

**Work Plan  
Fiscal Year 2010/2011**

**DDA Board**

<b>Project/Program</b>	<b>Budget Request</b>	<b>Budget Approved</b>	<b>Lead</b>	<b>Notes</b>	<b>Date of Completion</b>
Wells Street Lot improvements	\$10,000		Fagin	May repair storm sewer.	October, 2010
Design and launch DDA website	\$500-\$1,000		Delaney		
Put Main Street Committees in place	N/A	N/A			Ongoing
Replace dead streetscape trees	\$1,500			Need quotes. Prices approx.	
Complete Downtown Plan	\$35,000				
Have a joint meeting w/ Planning Comm.	N/A	N/A			February, 2010
Do some field trips to other communities	N/A	N/A			Spring, 2010

**Design Committee**

<b>Project/Program</b>	<b>Budget Request</b>	<b>Budget Approved</b>	<b>Lead</b>	<b>Notes</b>	<b>Date of Completion</b>
Implement a Façade Grant Program	\$5,000				
Review annual landscape contract	N/A			Need to add/subtract items.	February, 2010
Parking lot signage	\$2,500			Just estimate, need quotes.	May, 2010
Find someone in banking for this comm.	N/A	N/A		Source of info on low int. loans	
Hanging basket sponsorship program.	N/A	N/A			
Banner sponsorship program.	N/A	N/A		Promote new logo on banners.	

**Organization Committee**

<b>Project/Program</b>	<b>Budget Request</b>	<b>Budget Approved</b>	<b>Lead</b>	<b>Notes</b>	<b>Date of Completion</b>
Develop and strengthen volunteer base					
Increase and Diversify Funding	N/A			Grants, PSD.	Ongoing
Increase awareness of DDA/Main Street					

**Promotion Committee**

<b>Project/Program</b>	<b>Budget Request</b>	<b>Budget Approved</b>	<b>Lead</b>	<b>Notes</b>	<b>Date of Completion</b>
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Put together an annual co-op ad plan	N/A	N/A	C. Fallert could help w/this.	ASAP
Create 2-3 new retail promotions	N/A	N/A		
Create Annual Calendar of Special Events	N/A	N/A	Not events that you run!	
New map of DDA		\$2,500	Design & printing.	

**Economic Restructuring Committee**

<b>Project/Program</b>	<b>Budget Request</b>	<b>Budget Approved</b>	<b>Lead</b>	<b>Notes</b>	<b>Date of Completion</b>
Devise a business retention survey	N/A	N/A			Fall, 2010
Devise a market analysis study	N/A	N/A			Winter, 2010

**Holiday Jingle Committee**

<b>Project/Program</b>	<b>Budget Request</b>	<b>Budget Approved</b>	<b>Lead</b>	<b>Notes</b>	<b>Date of Completion</b>
Find committee Chair.					ASAP
Make event self-supporting.				Find sponsors.	Ongoing

**Downtown Saturday Night Committee**

<b>Project/Program</b>	<b>Budget Request</b>	<b>Budget Approved</b>	<b>Lead</b>	<b>Notes</b>	<b>Date of Completion</b>
Find committee Chair.					ASAP
Make event self-supporting.				Find sponsors.	Ongoing
Bring back aspects from past years.				Carollers, parade, etc.	Ongoing

**Farmers Market Committee**

<b>Project/Program</b>	<b>Budget Request</b>	<b>Budget Approved</b>	<b>Lead</b>	<b>Notes</b>	<b>Date of Completion</b>
Review assembled info.	N/A				January, 2010
Have a kickoff meeting.	N/A				Early Feb. 2010
Hire a market master					March 1, 2010