



2018 Goals and Work Plan

Goals	Actions	Point Person(s)	Timeline
Organization:			
<ul style="list-style-type: none"> B&O: \$70,000+ in 2018 	Send updates and thank yous to pledgers. Send requests for support to those who haven't yet pledged and to prospective donors. Continue to recruit new donors.	Carrie B&O team B&O team	Directly after pledging. By last week of January. Meet in October for B&O strategy.
<ul style="list-style-type: none"> Apply for two grants 	Decide on projects wanted by Board Investigate options for grants for specific projects. Apply for two grants	Board Carrie Carrie with board assist	By Feb By April By end of year
<ul style="list-style-type: none"> Host two downtown donor/partner get-togethers 	Decide on locations; one in Spring and one in Fall	Board	Confirm spring tour by March ; fall tour by July
<ul style="list-style-type: none"> Membership: 20 new (119 end of 2017) 	Continue to recruit members with emphasis on partnership. Create membership collateral for recruitment.	Carrie and Jan	10 by mid-year, 20 by year end ; handout done by 2-15
	Invoice end of each month for following renewal month.	Jan	Ongoing
<ul style="list-style-type: none"> Maintain volunteer database. Goal of 4 new committed volunteers. 	Grow list from inside and outside the core through connections at events, increased outreach, and local education.	Jan	Ongoing
<ul style="list-style-type: none"> Continue connections with partners 	Update presentations to Council	Caroline and Carrie	April 16th and October 15th
	Meet at least twice a year with CWEDA	Exec board	First by March
<ul style="list-style-type: none"> Continue to grow DCA fundraiser Camas Plant & Garden Fair, May 12th. <ul style="list-style-type: none"> Goal of 100+ vendors Goal of \$11,000 net 	Update Plant Fair website and registration as needed.	Carrie	By end of January .
	Reach out to potential sponsors	Carrie	Sponsor list complete by early Feb
	See committee work plan. Monthly meetings Jan-April and as needed.	Committee	Marketing pieces done by first week of March .
<ul style="list-style-type: none"> Continue to grow Holiday Sip & Shop 	Reach out to potential sponsors early in year	Carrie	By end of March

fundraising event with sponsorship and attendance. Goal of \$5000 net.	Committee work plan; engage merchants in marketing and plan	Committee	Start in Q3
<ul style="list-style-type: none"> Nominate for Excellence on Main 	Nominate Wedding Affair to Remember, Bronze Bird Tour and Salud's marketing efforts	Carrie and Sarah	Deadline March TBD
<ul style="list-style-type: none"> Send 4 board members/staff to annual Washington State Main Street Program RevitalizeWA 	Register when event registration opens; 2 for 1 registration	Carrie and	April 23-25 in Port Townsend
<ul style="list-style-type: none"> Host eighth annual DCA Meeting, Dinner, and Award Celebration 	Check with Journey and emcee on availability for Monday, November 12th	Randy to chair; Dawn and Shannon emcee awards, Caroline & Carrie to present	Start committee meetings early September.
Promotion:			
<ul style="list-style-type: none"> Continue First Fridays, adding new elements as able 	See First Friday event work plans.	Committee	Per plans
<ul style="list-style-type: none"> Continue Signature Events (Car Show, Vintage Street Faire, GNO, Boo Bash). Plant Fair and Sip & Shop as DCA fundraisers (see Organization). 	See specific work plans. Address event parking needs—consult with City and school district on shuttle possibilities.	Committees	Per plans.
<ul style="list-style-type: none"> Continue Weekly newsletters 	Every Thursday am.	Carrie and Jan	Ongoing
<ul style="list-style-type: none"> Continue FB and Twitter, goal to have 7500 FB Likes on DCA page (6097 start of 2018), 1750 Likes on Plant Fair page (1503 start of 2018), 2500 Likes on FF page (2069 start of 2018), and 2000 Likes on GNO page (1876 start of 2018); start Instagram as able 	At least 10 posts per week on DCA page with increase before events. First Friday every day 2 weeks before; 2xday week of Posts for other event promotion sites with event timing. Start Instagram as bandwidth allows.	Carrie and Jan	Ongoing By year end for contacts
<ul style="list-style-type: none"> Do FB ads for Plant Fair and GNO and Sip & Shop 	Start ads 4-5 weeks before events.	Carrie	Start Plant Fair ads April 1st , GNO ads mid August , and Sip & Shop early Oct.
<ul style="list-style-type: none"> Continue to keep website updated, including membership, business directory with images, event listings 	Add art gallery page and BOD page with photos, info and length of service on board.	Carrie and Jan	By March.
<ul style="list-style-type: none"> Regional ads, print and online event calendars 	Continue quarterly columns in About Face magazine, annual ads in local visitor's guides (Vancouver USA and Columbia River Gorge to Mt Hood) and also Scenic WA	Carrie, Kitty, Jan	Ads to Columbia River Gorge Visitor's Guide and Visit Vancouver USA by Jan. Ad to Scenic WA by 2-1.
<ul style="list-style-type: none"> Update and reprint Walking Maps and continue distribution locally and in the gorge and Vancouver 	Be consistent about calling distribution locations for needs and coordinating mailing throughout year.	Carrie and Kitty and Jan	By June for reprint as needed.
<ul style="list-style-type: none"> Update and distribute 2019 Event Calendars 	Event discussions in committee and with merchants starting in September	Promotion Committee	List out by mid-November

