



New Executive Director Orientation

February 19, 2025 - from 8:30AM – 1PM

**Location: Ferndale City Hall – Council Chambers
300 E Nine Mile Rd, Ferndale, MI 48220**

AGENDA

8:30AM Registration and Breakfast

9:00AM Introductions

Kathy La Plante, Vice President of Coordination Programs

National Main Street Center – Main Street America

- Why Downtown is Important
- Stages of Program Growth
- Reinvestment statistics – Telling Your Story

The Main Street Approach

- Four Points
- Economic Strategies (Transformation Strategies)
- Guiding Principles
- National Accreditation Standards
- Membership and Resources

Organization Structure

- Duties of the Program Manager/Executive Director
- Board roles and responsibilities
- Organizing Your Work (work plans, committees)
- Q & A

12:15PM Dana Walker, Executive Director Michigan Downtown Association

MDA, TIF, DDA Reporting

1:00 PM Adjourn