



Chairperson: Available
Missy/Jenny

Work Plan 2023. **DRAFT 4/23**

Organization Committee. - Core team (Missy/Jenny/Cassie). **UPDATED 4/23**

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 2023:

1. Research and Advertising to Replace Local Newspapers and put Plan in Place
2. Recruit and Maintain Current Volunteer Base
3. Develop and Initiate a Fundraising Plan for Current Year
4. Administration Documents Reviewed/Update if Needed
5. Website Maintenance
6. Develop Strategy Plan in the Desired MSA Format
7. Develop Community Outreach/Communication

Programs

| 1. Project/Activity: Research Advertising to Replace Local Newspapers and put a Plan in Place | | | | | | |
|---|--|--------------------|-----------------|--------------------------|-------------------|--------|
| Projected Outcome: Alternative sources | | | | | | |
| Actual Outcome: | | | | | | |
| Tasks | Measurable | Person Responsible | Start/End Dates | | No. of Volunteers | Budget |
| Research Digital Newspapers Oakland County Times | Oakland County Times Contacted- Meeting took place 2/15/23 | Core Team | 1/23 | 4/23 Completed | | \$1500 |

1. Project/Activity: Research Advertising to Replace Local Newspapers and put a Plan in Place - Con't

Projected Outcome: Alternative sources

Actual Outcome:

| Tasks | Measurable | Person Responsible | Start/End Dates | | No. of Volunteers | Budget |
|--|---|--------------------|-----------------|-------|-------------------|-----------------------------|
| Development Advertisement Plan | 1)Bill Board Reserved for Summer Season 2)High School Newspaper | Cassie/Missy | 02/23 | 12/23 | 3 | |
| Research HDDA Newsletter Mailing Options | Sources Researched and plan of action determined | Core Team | 02/23 | 04/23 | | |
| Post Card Mailer | Price of printing and postage reviewed - o be mailed to all Township households | Cassie/Missy | 03/23 | 04/23 | | |
| Continue Social Media | Social Media Posting Regularly. | Core Team | 01/23 | 12/23 | | |
| Total Budget for this project | | | | | | Advrtsg/or aprp.cmte Budget |

2. Project/Activity: Recruit Volunteers and Maintain Current Volunteers

Projected Outcome: Continue to recruit and maintain volunteers

Actual Outcome:

| | | | | | | |
|---|--|-----------|------|-------|--|--|
| Advertising for Volunteers | Use Social Media and the new advertising plan | Cassie | 1/23 | 12/23 | | |
| Review Committee Work Plans and access yearly volunteer needs | Work Plans reviewed volunteers needs estimated | Core Team | 1/23 | 2/23 | | |
| Put Together recruitment Campaign 2023 | Plan put in place | Core Team | 1/23 | 2/23 | | |

2. Project/Activity: Recruit Volunteers and Maintain Current Volunteers
Projected Outcome: Continue to recruit and maintain volunteers

Actual Outcome:

| | | | | | | |
|--|---|--------------------------------------|--------------|--------------|--------------|----------------|
| Recruitment Material in stock | Hot List, DDA brochures, volunteer applications etc | Missy | | | | |
| Continue to use township tax bills, ads and exhibit booths for recruitment | All opportunities are utilized | CORE TEAM | 02/23 | 12/23 | | |
| Volunteer Flyer/application and Hot List for resident packets | Contact Treasurer's Office | Core Team | 2/23 | 12/23 | | \$300 |
| Continue to have volunteer spotlights etc on facebook | Volunteers showcased | Cassie/Emma | 1/23 | | | |
| <i>Open House Bi-annually</i> | <i>Plan the event and the logistics</i> | <i>Missy, Cassie/ Emma</i> | <i>02/24</i> | <i>03/24</i> | | <i>\$800</i> |
| <i>-School Newspaper</i> | <i>Ad in Milford High Paper</i> | <i>Cassie</i> | <i>2/24</i> | | <i>\$200</i> | |
| <i>-Punch and Cookies etc</i> | <i>Food served</i> | <i>Missy/Emma</i> | <i>3/24</i> | | <i>\$150</i> | <i>On hold</i> |
| <i>-Door prize</i> | <i>drawing</i> | <i>missy</i> | <i>3/24</i> | | <i>\$ 50</i> | <i>On-hold</i> |
| Host Volunteer appreciation event for volunteers | Event held | Core Team - Georgia and Diane (HVCA) | 1/23 | 10/23 | | \$1500 |
| -Choose Date and Secure Place | Date and chosen and space secured | Missy, Jeni B/ Cathy Tiderrington | 05/23 | 7/23 | | |
| -Recruit Sponsorship for Event | Sponsorship requested | Core Team | 6/23 | 10/23 | | |

