



# Promotions Committee CHARTER

*The Promotions Committee's purpose is to entice locals and visitors into Downtown Hillsboro to shop, dine, eat, recreate, utilize personal services, and be entertained.*

## **ROLES**

The role of the Promotions Committee is to provide and manage the marketing avenues for HDP and the collective business district that is served by HDP, to encourage customer traffic and bring attention to the positive Downtown attributes. In addition, the committee supports the infrastructure necessary for the other committees to do their own marketing – i.e. volunteer recruitment (Organization) and investor recruitment (Economic Vitality).

### **Programmatic Responsibilities:**

These are the primary responsibilities of the Promotions Committee:

- Implement the Downtown Hillsboro brand and messaging
- Manage a marketing strategy for Downtown Hillsboro
- Highlight and market Downtown assets
- Manage website and social media accounts
- Partner with businesses to create promotional opportunities that draw customers Downtown
- Find ways to enhance existing community events through communication and partnerships
- Host traditional and innovative events that have minimal competition with Downtown businesses

### **Programs and Projects:**

The current list of programs and projects that the Promotions Committee is working on is available by request from the Executive Director. Some examples include:

- Art Walk
- Block Party
- Safe n Sane Halloween
- Holly Days
- Block Captains

### **Reoccurring Tasks**

The current list of tasks that the Promotions Committee is responsible for is also available. Some examples include:

- Website audits and content creation
- Create and updates promotional materials/collateral
- Newsletters

### **Committee Parameters**

The committee should be aware of the scope of other committees and keep communication about new ideas and projects open to collaboration or handing-off when appropriate. There will be some situations where efforts should be deferred to or approved by the Executive Director and/or Board in advance.

Examples of these may include: press releases, official communication with elected officials, changes to planning and strategic documents, and professional service contracts.

## **ORGANIZATION**

The Promotions Committee is comprised of the employees, volunteers, and advisors that manage the promotions efforts for HDP and Downtown Hillsboro. A paid employee may be assigned to support the committee with administrative tasks.

### **Membership**

The committee will ideally be composed of volunteers that are Downtown enthusiasts, well-connected community members, retailers, marketing professionals, copywriters, photographers, and anyone excited about sharing their passion for Downtown Hillsboro with our community. We welcome participants to solidify their involvement by becoming a committee member. The path to becoming a committee member includes three steps:

1. Attend a least two Promotions Committee meetings in a three-month period.
2. Complete the general HDP volunteer orientation.
3. Complete an onboarding meeting with the committee Chair or Board liaison.

### **Member Expectations**

For the committee to keep progressing, consistency in membership is vital. Committee members should expect to contribute the following, and if they do not, may be removed from the committee at the Chair's discretion.

- Dedicate a minimum 20 hours per calendar year to the work of the Promotions Committee.
- Attendance at regular meetings, without missing more than two consecutive meetings.
- Participation in at least one committee-related program or project per year.
- Put personal interests aside and represent a collaborative mentality and for the good of the Downtown district as a whole.

### **Chair Expectations**

The chair (or co-chairs) with the ongoing support of the Executive Director, will endeavor to maintain a functioning committee that works effectively and cohesively. This may be accomplished in the following ways:

- Dedicate a minimum of 30 hours per calendar year to lead the committee.
- Ensure that actions and deliverables of the committee fit the goals and priorities of the HDP Board and are within the scope of the committee.
- Building a sense of teamwork through consistent and intentional communication, consensus decision making, and succession planning.
- Participate in quarterly meetings of the committee chairs.
- Reach out to the Board and Executive Director to share successes and for additional support when needed.

### **Board Liaison Expectations**

The Board Liaison to the Promotions Committee is responsible for ensuring the lines of communication, transparency, and support are continuously maintained between the committee and the Board. The liaison will also take nominations for Promotions Committee chairs to the Board for appointment.

## **ACCOUNTABILITY**

To instill confidence and autonomy in the responsibilities bestowed upon committees, while minimizing micromanagement, the Board expects that following accountability practices of the Promotions Committee.

### **Budget**

The committee will be asked to participate in the annual budgeting process. All members will collectively be responsible for the management of the committee's allotted budget and, upon consensus of the committee, have the authorization to change the application of funds within that allotment. Any additional funds will need to be preapproved by the Board prior to being spent.

### **Proposals**

The committee is welcome to propose ideas informally to directors if they are seeking feedback on projects and other operations within the scope of the committee. If projects are within the scope of the committee, approval from the Board is not necessary. Here are some examples of items that will need the official approval by the Board:

- Appointments to the position of chair of the committee.
- Projects or task forces that require professional service contracts, partnership contracts, or funding beyond the annual budget allotment.

### **Reporting**

The committee will maintain reliable records and adequate data, using the accepted software and platforms in current use by HDP, and produce realistic reports for the Executive Director or Board when requested. These will consistently include:

- Monthly committee reports to the Executive Director at the end of each month.
- Previous year highlights to be included in the annual HDP report.

<b>Original Adoption Date</b>	<b>Last Revision Date</b>
September 18, 2018	N/A