



Chairperson: Available
Jenny Frederick

Work Plan 2024 Updated 01/24 Organization Committee.

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 2024:

1. Develop Community Outreach/Communications
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. Review Strategy Transformation and Board Retreat
7. Develop Process to review Master Plan, Design Guidelines and TIF

1. Project/Activity: Develop Community Outreach/Communications						
Projected Outcome: Alternative sources						
Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Consider Digital Newspaper Oakland County Times	Oakland County Times Subscription Expires 4/2024	Missy	1/24	4/24		\$1,500
Speaker Bureaus	Chamber/Schools/website	Team	2/24	10/24		
Development Advertisement Plan	1)Bill Board Reserved for Summer Season Decided not to pursue 2)High School Newspaper	Jenny/Harmony	02/24	12/24		\$1,200

1. Project/Activity: Develop Community Outreach/Communications CON'T
Projected Outcome: Alternative sources

Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Research HDDA Newsletter Mailing Options	Sources Researched and plan of action determined	Core Team	02/24	04/24		
Update newsletter with Seasonal Events	Newsletters kept current	Harmony	1/24	11/24		
Post Card Mailer	Price of printing and postage reviewed - to be mailed to all Township households	Jenny/Harmony	03/24	04/24		\$4,000
Table Top Tents	Tents provided to interested restaurants	Missy/Harmony	03/24	04/24		\$1,000
Continue Social Media	Social Media Posting Regularly.	Harmony	01/24	12/24		
A Youth Placed on DDA Board	Process put in place to recruit a Youth representative on Board	Michael/Cassie	02/24	12/24		\$1,000
Total Budget for this project						\$8,700

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

Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Advertising for Volunteers	Use Social Media and the new advertising plan	Harmony	1/24	12/24		
Review Committee Work Plans and access yearly volunteer needs	Work Plans reviewed volunteers needs estimated	Core Team	1/24	2/24		
Put Together recruitment Campaign 2024	Plan put in place	Jenny/Cathy/Missy	1/24	2/24		
Recruitment Material in stock	Hot List, DDA brochures, volunteer applications etc	Missy	2/24	12/24		

2. Project/Activity: Recruit Volunteers and Maintain Current Volunteers CON'T
Projected Outcome: Continue to recruit and maintain volunteers

Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Continue to use township tax bills, ads and exhibit booths for recruitment	All opportunities are utilized	Jenny	02/24	12/24		
Volunteer Flyer/application and Hot List for resident packets	Contact Treasurer's Office	Cathy T.	2/24	12/24		\$2,500
Continue to have volunteer spotlights etc on facebook	Volunteers showcased	Cassie/Harmony	2/24	12/24		
Volunteer Open House Bi-annually	Plan the event and the logistics	Cathy/Harmony	02/24	03/24		*\$800
-School Newspaper	Ad in Milford High Paper	Cassie	2/24	03/24	*\$600	
-Punch and Cookies etc	Food served	Missy/Cathy	3/24	03/24	*\$150	
-Door prize	drawing	missy	3/24	03/24	*\$50	
Host Volunteer appreciation event for volunteers	Event held	Cathy/Jenny	1/24	10/24		\$1,500
Create List of Invites	Invite list determined	Cathy/Jenny	05/24	6/24		
-Choose Date and Secure Place	Date chosen and space secured	Missy/Cathy	05/24	7/24		
-Write and sent out invites	Invites sent	Missy/Cathy/ Harmony	08/24	09/24		Stamps Office Supplies
-Paper products/decoration	Purchased	Missy	09/24	09/24		\$50
-Arrange for Food/Entertainment	Food ordered and or entertainment secured	Cathy/Harmony	06/24	09/24		See above budget
-Decorate and Space Set-up	Room Ready for event	Cathy/Harmony/ Georgia	10/24	10/24	4	

2. Project/Activity: Recruit Volunteers and Maintain Current Volunteers CON'T

Projected Outcome: Continue to recruit and maintain volunteers

Actual Outcome:

Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
-Servers/ host/hostess	Servers and hosts arranged for	Cathy/Harmony/ Georgia	10/24	10/24	4/5	
Clean up	Space returned to original space	Missy/Cathy/ Harmony	10/24	10/24	4/5	
Write Thank you cards	Cards written	Cathy/Harmony	10/24	11/24	2	
Total Budget for this project						\$4,850

3. Project/Activity: Develop and Initiate Fundraising & Sponsorship 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	Harmony/Cassie/Missy	10/23	1/24	2	\$1,000
Put a plan in place for 2024	Plan created and initiated (Sponsorship Plan 2024 Completed.	Jamie	1/24	7/24	2	
	Initiate	Jamie	2/24	12/24	Board	
Total Budget for this project						\$1,000

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
Review and discuss Policy and Procedures	Update as needed	Jenny/Roscoe	02/24	06/24		

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
Conflict of Interest Policy	Discuss and update as needed	Jenny/Roscoe	01/24	12/24		
Orientation for new volunteers and Board Members	A procedure in place.	Jenny/Missy	01/24	12/24		
Ensures the Vision and Mission Statements still describes what the DDA does	Annual review with Board	Jenny	01/24	3/24		
Mandatory review orientation and Training for Board Members	Put together a orientation that would apply for the year	Missy/Jenny	03/24	06/24		
Review job descriptions, update if needed make it available again,	R & D	Jenny/Michael/Missy	03/24	12/24		
Update HDDA brochures if needed	Review, discuss, update as needed	Core Team and Roscoe	1/24	1/24		Adv budget
Continue to use township tax bills, ads and exhibit booths for recruitment	All opportunities are utilized	Core Team	02/24	12/24		
Volunteer Flyer/application and Hot List	Contact Treasurer's Office	Missy	2/24	12/24		\$300
Total Budget for these projects						\$300

5. Project/Activity: Website Maintenance						
Tasks	Measurable	Person Responsible	Start/End Dates		Volunteers	Budget
Keep Updated Regularly	Website always up to date	Missy/Cassie	1/2024	12/2024		
Keep PA-57 documents updated & events current	Always current	Missy	1/2024	12/2024		
Total Budget for these projects						Website Line Item

6. Review Strategy Transformation and Board Retreat						
Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Review the Strategy Plan Created in 2023	Board review strategy plan early in 2024	Jenny/Missy	2/24	4/24		
Review Work plans with Board for 2025 Budgeting	Reviewed with Board	Jenny/Missy	7/24	9/24		
Board Retreat	Date and details discussed	Jenny/Cassie/Missy				
Food						
Total Budget for this Project					For Food	\$150

7. Project/Activity: Develop a Process to Review The Master Plan, Design Guidelines and TIF Plan						
Actual Outcome:						
Tasks	Measurable	Person Responsible	Start/End Dates		No. of Volunteers	Budget
Review Master Plan/Business Development		Board	01/24	12/24		
Design Guidelines Review		Board	01/24	12/24		
TIF Plan		Board	1/24	12/24		
Total Budget for this Project						0

The above projects result in a projected budget of \$15,000 for Organization Committee Activities for this 2024 fiscal/calendar year.