



2018 Membership - New Member and Renewal Application

Membership Benefits

Individual Membership \$50

- Name listed in the "Our Members" section on MSPA website
- Privilege to attend Monthly Membership meetings
- Privilege to serve on Standing and Special Committees
- Voting Privilege

Business / Corporate and Associations \$100

- Business listed in the "Our Members" section on MSPA website with link to business website
- Privilege to attend Monthly Membership meetings
- Privilege to serve on Standing and Special Committees
- Voting Privilege
- Event share on Main Street Parkville social media (*only MSPA hosted events will be posted during blackout dates - 2 weeks prior to MSPA major events*). 1 share per event
- Vendor booth fee waived at Main Street Parkville festivals for Parkville brick & mortar business members
- Eligible to be involved in additional MSPA marketing opportunities

About Main Street Parkville Association

The Main Street Parkville Association (MSPA) operates under the auspices of the Parkville Community Development Corporation (PCDC) as an operating division of that entity, for the purpose of implementing and operating the Main Street Program in the downtown area of Parkville, Missouri. The Main Street Program shall be modeled after, and closely follow, the guidelines established by the National Trust for Historic preservation's National Main Street Center and the Missouri (State) Main Street Program. The MSPA shall operate in such a manner as to remain in good standing with the Missouri (State) Main Street Association.

Main Street Four-Point Approach

Organization. Promotion. Design. Economic Restructuring.

Mission Statement for Main Street Parkville Association

Main Street Parkville Association mission is to preserve, maintain, and promote the hometown charm of Historic Downtown Parkville.

The application can be found on the last page of the packet. Complete the application and mail back to Main Street Parkville Association, 106 ½ Main Street, Parkville, MO 64152. Checks should be made payable to Main Street Parkville

Association or pay online at www.parkvillemo.org. Contact the Main Street Parkville Association with questions or concerns at 816-505-2227 or by email at historicparkvillemainstreet@gmail.com

Main Street Four-Point Approach®

As a unique economic development tool, the Main Street Four-Point Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride. The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.

Organization

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, your Main Street program can provide effective, ongoing management and advocacy for your downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.

Promotion

Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate your commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

Design

Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

Economic Restructuring

Economic restructuring strengthens your community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.

Coincidentally, the four points of the Main Street approach correspond with the four forces of real estate value, which are social, political, physical, and economic.

How can I become involved in Main Street Parkville?

Get involved by:

- Becoming a member
- Becoming a sponsor
- Volunteering your time
- Volunteering your ideas

Main Street Parkville Association Membership Information

Qualifications: Membership shall be open to any person, business, corporation, or association interested in supporting and advancing the purpose and objectives of the MSPA. The Main Street Steering Committee shall have the authority to establish further conditions of membership and to determine whether any applicant meets such membership requirements.

Membership Classifications: Membership classifications shall include: a) individual; b) business/corporate and association.

Dues: All members shall pay dues as established by the Organization Committee. Membership dues are \$50 for individual memberships and \$100 for business / corporate and association memberships.

Withdrawal: Any member may withdraw at any time without notice.

Annual Meeting: The Annual Meeting of the membership will take place after November 1 but no later than December 15 of each year, at a time to be announced. The purpose of the meeting shall be to elect officers of the Main Street Steering Committee and conduct any other business placed on the agenda.

Notice of Meeting: Written notice of each meeting of the membership, whether annual or special, stating the place, day and hour of the meeting and the purpose of the meeting shall be announced not less than ten nor more than 30 days before the date of the meeting.

Quorum: A quorum shall consist of no less than 10 percent of the membership entitled to vote for the transaction of business at all membership meetings. Decisions made by a simple majority of members present at the meeting where a quorum is present shall be binding.

Voting: One vote. Each individual member shall be entitled to one vote. Each business/corporate member or association member shall designate a representative who shall be entitled to one vote. To have a vote at the Annual Meeting, membership must be established prior to the end of business at the September membership meeting.

Proxies: No member may vote by proxy.

Main Street Parkville Association Steering Committee

The Steering Committee / Board of Directors shall be composed of the following members:

- Chair
- Vice Chair
- Secretary
- Treasurer

- Executive Director

Standing Committees

- Design
- Economic Vitality
- Organization
- Marketing / Promotion
- Events

Qualifications: Members and Officers of the Steering Committee shall be current members of Main Street Parkville Association.

Nomination: Candidates for the positions of Chair, Vice Chair, Secretary and Treasurer will be nominated by a Nominating Committee. The nominated slate of candidates will be presented to the MSPA membership at the Annual Meeting.

Election: The Chair, Vice Chair, Secretary, and Treasurer will be elected by a simple majority of members voting the Annual Membership meeting.

Terms of Office: Terms of office for the Chair, Vice Chair, Secretary and Treasurer shall be for one year, January 1 through December 31 or until a successor has been elected. There shall be no term limits for officers.

Steering Committees Duties of Officers and Standing Committee shall be as follows:

Chair: The Chair shall be the principal executive officer of MSPA and shall in general supervise and control the business and affairs of the association. The Chair shall preside at all meetings. The Chair may sign any contracts or other instruments which the Steering Committee has authorized to be executed. The Chair shall approve and pay expenditures that are consistent with the MSPA budget and action plans. The Chair shall present an annual budget for approval by the Steering Committee. The Chair shall supervise the Executive Director and, in general, perform all duties incident to the Office of Chair and other such duties as may be directed by the Steering Committee.

Vice Chair: In the absence or inability of the Chair to act, the Vice Chair shall perform the duties of the Chair. The Vice Chair shall perform such other duties as from time to time may be assigned to him/her by the Chair or by the Steering Committee.

