

Muncie Downtown Business Council Strategic Planning Results

As a result of our concluding October 10, 2006 MDBC strategic planning session, it was agreed that the most advantageous way to positively influence, participate and support our downtown is to adopt clearly defined goals by way of co-chair led committees that would be supported by a sound governance structure.

Simply put, the aim would be for the MDBC to operate through policy rather than circumstance. Furthermore, it was agreed that the objectives of the MDBC should be clearly stated and shared with our current membership, potential MDBC members, Heart of the City and downtown advocates.

In all, four potential committee structures were identified: Governance, Planning & Advocacy, Special Events and Membership & Marketing. Certain goals were noted that naturally tucked under a particular focal area.

The three most predominate goals identified were 1) the desire to strengthen organizational leadership, 2) grow our membership, and 3) become adept advocates and partners for the continued physical, social and economic development of our downtown.

Below is listing of the four committees with noted goals for consideration (it is expected that some of these goals may change and that additional goals will be added):

Governance—

1. Reinvigorated governance structure
2. Support of co-chair led committees

Planning & Advocacy—

1. Exploration of Business Improvement District (BID) model (in coordination with study committee and Heart of the City)
2. Advocate for and participate in the development of market analysis
3. Advocate for and participate in the development of a downtown action plan prospectus
4. Coordinate the review of applicable codified ordinances, planning and building enforcement codes with applicable enforcement and planning agencies along with local developers, contractors, architects, etc.

Special Events—

1. Build and maintain a repository of volunteers for special events
2. Continuation of existing and identification of potential MDBC led events and programs

Membership & Marketing—

1. Growth of membership (with representation from all sectors)
2. Renewed co-op advertising efforts