

# 2010 HMA Accomplishments

## Implementing Main Street

### Board of Directors

- Hired New Executive Director – Richard Barney
- Expanded the board to include several new members
- Online newsletter now available monthly
- Strengthened cooperative relations with the City, with the E.D. meeting monthly with the City Manager
- With the City's financial help, offered small management course at a greatly reduced tuition level, for HMA downtown members
- Offered for sale a Value Card with discounts with several downtown merchants
- Held a popular After Hours gathering in September for all downtown business owners
- Built cooperative relations with the Pear Blossom Festival and moved the Street Fair to the downtown (from Hawthorne Park)

### Design Committee

- Three Adopt-A-Block Events cleaning and painting and sprucing up downtown.
- Designing and in the process of getting approval for temporary signage brackets
- Placed new trash receptacles throughout downtown
- Planning for benches to be placed throughout downtown as well
- Contracted by MURA to review all applications for the Façade Improvement Grant Program.
- With donations from downtown merchants, purchased and hung strings of LED lights from trees on Main Street in time for the holidays, with plans to extend such year-round coverage throughout the downtown in years to come.

### Transportation Management Association

- Purchased and installed bike racks all over downtown
- Established a free bus pass program for employees and regular volunteers of downtown businesses
- Provided signage for several areas downtown

BEAT Program – four teams visiting downtown businesses, listening to their concerns and providing solutions when possible

Data Inventory Committee – explored how an inventory of downtown properties could be collected and posted online

Student Engagement Committee

- Developing a cooperative relationship with SOU/RCC
- Participated in the Back to School Event held by SOU in September
- Distributed to SOU/RCC students a downtown business directory with coupons and discounts for the month of October
- Worked with SOU business students to conduct a survey of students on their attitudes toward downtown Medford.

Promotions Committee – Developing a work plan to eventually sponsor one downtown event each month.

Organization Committee – Newly formed with high-profile community leaders to recruit volunteers, develop a financial plan and keep HMA in the public eye.