



269-692-2336  
[www.otsegomainstreet.org](http://www.otsegomainstreet.org)



## Main Street Board Member

Becoming a Main Street board member is an opportunity to both serve our community and support the revitalization of our downtown. The Main Street board sets the direction of the organization and the Main Street executive director implements that direction and oversees day-to-day operations. Board members are unpaid volunteers appointed by the mayor of Otsego.

### *What is Otsego Main Street?*

Otsego Main Street is a Downtown Development Authority (DDA), an entity of the City of Otsego that prioritizes downtown development. The goal of a DDA is to invest in downtown infrastructure and amenities that attract and retain downtown businesses. In 2013, the DDA joined the state and national Main Street Network to become Otsego Main Street. As a Main Street program, we combine the traditional downtown development activities of a DDA with event planning and volunteer engagement. In addition to the board and executive director, three volunteer-led teams (Design, Economic Vitality, and Otsego Arts) carry out the downtown revitalization work of the organization. Otsego Main Street is one of only 25 Main Street programs in Michigan, a testament to our dedication to revitalize our downtown.

### *Position Description*

- Attend and participate in monthly board meetings. This includes reading and reviewing materials prior to the meeting to be prepared to discuss and vote on proposals. The Main Street board meets on the first Monday of each month at 7:30am.
- The Main Street board is a working board, and members are expected to volunteer on one of our volunteer-led teams and their associated projects.

### *Successful Traits*

- *Professional:* Members of the board represent Otsego Main Street and our downtown.
- *Passionate:* Members should have a passion to help Otsego thrive.
- *Communicator:* Members must be prepared to communicate the Main Street mission to residents, business owners, donors, and other community groups and organizations.

### *How Do I Become a DDA/Main Street Board Member?*

Interested applicants can submit a two-paragraph letter of interest at City Hall or to the executive director ([ksweeney@cityofotsego.org](mailto:ksweeney@cityofotsego.org)). In it, please describe your interest in serving on the board and any relevant experience. If you would like more information about Otsego Main Street reach out to the executive director. Our current vacancies include:

- 2 At Large Members\* – appointed, term ends July 1, 2024
- 1 Downtown Representative\*\* – appointed, term ends July 1, 2026

***Applications must be submitted by January 31<sup>st</sup> at 5:00pm.***

\* *There are no special requirements to apply for an at large position.*

\*\**To qualify to serve as a downtown representative, the applicant must own a property or business located within the DDA district.*