

MAIN STREET ADVISORY BOARD AGENDA June 9, 2020 @ 5:30 pm

Main Street Advisory Board

City of Caldwell
City Hall
107 S. Hill St. Caldwell, Texas 77836
Tuesday, June 9, 2020 @ 5:30 pm

Notice is hereby given that the Main Street Advisory Board of the City of Caldwell, Burleson County, Texas will convene in a Regular Meeting at City Hall at 5:30 pm, Tuesday, June 9, 2020.

Due to COVID-19 recommendations from the CDC and Governor Abbott's Executive Orders of these past few weeks, the City of Caldwell is observing the guidelines to limit the number of persons physically present at the meeting to 25% capacity of the Council Chambers.

AGENDA:

A. CALL TO ORDER

B. INVOCATION AND PLEDGE

C. INTRODUCTION OF GUESTS

D. PUBLIC COMMENT (Must Sign-in to speak, 5-minute limit)

1. The purpose of this item is to allow citizens an opportunity to address the Main Street Board on issues that are not on the agenda. No discussion can be carried out on the guests' comment.

E. CONSENT AGENDA

(The Consent Agenda includes non-controversial and routine items that the Commission or Board may act on with one single vote. The Chair or Board member may pull any item from the Consent Agenda in order to discuss and act upon it individually as part of the Regular Agenda.)

1. Approval of the minutes from the Main Street Advisory Board meeting for May 12, 2020.

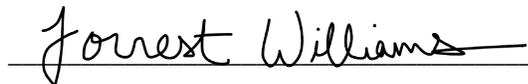
F. REGULAR AGENDA – REVIEW/DISCUSS & CONSIDER ACTION

1. Reminder to complete and send you certificates for the Texas Open Meeting Act and Public Information Act Online Trainings to Forrest.
2. Work Plan Generation: As a Main Street Program a work plan is critical in identifying and outlining the Board's tasks over the course of a specific time frame.
 - i. Discussion and possible action of committees and appointing chairs.
 - ii. Discussion and possible action of the committee organization.
 - iii. Discussion and possible action of creating a work plan from August 2020 through August 2021. The following items would be discussed today, but implemented as part of the work plan.
 1. Discussion of a Downtown Caldwell Website, during the workshop on June 1, 2020 an idea to create a Main Street Website was recommended.
 2. Discussion of updating the Downtown Caldwell Maps.
 3. Discussion of creating a Downtown Caldwell E-Newsletter.
3. Community Engagement and Outreach Plan, the first step in this process is to discuss Caldwell's Key Stakeholders:
 - i. Demographics
 - ii. Community Networks
 - iii. Network Connectors
 - iv. Communication Opportunities

MAIN STREET ADVISORY BOARD AGENDA June 9, 2020 @ 5:30 pm

- v. Engagement Opportunities
 - 4. Reopen Safety Toolkit, to safely have events in Downtown Caldwell a toolkit needs to be given to all business.
 - 5. Discussion of Bounce Back Event – During the May meeting the discussion lead to the July 11 Second Saturday for a potential event, focused around the Margarita Festival Idea.
- G. Board questions, comments or concerns.
- H. FUTURE AGENDA ITEMS (This is where the board can request additional items for future agendas)**
- I. **ADJOURN**

The Board or Commission may vote and/or act upon each of the items listed on this Agenda. The Board or Commission reserves the right to retire into executive session concerning any of the items listed on the Agenda, whenever it is considered necessary and legally justified under the Open Meetings Act. I certify that the notice of the meeting was posted on the bulletin board in the City Hall of the City of Caldwell , a place convenient and readily accessible to the general public at all times, before 5:30 pm on Friday, June 5, 2020 and remained posted for at least 72 continuous hours before the scheduled time of said meeting. This Meeting Agenda is posted online at www.caldwelltx.gov/agendas-minutes/



Forrest Williams, Community Development Director

**CALDWELL MAIN STREET ADVISORY BOARD
WORK PLAN
AUGUST 1, 2020 to September 31, 2021**

As a Main Street Community, Caldwell Main Street Advisory Board should have a work plan in place to help guide the organization and structure of the Board and Committee’s throughout the year. This work plan is set to begin August 1, 2020 and end on September 31, 2021. This will be the work plan used for the transitional year to allow the Advisory Board to re-establish committees and develop some engagement and outreach exercises to provide community participation and develop a Long-Range Plan and Strategic Planning tools for Downtown Caldwell. These tools and plan will help guide future decisions for the board and how Downtown Caldwell evolves. The work plans in the future after this work plan expires should be set to follow the City of Caldwell’s Fiscal Year October 1 – September 31 this way budgeted items can be accounted for in the work plans.

<i>TASKS</i>	<i>TASK ASSIGNED</i>	<i>START DATE</i>	<i>END DATE</i>	<i>BUDGET</i>	<i>NOTES / PERFORMANCE MEASURES</i>
TASK 1. PROGRAM ORGANIZATION & STRUCTURE	Advisory Board	JUN. 2020	JUN. 2020	N/A	
ACTION 1.1. Re-establishing committees.					
ACTION 1.2. Outreach for Volunteers for committees.					
ACTION 1.3. Committee Meetings, schedule and responsibilities.					
THE CHANGING MODEL					
Over the past several years, a shift has been occurring nationwide in how the Main Street Four Point Approach™ is being carried out. The evolving model was introduced and discussed during at the April 2020 Main Street Advisory Board Meeting with Debra Drescher.					

**CALDWELL MAIN STREET ADVISORY BOARD
WORK PLAN
AUGUST 1, 2020 to September 31, 2021**

The refined Approach and the new Transformation Strategy model for Main Street programs maintains the organizational aspects that for almost 40 years has proven effective in re-establishing (transforming) historic Main Street downtowns into vital places once again. At the same time, it allows more flexibility, while encouraging a more holistic focus on development of strategic program goals that have measurable outcomes. The Main Street Refreshed Approach is focused on strategy rather than structure and process. Through an information gathering and collaborative, community-engaged process, Main Street leadership teams of staff and board, articulate overarching strategy statements that drive the work of four-point committees or project teams. One critical component of the strategy model is the changing nature of board leadership: Under the Strategy model, the Board President must lead the charge, set expectations and be an example for board service that all board members will adhere to. In the Board’s future meetings, as the new Transformation Strategy work plan is further laid out, the Board President will lead the staff/board team through taking the draft ideas found at the end of this report and narrowing them down into viable, doable, action items. Ultimately the responsibility for the full work plan will be in the hands of the committees, but the Board Chair and board members must set the direction. The four points of the Approach continue to be the foundation for strategic Main Street revitalization:

- ECONOMIC VITALITY* focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.
- DESIGN* supports a community’s transformation by enhancing the physical and visual assets that set the commercial district apart.
- PROMOTION* positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community’s unique characteristics.
- ORGANIZATION* involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

The refreshed model also includes Catalyst Strategies: so-called ‘off-the-shelf’ strategies common to many existing marketplaces which a local Main Street program can adapt for its own program. This could include, for instance:

(SEE ATTACHED CATALYST STRATAGEY DOCUMENT – ITEM 2.3b)

The Catalyst Strategies can provide ideas for projects and activities in the Caldwell Main Street Program (CMSP) Plan of Work.

