



## MainStreet of Fremont Committee Overview

### **Executive Committee**

Reviews financial statements and board packet with the Executive Director before board meetings. Helps the Executive Director with any issues that may need the board's attention. Serves in an advisory capacity to the board and the executive director.

### **Alumni Committee**

This committee is for retired board members who still want to be involved in our mission. This committee is still being developed and may help with various things such as planning a holiday party.

### **Business Support/Benefits**

This committee is responsible for evaluating the current support and benefits we offer to businesses and reflecting on the evaluations. This committee will also be responsible for researching and developing new/different support or benefits as needed and as the organization is capable.

### **Design**

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

This committee helps oversee projects such as designing new banners for the light poles. Other projects may include benches, trash cans, flower baskets, holiday decorations.



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### **Marketing & Branding**

This committee is responsible for helping to evaluate, support, and uphold branding standards and strategies. This committee will also help with marketing efforts like having a story-rich branding strategy, promoting events, and evaluating the effectiveness of our efforts.

### **Organizational Health**

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Operates in partnership with the ED to foster donor/sponsor relationships.

### **Promotions & Events**

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

This committee oversees the subcommittees in charge of helping coordinate and host our various events. This committee oversees general promotions such as evenings downtown or passport programs and is available to help the subcommittees with their needs such as recruiting volunteers.

#### *Subcommittees*

Concert in the Park

Crazy Days & Chalk Art Festival

Hispanic Festival Committee

Halloween Hysteria

Christmas Walk