Oak Harbor Main Street Assoc. - 2019

B&O Report

## Design Committee

The Design Committee works to improve the physical environment. Committee members: Gregg Lanza, Melissa McCumber, Karen Mueller, and Blaine Oborn.

* Worked with City of Oak Harbor to update the old Design Review Guidelines (DRG).
* In coordination with local property owners, hung plaques to honor the oldest CBD buildings’ history.
* Designed and produced a 7ft tall Downtown sign that will be installed at the corner of Pioneer and Route 20.
* Placed an informational plaque in the sidewalk on Pioneer, informing visitors about the 100-year-old horse tie up rings still installed in the sidewalk.

## Organization Committee

The Organization Committee works to build collaboration among stakeholders, grow the organization’s volunteer base, and fundraise. Committee members: Eric Marshall and Rhonda Severns.

* Shored up the bylaws with additional policy.
* Completed and implemented a new Employee Handbook, including new personnel benefits and policies.
* Hired new Executive Director, Hayley Samford
* Moved the OHMSA office to the upper floor of the Ernst building, allowing for operational growth, a conference room, and the expansion of local business Whimsies into the former space.

## Economic Vitality Committee

The Economic Vitality Committee has relaunched this year within OHMSA. The function of this committee is to strengthen the district’s existing businesses while finding ways to grow the local economy and introduce new uses. Committee Chair: Melissa McCumber

* Begun the process of launching a property owner committee.
* Compiled assessor data and owner contacts on every building in the CBD.
* Appealed the City’s decision on the residential LIHI project in the district.
* Continuing to build relationships with other business resources such as the Oak Harbor Chamber of Commerce, WA SBDC, Island County EDC, and more.

## Promotions Committee

The Promotions Committee works to market the district’s assets to residents and tourists, improve public perception, and position downtown to be the event center of Oak Harbor. Committee Members: Margaret Livermore, Dan Evans, Amy Snyder, Dave Wallsteadt, Mitch Richards, Rhonda Severns, Teresa Besaw, and Abbie Martin.

* Launched a new website
* Launched a new district brand
* Hired a part-time Marketing Coordinator
* Hosted a downtown photoshoot to get updated, vibrant photography of the district
* Sent out monthly newsletters to our 500+ subscribers
* Grew our Facebook following to ~2,000
* Created and distributed the district’s first walking maps at local businesses, regional hotels, island ferries, and more.
* Hosted numerous successful events including: Oktoberfest, Veteran’s Day Parade, Spring Clean Up, No Tricks Safe Treats, Easter Egg Hunt, and more.

## What’s Next?

* The Design Committee will continue to work with the City of Oak Harbor to review the current CBD Zoning regulations.
* OHMSA staff work to develop a district-wide marketing plan, geared towards Deception Pass tourists, Navy families, and potential tourists over 50 miles away.
* Board of Directors creating a plan for the organization’s operations over the next 5 years.
* Launch of the property owner committee
* New event calendar for 2020
* Continued efforts to coordinate with other local organizations, ensuring no duplication of services.

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