

Vancouver's Downtown Association Committee Work Plan 2009

MEMBERSHIP SUBCOMMITTEE						
Purpose: Grow annual membership by 20% while retaining existing members through strong communication, advocacy and business support						
Members: Celinda Rupert, Chair Lee Coulthard, Dave Dumas, Karin Ford, Leah Jackson						
Recent Accomplishments: 11 new members as of June 24, 2009, 94 general members						
2009 Work Plan						
Project	Lead	Objective	Budget	Schedule	Priority	Comment
Top 10	Lee Coulthard	Increase the name recognition and credibility of VDA	\$1000	Dec 2009	High	David Copenhaver – Linda McLain Elie Kasaab – Lee Rafferty Angelos – Ginger Metcalf intro Bart Phillips – Lee Coulthard Patty Siebold (Keller Williams) Dave Dumas Paul Christenson – Josh Schlesinger – Lee Coulthard Jared Hidden – Arch Miller - Lee Banks – Stephanie Diaz, Colleen Bocia Galleries – Leah Jackson
Friends on Fridays	Leah Jackson/ Karin Ford	Education businesses of value of VDA membership	\$500	Sept 2009 Nov 2009	Medium	Other potential members – Bad Monkey, DQ, Magenta, Beaches, Woody's, Willows, Sparks, Salmon Creek, My Jeweler, Salmon Creek Brew Pub, KiggIns
Members Map	Rebecca Ocken	Maintain visual guide of active members	\$0	July 2009	Medium	
Performance Measures	Celinda Rupert	Chart membership activity monthly	\$0	July 2009	Low	
Block Champions	Celinda Rupert	Identify members who will support /inform neighbors	\$0	Aug 2009	Medium	Welcome wagon to new businesses Information source
Member Recognition	Celinda Rupert	Retain members through acknowledgement	\$0	Sept 2009	Low	1,5,10 year member recognition Membership list that acknowledges large donors, B&O participants
Dues	Celinda	Review current plan and	\$0	Sept 2009	High	Consider 1, 5,10 year memberships, installments

Restructuring	Rupert	update as needed				Individual 100, Non-Profit 75, Public/Gov't Agencies 300, Commercial Prop Owner 300, Small Business 150, Large Business/Multi Locations 300
Update membership application	Celinda Rupert	Revise application with new information and logo	TBD	Aug 2009	High	
Membership Policy	Celinda Rupert	Create a policy noting value of membership	\$0	July 2009	Medium	Reconsider services to and donations from non-members and tax incentive membership
Reciprocal membership	Celinda Rupert	Identify approach and policy	\$0	Sept 2009	Medium	Board support?