ACTION 1.4. Re-Open Plan, Hand Sanitizing Stations and Sandwich Boards sponsored by Caldwell Main Street.	CDD/MSM - Forrest	JUN. 2020	JUL. 2020	Hand Sanitizing Stations = \$200 ea.	City will purchase the hand sanitizing stations and sandwich boards to be used in Downtown Caldwell for events and festivals. The sandwich boards will have signage for Social Distancing practices and the Event Schedule for Downtown Caldwell. Any special events for a business could be advertised on the sandwich
---	-------------------	-----------	-----------	--------------------------------------	---

**CALDWELL MAIN STREET ADVISORY BOARD
WORK PLAN
AUGUST 1, 2020 to September 31, 2021**

				Sandwich Boards = \$80 ea.	boards if the business purchases the signage and notifies the CDD/MSM.
ACTION 1.5. Development of a Downtown Caldwell Main Street website sponsored by the Friends of Caldwell Main Street (FCMS).				\$	During the Workshop on June 1 st , 2020 Taylor and April Locke presented an e-commerce and promotional workshop. The idea to create a Main Street Website for Downtown Caldwell.
ACTION 1.6. Downtown Caldwell E-Newsletter. This can be done once the website is completed.					During the Workshop on June 1 st , 2020 Taylor and April Locke presented an e-commerce and promotional workshop. The idea to create a Main Street e-newsletter for Downtown Caldwell businesses and visitors.
TASK 2. COMMUNITY SURVEY		JUN. 2020	DEC. 2020		
ACTION 2.1. Review and Complete the Outreach & Engagement Plan.	Board & CDD/MSM - Forrest	JUN. 2020	JUL. 2020		
ACTION 2.2. Send out Community Survey and determine an end date.		AUG. 2020	AUG. 2020		
ACTION 2.3. Host a community engagement meeting.		AUG. 2020	AUG. 2020		

**CALDWELL MAIN STREET ADVISORY BOARD
WORK PLAN
AUGUST 1, 2020 to September 31, 2021**

ACTION 2.4. Host a pop-up event booth at Kolache Festival to get input from others in the community and visitors.		SEPT. 2020	SEPT. 2020		
ACTION 2.5. Review and Analyze Data.		OCT. 2020	DEC. 2020		
TASK 3. EVALUATION OF DOWNTOWN		JAN. 2021	MAR. 2021		
ACTION 3.1. Develop an evaluation form that CMSP, Council and Citizens can complete.	CDD/MSM - Forrest	JAN. 2021	JAN. 2021		
ACTION 3.2. CMSP, should walk around the Downtown Caldwell District and perform an evaluation of the area.		FEB. 2021	FEB. 2021		
ACTION 3.3. Schedule an evaluation session where the board and council can collectively meet to evaluate the area.		FEB. 2021	MAR. 2021		

**CALDWELL MAIN STREET ADVISORY BOARD
WORK PLAN
AUGUST 1, 2020 to September 31, 2021**

ACTION 3.4. Review and Analyze the Evaluations of the area.		MAR. 2021	MAR. 2021		
TASK 4. SWOT EXERCISE		APR. 2021	APR. 2021		
ACTION 4.1. CMSP, brainstorming and identify the Strengths, Weaknesses, Opportunities, and Threats.					
ACTION 4.2. During this meeting take a look at what the community is saying about Downtown and incorporate a holistic framework for the exercise.					
ACTION 4.3. Determine the Focus/Key areas that are driving forces for Downtown based on the data and feedback.					

**CALDWELL MAIN STREET ADVISORY BOARD
WORK PLAN
AUGUST 1, 2020 to September 31, 2021**

TASK 5. TRANSFORMATIONAL STRATEGIES		MAY. 2021	MAY. 2021		
ACTION 5.1. Determine overarching goals for Downtown and the CMSP, based on the information received in the previous meetings.					
ACTION 5.2. Establish Transformational Strategies, that achieve the overarching goals for Downtown Caldwell.					
ACTION 5.3. Create individual actions for the Transformational Strategy Goals, to further direct CMSP how to revitalize Downtown.					
TASK 6. CREATE THE 2021 – 2022 WORK PLAN		JUN. 2021	SEPT. 2021		

**CALDWELL MAIN STREET ADVISORY BOARD
WORK PLAN
AUGUST 1, 2020 to September 31, 2021**

ACTION 6.1. Using the Transformational Strategies, Goals, and Actions Develop a 2021-2022 Work Plan.					
ACTION 6.2. Host a community input session for the next year upcoming work plan, let the community engage on deciding which actions they want to see accomplished for the next year.					
ACTION 6.3. Discuss creating a long-range plan/Master Plan for Downtown Caldwell.					

**MAIN STREET
Community
Transformation
STRATEGY #1:**

WE WILL POSITION OUR MAIN STREET DISTRICT TO BETTER SERVE OUR LOCALS

(Why: because as a destination community with significant tourism, our program's and our city's efforts over the past few years have focused on attracting tourists. Locals are not as familiar with, nor do they visit downtown like we'd like them to and we need to change that.)

Measurable outcome: *By the fourth quarter of 2017, after a full year of cooperative advertising and special events, our sales tracking and business interviews will show across the board increase in sales and sales tax collections. At least one target property will be underway or in planning stages, supported by a more robust incentives program.*

Organization Board member lead (to ensure actions are moving forward):	Design Board member lead (to ensure actions are moving forward):	Promotion Board member lead (to ensure actions are moving forward):	Economic Vitality Board member lead (to ensure actions are moving forward):
<p>Project: Develop a regional, cooperative program to advertise our downtown businesses to our community</p> <p>Project Task Leader: Jerry Jellybean</p> <p>Timelines & budget (<i>might appear on separate pages</i>) \$1 million dollars</p>	<p>Project: Target properties that show most potential for rehabilitation to support the small business development program</p> <p>Project Task Leader: Ann Richards</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project: Develop special quarterly retail-based events to draw traffic into stores</p> <p>Project Task Leader: Fred Flinstone</p> <p>Timelines & budget (<i>might appear on separate pages</i>) \$12,000 for flyers, ads, social media</p>	<p>Project: Lead the charge for establishing a micro-lending program to build our local cottage industry into bricks and mortar entrepreneurs.</p> <p>Project Task Leader: Marilyn Monroe</p> <p>Timelines & budget (<i>might appear on separate pages</i>) TBD</p>
<p>Project: Track the effectiveness of cooperative program with a system to be developed of tracking quarterly sales increases and during special events, along with business interviews</p> <p>Project Task Leader: Missy Mimosa</p> <p>Timelines & budget (<i>might appear on separate pages</i>) \$0</p>	<p>Project: Advocate for revising the existing incentives grants to more strategically meet existing needs</p> <p>Project Task Leader: You</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project:</p> <p>Project Task Leader:</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>	<p>Project: Develop and complete a comprehensive local-consumer survey to establish residents preferences</p> <p>Project Task Leader: Ronald Reagan</p> <p>Timelines & budget (<i>might appear on separate pages</i>)</p>

MAIN STREET Community Transformation STRATEGY #1:				
OBJECTIVE: MEASURABLE OUTCOME:	<p style="text-align: center;">Organization</p> <p><i>Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.</i></p> <p>Board member lead (to ensure actions are moving forward):</p>	<p style="text-align: center;">Design</p> <p><i>Capitalizing on historic downtown's physical assets</i></p> <p>Board member lead (to ensure actions are moving forward):</p>	<p style="text-align: center;">Promotion</p> <p><i>Reintroduce/introduce the public to the historic downtown</i></p> <p>Board member lead (to ensure actions are moving forward):</p>	<p style="text-align: center;">Economic Vitality</p> <p><i>Developing and sustaining a vital downtown marketplace</i></p> <p>Board member lead (to ensure actions are moving forward):</p>
	Project:	Project:	Project:	Project:
	Project Task Leader:	Project Task Leader:	Project Task Leader:	Project Task Leader:
	Timelines & budget (<i>might appear on separate pages</i>)	Timelines & budget (<i>might appear on separate pages</i>)	Timelines & budget (<i>might appear on separate pages</i>)	Timelines & budget (<i>might appear on separate pages</i>)

Next page

The Committee Work Plans (traditional)

ORGANIZATION Committee

Captures the human resources to create a strong, credible, sustainable organization capable of carrying out a successful Main Street effort.

