



# Work Plan 2010

## Organization Committee

Chairperson: Beth Lewis

**Organization** involves coordinating community efforts toward the same goal. The Organization Committee assembles the appropriate human and financial resources to implement a revitalization program. Partnering with various community groups, businesses and private investors to reach consensus on important issues and to maintain a shared vision for Highland, the Organization Committee builds a foundation for a successful downtown area. The committee is also the “personnel department” of the program, keeping the volunteers productive and happy, while creatively building a solid financial foundation.

The Organization Committee has identified the following projects for 2010:

1. Develop and maintain volunteer base.
2. Develop community outreach/communication programs.

1. Project/Activity: Develop and maintain volunteer base.					
Tasks	Measurable	Person Responsible	Start/End Dates		Budget
Review committee work plans and assess yearly volunteer needs.	Work plans reviewed and volunteer needs estimated	Committee & Staff	02/10	02/10	
Update database of volunteers.	Database updated	Committee	02/10	03/10	
Host volunteer appreciation event for volunteers.	Event held	Committee & Staff	03/10	05/10	500
Develop volunteer orientation packet/hot jobs list.	Packet created	Committee	02/10	04/10	100
Add request for volunteers to website and local cable.	Volunteer information created and made available online and on local tv.	Committee & Staff	04/10	06/10	
<b>Total Budget</b>					<b>\$600</b>

2. Project/Activity: Develop community outreach/communication programs				
Tasks	Measurable	Person Responsible	Start/End Dates	Budget

Develop social media networking strategy, create Facebook page.	Facebook page created	Committee & Staff	02/10	03/10	
Update presentation tools to promote the DDA ex. Power Point presentations.	Promotional materials updated as needed	Staff	Ongoing		
Seek out opportunities to speak to other local organizations and create partnerships.	Outreach held and presentations given	Committee, Board & Staff	Ongoing		
Research other community's websites and/or newsletters for best practices	Summary of best practices created	Committee	02/10	04/10	
Committee Work Plans made available to public online	Work Plans posted on website	Staff	02/10	03/10	
Develop regular public communications including newsletters and constant contact mailings.	2-4 newsletters printed and circulated throughout the year, eblasts as needed	Committee & Staff	Ongoing		1,000
<b>Total Budget</b>					<b>\$1,000</b>

The above projects result in a projected budget need of \$1,600.00 for Organization Committee activities for the 2010 fiscal/calendar year, excluding consulting fees.