<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 outside downtown and request permission to send event invites.	Sarah	By June . Ongoing invites.
<ul style="list-style-type: none"> Regular article in River Talk Weekly featuring a downtown business 	Sarah to coordinate with writers and publisher	Sarah	Start by February
Design:			
<ul style="list-style-type: none"> Execute 7th annual Earth Day Downtown Clean-up, Sunday, April 22nd 1-4pm 	Order downtown plants—done.	Carrie	
	See specific work plan—flowers, bark dust, weeding, litter pick-up. Connect with City about bark dust donation and spreading; 2020 is 50th anniversary; plan something special! Denis Hayes/Earth fathead stick	DCA, Journey, City and volunteers	Start committee work by early March .
<ul style="list-style-type: none"> Flower baskets <ul style="list-style-type: none"> Complete funding by sponsorships 	56 flower baskets ordered—42 for 4th and 14 for 5th. Ask for community basket sponsorship starting in March. \$45 per basket More baskets for 3rd requires addition of poles; perhaps colorful planters or pennants?	Carrie	Flower baskets to be hung in May by City and they will do watering during the summer.
<ul style="list-style-type: none"> Street Emblem Painting 	Will need pressure washing first	Board and City ; Randy to connect with Denis Ryan	Painting done by mid-May .
<ul style="list-style-type: none"> Continue Mini Mural program—Goals? 	Continue to work with local artists for engagement murals. Contact Travis London; other candidates?	Caroline	By Summer
<ul style="list-style-type: none"> 3rd and Adams planters and flower baskets; other beautification 	Continue to work with the City to facilitate beautification on 3 rd and Adams with planters, signage, flower baskets, etc.	Design Committee	Check back in with the City by February .
<ul style="list-style-type: none"> Light Brigade activities (roofline lighting maintenance and installation) continue 	Order new clips, LED light strands? and bulbs as needed. Invoice businesses as needed.	Light Brigade Committee	Ongoing
	Discuss possibility of grant program for LED roofline lighting	Carrie and Doug	By March .
<ul style="list-style-type: none"> Investigate feasibility and cost of running electricity down Cedar 	Connect with Clark PUD and City on costs and options	Carrie, Doug	By March
<ul style="list-style-type: none"> Install directional signs in downtown for merchants 	Decide on best sign pole arrangement for downtown use. Coordinate with merchants for funding of signs. Possibility of Sigma Design taking on as a collaboration project. Need contact	Caroline	By June?
<ul style="list-style-type: none"> Historic Interpretive Panels and Mill Photo Collage Project 	Meet with Clark Co Historic Commission to discuss our ideas for panels. Apply for Clark County Historic Commission grant; investigate other grant options	Caroline, Carrie and Barb	Meeting with CCHC March 6 th CCHC Grant app due Sept

	Possibility of replacing this idea with “augmented reality” tour		
<ul style="list-style-type: none"> Welcome to DT signage 	Work with City to see what signage is possible as you enter DT on 6 th & Adams and also on 3 rd and Dallas (facing north on Dallas by Burgerville) & on 3 rd coming from Washougal.		Tabled until we have a clear development plan downtown.
<ul style="list-style-type: none"> 1% public art assessment 	Committee to gain understanding from city reps on details of how and when this is applicable to downtown projects.	Phil Bourquin	Jan meeting
Economic Vitality:			
<ul style="list-style-type: none"> Remain active partner with City for input for future development with a clear vision on what we want downtown. 	Continue to meet with Scott and Pete regularly to discuss ways the DCA can help with visioning process and moving development forward.	Carrie, Caroline, EV Committee	Ongoing.
<ul style="list-style-type: none"> Promote new businesses that are moving, opening, or expanding 	Use FB posts and newsletters for promotion and information	Carrie and Jan	Ongoing.
<ul style="list-style-type: none"> Host a Front Door Back session 	Decide on topic for Front Door Back session with Seanette Corkill. Merchant grant will depend on funding.	Caroline	By April
<ul style="list-style-type: none"> Hoops 360 3 on 3 Basketball Tournament is successful for event and downtown merchants. 	Collaborate with Hoops 360 to bring best economic results for downtown businesses.	Carrie and Jan	Throughout Spring and Summer. Event August 17-19.
<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/ice cream, deli/bakery, evening spot for families 	Recruit local businesses that are doing well in nearby areas.		Ongoing.
	Continue to stay in contact with businesses waiting for a space (vintage décor, Truly Scrumptious)		Ongoing.
	Continue to discuss expansion of offerings/hours with successful downtown businesses.		Ongoing.
<ul style="list-style-type: none"> Coordinate quarterly Merchant Mingles 	Different merchant location and education topic	EV Committee and Carrie	Start in March .
<ul style="list-style-type: none"> Work to keep vacancy level low with recruitment and support of interested parties as spots open. At start of 2018: Camas Hotel restaurant space. 			Ongoing.