

Your First Three to Six Months

Your first several months as a new manager are all about understanding your program's foundation. Your job is to inform, educate, and inspire your community, board members, elected officials and business leaders of the Main Street Approach, highlighting best practices and identifying opportunities that ensure quality community development in your central business district. You should:

- Gather concise budget information** so that you understand all income and revenue streams available to you for new and existing projects and programs.
- Learn the organizational structure** of your board and your position within your organization.
 - Learn the chain of command
 - Update organizational charts
 - Review your program's bylaws
- Plan a time to sit down individually with each board member** and get to know them, their role on the board and their interest/role in your downtown.
- Other than special events, **new managers are encouraged to plan and implement one notable and visible task or project** within three to six months. Examples include: putting up new banners, distributing funds to a façade grant recipient, highlighting through media outlets a preservation project or a historical asset in your downtown.
- Get to know local media outlets and key contacts.**
- Get to know your local elected officials** and key city staff.
- Attend a city council meeting and a county commission meeting.**
- Talk with board members and local officials** about ongoing economic development projects and/or previous projects (and why they succeeded or failed).
- Talk to people who know the community's history** and are identified as strong leaders in the community to understand the community's identity and heritage.
- Get to know key local leaders** (Chamber director, Tourism director, RDC, etc.). When talking with chamber, historical society, and similar groups, look for opportunities for Main Street to partner with them on events and projects.
- Contact the Georgia Department of Economic Development and Georgia Department of Natural Resources Historic Preservation Division** to be added to their email

lists and become familiar with staff so you know whom to call later when you work on projects.

- Contact Georgia Power, Electric Cities of Georgia or Georgia Electric Membership Corporation** – whichever serves your community – to become familiar with the economic development staff.

Your First 12 Months

It is easy for a new manager to get weighed down in the minutia of an organization. While building a solid organization will play an integral role to both you and your program's success, there is a lot of value in participating in activities that will put you in front of the public, organizations and businesses in your community. You should:

- Make sure your feet hit the streets.** Take time to walk around to meet each business owner within your downtown district.
- Host a community visioning session** to introduce all board members to the community and listen to the business owners and citizens for feedback regarding the downtown district.
- Host an annual board retreat** to develop an annual work plan derived from information gathered at the community visioning session.
- Produce regular economic activity reports** for the City Council/DDA/Main Street Board of Directors highlighting the impact of your program in the community.
- Review and maintain updates to your community's business inventory document.**
- Maintain a list of active civic community groups** with contact information. Speak to as many as possible.
- Read every study and report that has been developed on downtown.** (Yes, even the old ones.)

Monthly Reports

- Monthly reports are due on the 30th of each month,** using the previous month's data. See page 30.

Annual Reminders

- Annual assessments are due by Jan. 15. See page 31.
- Renew your annual NMSC Membership by Dec. 31 to avoid any delays in accreditation. See page 33.