



CHERRYVILLE  
MAIN STREET  
PROGRAM



CHERRYVILLE  
CHAMBER of COMMERCE

July 1, 2016

Subject: Volunteer Application

Dear Potential Volunteer,

On behalf of the Cherryville Main Street Program (CMSP), the City of Cherryville, and the Chamber of Commerce, we would like to thank you for your interest in the Cherryville Main Street Program. Through the efforts of volunteers like you, we are making great strides toward the revitalization of our downtown.

Fiscal Year (FY) 2017 offers new opportunities and challenges for our Main Street Program. With the implementation of the new organization and Bylaws in FY 2016, we were able to streamline the four Work Groups and bring greater discipline and accountability to the CMSP Committee. You have expressed an interest in serving with the CMSP Committee. In so doing, we ask for you to commit to one year of service.

In committing for a year, we ask that you agree to the following:

- To accept responsibility for completion of your assigned tasks
- To support the decisions of the Board of Directors and the Organization Work Group
- To support your assigned Work Group Chairman
- To work friendly and cooperatively with other CMSP volunteers
- To attend (or seek excusal from) all official CMSP meetings to which you are invited

Enclosed is a volunteer application along with a description of the various Work Groups that comprise the CMSP. Please let us know your preference by completing and signing the enclosed form, along with the inventory of your skills and experiences. Then, return the completed application to us (the Executive Committee). We appreciate your interest in making positive contributions to the program and downtown Cherryville.

Yours truly,

Andrew C. West      Ben Blackburn      Richard Randall

Andrew C. West  
CMSP Chairman

Ben Blackburn  
CMSP Vice Chairman  
and City Manager

Richard Randall  
CMSP Secretary/Treasurer  
and Chamber Director



# Cherryville Main Street Program Volunteer Application

Dear CMSP Executive Committee,

I have reviewed the letter of commitment and understand the expectations of me as a CMSP volunteer. I choose the following options:

**(Check all boxes that apply to you)**

- I want to volunteer to serve on the CMSP Committee for one year. I want to serve on the following Work Group:

Circle a 1<sup>st</sup> & 2<sup>nd</sup> choice. (See enclosed description.)

- 1 2 Organization
- 1 2 Design
- 1 2 Promotion
- 1 2 Economic Restructuring

- I am willing to serve as Chairman of my assigned Work Group.
- I prefer to be involved only through the semi-annual information sessions and other informational media.

Signature	Date
Printed Name	Phone Number
Address	City/State
Email address	

**Note:** On the next page of this form, briefly list your special skills and interests, your committee experience, and recent work history.

**Return this Volunteer Application (pages 1 & 2) to:**  
Cherryville Chamber of Commerce  
ATTN: CMSP EXCOM  
220 East Main Street  
Cherryville, NC 28021



## Work Groups

The Board of Directors may designate one or more work groups for purposes as stated in the resolution creating such work group. The Board will appoint a Chair for each Work Group. Each Chair shall be responsible for directing and coordinating the affairs of the respective work group. Members of each work group shall be appointed by the respective Work Group Chair. Each work group shall consist of not less than five (5) members or more than eight (8) members plus a Chairman. Terms for the Chair and the work group members shall be for one year commencing with the fiscal year. The Chair and volunteers may serve additional terms at the request of the Board and Work Group Chair. Each Work Group will meet monthly to review the status of tasks and initiatives. Additionally, a CMSP Committee-wide meeting will be held quarterly to update everyone on actions and assist with coordination across work groups.

The Cherryville Main Street Program shall have at least four (4) standing work groups:

**1. Organization, 2. Design, 3. Promotion, and 4. Economic Vitality** with duties as follows:

- ❖ The Organization Work Group is chaired by the Chairman of the Board of Directors. The other members of the Executive Committee also serve on this work group as well as the Chairs from the other standing work groups. Chairs may appoint one “At Large” member from their Work Group to participate on the Organization Work Group. The Organization Work Group receives and reviews options and recommendations from the other work groups. After proper due diligence, the Organization Work Group selects the best option or approves/disapproves/amends the recommendations from other work groups. Those actions approved by the Organization Work Group shall be presented to the Board of Directors at their next meeting for review and additional guidance. The Organization Work Group conducts such cross-cutting activities that involve multiple Committee work groups rather than a lone work group (e.g. fund raising, budget formulation, etc.). The Organization Work Group stimulates revitalization in the downtown business district through organization by encouraging cooperation and building leadership in the business community.
- ❖ The Design Work Group is concerned with improving the appearance of the downtown. This work group is heavily involved with planning the street scape and monitoring downtown beautification and maintenance. Downtown seating, art work, and decorations are all areas of interest.
- ❖ The Promotion Work Group focuses on creating a positive image for downtown by promoting the downtown as an exciting place to live, shop and invest. This work group manages the Communications and Change Management Plan for the Committee. Additionally, they work with the Chamber of Commerce to promote Cherryville through well planned events to attract visitors and citizens to the downtown.
- ❖ The Economic Vitality Work Group works to identify new market opportunities for the traditional commercial district. The work group develops new uses for historic commercial buildings, and pursues opportunities for stimulating investment in downtown properties. Other areas of interest include second story residential development and optimizing the mix of downtown businesses.