



2010/2011

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## STAUNTON DOWNTOWN DEVELOPMENT ASSOCIATION

### 5 ~ Year Vision

*Downtown Staunton will be a real community and lively cultural hub connecting customers, entrepreneurs, residents, and visitors.*

**Organization Committee:  
Potential Strategies:**

Connect Residents with meaningful community participation opportunities  
Develop, promote, and manage rewarding volunteer experiences  
Fully staff committees , building a deep bench of community leaders  
Develop a downtown Youth Development program  
Develop a giving program as part of the membership campaign  
Engage property owners as a stakeholder group  
Creatively use the new online tools & brand to strengthen identity  
Launch Website ~ connect technological resources  
Tap existing community blog  
Logo opportunities  
Consider staffing level and an appropriate funding strategy to support it  
Actively promote SDDA and its goals though the board members, commi members, & volunteers

**Promotions Committee:**

Connect visitors and residents in a welcoming and real community

**Potential Strategies:**

Develop an annual calendar of promotional events  
Facilitate the creation of a community event calendar  
Explore expanding/moving event location areas to broader parts of the district  
Encourage ‘participation’ businesses such as the music store  
Build the tradition of local performance, both formal and informal, traditional and unexpected  
Publicize a parking plan/tip sheet to address perception  
Evaluate promotions

**Economic Development**

**Committee:**

Connect Entrepreneurs with customers and businesses resources

**Potential Strategies:**

Become a convening point for business resources  
Identify path for emerging entrepreneurs  
Provide resources for entrepreneurs in developing ‘mall’ venues  
Expand the strategic role in property leasing and business location  
Explore and promote cluster or co-location strategies  
Explore creative connections between nonprofits and businesses  
Identify clear path for commercial use of small and unusual properties  
Expand the extended hours campaign/street entertainment ... (there’s al- ways something happening downtown)

**Design Committee:**

Connect contemporary business clusters in a historic setting

**Potential Strategies:**

Further development strategy for Central Avenue, identifying opportuni- ties around potential and upcoming development  
Increase physical connectivity  
Identify and use discovery nodes as informal public spaces  
Explore landscape, hardscape and streetscape donation opportunities  
Support Newtown property owner’s district request when the time is right  
Provide clear signage guidance to property owners; connect to City re- sources and links on website

Drafted 8/2010



*The Staunton Downtown Development Association is a nonprofit association committed, through a strong public/private partnership, to enhancing downtown Staunton’s economic environment as a center of commerce while maintaining the character and integrity of the City’s central business district as an attractive place to live, work and visit.*