Secretary: The Secretary shall provide oversight to assure that accurate minutes are kept for all MSPA meetings, that all notices are duly given in accordance with the provisions of these bylaws and as required by law, be custodian of the corporate records and in general perform all duties incident to the office of secretary and such other duties as from time to time may be assigned by the Chair.

Treasurer: The Treasurer shall have supervision and custody of all moneys, funds and credits of MSPA and shall keep or cause to be kept full and accurate accounts of the receipts and disbursements. He shall keep or cause to be kept all other books of account and accounting records as shall be necessary, and shall cause all moneys and credits to be deposited in the name and to the credit of MSPA in such accounts and depositories as may be designated by the Steering Committee and approved by the PCDC. The Treasurer shall disburse or supervise the disbursement of funds in accordance with the authority granted by the Steering Committee.

Design. Responsibilities of this Committee include: Planning and coordinating activities to preserve and enhance the appearance and infrastructure of Historic Downtown Parkville, including, but not limited to, landscaping and plantings, lighting, storefronts, and signage.

Economic Vitality. Responsibilities of this Committee include: Establishing and implementing a plan to support and strengthen the economic base of existing businesses. Recruiting new businesses to Historic Downtown Parkville. Coordinating economic development activities with the City of Parkville and the Parkville Economic Development Council.

Organization. Responsibilities of this Committee include: Recruiting, sustaining, and supporting an active membership in Main Street Parkville Association. Monitor and evaluate MSPA activities and programs, including Steering Committee and membership participation. Regular review of Bylaws and other MSPA operating guidelines. Personnel. The Organization Committee shall serve as the Nominating Committee for the annual election of Officers.

Marketing and Promotion. Responsibilities of this Committee include: Create a positive image that will rekindle community pride and improve consumer and investor confidence in your commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Marketing and Promotion communicates your commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

Events and Festivals. Responsible for the coordination and management of events in downtown Parkville. The goal is to create an environment for fun and success, and to create a positive image that will promote community pride while also preserving the history and tradition of events in Parkville. Sub-committees can include:

- **Christmas on the River.** Responsibilities for this Sub-Committee include: Responsible for planning and implementing the annual Christmas on the River Festival, including preparing an annual budget, recruiting sponsors and volunteers, and coordinating all festival activities.
- **Downtown Entertainment.** Responsibilities for this Sub-Committee include: Responsible for planning and implementing downtown entertainment events, including preparing an annual budget, recruiting sponsors and volunteers, and coordinating all activities.
- **Fourth of July.** Responsibilities for this Sub-Committee include: This Committee shall be responsible for planning and implementing the annual Fourth of July Festival, including preparing an annual budget, recruiting sponsors, volunteers and coordinating all festival activities.
- **Marketing and Promotion.** Responsibilities of this Sub-Committee include: Defining, promoting and monitoring the image of Downtown Parkville Planning and coordinating all media relations, advertising, promotions, and marketing on behalf of MSPA.
- **Parkville Days.** Responsibilities for this Sub-Committee include: Responsible for planning and implementing the annual Parkville Days Festival, including preparing an annual budget, recruiting sponsors and volunteers, and coordinating all festival activities.
- **Parkville Microbrew Fest.** Responsibilities for this Sub-Committee include: Responsible for planning and implementing the annual Parkville Microbrew Fest including preparing an annual budget, recruiting sponsors, volunteers and coordinating all festival activities.

Special Committees: The Chair may form Special Committees as the need arises.

When are meetings? Main Street Parkville Association host monthly membership meetings on a monthly basis. The meetings are the second Wednesdays of the month, 8:30 am at the American Legion, 11 Main Street. The meetings are open to the public and all are welcome.

What are the organization's primary activities? MSPA's primary activities include: Marketing and Promotion of Historic Downtown Parkville and its businesses; Downtown Preservation and Beautification; Economic Restructuring including retention of existing business and recruitment of new business; holding Annual Festivals including Microbrew Fest, Fourth of July Celebration, Parkville Days, Christmas on the River, Downtown Entertainment such as Final Fridays, Cruise Nights and Small Business Saturday.

How is the organization funded? Main Street Parkville Association is supported by membership dues, grants, sponsorships, donations and profits from festivals.

How does the organization exhibit their broad based support? The organization is a member in good standing with the Parkville Chamber of Commerce, Parkville Economic Development Council, The Platte County Convention and Visitors Bureau, Kansas City Convention Visitors Association, Missouri Main Street Association and the National Main Street Historic Trust.

Who is paid by the organization? The Executive Director is a paid staff. Members of Main Street Parkville Association are volunteers. All steering committee members donate their time, energy and resources.

How can the organization be contacted?

E-mail Address: HistoricParkvilleMainStreet@gmail.com

Phone Number: (816) 505-2227

106 ½ Main Street

Parkville, Missouri 64152

Website: www.parkvillemo.org



2018 Membership Application

Membership Period January 1, 2018 – December 31, 2018

Date: _____

Membership Type

Individual \$50 _____

Business / Corporation \$100 _____

Name or Name of Business: _____

Voting Representative / Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Description of Business, if applicable: _____

Phone (Business): _____ Phone (Personal): _____

Email Address: _____

Website Address: _____ Do you have a Facebook page? _____

Standing Committees - Check the committees you are interested in volunteering for:

- _____ Events
- _____ Design
- _____ Economic Restructuring
- _____ Organization
- _____ Promotion / Marketing

Make Checks Payable To: Main Street Parkville Association or Pay Online at www.parkvillemo.org – Join MSPA

Address: 106 ½ Main Street, Parkville, Missouri 64152

Questions: Email HistoricParkvilleMainStreet@gmail.com or Call 816-505-2227