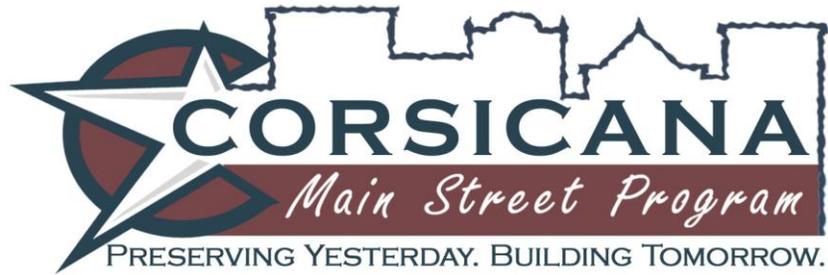




# Advisory Board Application Packet



The Main Street Advisory Board (MSAB) is always recruiting dedicated volunteers. If you or someone you know is dynamic, energetic and ready to make a difference in downtown Corsicana, then continue to read about our volunteer opportunities and consider completing our Volunteer Application Form.

**Responsibilities of a Main Street Board Member:**

Serving on the board of directors of any organization is much more than just attending meetings and having a title. If you cannot find time to attend the meetings, then you should not agree to serve on the board. A board member should be committed to the Corsicana Main Street Program by giving of his/her time, experience, skills, and some level of monetary resources to advance the mission and goals of the organization.

The board of directors is responsible for the general direction and supervision of the Program, but does not handle day-to-day operations. The executive committee – made up of the board officers (President, Vice-President, Secretary) – and employees (both paid and volunteer) manage daily routines. However, this doesn't mean that board members should not take a lead role on teams and committees.

Effective board members should anticipate a time commitment of between two and eight hours each month.

**Following are some general activities that involve a MSAB member:**

- Determine the objectives and policies of the organization
- Develop a long-range strategic plan
- Ensure that the organization is carrying out its mission
- Work with decision-makers on issues of local economic development and preservation
- Learn how the organization and the board operates, including funding sources
- Always be on the lookout for new members and sponsors
- Teamwork is also an important aspect of being a board member. The board of directors is a team, not a group of individuals.
- And, above all, the board of directors must be accountable for its conduct. Ethics begin with individual board members.



**Specific responsibilities of a MSAB member include:**

- To establish as a high priority attendance at all meetings of the board and committees;
- To come prepared to contribute to the discussion of issues and business to be addressed at scheduled meetings;
- To represent the organization in a positive and supportive manner at all times and in all places and to support all actions taken by the Board even when in a minority position on such actions;
- To work with and respect the opinions of peers who serve on the board and to leave personal prejudices out of all board discussions;
- To observe parliamentary procedures and display courteous conduct in all board, committee and task force meetings;
- To refrain from intruding on administrative issues that are the responsibility of management, except to monitor the results and prohibit methods not in congruity with board policy;
- To avoid conflicts of interest between position as a board member and personal life and declare a conflict and refrain from voting on matters in which a conflict exists;
- To agree to serve on at least one committee**, regularly attend meetings, and participate in the accomplishment of its objectives and respect the roles of the chair and other volunteers;
- To participate in strategic planning meetings, board self-evaluation programs, and board development workshops, seminars, and other educational events that enhance skills as a board member.



## **Our Main Street Committees**

Committees are the backbone of a successful Main Street program. A phenomenal amount of activity must be carefully coordinated if a commercial district revitalization program is to achieve its goals. The following committees are the vehicles through which the Corsicana Main Street Advisory Board follows the nationally proven Main Street *Four-Point Approach*:

**ORGANIZATION** gets everyone working toward the same goal by building consensus among the many groups that play a role and have a stake in the economic viability of the Main Street district. Organization also establishes an organizational structure of board and committees, conducts membership drives, forms community relationships, and assembles financial resources to operate our Main Street program.

**PROMOTION** devises an effective strategy for projecting a positive image of the downtown business district and encourages everyone to live, work, shop, and play in the Main Street area. This includes marketing the downtown's unique characteristics to shoppers, investors, new businesses, artists, tourists, and others, and organizing special programs and benefits to enhance the value of membership.

**ECONOMIC RESTRUCTURING** strengthens our community's existing economic base and finds ways to expand and diversify to meet new opportunities and challenges. These activities include helping existing downtown businesses succeed, recruiting new businesses to provide a balanced mix, converting unused space into productive property, and sharpening the competitiveness of downtown merchants. By strengthening the downtown's economy, communities are able to support the ongoing use of historic commercial buildings, preserving unique community assets.

**DESIGN** gets the Main Street area into top physical shape and creates an inviting atmosphere through attractive windows, lighting, banners, signs, and rehabilitation of historic buildings. This involves enhancing not just the appearance of these elements, but also creating parking, sidewalks, ease of traffic flow, and anything else that conveys a positive visual message about downtown and what it has to offer.



I am interested in helping Main Street achieve its goals in the following capacity (circle one)

Board Member

Committee Member

Name		
Home Address		
Cell phone	fax	e-mail
Work (if applicable) Company & Address		
phone	fax	e-mail

Summarize your experience with and/or interest in our organization.



<b>What skills and knowledge are you willing to bring to our board? Please indicate your experience in the following areas.</b>	<b>very experienced</b>	<b>some experience</b>	<b>little or no experience</b>
strategic planning			
fundraising			
board development (recruitment, training, evaluation)			
program planning and evaluation			
communication, public and media relations			
participation in interagency committees			
public speaking			
organizational development			
writing, journalism			
special events (planning and implementing)			
Architecture, construction, landscape design			
Preservation practices			

For the items you checked as “very experienced” or “some experience”, please provide details.

If not described above, please outline your experience as a volunteer board or committee member?

Who may we contact for information about your performance in these positions?

If you have a resumé, please attach it.