

Downtown Brookings Committee Member Description

Mission: Downtown Brookings promotes, connects, and designs our vibrant neighborhood.

Overview of Downtown Brookings Committees:

Downtown Brookings committees are comprised of volunteers who are selected through a referral and application process. Members are sought to provide a balanced skill set and business connections. Each member has a major responsibility for developing and promoting the mission, programs, and image of the Downtown Brookings organization and area.

Committee Composition & Appointment: Each committee must have a minimum of five members including a Board liaison and Downtown Brookings staff member. Each committee will review new member applications yearly and recommend appointments to the Board of Directors. The Board will approve new appointments.

Downtown Brookings Committee Member Qualifications & Expectations

A high level of commitment is expected to accomplish Downtown Brookings' vision and goals.

Qualifications: Downtown Brookings business owner or advocate with a track record of high integrity, applicable skills, and strong character. Team player, reliable, able to commit time and resources.

Term: Two-year terms (January 1 – December 31). May be appointed with resubmission of the application by November 1st of their term ending year. Three-term limit (six years).

Meeting Attendance: Attend at least 75% of committee meetings, held monthly and scheduled in advance. Adequate notice must be given if a meeting will be missed. Cannot miss more than two meetings in a row without prior notification and approval.

Workload: Work 2 to 5 hours a month between meetings and additional tasks.

Roles & Responsibilities of all Committee Members:

- Each committee has a board liaison that acts as the committee chair.
- Committees are a recommendation body to the Executive Director.
- Committees take adequate notes and the chair prepares a high-level report to share with the board.
- Committee members are diverse, helpful, active, and positive.
- Meetings are welcoming and safe environments to share ideas.
- Committee members are ambassadors of Downtown Brookings and can speak knowledgeably on our organization's work.
- Meetings are scheduled in advance and members come prepared.
- Committees set realistic and tactical goals, measuring and tracking what matters.
- Committees stick to the budget.
- Committee members are transparent, keep necessary information confidential, and excuse themselves if there is a conflict of interest.
- Committee members assist in recruiting new members to join the group at the end of their term.

Resignation/Termination: Resignation will be in writing to the committee. Termination will be determined by the Chair and Executive Director, or determined by the Downtown Brookings Board of Directors.

Downtown Brookings Committee Descriptions and Expectations

Economic Vitality and Connections Committee

The Economic Vitality and Connections Committee focuses on building and maintaining vibrant businesses in our neighborhood, including sharing information and resources, identifying economic opportunities, creating a supportive environment to help new and existing businesses thrive, and collaborating with economic ecosystem partners. Specific expectations for this committee are:

- Be the first resource for Downtown Brookings businesses of all sizes.
- Consider the big-picture neighborhood plan.
- Catalog resources to share with new and established businesses.
- Share first-hand experiences of our businesses with community partners to guide their programming.
- Keep a pulse on developments and opportunities in the neighborhood and the larger community.
- Be the city and economic development partner liaison.

Promotion Committee

The Promotion Committee builds a sense of Community through storytelling, marketing, and events. Our job is to grow a positive neighborhood image by getting the community involved and aware of what Downtown Brookings offers. We do this through advertising in the community and region and hosting large community events like the Festival of Lights, Brookings Bonanza, Fall for Downtown Festival, and Trick-or-Treating. Specific expectations for this committee are:

- Focus on community-wide events that include all Downtown businesses.
- Follow the marketing plan- voice, tone, brand, and mediums.
- Focus our work on people to tell the authentic story of who we are.
- Understand that our mediums and successes extend beyond social media.

Design Committee

The Design Committee plays an important role in shaping the public image and improving the physical landscape of our Downtown neighborhood, making it an attractive place for residents, visitors, business owners, and potential investors alike. This committee works to capitalize on our community's best assets, such as its historic properties, and create an inviting atmosphere through public art, building improvements, landscaping, and more. Specific expectations for this committee are:

- Work with the Historic Preservation Commission, Public Arts Commission, Brookings Arts Council, Brookings Park & Rec, and other partners to ensure program alignment and clear communication.
- Keep historic preservation and appreciation at the forefront.
- Be very open to ideas and a wide range of design opinions.

Organization Committee

The Organization Committee does the critical work of establishing consensus and cooperation by building partnerships among the various groups in the community that have a stake in our neighborhood. This committee provides feedback and guidance for fundraising, volunteer recruitment and retention, program promotion and advocacy, and organizational development to build a strong program with long-lasting community support. Specific expectations for this committee are:

- Development of a fundraising and sponsor plan.
- Recruit and retain a pool of volunteers.
- Create and review documents like board member job descriptions/applications, surveys, and proposals.
- Be the go-to group for building and strengthening relationships with stakeholders.

Brookings Farmers Market Committee

The Brookings Farmers Market provides a community gathering place where local farmers and entrepreneurs can sell directly to the consumer. This committee works to improve opportunities for all in our community by promoting local economic development as well as social and community building through educational and family-friendly activities. Specific expectations for this committee are:

- Review and approve vendor applications.
- Monitor and report vendor feedback and concerns.
- Guide market resources and efforts to create a space that is welcoming to all.