2. Project/Activity: Recruit Volunteers and Maintain Current Volunteers
Projected Outcome: Continue to recruit and maintain volunteers

Actual Outcome:

| | | | | | | |
|-------------------------------------|--|--|-------|-------|-----|------------------------------|
| -Write and sent out invites | Invites sent | Missy, new volunteer | 08/23 | 09/23 | | Stamps Office Supplies |
| -Paper products/decoration | Purchased | Missy | 09/23 | 09/23 | | \$50.00 |
| -Arrange for Food/ Entertainment | Food ordered and or entertainment secured | Missy, Jeni B. | 06/23 | 09/23 | | See above budget |
| -Decorate and Space Set-up | Room Ready for event | Stephani, Jeni, volunteers | 10/23 | 10/23 | 4 | |
| -Servers/ host/hostess | Servers and hosts arranged for | Jeni B., Karen B, volunteers | 10/23 | 10/23 | 4/5 | |
| Clean up | Space returned to original space | Missy/Heidi's Helpers/new volunteers | 10/23 | 10/23 | 4/5 | |
| Write Thank you cards | Cards written | Missy/new volunteers | 10/22 | 10/22 | 1 | |
| Total Budget for this project | | | | | | \$2300 |

3. Project/Activity: Develop and Initiate Fundraising Plan

Projected Outcome: To develop and initiate a sound and realistic fundraising plan The dollar amount to be determined

| Tasks | Measurable | Person Responsible | Start/End Dates | | Volunteers | Budget |
|--|--|--------------------------|-----------------|-------|------------|--------|
| Review Committee Work Plans & Development Fundraising Plan | Review Committee work plans and budget determining a goal to fundraise | Core Team | 1/23 | 2/23 | 2 | |
| Put a plan in place for 2023 | Plan created | Core Team/ Volunteers | 2/23 | 12/23 | 2 | |
| | Initiate | | 2/23 | 12/23 | Board | |
| Total Budget for this project | | | | | | |

4. Project/Activity: Administration Documents Reviewed/Updated as Needed

Projected Outcome: Mission/Vision review, policies and procedures

Actual Outcome:

| Tasks | Measurable | Person Responsible | Start/End Dates | | Volunteers | Budget |
|--|--|--------------------|-----------------|-------|------------|--------|
| Simple and Concise Mission Statement | Mission Statement shortened and easier to remember | Board. | 2022 | 03/23 | | |
| Annual Review with Board | Board and staff can recite easily "Like a Motto" | Missy/Jenny | 01/23 | 12/23 | | |
| Orientation for new volunteers and Board Members | A procedure in place. | Missy | 01/23 | 12/23 | | |
| Ensures the Vision Statement still describes what the DDA does | Annual review with Board | Missy/Jenny | 01/23 | 3/23 | | |

