

Design Committee Recruitment Plan

Description: Design means getting downtown into top physical shape. Capitalizing on its best assets, such as historic buildings. An inviting atmosphere, created through attractive window display, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the downtown, enhancing physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

Target Audience:

- Persons with construction/building experience
- Experience in design
- Experience in management

Need:

- Committee Chair
- 2 Committee members
- Committee volunteers

Location:

- Inside and surrounding areas of Sutton
- Braxton County

Tools:

- Committee Packets
- PSA's on Radio
- Newspaper Ads

Communication Methods and Frequency

- 1 article in 2 local papers
- 1 PSA on Radio in Jan 2012
- 20 committee packets handed out at festivals/town events