Committee Chair: _____

Committee Members: _____

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline/tracking	Budget Impact & how being funded	Performance Measure / Measure of Success

ECONOMIC VITALITY Committee

Developing and sustaining a vital downtown marketplace

Committee Chair: _____

Committee Members: _____

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline/tracking	Budget Impact & how being funded	Performance Measure / Measure of Success

DESIGN Committee, *Capitalizing on historic downtown's physical assets*

Committee Chair: _____

Committee Members: _____

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline/tracking	Budget Impact & how being funded	Performance Measure / Measure of Success

PROMOTION Committee *Reintroduce/introduce the public to the historic downtown*

Committee Chair: _____

Committee Members: _____

Program Goal / Purpose being achieved	Action Item	Responsible person / task leader & helpers	Timeline/tracking	Budget Impact & how being funded	Performance Measure / Measure of Success

CATALYST STRATEGIES “CHEAT SHEET”

Catalyst Strategies are off-the-shelf Transformation Strategies that can be adapted to a wide variety of places. Many can exist at any price point (e.g., Apparel or Home Furnishings); a few are organized around an existing institution (e.g., College Town or Military Installation). All can be further customized to local needs.

CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
AGRICULTURAL ECONOMY	Products and services that serve agricultural communities, OR support small-scale agriculture and local food production	<ul style="list-style-type: none"> Live nearby Agricultural families Agricultural workers (incl. seasonal) 	<ul style="list-style-type: none"> Appropriate for rural, agricultural communities Also appropriate for urban districts interested in sustainability and urban agriculture 	<ul style="list-style-type: none"> Serves locals’ needs Serves local economic drivers 	<ul style="list-style-type: none"> Install an orchard in a vacant downtown lot Organize a farmers’ market Launch a community-owned variety store
APPAREL	Apparel cluster, typically differentiated and independent, so as not to compete with malls.	<ul style="list-style-type: none"> Everyone... but, primarily women Preferably a target niche (e.g., vintage, work clothes, etc.) 	<ul style="list-style-type: none"> Street visibility Competitive industry (malls, online) Online sales possible 	<ul style="list-style-type: none"> Often highly desired retail mix, but highly competitive Can position district as regional destination 	<ul style="list-style-type: none"> Visual merchandising assistance to apparel biz. Lunchtime fashion shows
ARTS	“Arts” involves all creative industries, incl. film, music, dance, fine art, theatre, etc.	<ul style="list-style-type: none"> Demographically diverse; may be shaped by ethnicity, income, etc. Some sales business to business (rather than consumer) 	<ul style="list-style-type: none"> Different from “Entertainment districts”, though some overlap. Creative industry workers often keep odd hours, enlivening the district. 	<ul style="list-style-type: none"> Arts industries can make use of hard-to-use spaces Arts often serve as a draw for other types of businesses. 	<ul style="list-style-type: none"> Create a public arts strategy Pair artists with retailers for window displays Launch an “open studios” day Develop live/work space

COLLEGE TOWN	Makes connections between business district and anchor educational institution.	<ul style="list-style-type: none"> ▸ Students, faculty, staff at college/university ▸ Returning alumni, visiting parents ▸ Tourists/visitors 	<ul style="list-style-type: none"> ▸ Residential institutions differ from commuter schools ▸ Strategy may work better where institution already a center of community life 	<ul style="list-style-type: none"> ▸ Builds on existing economic anchor ▸ No new parking demand (in many cases) ▸ But: Can be associated with nuisance issues (e.g., noise, drinking) 	<ul style="list-style-type: none"> ▸ Install college flags, pennants downtown ▸ Establish direct liaisons to university admin and student body ▸ Set up loyalty card
CONVENIENCE GOODS + SERVICES	Pursues a cluster of retail and retail-service businesses that fulfill day-to-day needs of nearby shoppers. E.g., groceries, dry cleaning, drug store, flowers, hardware, etc.	<ul style="list-style-type: none"> ▸ People who live nearby ▸ People who work nearby ▸ People passing through (e.g., commuting) 	<ul style="list-style-type: none"> ▸ Highly desired by many communities, but... ▸ Competitive ▸ Not differentiated ▸ Functions as an “amenity” to residential 	<ul style="list-style-type: none"> ▸ A “full-service” district ▸ But: Convenience businesses can be generic in nature and they don’t draw customers from elsewhere 	<ul style="list-style-type: none"> ▸ Improve short-term parking options ▸ Install bike racks ▸ Set out water bowls so residents walk dogs downtown ▸ Shop-local campaign
CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
DINING + ENTERTAINMENT	Focuses on things people do for fun, usually in the evenings. Often serves as a regional destination.	<ul style="list-style-type: none"> ▸ Younger (though not always) ▸ Singles and couples (not kids, typically) 	<ul style="list-style-type: none"> ▸ Can be complementary to a daytime strategy ▸ Can be associated with nuisance issues (e.g., noise, drinking) ▸ Complements Arts strategy 	<ul style="list-style-type: none"> ▸ Extends business days into evenings ▸ Parking demand complementary to daytime demand ▸ Works well with historic buildings 	<ul style="list-style-type: none"> ▸ Improve lighting to increase safety at night ▸ Engage business owners in “responsible hospitality” program ▸ Organize a “night market”
DISTRICT WORKERS + RESIDENTS	A convenience-oriented strategy (e.g., take-out meals, greeting cards, hair, daycare)	<ul style="list-style-type: none"> ▸ Nearby, but demographically diverse 	<ul style="list-style-type: none"> ▸ Captive market ▸ Workers can only shop before or after work, or at lunch 	<ul style="list-style-type: none"> ▸ A “full-service” district ▸ Price competitive and chain-dominated segment ▸ May generate new housing demand (people want to live near work) 	<ul style="list-style-type: none"> ▸ Create lunchtime gathering places ▸ Schedule promo activities at lunchtime ▸ Offer delivery service ▸ Develop upper-story apartments