4. Project/Activity: Administration Documents Reviewed/Updated as Needed Con't
Projected Outcome: Mission/Vision review, policies and procedures
Actual Outcome:

| Tasks | Measurable | Person Responsible | Start/End Dates | | Volunteers | Budget |
|--|---|-----------------------------|-----------------|-------|------------|--------------------------|
| | | | | | | |
| Arrange for regular orientations for new members/volunteers. | Classes Held For Classes after work a Light meal provided | Missy/Cassie | 01/23 | 12/23 | | Public Ed Meeting Budget |
| Mandatory review orientation and Training for Board Members | Put together a orientation that would apply for the year | Missy/Jenny | 03/23 | 06/23 | | |
| Review job descriptions, update if needed make it available again, | R & D, discussion with Core Team | Core | 03/23 | 12/23 | | |
| Review and discusse Policies or Procedures | Update as needed | Missy/ Roscoe/ Michael Z | 1/23 | 12/23 | | |
| Update HDDA brochures if needed | Review, discuss, update as needed | Core Team and Roscoe | 1/23 | 1/23 | | Adv budget |
| Continue to use township tax bills, ads and exhibit booths for recruitment | All opportunities are utilized | CORE TEAM | 02/23 | 12/23 | | |
| Volunteer Flyer/application and Hot List | Contact Treasurer's Office | Core Team | 2/23 | 12/23 | | \$300 |
| Update HDDA brochures if needed | Review, discuss, update as needed | Core Team and Roscoe | 1/23 | 1/23 | | Adv budget |
| Total Budget for these projects | | | | | | |

| 5. Project/Activity: Website Maintenance | | | | | | |
|---|---------------------------|---------------------------|------------------------|---------|-------------------|-------------------|
| Tasks | Measurable | Person Responsible | Start/End Dates | | Volunteers | Budget |
| Keep Updated Regularly | Website always up to date | Missy/Cassie | 1/2023 | 12/2023 | | |
| Keep PA-57 documents updated & events current | Always current | Missy | 1/2023 | 12/2023 | | |
| Total Budget for these projects | | | | | | Website Line Item |

| 6. Project/Activity: Develop Strategy Plan in Desired MSA Format | | | | | | |
|---|-------------------|---------------------------|------------------------|--|--------------------------|---------------|
| Actual Outcome: | | | | | | |
| Tasks | Measurable | Person Responsible | Start/End Dates | | No. of Volunteers | Budget |
| Review Georgia Main Street Workbook | | Missy | | | | |
| Attend brief classes at MSA conferences | | Missy | | | | |
| Attend Deep Depth Class MSOC | | Missy/Brd Mmbr/s | | | | |
| Create a Plan of suggestions | | Core team | | | | |
| Present to Board | | Core team | | | | |
| Include Board Meeting Input in the plan | | Core team | | | | |
| Township Input Discussion | | Core team | | | | |
| Public Input Meeting | | Core team | | | | |

6. Project/Activity: Develop Strategy Plan in Desired MSA Format Con't

Actual Outcome:

| Tasks | Measurable | Person Responsible | Start/End Dates | | No. of Volunteers | Budget |
|--|-------------------|--------------------|-----------------|--|-------------------|--------|
| | | | | | | |
| Details for gatherings to be determined, | Plan put in place | Core Team | | | | |
| Total Budget for project | | | | | | \$400 |

7. Project/Activity: Develop Community Outreach/Communication Programs

Actual Outcome:

| Tasks | Measurable | Person Responsible | Start/End Dates | | No. of Volunteers | Budget |
|--|--|-------------------------|-----------------|-------|-------------------|---------------------|
| | | | | | | |
| Newsletter updated with seasonal events | Newsletter updated and made available seasonably | Missy | 01/23 | 12/23 | 2 | |
| Speaker Bureaus | Chamber/schools contacted | Board members/ Missy | 01/23 | 12/23 | | |
| HDDA information made available for resident packets | Coordinate with township | Missy | 1/23 | 12/23 | | |
| Total Budget for Project | | | | | | See printing budget |

The above projects result in a projected budget of \$2700 for the Organization Committee.

We may need to get a budget amendment to accommodate Line Item 1. The current projection may not suffice