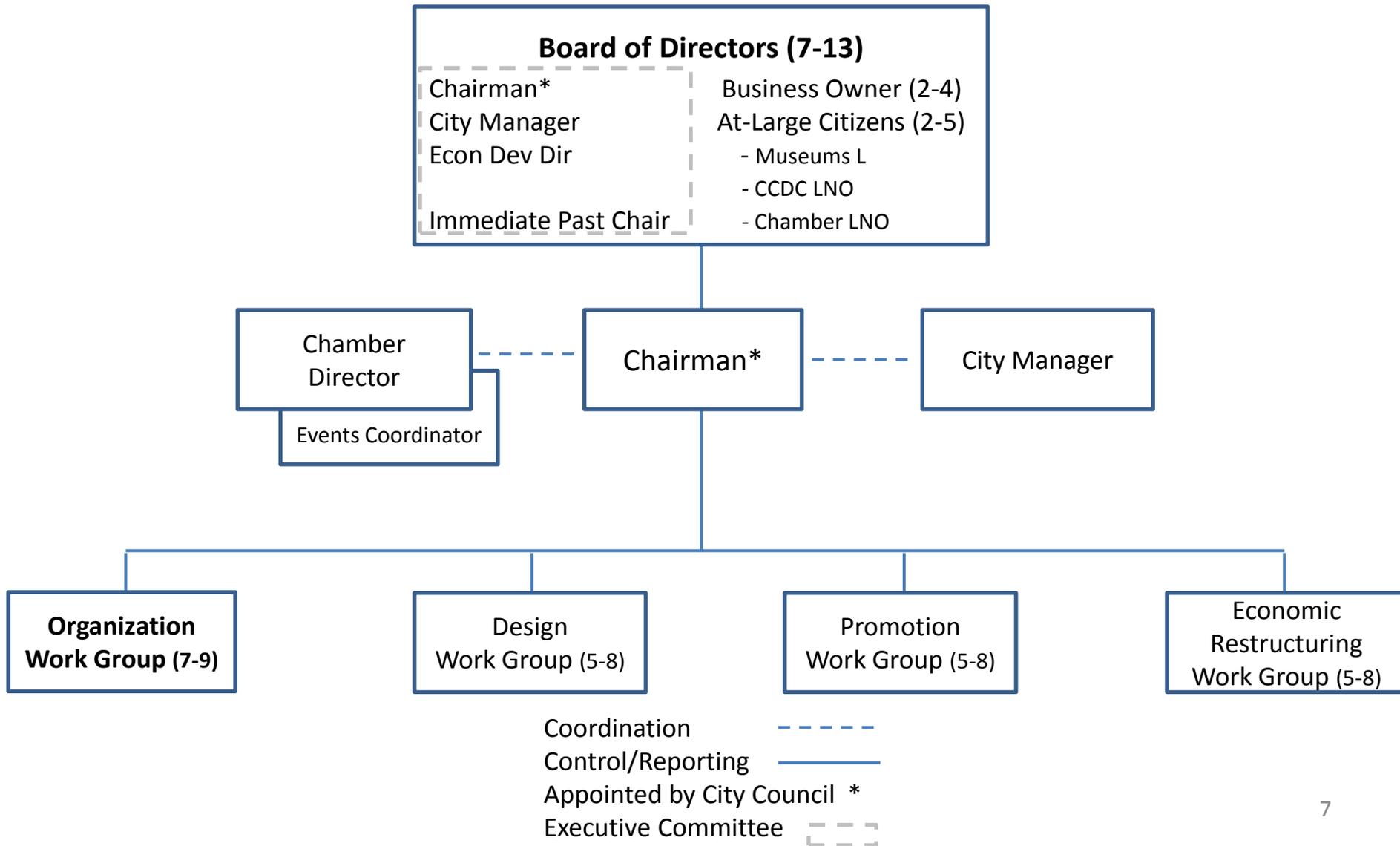


New Bylaws

- Approved by City Council in June
- Governs the operations of the Cherryville Main Street Program
- Establishes a new organization with Board of Directors and Executive Officers
- Defines the four Work Groups and number of members
- Establishes an attendance policy - 3 strikes and you're out
- Requires an annual report to City Council



CMSP – New Organization



Work Group Assignments

Organization

- | | | |
|--------------------------------|---------------------|-----------------|
| 1. Andy West, Chair | 4. Roger Hollifield | 7. Econ Res Rep |
| 2. Ben Blackburn, Vice Chair | 5. Jean Skibo | 8. Design Rep |
| 3. Richard Randall, Secy/Treas | 6. Karen West | 9. Promo Rep |

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. John Rudasill
5. Mary B. Tackett