ELDER-FRIENDLY + AGING-IN-PLACE	Recognizes that people have different needs as they advance in age and life stage. An Elder-Friendly strategy helps people continue living independently for as long as possible.	<ul style="list-style-type: none"> ▸ Elders... but, ▸ More active than previous generations of retirees ▸ Greater proportion of single-person and multi-generation households 	<ul style="list-style-type: none"> ▸ More than other strategies, must be particularly attentive to the physical environment – e.g., traffic safety, seating, amenities 	<ul style="list-style-type: none"> ▸ Seniors spend more money on experiences (less on things) ▸ Empty-nesters and down-sizers ▸ Buy stuff for grandchildren 	<ul style="list-style-type: none"> ▸ Improve sidewalk lighting ▸ Grants to make stores accessible ▸ Set up walking/exercise groups in district ▸ Offer home delivery
ETHNIC SPECIALTIES	Pursues a cluster of retail and retail-service, entertainment, industrial, and wholesaling businesses that primarily serve the needs of a particular ethnic or cultural group, but may be patronized by any shopper	<ul style="list-style-type: none"> ▸ Members of a specific ethnic or cultural community ▸ Others seeking out authentic cultural foods, products, or experiences ▸ More than other strategies, the customer defines the district 	<ul style="list-style-type: none"> ▸ Ethnic economies can be fairly self-contained and even insular ▸ Business mix can be very wide-ranging – manufacturing to galleries to restaurants 	<ul style="list-style-type: none"> ▸ Creates a regional destination ▸ Highly differentiated (does not typically compete with malls, chains) ▸ But: May not be embraced by whole community, if diverse ethnicities 	<ul style="list-style-type: none"> ▸ Install bilingual signs ▸ Partner with local social service agencies ▸ Organize a “Street Fare” of local, ethnic foods ▸ Establish a commercial kitchen to grow culinary businesses
FAMILY-FRIENDLY, FAMILY-SERVING	Focuses on local families; characterized by family-friendly events and businesses	<ul style="list-style-type: none"> ▸ Families, particularly with babies and young children at home ▸ Grandparents ▸ Teens 	<ul style="list-style-type: none"> ▸ A daytime strategy ▸ Most active on weekends ▸ Appropriate for communities with young demographic, growing families 	<ul style="list-style-type: none"> ▸ Offers products and entertainment locally ▸ Helps engender positive downtown experiences for young people ▸ But: Not compatible with strategies dependent on bars and nightlife 	<ul style="list-style-type: none"> ▸ Add kid-scale street furniture in public spaces ▸ Offer internships to high school students ▸ Show family films outdoors on weekends ▸ Expand business mix with gifts and toys
CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
FOOD	Establishes the commercial district as a food hub, including farmers’ markets, food production, catering, restaurants	<ul style="list-style-type: none"> ▸ People who live or work in the district ▸ People looking for a social experience ▸ Business to business sales of food production 	<ul style="list-style-type: none"> ▸ Works well with historic, interesting spaces ▸ Can complement arts or entertainment businesses 	<ul style="list-style-type: none"> ▸ District becomes a food destination ▸ Presence of restaurants often attracts new office-based businesses ▸ But: High startup costs for food businesses; high failure rate 	<ul style="list-style-type: none"> ▸ Develop a public orchard in a pocket park ▸ Partner with closest culinary school ▸ Establish a deferred repayment loan program for restaurants

GREEN PRODUCTS + SERVICES	Pursues environmentally-friendly economy for the commercial district; supports businesses concerned with recycling and upcycling, and service businesses that use sustainable practices	<ul style="list-style-type: none"> ▸ Tend to be younger, highly educated, values-driven ▸ Young families ▸ Idealistic and aging “Boomers” 	<ul style="list-style-type: none"> ▸ Green practices become part of district’s identity ▸ Renewable energy, zero-waste practices, public transit, historic preservation, local sourcing all play a role 	<ul style="list-style-type: none"> ▸ A forward-looking strategy that leverages the benefits of traditional business districts ▸ But: Typically associated with higher price points 	<ul style="list-style-type: none"> ▸ Install bike lanes ▸ Install rain gardens ▸ Hold zero-waste special events ▸ Help businesses to purchase energy from renewable sources
HEALTH + WELLNESS	Pulls together retail, recreational, educational, and professional businesses (including social service orgs) and organizes them around improving people's wellbeing	<ul style="list-style-type: none"> ▸ Families to seniors ▸ Tend to be more highly educated ▸ Tend to be more affluent 	<ul style="list-style-type: none"> ▸ Can work equally in a spa/vacation community or convenience-based district ▸ Often relies on marketing to make the strategy visible to public 	<ul style="list-style-type: none"> ▸ Many businesses can participate (even those not explicitly health-related) 	<ul style="list-style-type: none"> ▸ Mark walking and running trails in district ▸ Identify healthy options on restaurant menus ▸ Work with local gym or trainer to offer outdoor “boot camps” downtown
HOME FURNISHINGS	Clusters retail, service, and professional businesses related to the home and home life, including, furniture and housewares, floors and finishes, garden and outdoors, design and construction services	<ul style="list-style-type: none"> ▸ Younger (people still at a stage when acquiring the things they need) ▸ Homeowners (esp. for appliances, renovations, etc.) ▸ Renters (smaller furniture, furnishings) 	<ul style="list-style-type: none"> ▸ Strategy can exist at any price point, from used to vintage to new, designer ▸ A regional destination strategy: district is known as home furnishings source 	<ul style="list-style-type: none"> ▸ Works well in historic setting, buildings ▸ Works well for larger spaces ▸ Still a bricks-and-mortar retail purchase ▸ But: Not a daily consumer need for locals 	<ul style="list-style-type: none"> ▸ Paint some old wooden chairs and place them around district ▸ Stage living window displays ▸ Turn a café into a furniture store (or vice versa)
KNOWLEDGE ECONOMY	Primarily focuses on software and technology, but also includes workers in creative professions and the traditional professions (e.g., lawyers, etc.)	<ul style="list-style-type: none"> ▸ Typically younger ▸ Highly educated 	<ul style="list-style-type: none"> ▸ Requires excellent broadband service ▸ Workers keep long/odd hours, making the district more vibrant at night 	<ul style="list-style-type: none"> ▸ Attracts young, creative entrepreneurs ▸ Can be a way for rural communities to grow jobs and population 	<ul style="list-style-type: none"> ▸ Establish a co-working space ▸ Make wifi available in all businesses

CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
MANUFACTURING	Focuses on small-scale manufacturing compatible with commercial districts, appropriate for upper-floor spaces, warehouses, and other secondary or peripheral spaces.	<ul style="list-style-type: none"> ▸ Sales to other businesses ▸ Direct-to-consumer 	<ul style="list-style-type: none"> ▸ Can be associated with a local agricultural product, specialty, or ethnicity 	<ul style="list-style-type: none"> ▸ Can be a good secondary strategy, especially to make use of difficult spaces ▸ Employees of manufacturing businesses become customers of the district 	<ul style="list-style-type: none"> ▸ Activate windows by bringing production to front of stores ▸ Assist manufacturers with distribution and marketing ▸ Establish a “maker space” for entrepreneurs
MILITARY INSTALLATIONS	Appropriate for communities with a military installation nearby; makes better economic and social connections between installation and downtown.	<ul style="list-style-type: none"> ▸ Military personnel ▸ Military spouses and families ▸ Civilian staff ▸ Military contractors, vendors ▸ Military heritage visitors 	<ul style="list-style-type: none"> ▸ In the new military, which is very career-oriented and family-centered, quality of life and community are important ▸ But: May find strategy competes with on-post restaurants, retail 	<ul style="list-style-type: none"> ▸ Provides shopping and social alternatives for military families, whether living on-post and off-post ▸ Fosters stronger links to local economic driver 	<ul style="list-style-type: none"> ▸ Install American flags throughout downtown ▸ Create driving tour guide to military historical sites ▸ Establish liaison to post ▸ Host military appreciation event ▸ Promote downtown residential options to military singles, families
MILLENNIALS	Addresses the demographic slice born between the early 1980s and early 2000s. The authenticity and “retro” nature of traditional business districts appeals to this generation.	<ul style="list-style-type: none"> ▸ Younger ▸ Educated ▸ Entrepreneurial 	<ul style="list-style-type: none"> ▸ Reaching milestones later than previous gen’s (e.g., purchase a car, own a home, marry, have kids) ▸ Interested in experiential retail, authenticity, and local sourcing ▸ Digitally connected 	<ul style="list-style-type: none"> ▸ Demographic aligns well with traditional business districts, esp. for entertainment, independent businesses ▸ Trendsetting demographic attracts “piggybackers” to district – older followers ▸ But: Millennials are accustomed to buying many things online 	<ul style="list-style-type: none"> ▸ Install native plant landscaping ▸ Encourage Millennial-appropriate design sensibility in signs ▸ Recruit Millennials to Main Street board ▸ Connect businesses through social media ▸ Establish a co-working space
SPORTS + RECREATION	Connects outdoor activities – camping, boating, hiking, climbing, hunting, etc. – with supporting businesses and amenities. This includes outfitters and equipment sales, restaurants and food services, accommodations, and others.	<ul style="list-style-type: none"> ▸ Outdoor enthusiasts ▸ Varied spectrum of ages and abilities, and travel lifestyle preferences 	<ul style="list-style-type: none"> ▸ While frequently associated with youth, many outdoor enthusiasts are seniors traveling without families or children 	<ul style="list-style-type: none"> ▸ Connects the downtown to those who use nearby outdoor or recreational attractions 	<ul style="list-style-type: none"> ▸ Install wayfinding signs from nearby trails or paths to downtown ▸ Install a climbing wall (or ice-climbing wall) downtown ▸ Work with sporting equipment businesses to offer guided tours

