



2015 Goals and Work Plan

Goals	Actions	Timeline
Organization:		
<ul style="list-style-type: none"> B&O: \$60,000+ in 2015 	Begin pledge campaign in Q1, emphasizing need to get pledges in early. Continue B&O outreach through B&O and board member contacts. Send 2014 accomplishments to donors and potential donors with updates quarterly.	Start pledge campaign by end of February . Throughout year, contact again in May/June and extra push in Q3 and Q4
<ul style="list-style-type: none"> Membership: 10 new (77 end of 2014) 	Continue to recruit members with emphasis on partnership.	5 by mid-year, 10 by year end
	Invoice end of each month for following renewal month.	Ongoing
<ul style="list-style-type: none"> Maintain donor and volunteer database. Goal of 3-5 new donors and 3 new committed long term volunteers. 	Grow list from inside and outside the core through connections at events, increased outreach, and local education.	Ongoing
<ul style="list-style-type: none"> Public Meetings 	Update presentations to Council	April and August
	Merchant meetings as needed.	As needed. First in February .
<ul style="list-style-type: none"> Monthly volunteer meetings / Job Descriptions/orientation 	Continue ongoing meetings. Have new volunteers fill out volunteer interest form.	Ongoing.
<ul style="list-style-type: none"> Improve function and offerings of DCA Fundraiser Camas Plant and Garden Fair, May 9th. <ul style="list-style-type: none"> Obtain sponsors, incl. title Goal of 100 vendors Expanded Kids' Zone 	Start new vendor online registration and email systems. Update Plant Fair website.	By early February
	Create new street numbering system for vendors.	By early April
	Reach out to potential sponsors	Sponsor list complete by early Feb
	Ongoing committee actions—see committee work plan	Monthly meetings Jan-April . As needed until event. Marketing pieces done by end of February .
<ul style="list-style-type: none"> Decide on a holiday fundraiser that is a good balance of resources and income. Goal of \$5000 net. 	Ask other Main Street Programs for viable fundraising ideas.	By end of February/early March
	Discuss options in Organization and Promotion committees and come up with plan.	Decide on event by end of March
<ul style="list-style-type: none"> Send 3 board members/staff to annual Washington State Main Street Program Revitalization Institute 	Register when event registration opens	TBA

<ul style="list-style-type: none"> • Recruit 2 new board members and create board recruitment packet <ul style="list-style-type: none"> ○ Mission and Vision ○ Bylaws ○ DCA/B&O Portfolio ○ Board roles, contract ○ Work plan ○ Event calendar, brochures 	Finish: <ul style="list-style-type: none"> • Board Member Job Description, Agreement, and Orientation Checklist. • Finalize Bylaws update • Finalize update of Mission and Vision 	Complete packet by end of February .
	Active recruitment with request also on FB, in Post Record. Brainstorm good candidates.	New Board members by June .
<ul style="list-style-type: none"> • Host fifth annual DCA Meeting, Dinner, and Award Celebration 	Continue event in November the Wed the week before Thanksgiving (Nov 18 th). Check with Journey on availability.	Start committee meetings early September . Increase committee members to 5.
Promotion:		
<ul style="list-style-type: none"> • Continue First Fridays, with new events: May Day Celebration, July Dog Days of Summer, Aug. Small Town Country Fun, and Nov. Thankful for Pie! Car Show will be on Saturday the 11th of July due to 4th of July holiday on FF weekend. 	See First Friday event work plans.	Per plans
<ul style="list-style-type: none"> • Continue Signature Events (Car Show, Vintage Street Faire--Art section to be continued by DCA, GNO, Boo Bash). Plant Fair and holiday event (TBD) as DCA fundraisers (see Organization). Increase Plant Fair net income level by \$2000. 	See specific work plans.	Per plans
<ul style="list-style-type: none"> • Recruit a Senior Project student for photo archive of facades/downtown elements and shopping/dining/event pics. 	Ask Steve Marshall about connections with possible students.	By October .
<ul style="list-style-type: none"> • New pictures (horizontal photos) for the website homepage slideshow. Update logo. 	Dotty and Kitty to investigate method.	New pics and logo to be inserted by end of Feb .
<ul style="list-style-type: none"> • Continue to grow email database to 2750 contacts (2500 at start of 2015) 	Have sign-up sheets at all events. Continue to include request to sign up in FB posts 2x quarter.	By year end for contacts
<ul style="list-style-type: none"> • Continue Weekly Downtowner newsletters 	Every Thursday am.	Ongoing
<ul style="list-style-type: none"> • Continue FB and Twitter, goal to have 3000 FB Likes on DCA page (2506 start of 2015), 750 Likes on Plant Fair page 	At least 4 entries per week on DCA and page with increase before events. Posts for other event promotion sites with event timing.	By year end for contacts

