

Main Street America National Accreditation Criteria:

1. **Broad Based Community Commitment to Revitalization**
2. **Inclusive Leadership and Organizational Capacity**
3. **Diversified Funding and Sustainable Program Operations**
4. **Strategy-Driven Programming**
5. **Preservation-Based Economic Development**
6. **Demonstrated Impact and Results**

STANDARD 2: Inclusive Leadership and Organizational Capacity

STRATEGY II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

INDICATOR III: The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans. Refer to the matrix (pg. 3) in order to evaluate your progress in the space next to sentence:

1. Established committees or teams that follow the program's selected Economic Development (Transformation) Strategies, Board's outlined priorities, and/or the Main Street Four Points.
2. Each volunteer committee or team has an active leader, chair, or co-chairs.
3. Each volunteer committee has an appropriate number of members to plan the approved number of projects or initiatives it intends to implement. Ideally, there is a leader or champion for every project.
4. Committees or teams participate in trainings that support their roles at least annually.
5. **OPPORTUNITY TO DEMONSTRATE ACHIEVEMENT (3 or above):** Share an **example of how your program is achieving and doing something innovative or outstanding that isn't listed in any of the above indicator. Again, your organization must meet this indicator in order to achieve accreditation. 1-2 sentences:**

Community Character Team – Meets 1st Tuesday at 9am

Patsy DuPre, Caroline Gunther, Matthew Hickman, Linda Dipaola, Michele Sparks Phil Wilmot, New member: Kristen Lee, ???

2023 Workplan Items -

1. Coordinate efforts with the Historic Preservation Commission on common goals and consider subcommittee crossover to achieve goals.
 - ~~a. Hold a joint meeting with Community Character Team and HPC in February – Completed and grant is updated.~~
 - ~~b. Update Façade Grant Program guidelines and application to be a Friends of Downtown program instead of City of Hendersonville~~
 - c. **What's next?**
2. Updating downtown pedestrian/avenue wayfinding
 - ~~a. May 2023 announcement – did not receive but have budgeted for updating current signs. TDA will be doing more on wayfinding in next year.~~
 - b. **Move forward regardless of grant – in CIP Budget**
 - c. **In progress on ordering and install**
- ~~3.~~ Implement 7th Avenue Branding - concurrent with streetscape
 - ~~a.~~ Order additional merch
 - ~~b.~~ Order OPEN flags for all businesses and distribute before streetscape
 - ~~c.~~ Video of the branding with a recording of the brand statement - VOLUNTEER HELP Jerry Fitzgerald to help create video
 - d. Bigger signage about the “pardon our mess” during construction
 - e. Advertising/marketing with new branding
 - i. 7 things to do in 7th Avenue promotion started September 2023

- ~~ii. Branding incorporated in Farmers Market promotions~~
- 4. Vacant window improvement project
 - ~~a. created and installed in Jane Asher building in September 2023~~
 - ~~b. Contact property owners of vacant storefronts~~
 - i. Village Green
 - ii. Former Scotties Jewelry
 - c. Later look into 2nd floor windows after 1st floor is done
- 5. Depot plaza improvements
 - ~~a. Coordinate with an architect to do renderings~~
 - ~~b. Receive price estimate for construction~~
 - c. NEXT STEPS - Present to train club
 - d. NEXT STEPS - Create fundraising plan
 - e. NEXT STEPS - Present to City Council
- 6. Design guidelines/historic district for 7th – downtown master plan
 - a. Recommendation for Downtown Master Plan to have overlay or historic district to preserve buildings and plan for design style of new construction.
- 7. Murals & public art
- 8. Review of CIP budget and future request
 - a. Annual review CIP budget to determine further updates to the physical
- 9. 7th Avenue Streetscape
 - a. Communicate regularly on construction updates and timing.
 - b. Phase 2 and 3 of streetscape is included in CIP budget and there are several grant applications submitted for further expansion.