CATALYST STRATEGY	DESCRIPTION	CUSTOMERS	SPECIAL CONSIDERATIONS	BENEFITS, TRADE-OFFS	EXAMPLE ACTIVITIES
TOURISTS + TOURISM	Addresses people who visit the district from elsewhere, usually to experience something unique to the place, such as history or architecture, arts and culture, or shopping	Vast and varied customer profiles, including <ul style="list-style-type: none"> ▸ Heritage travelers ▸ Cultural tourists ▸ Weekend/second home-owners ▸ Resort-goers ▸ Conventioneers ▸ Business travelers ▸ Outdoors enthusiasts 	<ul style="list-style-type: none"> ▸ Tourism and tourism-related amenities exist at all price points ▸ Needs of regional tourists are different from national or international visitors ▸ Create a place that locals love, and visitors will love it, too 	<ul style="list-style-type: none"> ▸ Brings outside consumer spending; adds to local buying power ▸ But: Locals may not be happy about outsiders making it feel “less local” ▸ Increased tourism can result in higher prices (food, housing) for locals 	<ul style="list-style-type: none"> ▸ Install way-finding signs geared toward those unfamiliar with district ▸ Convene regional tourism professionals to share data ▸ Set up large-format maps in stores and have customers mark where they live

COMMUNITY ENGAGEMENT & OUTREACH PLAN

This plan will provide a practical framework for understanding how to launch or strengthen the City of Caldwell’s community engagement efforts, and actionable tools to put to use.

WHAT IS COMMUNITY ENGAGEMENT & OUTREACH?

Engagement invites all of the voices in your community to be equal partners in determining the community’s future, taking ownership of the process, means, and outcomes of your revitalization efforts. It takes time and resources, but it’s worth it; community engagement is the only way to build consensus and buy-in and ensure that your outcomes are sustainable over time. It builds capacity for your work by cultivating leadership from within the community.

Outreach is how a community disseminates information and provides accurate and relevant information to its citizens. Outreach is involving a diverse group of people in any type of planning process that better articulates the community vision from a holistic perspective. Outreach is also connecting and networking with community partners and stakeholders to spread awareness and information throughout the entire community.

STEP 1. THE BACKGROUND

Serious community engagement starts with identifying key stakeholders through in-depth community mapping. Unless you know who the diverse groups in your community are and how to reach them, your process will be hampered by STP Syndrome: The Same Ten People making all the decisions and doing all the work.

Community mapping not only brings people into the planning part of your process; it also provides you with a metric against which to measure your process throughout. Once you have your community map, you’ll use it in every step of your process. Through visioning, decision making, and implementation, you’ll refer to the map to ensure that your full demographic is being engaged and your revitalization efforts benefit all. Mapping allows you to form a coalition towards a common goal, with partners that become powerful allies in continuing to promote and celebrate the work at hand.

Who lives in Caldwell?

Population	
Race & Ethnicities	
Socioeconomics /Class	
Education	

COMMUNITY ENGAGEMENT & OUTREACH PLAN

Age Groups	
Community Participation	
Caldwell Workforce	

Who are key stakeholders around Caldwell?

- 1) Residents
- 2) Businesses
- 3) Local & County Officials
- 4) School District
- 5) Burleson County
- 6) Chamber of Commerce
- 7) Economic Development Council
- 8) Other:

What are Caldwell's Community Networks?

- 1) Churches

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____
- vi. _____
- vii. _____
- viii. _____
- ix. _____
- x. _____
- xi. _____
- xii. _____
- xiii. _____
- xiv. _____
- xv. _____
- xvi. _____

COMMUNITY ENGAGEMENT & OUTREACH PLAN

- xvii. _____
- xviii. _____
- xix. _____
- xx. _____

2) Clubs

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____
- vi. _____
- vii. _____
- viii. _____
- ix. _____
- x. _____
- xi. _____
- xii. _____
- xiii. _____
- xiv. _____
- xv. _____
- xvi. _____
- xvii. _____
- xviii. _____
- xix. _____
- xx. _____

3) Businesses

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____
- vi. _____
- vii. _____
- viii. _____
- ix. _____
- x. _____
- xi. _____
- xii. _____
- xiii. _____
- xiv. _____
- xv. _____
- xvi. _____
- xvii. _____
- xviii. _____

COMMUNITY ENGAGEMENT & OUTREACH PLAN

xix. _____

xx. _____

4) Caldwell ISD

i. _____

ii. _____

iii. _____

iv. _____

v. _____

vi. _____

vii. _____

viii. _____

ix. _____

x. _____

xi. _____

xii. _____

xiii. _____

xiv. _____

xv. _____

xvi. _____

xvii. _____

xviii. _____

xix. _____

xx. _____

5) Other:

i. _____

ii. _____

iii. _____

iv. _____

v. _____

vi. _____

vii. _____

viii. _____

ix. _____

x. _____

xi. _____

xii. _____

xiii. _____

xiv. _____

xv. _____

xvi. _____

xvii. _____

xviii. _____

xix. _____

xx. _____

COMMUNITY ENGAGEMENT & OUTREACH PLAN

Communications & Outreach Opportunities:

- 1) Gathering Places
- 2) Activities
- 3) News Outlets
- 4) Radio Stations
- 5) Social Media
- 6) Other
- 7) Surveys
- 8) Door to Door
- 9) Materials at each city facility
- 10) Materials at businesses

Engagement Opportunities & Conversations:

- 1) What ways will we reach people?
 - i. Meetings at facilities & churches
 - ii. Pop up booths at events and festivals
 - iii. Meeting at restaurants around town
 - iv. Meeting at some local businesses
 - v. Online engagement for those that can't make it to a meeting.
 - vi. Citizen Comment form
 - vii. _____
 - viii. _____
 - ix. _____
 - x. _____
 - xi. _____
 - xii. _____
 - xiii. _____
 - xiv. _____
 - xv. _____
 - xvi. _____
 - xvii. _____
 - xviii. _____
 - xix. _____
 - xx. _____

STEP 2. COMMUNITY CONVERSATIONS

Community Conversations will be initiated in four ways: pop-up events, door to door discussions, small group discussions, and online surveys and forums. By utilizing different types of conversations and discussion-based atmospheres, this will allow the community participate in a voluntary way and within their comfortable environment. Conversations are meant to be anonymous, information about the participants should not be shared or documented.

