



Business Retention & Expansion Committee

The mission of the Business Retention & Expansion Committee is to support local businesses through education and marketing assistance. It strives, through market analysis, to recruit new businesses that support the economic fabric of MacArthur Boulevard. The Business Retention & Expansion Committee meets at _____ on the _____ of the month at the _____.

Duties of the Business Retention & Expansion Committee:

- Develop a resource list of financial incentives that can be offered to new and existing businesses on MacArthur Boulevard, focusing on resources for small businesses and complete with contact information.
- Develop and maintain a list of available MacArthur Real Estate and list the openings on the website. The list shall include: available properties, owner's names, zoning restrictions, asking price & property advantages/disadvantages.
- Marketing of vacancies on MacArthur in Illinois Times in available ad space on MBBA page.
- Develop a list of the owners of all vacant buildings on MacArthur.
- Survey MacArthur businesses annually to determine the effectiveness of MBBA initiatives in supporting MacArthur businesses and to identify possible additional benefits the MBBA might provide to businesses.
- Working in conjunction with the Marketing and Membership committees to hold ribbon cuttings for new businesses locating on the Boulevard.

Sub-committees of the Business Retention & Expansion Committee may include:

Development Sites Team. This team would initiate a process for engaging property owners, developing property assembly strategies & recruiting developers for the targeted development opportunity sites.

Business Retention Team. This team would meet with businesses on a regular basis to discuss operational issues, relocation needs and technical assistance.

Business Attraction Team. This team would recruit local and regional businesses and developers to MacArthur Boulevard.

Site/Building Improvement Team. This team would work with Boulevard merchants and property owners to improve sites, buildings and business signage.

| Name | Name | Name |
|----------------|------|------|
| Doug Dougherty | | |
| Dave Farrell | | |
| John Levalley | | |
| Butch Elzea | | |
| George Dinges | | |
| | | |



Membership Committee

The mission of the Membership committee is to ensure ongoing leadership and resources to continue MBBA’s mission and attain MBBA’s goals. This committee also handles the fundraising, public relations, and volunteer management of the organization. The membership Committee meets at _____ on the _____ of the month at the _____.

Duties of the Membership Committee:

- Plan and implement an annual membership drive targeting all MacArthur area businesses, working with the Treasurer & Secretary of the Board to ensure annual membership renewals beginning in January of each year.
- Survey the membership annually.
- Work with the Special Events Committee to provide member-retention events.
- Work with the Business Retention & Expansion Committee to help encourage businesses to locate on MacArthur and join the association.
- Initiate MBBA capacity-building efforts - recruit new board members to further Board development.
- Seek new volunteers for the organization through the Neighborhood Ambassador program.

Subcommittees of the Membership Committee may include:

Finance Team. This team would research public and private sources to underwrite Master Plan revitalization and redevelopment initiatives. It could also assist the City with capital improvement programming for the Boulevard as well as grants planning.

Budget/Administrative Team. This team, which should include board members, would develop a fundraising plan that outlines multiple funding sources for MBBA operations as well as Master Plan implementation. Other administrative functions would include managing personnel and committees, preparing work plans for committees and board development.

Nomination Team. This team would solicit Board candidates in September to October of each year and submit a slate of candidates to the Board of Directors by November 1 for consideration at the Annual Meeting.

| Name | Name | Name |
|----------------------|------|------|
| Anna Margaret Barris | | |
| Jen Dillman | | |
| Julie Dirksen | | |
| Nicky Stratton | | |
| | | |
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Events & Neighbors Committee

The mission of the Events & Neighbors Committee is to provide opportunities for businesses and neighbors to get to know and support each other, promote neighborhood membership and involvement, bring shoppers to MacArthur and raise awareness of MacArthur Boulevard as a shopping destination. The Events & Neighbors Committee meets at _____ on the _____ of the month at the _____.

Duties of the Events & Neighbors Committee:

- Plan and implement the Annual MacART Fest.
- Organize a variety of networking, promotional and business related events beneficial to members. This could include Drive-In Movies as recommended in the Master Plan.
- Seek new volunteers for the organization through the Neighborhood Ambassador program.
- Hold 3 Adopt-A-Street events a year and organize a “Clean Up / Green Up” campaign for the MacArthur area as recommended in the Master Plan.
- Continue to build relationships with government, neighbors & neighborhood associations, business & property owners so communication lines are in place when needed, issues are easier to address and events can be quickly and easily publicized with major stakeholders.
- Continue to build a strong connection with the Police Departments (Springfield & Jerome)
- Reduce crime by working with police, businesses & MacArthur Park Apartments and other rental properties.
- Investigate the implementation of a Neighborhood Watch program for the businesses on MacArthur Blvd.

Subcommittees of the Events & Neighbors Committee may include:

MacART Fest Planning Team. Organizes volunteers, sponsors and artists for the Gala and ART festival each year.

Clean UP Team. Organizes volunteers, partners with MacArthur Organizations, and sponsors for the spring clean up days held every year (or more).

Mixer Events. Arrange sponsors for the quarterly MBBA mixers and works with the Membership team to organize the events.

Coffee Sponsor. Arrange the coffee sponsor at each monthly meeting.

| Name | Name | Name |
|---------------------------|------|------|
| Debbie Cimarossa-Thompson | | |
| Karen Jacobs | | |
| Anna Margaret Barris | | |
| Corynn Good | | |
| Steve Stone | | |



Streetscape, Zoning & Infrastructure Committee

The mission of the Streetscape, Zoning & Infrastructure Committee is to create a welcoming atmosphere and enhance the look and feel of MacArthur Boulevard for residents and visitors. The Streetscape, Zoning & Infrastructure Committee meets on the _____ of the month at the _____ Meeting time is _____.

Duties of the Streetscape, Zoning & Infrastructure include:

- Research, plan and propose Curb Appeal Grants to make a limited number of matching grants available to businesses to improve the exterior of their properties.
- Research, plan, propose and implement signage and an entry garden at MacArthur, Wabash and Stanford Avenue, working with the City of Springfield and the MacBac Committee.
- Educate property & business owners on the importance of keeping property clean and in good repair to attract more businesses and reduce crime.
- Implement a quarterly drive-around assessment of nuisances and zoning violations similar to the Enos Park process. Provide tools to help all stakeholders participate in reducing nuisances & ugliness by documenting accountability & processes for addressing particular issues.
- Work with City Public Works Dept on ordinance enforcement of nuisance violations
- Procure the zoning code for the area and making all interested parties aware of the code. Put together a checklist of all potential zoning violations in the area and make it available to all interested parties in the area.
- Define areas of responsibility between interested parties (e.g. public works, MBBA, Police Dept)
- Once the plan identifies next steps, help to implement identified initiatives.
- Work with the Illinois Department of Transportation (IDOT) and other State and Federal Agencies to obtain funding for streetscape and strategic projects.

Subcommittees of the Streetscape, Zoning & Infrastructure may include:

Streetscape Team. This team would manage the process for designing and engineering the streetscape improvements delineated in the Master Plan.

Code Changes Team. This team would coordinate the process for revising Springfield and Jerome's zoning code to match the Boulevard Master Plan.

Maintenance/Operations Team. In the long-term, as streetscape and other physical improvements take place along the Boulevard, the MBBA can step forward to provide ongoing streetscape maintenance services, involving street cleaning, landscaping, and snow removal. Shared services for private properties involving property maintenance, garbage collection and snow removal should also be explored regarding cost effectiveness.

