

REDBANK RENAISSANCE, INC. (MAINSTREET PROGRAM) PLEASE JOIN US!

ADVISORS

Elected representatives, agency personnel, PDC, contributors and many others.

BOARD OF DIRECTORS

Responsible for all program goals;
legal, financial & reporting requirements.

Sandy Mateer (Chair), Gordon Barrows, (VP), Ty Poster (Sec./Treas.), Eileen Conners, Terry Mateer and John Phillips.

Design Committee

Eileen Conners, Chairperson

Garden Keepers

Eileen Conners, Chairperson

Tasks – Buildings/ Physical Assets

1. Façade Improvement
2. Inventory Current Conditions
3. Streetscape plans/Trail Town
4. Comprehensive Plan- Zoning
5. Parking - use, enforcement
6. Banners, signs & public amenities

Promotion Committee

Gordon Barrows
(Tourism and Artists Initiative)

Tasks – Advertising - Events & Image

1. General Image – Define “brand”
* Combat negative perceptions
* Market awareness
2. Plan Special and Annual Events
3. Retail Promotions
4. Website w/Org. Committee –
5. Community Calendar

Economic Restructuring

Ty Poster, Chairperson

Tasks – Business Assistance/Recruitment

1. Business retention/recruitment
2. Business Inventory
3. Customer Survey & Profile
4. Financial incentives (grants, loans, tax credits)
5. Web strategies
6. Data management/Evaluation
7. New Economic Uses–
Trail Town Anchor Bldg., community initiated development

Organization Committee

Sandy Mateer, Chairperson

Task- Administration

1. Volunteers – recruitment, training & recognition
2. Organizational partnerships.
3. Public Relations Campaigns/ Communications – Media, web
4. Fundraising, annual & long-term, grants, tabulation of action plans including **Trail Town**.
5. Legal requirements – bylaws, govt. filings, required reports, accounting.