COMMUNITY ENGAGEMENT & OUTREACH PLAN

SECTION 2.1 POP-UP EVENTS

- a) Pop-up discussions:
 - i) Are good for community discussions at events to gather ideas and thoughts from the community while they are out and about.
 - ii) These types of discussions also engage tourist and visitors that come into the community. This allows input from the outside to help identify things that people in the community might not realize or see on a daily basis.
 - iii) Since people cannot always make it out to meetings in the evening this allows for an additional opportunity for people to come and share their ideas and voice.
- b) Pop-up discussions need:
 - i) Large poster boards with posters attached to them
 - ii) Sticky Notes
 - iii) Pens
 - iv) Easels
 - v) Chalk
 - vi) Sanitizing Station
- c) Pop-up discussions can be held:
 - i) Parks
 - ii) The Square
 - iii) Downtown
 - iv) Civic Center
 - v) Businesses (with permission)
 - vi) Churches (with permission)
 - vii) Events & Festivals
- d) Pop-up Discussions should be limited to a few main/overarching questions that will help identify a broad perspective.
 - i) What is your favorite thing about Caldwell?
 - ii) What would you improve about Caldwell?
 - iii) What would you like to see in Caldwell?
 - iv) What three words would you use to describe Caldwell?

SECTION 2.2. DOOR TO DOOR

- a) Door-to-door discussions will be limited to:
 - i) Limiting time at the door to 5-minutes as to not take up too much of their time.
 - ii) Discussing some of the broad discussion questions that can be answered easily.
 - iii) Leaving a door hanger with information about the plan, and participation opportunities.
 - iv) Survey hand delivered or discuss with them how they can participate online.
- b) Materials needed:
 - i) Door hanger
 - ii) Note pad
 - iii) Pen

COMMUNITY ENGAGEMENT & OUTREACH PLAN

- iv) Survey (if needed, or have the online survey link on the door hanger)

SECTION 2.3. SMALL GROUP DISCUSSION GUIDANCE

- a. Discussions will take place in small groups, facilitated either by the consultant team or City staff, allowed for rich conversations and exchanges between community members.
- b. While all meetings were open to any interested persons, the locations of some discussions were targeted toward sites that would be familiar and comfortable for particular communities (faith communities, senior citizens, youth, etc.) to encourage participation from a variety of people, including those who may not usually participate in planning processes.
- c. Two ground rules were used to set the tone for the event:
 - i. Feel free to express your opinions – there are no “right” or “wrong” responses, and
 - ii. Let everyone have an opportunity to voice their opinions and share ideas.
- d. Facilitate discussions as follows:
 - i. Start off with brief round of introductions,
 - ii. Use discussion questions to guide the conversations and try to keep them on topic,
 - iii. Re-frame some of the questions based on participant interests,
 - iv. Questions focused on both positive aspects of living in Caldwell and things that people would like to see improved in both short- and longer-terms. A sample set of questions is listed in the box below.
 - 1. Discussion Questions:
 - a. What are some of the things that you value about Caldwell?
Please write your ideas on sticky notes, and let’s discuss.
 - b. How would you describe Caldwell today? Is it everything you want Caldwell to be?
 - c. Please use two sticky notes to write down the top two issues that impact you and/or your family, positively or negatively.
Let’s discuss some examples of the types of changes that could make a difference for you and/or your friends and family.
 - d. What two things would you most like to see in the next year that would tell you that the positive changes that we discussed today are happening?
 - e. Overall, do you feel that the City is moving in the right direction in terms of creating and maintaining a City that you are proud to live in?
- e. Materials needed:
 - i. Informational Handout
 - ii. Note pad
 - iii. Pen
 - iv. Survey (if needed, or have the online survey link)
 - v. Poster
 - vi. Sticky notes

COMMUNITY ENGAGEMENT & OUTREACH PLAN

vii. Pens

STEP 2.4. ONLINE & VIRTUAL COMPONENTS

- a) Online and virtual components:
 - i) Engagement & Outreach video (Promo for upcoming Opportunities)
 - ii) Plan Kick-off video and Launch for the Future
 - iii) Videos from pop-up events, discussion sessions, and engagement activities/meetings
 - iv) Online Map your ideas
 - v) Online Share your ideas
 - vi) Online survey
- b) Using the Website to build a page that includes the following:
 - i) Social PinPoint to use for mapping purposes to show areas that the community see the need for changes. The Community can share their ideas and other information about different areas in Caldwell that they would like to see different things.
 - ii) Share your ideas, have a forum that people can comment and share their ideas. One place to do this is on Facebook having a post go out once a week for people to comment on to share ideas and thoughts.
 - iii) Take a survey, the survey that is created will be able to be filled out online for people who cannot participate in person to help share additional thoughts and ideas.

STEP 3. ENGAGE IDEAS

- a) Community Graffiti Wall – post a question on a wall and have space for people to record their answers, record them before the disappear.
- b) Poll creatively – put a simple question on drink coasters at restaurants and bars with space for people to fill in their answers, then have the businesses collect them.
- c) Poll colorfully – have people of all ages “vote” on options by placing jellybeans in a glass jar. Or use something similar to this technique.
- d) Throw a mixer – have people fill out a short survey to get free food and drinks, or to win a prize before they go into a space or business.

STEP 4. INSPIRATIONAL MEETINGS

- a) Provide child care for community meetings and activities for kids to participate and share their ideas on.
- b) Provide language interpreters
- c) Eliminate barriers
- d) Creative activities, engaging and interesting
- e) Welcoming and make people feel heard and comfortable in the space.
- f) Neutral facilities to meet in.
- g) Ride shares and other transportation options for people to get to the meetings
- h) Plenty of light and space
- i) Provide food and drinks

COMMUNITY ENGAGEMENT & OUTREACH PLAN

- j) Reflections of the community display images and pictures from artist of town. Get students work from school to engage local students.
- k) Small and simple decorative touches to make the space feel welcoming
- l) Plenty of wall space for charts and posters
- m) Easels
- n) Create a set up that makes sense with flow and function
- o) Open space of more than 2 feet
- p) Key Speaker, Discussion Leaders, and Facilitators to record questions and response
- q) Round Table discussions should be about 20 minutes to keep conversations on topic and focused.

STEP 5. COLLECTIVE STORY

- a) Combine and present all of the feedback collectively
- b) Narrow down broad topics to get more focused and clearly stated ideas and opinions.
- c) Share the quantitative data from sources that are reliable and have meanings that can explain the story from the qualitative data.
- d) Create idea clusters
- e) Encourage additional insight
- f) Make a story with the data

STEP 6. EVALUATE

Evaluate the process and make sure to get feedback from the participants on the engagement, activities.

- a) Did they feel that they were heard?
- b) Were their ideas incorporated in some way?
- c) Did they have any questions about the data and overall plan?
- d) Did they feel comfortable?
- e) Did they enjoy the layouts and atmosphere of the engagement options?
- f) Which engagement and outreach options did they use most often?



