

OLD TOWN BUSINESS ASSOCIATION

2010 PROGRAM OF WORK

OTBA BOARD MEETINGS

- BOARD MEETINGS SHOULD ENCOURAGE BOARD INTERCHANGE
- INVITE KEY STAKEHOLDERS TO BOARD MEETINGS
- BOARD AND MEMBERS PROVIDE BUSINESS BRIEFINGS

OTBA OPERATIONS

- BOARD MEMBERS TO PLAY LARGER ROLE IN PROMOTING SUCCESSFUL OTBA EVENTS
- BOARD MEMBERS SHOULD COLLABORATE WITH CHAMBER OF COMMERCE TO IMPROVE COMMUNICATIONS AND OPERATIONS EFFICIENCIES.
- CONSIDER HAVING BOARD MEMBERS/MEMBERS CHAIR KEY COMMUNITY INITIATIVES TO DRIVE ACTION (TRANSPORTATION, CITY COUNCIL MEETINGS, ECT...)

GENERAL OPERATIONS AND FINANCIAL STABILITY:

MAINTAIN THE HIGHEST STANDARDS OF FINANCIAL MANAGEMENT WHILE INITIATING NEW AND INNOVATIVE PROGRAMS TO SUSTAIN THE OTBA PHYSICAL ORGANIZATION AND MEMBER RESOURCES.

- DEVELOP AND IMPLEMENT A 2 YEAR BUDGET PLAN
- PURSUE CORPORATE SPONSORSHIP PROGRAM (2010)
- CONSIDER THE CREATION OF AN INCENTIVE PROGRAM FOR NEW BUSINESSES TO THE OT DESIGN DISTRICT (2011)
- BUSINESS IMPROVEMENT DISTRICT (BID)

MEMBERSHIP GROWTH AND RETENTION:

PROVIDE OPPORTUNITIES TO PROMOTE MEMBER BUSINESSES IN OLD TOWN LEWISVILLE/LEWISVILLE AND TO DO BUSINESS WITH THE OTBA MEMBERS. PROVIDE GREATER INFORMATION ACCESS TO MEMBERS AND PROVIDE INFORMATION TO MEET MEMBER'S NEEDS. PROMOTE PRODUCTS SERVICES AND ACHIEVEMENTS OF OUR MEMBERS

- CONSIDER A STRATEGIC FOCUS ON MEMBERSHIP RETENTION
- CONTINUE MEMBER ROUND TABLES, SEMINARS AND WORKSHOPS
- CONSIDER AN "ANNUAL EXCELLENCE" IN BUSINESS AWARD (2010/11)
- ENSURE THAT BUSINESS AFTER HOURS ARE HOSTED WITHIN THE MEMBERSHIP
- GROW MEMBERSHIP BASE BY 2% (4Q 2010)

MARKETING:

TO DEVELOP A COMPREHENSIVE & EFFECTIVE MARKETING AND COMMUNICATIONS PLAN TO PROMOTE BUSINESS BENEFITS OF OTBA MEMBERSHIP AND REINFORCE IN THE SURROUNDING AREA MARKET THAT THE OTBA IS A VITAL BUSINESS GROWTH LEADER

- **DEVELOP A 2010/2011 MARKETING PLAN THAT PRIORITIZES MEMBER RETENTION AND NON-DUES REVENUE.**
- **CONSIDER OTBA SPONSORSHIP AS MARKETING OPPORTUNITIES FOR MEMBERS (ECONOMIC FORUMS ECT...) 2010**
- **DEVELOP MARKETING AND SUSTAINED ADVERTISING INITIATIVES TO BETTER INFORM THE GENERAL PUBLIC ABOUT OT LEWISVILLE AND ITS MEMBERSHIP.**
- **WORK WITH THE CITY OF LEWISVILLE/CHAMBER OF COMMERCE ON DEVELOPING CREATIVE MARKETING, PUBLIC PARKING AND TRAFFIC MANAGEMENT PROGRAM**
- **COORDINATE WITH THE DCTA/CITY OF LEWISVILLE EXPANSION PLANS OF THE OT AREA (2010/2011)**

ECONOMIC DEVELOPMENT AND COMMUNITY PLANNING:

CONTINUE TO PROMOTE THOSE ECONOMIC BUSINESS AND COMMUNITY PLANNING ACTIVITIES THAT CREATE QUALITATIVE AND DIVERSIFIED ECONOMIC GROWTH FOR ALL OF THE OTBA MEMBERSHIP.

- **CONTINUE TO PROMOTE QUARTERLY MEMBER LECTURES SERIES ON THE STATE OF THE LEWISVILLE ECONOMY, SMALL BUSINESS ISSUES, AND OTHER RELATED TOPICS', INVITING PROFESSIONAL SPEAKERS PROVIDING USEFUL INSIGHT IN KEY BUSINESSES AND ECONOMIC DEVELOPMENT ISSUES. (2010)**