



**South Wedge Planning Committee
2010 Work Plan
January 22, 2010**

The South Wedge Planning Committee (SWPC) has a three year strategic plan for 2009 through 2012. The work plans are those activities that the organization (Board, staff and volunteers) will focus on in the current year to achieve the strategic plan. Each team developed their own work plan. It has been reformatted for consistency. This plan will also help everyone involved in SWPC to have a common understanding of what the organization is doing. If anyone has any questions please contact Robert Boyd at 585-698-4713.

I. Executive Committee

- a. Provide financial, project management, organizational and fundraising oversight so that SWPC remains financially sustainable. Prioritize work for the Executive Director according to this goal.
- b. Ensure that every committee (team) is meeting, populated with volunteers and board members, accomplishing its goals and reporting back to the board on a regular basis.
- c. Be more efficient in managing the board business by bringing researched and well reasoned recommendations to the board.

II. Fundraising Committee

- a. Raise \$65,000 for endowment by 2012.
- b. Achieve \$12,000 annually in memberships by 2012
- c. Find 3 new sources of funds for the organization.
- d. Increase Wedge advertising income.
- e. Assist other committees with the exploration of grants and/or sponsorship.

III. Commercial and Economic Development Committee

- a. Provide oversight and support to the SWPC staff for the New York Main Street application and subsequent implementation
 - i. Review expressions of interest and suggest boundaries of the next round of New York Main Street Grants.
 - ii. Determine if funds should be used for streetscape or entirely for projects.

- iii. Develop a grant submission and selection criteria that will consider aspects including but not limited to owner-occupancy, previous awards, and impact to the community.
 - iv. If the program is awarded to SWPC, each application will be reviewed and ranked based on the established criteria. The team will then allocate funds to each project. The review team will include preservation specialist and architect if possible.
 - b. Develop and implement a formal business recruitment process from February to April 2010, in conjunction with the Community Outreach and Marketing Teams.
 - i. Review current and past business recruitment materials and history. Review the academic literature on business advising programs.
 - ii. Review Market Survey to determine impact on commercial and economic development. Identify types of businesses that are desired by the community and which businesses people want to see expanded.
 - iii. Decide on objectives for this process and develop a list of businesses/business types to be recruited and a time-framework.
 - iv. Meet with the Community Outreach and Marketing Teams to develop a Business Recruitment package and an approach for recruitment.
 - v. Begin implementation of recruitment process
 - c. Develop and implement a more robust direct business advisory program to help businesses become more sustainable, from May through August 2010.
 - i. Review SWPC's historical advising data (list of businesses that have been provided with advisory services and materials used). We also
 - ii. Seek feedback from business that have used the program and other local businesses to identify needs and desired outcomes.
 - iii. Using this feedback, create a Business Advisory program that meets the needs of the businesses who respond.
 - iv. Enlist the best advisors that are available to work with them to develop short term advisory programs in different areas that will result in usable information for the businesses.

IV. Community Engagement -increase community engagement to improve the quality of life in the South Wedge.

- a. Establish a Community Engagement sub-committee
 - i. Recruit a chair and vice chair
 - ii. Collect existing block club data and recruit previous community leaders to help strengthen existing groups or to organize new groups.
 - iii. Utilize existing communication tools to create awareness of block clubs and benefits of club membership.

- iv. Ensure that there at least 5 active neighborhood block clubs by the end of 2010.
- v. Hold regular meetings of leaders from each block club
- b. Establish a Wedgestock sub-committee
 - i. Recruit a chair.
 - ii. Meet regularly to plan and implement Wedgestock for 2010.
 - iii. Transition into a community festival that relies heavily on block clubs and resident volunteers.

V. Marketing Team

- a. Create a strategy to market the South Wedge as a sustainable neighborhood
 - i. Work with CED committee to develop a formal marketing recruiting process and materials.
 - ii. Develop a SW neighborhood image
- b. Investigate social media outlets for South Wedge events and activities, including Facebook and Twitter
- c. Increase and improve effectiveness and communication with South Wedge residents and individuals outside the South Wedge.
- d. Update SWPC communication tools with new SWPC image
- e. Create process for communication tool maintenance
 - i. SWPC Brochures, the Wedge, SWPC.org and SouthWedge.org
 - ii. Keep content current and accurate
 - iii. Ensure consistent image and style
- f. Create a South Wedge Board Group on South Wedge.org to enhance Board communication and discussion
- g. Increase the engagement of SouthWedge.org members in SWPC events and activities

VI. Housing and Structures Committee

- a. Create and begin implementation of strategies related to the strategic plan goal of increasing homeownership.
- b. Re-establish design guidelines.
- c. Continue to refine process for oversight of property conditions in partnership with Neighborhood Service Center and maintain consistent review of outstanding issues.
- d. Provide ongoing oversight of 111-113 Hamilton operations.
- e. Provide assistance relating to re-development of 399 Gregory St.

VII. South Wedge Farmers' Market Committee

- a. Hire a market manager and transition to SWPC management
- b. Establish rules and regulations and select vendors for 2010
- c. Re-energize the market and use a radically enhanced marketing plan to drive customers
- d. Increase in customers using EBT
- e. Coordinate events with BASWA

- f. Increase integration with neighborhood
- g. Evaluate parking and other parking sites
- h. Increase fundraising, grants and sponsorships
- i. Consider locations and evaluate them
- j. Dialogue with other neighborhood markets
- k. Update strategic plan to reflect changes and develop a current year business plan.
- l. Maintain the SWFM Advisory Committee with a mix of growers and residents.

VIII. Finance Committee

- a. Recruit new finance committee members
- b. Meet monthly and review financial results – report results to the Board.
- c. Interact with auditors and review internal controls as appropriate
- d. Monitor the organizations cash flow to ensure sufficient funds are available.