



▲ Division
△ Midway
▲ Alliance

Strength In Community

Events Committee

Existence of this committee depends on whether we have one feature event or multiple events, i.e. just the harvest festival, or it and additional events.

Chair Person: Appointed by Committee

Members: Board Members, Non-Board Members, and Staff. 1 member of the Financial Development and Marketing Committees

Meetings:

Meetings will be held one time per month, approximately 1 hr. in duration. The committee will work with staff to determine time and location. Members may participate by teleconference or videoconference as needed.

Responsibilities:

The committee will develop events that attract positive attention to DMA, and the DMA district. The committee will work with staff and appropriate committees to determine DMA's capacity for events, i.e. the number of events that are reasonable given the volunteer base, and available funding. Events are to be developed in a manner that highlights the work DMA does, raise operating funds for DMA, highlight local businesses, and develop a sense of community pride.

Tasks/Activities:

- Determine the number of events DMA will conduct during a defined period.
- Determine the time, place, and activities/purpose of the event.
- Develop a marketing strategy for DMA events.
- Develop a budget for events, and coordinate with the Financial Development Committee to acquire donations and/or sponsorships to raise additional operating revenue for DMA programming.
- Provide a progress report to the Board of Directors and make recommendations for future events.

Committee Decisions

- A quorum requires 50% of the registered number of members.
- A quorum is required for a meeting to convene
- The Committee must have a quorum to refer a proposal to the Board of Directors for final approval
- Referrals will act as motions before the Board and require a vote.