(507 start of 2015), 750 Likes on FF page (525 start of 2015), and 1500 Likes on GNO page (1311 start of 2015)		
<ul style="list-style-type: none"> • Do FB ads for Plant Fair and GNO and holiday event as decided. 	Start ads 3-4 weeks before event.	Start Plant Fair ads April 9th and GNO ads end of August .
<ul style="list-style-type: none"> • Continue to keep website updated, including membership, business directory with images, event listings 		Ongoing
<ul style="list-style-type: none"> • Go mobile for our website. 	Discuss cost with webmaster	By June .
<ul style="list-style-type: none"> • Regional ads, print and online event calendars; Explore Local app 	Start ads with About Face magazine and recruit downtown businesses for Explore Local app	Mag ad in March edition. Explore Local merchant meeting 2-18 . Hopefully go live by March/April .
<ul style="list-style-type: none"> • Update and reprint Walking Maps as needed 	Recruit new merchants for ads	By mid-June (or earlier if needed)
<ul style="list-style-type: none"> • Update and distribute 2016 Event Calendars 	Event discussions in committee and with merchants starting in September	List out by early December
<ul style="list-style-type: none"> • Investigate connections with HR directors for promotion of downtown and events 	Compile list of HR Directors from local companies such as Sharp, Wafertech, UL, Fuel, Fisher, Karcher, etc and request permission to send event invites.	By June . Ongoing invites.
Design:		
<ul style="list-style-type: none"> • Execute 4th annual Earth Day Downtown Clean-up, Sunday, April 26th 1-4pm 	Order downtown plants—done. See specific work plan—flowers, bark dust, weeding, litter pick-up. Connect with City about bark dust donation and spreading.	Ordered end of Dec 2014 . Start committee work by early March .
<ul style="list-style-type: none"> • Flower baskets <ul style="list-style-type: none"> ○ Complete funding by sponsorships 	42 flower baskets ordered. Ask for community basket sponsorship starting in March. \$45 per basket	Flower baskets to be hung in April by City and they will do watering during the summer.
<ul style="list-style-type: none"> • Create Bronze Tour Program and funding campaign <ul style="list-style-type: none"> ○ Install Katie the dog/two birds ○ Get community input on future pieces ○ Fund 2 more pieces in 2015 	Discuss program specifics in Feb Design Committee meeting. Decide on timing.	Ongoing.
<ul style="list-style-type: none"> • Street Emblem Facilitation 	Work with Art Program at CHS for design and implementation. Hopefully execute before Camas Farmer's Market opening 6-3	Contact Gina Mariotti-Shappard by February.
<ul style="list-style-type: none"> • Continue tree lighting downtown; at least three more trees done in 2015 	Continue with program. Reach out to merchants again in Spring.	
<ul style="list-style-type: none"> • Take roofline lighting maintenance costs (clips, bulbs) inhouse 	Order new clips and bulbs as needed. DCA Light Brigade to continue its efforts.	Ongoing
<ul style="list-style-type: none"> • Historic Walking Tour 	Barb Baldus available as needed.	As needed.
<ul style="list-style-type: none"> • Welcome to DT signage 	Work with City to see what signage is possible as you enter DT	Started discussions in April .

	on 6 th & Adams and also on 3 rd and Dallas (facing north on Dallas by Burgerville) and on 3 rd coming from Washougal. Ask City to paint Downtown Camas sign on 4 th .	
<ul style="list-style-type: none"> Collaborate with mural project committee as needed. 	Stay connected with Marquita from Camas Gallery who is the lead along with the Clark County Mural Project.	Ongoing.
Economic Restructuring:		
<ul style="list-style-type: none"> Target new businesses/recruit. incl. kid friendly businesses (such as toy store, indoor playground, rock climbing wall), frozen yogurt, pizza 	Recruit local businesses that are doing well in nearby areas.	Ongoing. Make two viable contacts per quarter.
<ul style="list-style-type: none"> Create a new business resource/ orientation packet 	Connect with Greater Vancouver Chamber on resources. Check out other town offerings.	Research by end of February . Created by April .
<ul style="list-style-type: none"> Host 2 business education sessions/seminars 	Decide topics	By end of February . First session by May .
<ul style="list-style-type: none"> Discuss parking needs and options in downtown. <ul style="list-style-type: none"> free public parking lot possible? Implement “no parking in core” positive campaign for employers/employees 	Mark to talk with mayor about options. Carrie and Mark to meet about employee campaign.	Meet by end of March . Campaign launch by June .
<ul style="list-style-type: none"> Create a Why Come to Camas? handout with business benefits and demographics 	Decide on info needed. Kitty to compile in professional format.	By April .
<ul style="list-style-type: none"> Work to keep vacancy level low with recruitment and support of interested parties. At start of 2015: 3 street level vacancies--, 1 east of Liberty, 1 east of Journey, 1 corner of 5th and Cedar -- and 1 known 2nd story business space vacancy (1 in Caffè Piccolo building). 	(fyi--11 vacancies on 4th at end of 2012)	Ongoing.