

WEST BROADWAY BIA

PURPOSE STATEMENT

MAY 14 2016

TO ENHANCE THE PROSPERITY OF OUR LOCAL BUSINESSES
THROUGH ENGAGING AND COOPERATIVE INITIATIVES THAT
CONNECT OUR COMMUNITY

WEST BROADWAY BIA
KEY STRATEGIC OBJECTIVES

1. Street Beautification
 - Cleanliness, (Awnings), planters, decorating streetlights, street furniture
2. Branding The Street
 - Completing the visions process
 - Name of the street (BIA)
 - Brand Statement
 - Look at steps to initiate
3. City Advocacy
4. Enhancing / Leveraging Resources
5. Engaging our Membership
6. Engaging Other Communities For Mutual Benefit
7. Marketing and Events
 - Aligned with our purpose and branding

WEST BROADWAY BIA

WHAT ARE THE FEW THINGS THAT WILL MAKE THE BIGGEST DIFFERENCE?

1. Governance – How the model will work
 - Review the BIA model
2. How do we communicate with members and as a board?
3. Defining the roles of the working board
4. Creation of an executive board as defined by the constitution and bylaws