Econ Restructuring

1. Roger Hollifield, Chair
2. Ken Bowen
3. Stephanie Dohmlo
4. Sue Hollifield
5. Andrew Thomas

FY2015 Results

- Set up Operations Center in 2nd floor of City Hall
- Coordinated with Public Works to clean up the downtown
- Received \$30K from City; raised \$25K from businesses and citizens
- Chartered and staffed an Architectural Review Board
- Implemented New Façade Grant Program for the downtown business district
- Published quarterly newsletters for all Cherryville households and businesses
- Created and adopted the new Branding System for Cherryville
- Applied and selected for National Historic District Study List
- Held Semi-Annual CMSP Updates for Merchants & Property Owners
- Installed CMSP Information Kiosk on the Chamber lawn
- Procured new outdoor furniture for Main Street
- Procured new banners and hardware for lamp posts
- Drafted and approved Charter and By-Laws
- Completed 49 tasks in the Master Work Plan



North Carolina
Main Street



CHERRYVILLE
MAIN STREET
PROGRAM

Master Work Plan

(2nd Edition)

FY 2016 – FY 2020



Downtown
CHERRYVILLE



July 2015

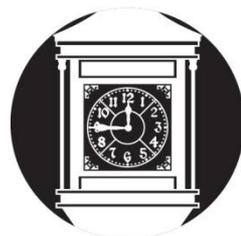
Prepared by the Cherryville Main Street Program (CMSP) Committee



Vision & Mission

Vision: A vibrant, historic downtown of unique, eclectic businesses thriving in a friendly, entrepreneurial environment and celebrating a rich heritage

Mission: The CMSP Committee will continuously action its Master Work Plan for the near term development and long term revitalization of downtown Cherryville in order to restore and preserve the historic downtown area and attract visitors and businesses, while promoting Cherryville's new brand and celebrating the heritage of our authentic southern city.



Downtown
CHERRYVILLE

Dual Track Approach

Near Term

(1 year)

- Develop a streetscape master plan
- Obtain National Historic District designation
- Facilitate façade improvements for 3-5 businesses
- Install 1-2 murals on selected building walls
- Procure outdoor furniture for mini-park
- Celebrate our heritage by arranging an Oktober Fest
- Secure public and private funding for streetscape
- Implement a banner program with new branding

2016

Long Term

(5 year)

- Recruit a new restaurant, brew pub, and anchor store
- Implement Phase I (City Commons) streetscape redesign
- Secure Main Street Solutions Grant(s);
- Find private investors for upper story development
- Re-purpose the old Cherryville Bank building
- Develop the alley way into an arts and crafts area
- Implement historic plaques for downtown buildings

2020

NC Main Street districts have prospered over the last three decades because of positive, incremental change block by block, business by business, year by year.

FY2016 Funding Plan

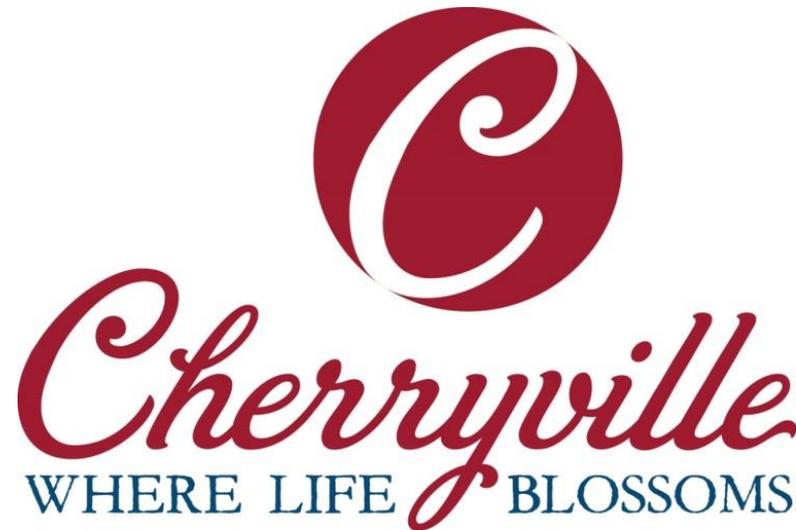
	Initiative	Public Funding	Private Funding	Total Funding
1	Downtown small business improvement grants	\$15,000	\$15,000	\$30,000
2	Architectural Streetscape design engineering plan	\$10,000	\$10,000	\$20,000
3	Main street outdoor furniture & banners	\$9,000	\$5,000	\$14,000
4	Admin, promotions, NC Main Street conference and dues	\$8,900	-	\$8,900
5	Building Murals and area beautification	\$7,500	\$5,000	\$12,500
	Total Estimate for FY2015 Public/Private Investments	\$50,400	\$35,000	\$85,400

FY 2016 Initiatives

- Master Work Plan - 2nd Edition
- Fund raising for outdoor furniture and murals
- Private sector funding for National Historic District consulting
- Private sector funding for Streetscape Design
- Outdoor furniture 2nd procurement
- Banners 2nd procurement
- Mural plan and initial implementation
- Cherry trees and pigeons
- National Historic District application
- Façade renovations in the Downtown
- Business recruitment campaign
- Main Street Accreditation
- Branding System rollout



What are your questions?



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

Daniel Burnham

Work Group Break Out Topics

- Work Group introductions & expectations
- Verify contact information
- Best way to communicate
- Select Organization WG Representative
- Confirm meeting dates
- Review Master Work Plan
- Discuss process for tracking time