Michigan Main Street

Reopen Safely Toolkit

SAFETY CHECKLIST

LOVE MI DWNTWN BRANDING

SIGNAGE

TEMPLATES



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

REOPEN SAFELY CHECKLIST

DISCLAIMER: These are meant to be general guidelines to help you re-open your business. Always follow local, state, and federal laws and guidelines. This is not intended to be legal or health advice.

Health Screening and Policies for Employees Exhibiting Signs and Symptoms of COVID-19

- Employees are required to do a self-health exam before they return to the workplace each day-- taking their temperature, reporting any symptoms of COVID-19, etc.
- All employees have their temperature taken upon reporting to work:
 - o Employees having a temperature of 99 degrees or more are not be allowed in the workplace
 - o If a thermometer is not available, employees are be screened for symptoms
- Workers who feel ill are required to stay home
- All employees are required to wear facial coverings in the workplace
- All desks, individual workstations & other employee stations are separated by at least six feet
- Breakrooms, restrooms, and other common areas are being disinfected frequently on a prescribed schedule
- Personal Protective Equipment (PPE) has been provided at a level appropriate to each employee's job duties
- Soap and water are available to all employees
- Employee health and screening protocols have been communicated and distributed to all employees and are posted in employee areas

Social Distancing

- Staff and employees are encouraged to work from home or telecommute, when feasible
- Work schedules have been staggered, when and where possible
- Limits on large work-related gatherings--staff meetings, after work functions, etc., have been put in place
- Alternative methods for shopping (*i.e. curbside pickup, delivery, special shopping times for vulnerable customers, online, telephone and other ordering and pre-pay options, etc.*) are offered
- An appointment system is utilized, when and where appropriate
- The floor layout and placement of furnishings and fixtures has been reconfigured, where possible, to increase the physical space between employees and customers and to encourage social distancing
- Where appropriate and practicable, facility access points and aisles have been designated one-way and directional signage or floor markings are used to guide one-way patterns
- The number of customers allowed in the facility at any one time has been limited based on a ratio or number that allows, to every extent practicable, customers and employees to maintain at least six feet of distance from one another



Face Covering and Protective Equipment

- All employees, customers, patrons, and visitors are encouraged – or required – to wear facial coverings as may be mandated local, state, or federal guidelines or laws.

Cleaning and Sanitizing

- Employees are given time and encouraged to frequently wash their hands
- No contact checkout is encouraged and used as frequently as possible; and countertops, tables, pens, keypads, and other transaction equipment is sanitized between uses for customers not using contactless option
- Plexiglass partitions are installed at service areas, when and where practicable
- A disinfecting and sanitizing routine has been established and is monitored frequently
- A checklist or audit system is used to schedule and track cleaning and disinfecting activities, and to establish employee responsibilities for the performance of such activities

Restrooms

- Hand air dryers have been disconnected or taped off, and disposable paper towels have been provided in restrooms
- Where possible, touchless fixtures are provided to dispense and dispose of paper towels and other waste

Signs

- Signage is used to post a copy of the state or local safe reopening plan at each public entrance to the facility, where applicable

- Signs are posted at all public entrances to inform all employees and customers to:
 - Use hand sanitizer upon entering the facility
 - Avoid entering the facility if they have a cough or fever
 - Wear facial coverings, or require facial coverings, where required or appropriate
 - Maintain a minimum six-foot distance from one another
 - Not shake hands or engage in any unnecessary physical contact with customers or fellow employees.
- Floor decals, tape or other markings are used as reminders to respect social distancing measures
- Signage is used to communicate pick-up, delivery and other low- or no-contact shopping options
- Signs are placed outside the facility reminding people to maintain at least six feet of separation from one another, including when waiting in line; and encouraging pedestrian traffic to follow one-way migration paths, where possible and appropriate.
- Tape or other markings are used to clearly indicate six feet of separation for customer waiting lines and areas inside the store, and on sidewalks at public entrances, with signs directing customers to refer to the markings to maintain an appropriate distance.
- Signs or posters are used to communicate that all employees have been instructed to maintain at least six feet of distance from customers and fellow employees, except in instances where:
 - Employees must, momentarily, breach the six-foot distance to accept payment, or to deliver goods or services
 - It is otherwise necessary for close contact service providers to perform services in a manner compliant with local, state, and federal guidelines or laws



♥ MI
DWN
TWN

♥ MI
DIST
RICT

♥ MI
HOME
TOWN

♥ MI
MAIN
ST

♥ MI
NBR
HOOD

SHOW
LOVE



SHOP SAFE

THANKS FOR SUPPORTING
YOUR COMMUNITY

STAND HERE
to remain at least 6' away
from the next person in line.



MI **SAFE** STORE



**WE WASH HANDS
REGULARLY**



**WE DISINFECT
NIGHTLY**



**WE ALWAYS USE
SOAP TO CLEAN**



**WE WEAR MASKS
FOR SAFETY**

WE DO IT BECAUSE WE CARE.



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

This Reopen Main Street toolbox proudly made available by the **Michigan Main Street** program to help your business.



**20 SECONDS.
TAKE YOUR TIME.
WE WILL BE HERE FOR YOU.**



This Reopen Main Street toolbox proudly made available by the Michigan Main Street program to help your business.



CHECK OUT OUR ONLINE STORE



This Reopen Main Street toolbox proudly made available by the Michigan Main Street program to help your business.



DELIVERY HERE



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

This Reopen Main Street toolbox proudly made available by the **Michigan Main Street** program to help your business.



CURBSIDE HERE



This Reopen Main Street toolbox proudly made available by the **Michigan Main Street** program to help your business.



**WE STILL LOVE YOU.
JUST WITHOUT THE
HANDSHAKE.**



WE DO IT BECAUSE WE CARE.



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

This Reopen Main Street toolbox proudly made available by the Michigan Main Street program to help your business.



WE ARE OPEN



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

This Reopen Main Street toolbox proudly made available by the **Michigan Main Street** program to help your business.



**SAFELY
INSIDE**



This Reopen Main Street toolbox proudly made available by the Michigan Main Street program to help your business.



CURBSIDE & DELIVERY HERE



This Reopen Main Street toolbox proudly made available by the **Michigan Main Street** program to help your business.



NO SHIRT



NO SHOES



NO MASK



NO SERVICE



**MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION**

This Reopen Main Street toolbox proudly made available by the **Michigan Main Street** program to help your business.





