



Grass Valley Downtown Association Board of Directors Commitment

The GVDA is celebrating over 40 years as an association that represents the interests of more than 200 businesses and more than 30 years as the oldest, continually recognized California Main Street Program, a program of the National Main Street Center. The Grass Valley Downtown Association provides a body of work that helps maintain a vital downtown, working with the City and the Greater Grass Valley Chamber of Commerce to bring events and a positive image to Grass Valley.

Mission Statement: Our Vision for downtown Grass Valley is that it will be a historic and hip downtown that promises world class shopping, dining and entertainment for both locals and visitors. It will be the premier destination for small town charm with big time entertainment for families and a strong, quality nightlife. As the progressive and visionary heart of our community, downtown will be clean, well maintained, thriving and buzzing with activity day and night, bursting with successful businesses contributing to our local workforce. Exceptional cooperation among all stakeholders will produce a cohesive marketing message that "Downtown is a great place for visitors and locals alike."

Board of Directors: The board of directors is a strong, engaged working board whose leadership is capable of developing and implementing policy to create positive change, set the mood for program volunteers and staff. The success of a commercial revitalization effort depends largely on the board's ability to build capacity, identify and mobilize resources, build volunteer support, develop new leadership, and maintain clear focus on the district's needs and opportunities.

Elections: Board elections are held once a year with directors serving a 3 year term. The GVDA seeks directors who are able to make the commitment to broadly participate with the organization, serving as a board director, committee member and participating as needed by the association. Requirements to serve include attending the BOD meetings twice a month, not missing more than three meetings, and giving 4 – 10 hours a month of volunteer time, participating in events or other project hosted by the GVDA.

Board Objectives:

- Promote downtown as the Heart of the Community and support events and activities that appeal to locals, families and visitors
- Strengthen and broaden downtown's economic base to sustain a financially viable business district that appeals to locals and visitors alike
- Manage an efficient, sustainable and well-respected organization that is recognized as the advocate for Downtown Grass Valley. Establish a sustainable and diverse funding base to match the organizational programs and operational needs

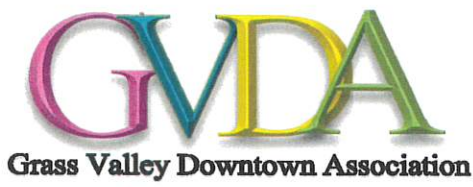
Who may apply for directorship:

- Merchants and property owners within the Business Improvement District (BID). We recruit business owners who are Business Improvement District Members and property owners who own pieces of the commercial district; each sector having a vested interest in the success of the revitalization program.
- Associate Members are outside of our Business Improvement District and pay dues to be members.
- Associate members include, but are not limited to: Historic Preservation Organizations, Accountants, City Liaisons, Financial Institutions, Chambers of Commerce, Community Partners.

If you would like to be considered for the Board of Directors, please fill out and return the application to the GVDA.

GVDA, 128 East Main Street, Grass Valley, CA 95945

info@downtowngrassvalley.com • (530)272-8315 office



Application for Board of Directors Candidacy

Name: _____

Phone Number: _____

Email Address: _____

Business Name: _____

Business Address: _____

How Many Years in Business? _____

BID or Associate Member and which affiliation? _____ Retail _____ Restaurant _____ Service

Qualifications to Serve:

- BID Members must be in good standing with all licenses, permits and BID assessments, and current with GVDA event participation invoices to qualify for candidacy.
• Associate Members must be in good standing with all licenses, permits associated with their business and be in good standing with their GVDA Membership Dues.
• Each board applicant must be actively engaged with the organization; serving on a committee or attending the regular board meetings for a minimum of six months prior to the board election.
• Each director must commit to attend two board meeting each month, serve on one of the GVDA's committees, and give 4-10 hours of volunteer hours per month.
• Each director must be familiar with the Main Street Four Points Approach, and the Bylaws and Polices and Procedures of the Association.
• Each director must agree to be a Fiscal and Organizational Steward of the Association.

Tell us about yourself: If you need more room for your responses than is provided on the application please attach additional pages.

- Please list any past or present involvement with the GVDA and reason for wanting to serve on the GVDA Board of

Directors: _____

Requirements to Serve: The annual GVDA calendar includes two board meetings per month; a board merchant information meeting and the regular board meeting; committee meetings once a month, and volunteer hours at events hosted by the GVDA along with other projects as defined by the board.

Why does our organization's mission resonate with you? _____

Our Mission Statement speaks to Exceptional Cooperation among Stakeholders. Have you demonstrated exceptional cooperation among the stakeholders this past year? How? _____

Each Board member is expected to understand the Four Pillars Approach that is the foundational platform of our Main Street Association, and to serve on a committee as part of their required board engagement. Please indicate which Main Street Pillar(s) you are most passionate about and why.

Are you able to make a significant time commitment for this role? The GVDA is mandated to hold various events downtown to promote tourism both locally and beyond our borders. Which event(s) are you most passionate about and are you willing to commit to volunteering at a minimum one (or more) specific events each year? What strategies do you use to effectively manage your time? _____

What value can you bring as a director to our board of directors? _____

Do you have the teamwork skills to get along with everyone? _____

Do you have experience with fundraising? _____

Do you have the skills to identify industry trends impacting our nonprofit industry? _____

What particular role would you hope to take on the board of directors? _____

I have read the responsibilities of the Board of Directors and would like to submit my name for consideration.

Signature: _____ Date: _____

Please email your application to info@downtowngrassvalley.com or drop it off at the GVDA office at 128 East Main Street, Grass Valley, CA 95945

All applications will be reviewed by the GVDA Nominating Committee. An interview will be required.