

## Purpose of the Main Street Advisory Board

An advisory board is designed to help the Main Street organization gain new insights and advice to revitalize the downtown area. Explore new opportunities by fostering strong, high-quality discussions with qualified, enthusiastic individuals who are committed to the success of downtown Aberdeen.

## Advisory Board Structure & Membership

- The Main Street Advisory Board will consist of up to seven (7) members appointed by the city council. The board composition should include representatives from downtown businesses, property owners, residents, a city liaison, and other stakeholders interested in downtown revitalization.
- Board Members will provide recommendations to the city council on downtown revitalization efforts, but do not have authorization to make binding decisions on behalf of the city of Aberdeen.
- The city council will appoint members to serve on the advisory board based on the recommendations from the Main Street Coordinator.

## Aberdeen Main Street Advisory Board Responsibilities and Functions

**Advocacy:** You will advocate for downtown revitalization efforts within our community and for our city council.

**Community Engagement:** You will build partnerships within the community and engage stakeholders from both the private and public sectors. You will secure community buy-ins for the main street efforts.

**Committee Activities:** The board will oversee the work of all main street committees:

- Design – Review recommendations for implementing a more visually welcoming downtown and provide feedback to the committee.
- Economic Development – Ensure that revitalization plans align with the main street transformation strategy. Identify short- and long-term projects and assess their feasibility to cultivate a more welcoming and lovable downtown.
- Promotions – Assist in promoting events and ensure that all advertising channels are utilized effectively. Ensure events reach a targeted audience.
- Clean, Safe & Green – Consistently promote a greener environment and explore ways for the community to get involved. Ensure that downtown remains a safe, clean, and inviting place.

Volunteer Recruitment – Recruiting volunteers to carry out projects and events according to our work plan.

## Meetings & Communications

- Monthly meetings, virtual or in person, will be held to discuss current projects and receive updates from the Main Street committees.
- Agendas and meeting minutes will be available on the main street website for transparency and accountability.



Aberdeen Main Street  
60 N. Parke Street, Aberdeen, MD 21001  
410-297-4213

Office use only:  
Received: \_\_\_\_\_  
Decision: \_\_\_\_\_

### ADVISORY COMMITTEE APPLICATION

I appreciate your interest in wanting to volunteer on our advisory committee for Aberdeen Main Street. Please complete the following information and email it to [vhorne@aberddeenmd.gov](mailto:vhorne@aberddeenmd.gov) or mail it to City of Aberdeen, c/o Main Street Coordinator, 60 N. Parke St. Aberdeen, Md. 21001

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: Cell \_\_\_\_\_ Home \_\_\_\_\_ Work \_\_\_\_\_

Email Address: \_\_\_\_\_

Occupation: \_\_\_\_\_ Employer: \_\_\_\_\_

Gender: \_\_\_\_\_ Race: \_\_\_\_\_

Do you own a business in Aberdeen: Yes\_\_\_\_ No\_\_\_\_, if yes please list your business name and address:

\_\_\_\_\_

Do you currently serve on any board or committees? Yes\_\_\_\_ No\_\_\_\_, if yes, please list \_\_\_\_\_

\_\_\_\_\_

Why do you want to serve on the Main Street Advisory Committee: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If selected, can you commit to serving a two-year term and attending virtually or in person four (4) times a year? Yes\_\_\_\_ No\_\_\_\_

I certify that the facts contained in this application are true and correct to the best of my knowledge. I understand that the City of Aberdeen will check to ensure that all information within this application is accurate and true. I understand the requirements of being a member of the Main Street Advisory Committee and would like to submit my application for review.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_