SHOW LOVE

FAVORITE EATS

FAVORITE SHOP

FAVORITE SIPS

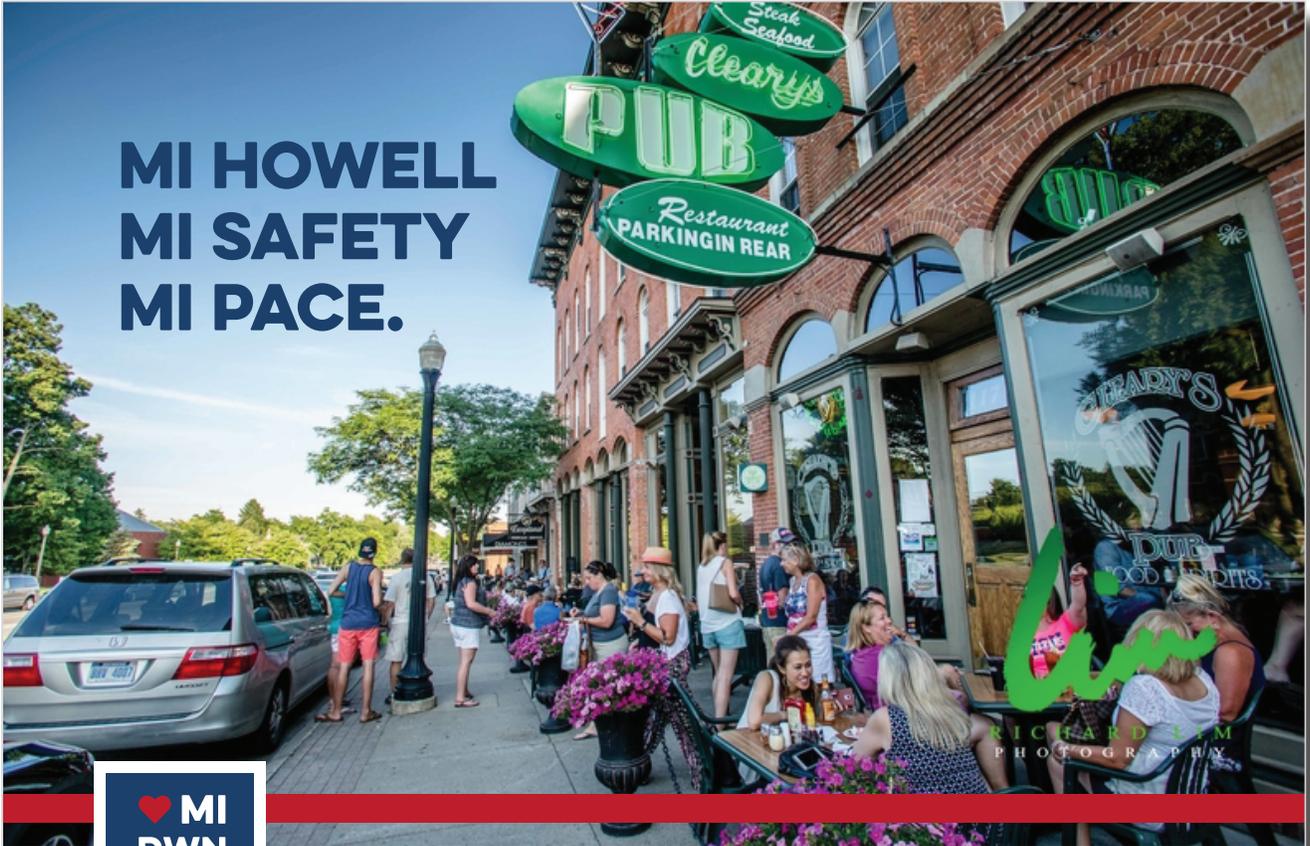
FAVORITE EVENTS

This Reopen Main Street toolbox proudly made available by the Michigan Main Street program to help your business.

MICHIGAN.REOPENMAINSTREET.COM



MI HOWELL
MI SAFETY
MI PACE.



This Reopen Main Street toolbox proudly made available by the **Michigan Main Street** program to help your business.



MINIMUM STANDARD HEALTH PROTOCOLS



CHECKLIST FOR OUTDOOR EVENTS

Outdoor events, such as July 4 celebrations and other large outdoor gatherings with estimated attendance of 500 or more, are permissible to hold in Texas. The county judge or the mayor, as appropriate, in coordination with the local public health authority, may decide if a particular outdoor event should be modified or the occupancy further limited based on the facts and circumstances of the event and COVID-19 in the particular jurisdiction, based on the factors set forth below.

The following are the minimum recommended health protocols for all outdoor events in Texas. These minimum health protocols are not a limit on the health protocols that individuals may adopt. Individuals are encouraged to adopt additional protocols consistent with their specific needs and circumstances to help protect the health and safety of all Texans.

The virus that causes COVID-19 can be spread to others by infected persons who have few or no symptoms. Even if an infected person is only mildly ill, the people they spread it to may become seriously ill or even die, especially if that person is 65 or older with pre-existing health conditions that place them at higher risk. Because of the hidden nature of this threat, everyone should rigorously follow the practices specified in these protocols, all of which facilitate a safe and measured reopening of Texas. The virus that causes COVID-19 is still circulating in our communities. We should continue to observe practices that protect everyone, including those who are most vulnerable.

Please note, public health guidance cannot anticipate every unique situation. Individuals should stay informed and take actions based on common sense and wise judgment that will protect health and support economic revitalization.

Health protocols for individuals:

- Individuals aged 65 or older are at a higher risk of COVID-19. To the extent possible, avoid contact within 6 feet with individuals aged 65 and older. Individuals aged 65 and older should stay at home as much as possible. Large gatherings, even those held outside, pose a significant risk to this population.**
- Individuals should avoid being in a group larger than 10 individuals (including those within the individual's household). Within these groups, individuals should, to the extent possible, minimize in-person contact with others not in the individual's household. Minimizing in-person contact includes maintaining 6 feet of separation from individuals. When maintaining 6 feet of separation is not feasible, other methods should be utilized to slow the spread of COVID-19, such as wearing a face covering or mask, washing or sanitizing hand frequently, and avoiding sharing utensils or other common objects.
- Individuals should maintain 6 feet of separation from others outside the individual's group. A group is defined as no more than 10 persons including the members of the household and those persons who traveled together to the event.**
- Self-screen before going to an outdoor event for any of the following new or worsening signs or symptoms of possible COVID-19:

<input type="checkbox"/> Cough	<input type="checkbox"/> Sore throat
<input type="checkbox"/> Shortness of breath or difficulty breathing	<input type="checkbox"/> Loss of taste or smell
<input type="checkbox"/> Chills	<input type="checkbox"/> Diarrhea
<input type="checkbox"/> Repeated shaking with chills	<input type="checkbox"/> Feeling feverish or a measured temperature greater than or equal to 100.0 degrees Fahrenheit
<input type="checkbox"/> Muscle pain	<input type="checkbox"/> Known close contact with a person who is lab confirmed to have COVID-19
<input type="checkbox"/> Headache	

MINIMUM STANDARD HEALTH PROTOCOLS



OUTDOOR EVENTS: Page 2 of 2

- Wash or disinfect hands after any interaction with employees, other individuals, or items at the outdoor event.
- Consistent with the actions taken by many individuals across the state, consider wearing cloth face coverings (over the nose and mouth) at the outdoor event when within 6 feet of another person who is not a member of the individual's group.
- Clean and sanitize any items before and after use.

Local approval factors:

- Local approval for large outdoor gatherings (those with an estimated attendance exceeding 500 individuals) is appropriate in this instance because a statewide standard is unable to take into account the various factors needed to ensure such a gathering in varied locations is safe and will minimize the spread of COVID-19. Further, business parity is not an issue at large outdoor events.
- In evaluating large gatherings (those with an estimated attendance exceeding 500 individuals), the county judge or the mayor, as applicable, in consultation with the local public health authority, should consider the following factors:
 - The overall number of projected attendees;
 - The likelihood of individuals over the age of 65 attending;
 - The density of the forum and the ability to ensure social distancing of 6 feet between individuals; and
 - The level of transmission in the county.
- Gatherings of less than 500 individuals may proceed consistent with all the health protocols above without approval of the county judge, local health authority, or mayor, as applicable.