



2022 ELIZABETH MAIN STREET BOARD OF DIRECTORS MEMBER JOB DESCRIPTION

Collectively, the Main Street Board of Directors assumes responsibility for all activities of the Main Street program. The Board is responsible for establishing program policy, determining the goals of the program, and fulfilling the requirements of the Colorado Main Street Program.

Job Requirements

Each Board member should have or provide one or more of the following:

- A demonstrated interest in the program's purpose and its goals.
- Specific experience in and/or knowledge of administration, finance, program development, marketing/ advertising, public relations, downtown business, communications, design, event management, historic preservation or economic development.
- Representation of a public or private sector organization of the Elizabeth area community or an Elizabeth area resident with an interest in downtown revitalization.
- 4-10 hours per month of available time to dedicate to the position.

Terms

The Main Street Board consists of 5 members representing a breadth of knowledge and experience. The terms will begin March 2022.

- Members are appointed to three year, staggered terms

Major Responsibilities

The Board members are jointly responsible for the following:

Policy:

- Establishing and/or continuing the framework and organization of the program.
- Ensuring that the program fulfills the requirements outlined in the annual work plan, DOLA Memorandum of Understanding, and additional guiding documents.
- Adopting policies which determine the purposes, governing principles, functions and activities, and course of action for the Elizabeth Main Street program.
- Assuming responsibility for internal policies governing the program.
- With the assistance of Town Staff, developing an annual work plan of goals, objectives and activities for the program.

Finance:

- Annually recommending approval of the finances to the Board of Trustees and monitoring the use of the funds.
- Helping raise sufficient funds to ensure that the program can meet its objectives/goals.

Public Relations:

- Understanding and interpreting the program's work as it relates to the community;
- Relating the services of the program to the work of other organizations and agencies (Main Street Merchants, Chamber of Commerce, Elizabeth Networking Group, Pines & Plains Library District, Elizabeth Fire Protection District, Town Public Works Department, Town Police Department, Community Development, etc.)
- Giving sponsorship and prestige to the program and inspiring confidence in its activities;
- Serving as advocates of economic development through historic preservation in the downtown area.
- Maximizing volunteer involvement in the downtown revitalization effort

Evaluation:

- Regularly reviewing and evaluating the program's operations and maintaining standards of performance;
- Monitoring the program's activities;
- Counseling and providing good judgment on plans of committees and of Town Staff/Main Street Manager.

Personnel:

- Participating in the recruitment, selection and development of Board members as advised by the nominating committee.

Individual Standards

Standards for the Elizabeth Main Street Program Board member(s):

- Supports Board decisions, even when he or she may differ personally with the majority decision.
- Understands the mission of the Elizabeth Main Street program and promotes the goals and activities of the program to his or her own constituent groups and to the community as a whole.
- Attends Board meetings.
- Actively participate on task forces as necessary as well as one standing committee or other designated group.
- Actively participates in specific activities or projects promoted by the Main Street Program which may include: fundraising, revitalization efforts, events, and representation on behalf of the Main Street Program.
- Attends as many as possible of the training programs and workshops held each year by Colorado Main Street and the National Main Street programs.
- Contributes knowledge, resources and labor to the Main Street program.
- Respects the need for the local Main Street Manager to report to only one "boss."
- Offers opinions honestly, without reservation and in a constructive way.
- Does not commit more time to the Main Street program than he or she can realistically afford.
- Delegates responsibilities to committees when appropriate.
- Promotes unity within the organization and seeks to resolve internal conflicts.
- Encourages orderly, systematic and incremental implementations of the Elizabeth Main Street Program work plan, discouraging the Board from being distracted by secondary issues or projects not included in the program's annual agenda.
- Encourages staff and other Board members to express their opinions openly in Board meetings.
- Is loyal to the program and honors his or her commitment to it.