



Executive Summary of the RVMS Strategic Plan for 2008 - 2011

As adopted by the
RVMS Board of Directors
on December 11, 2007

Acknowledgments

Roslindale Village Main Street greatly appreciates Boston Mayor Thomas M. Menino, the Boston Main Streets program and the Boston Redevelopment Authority for providing financial support and encouragement to enable us to develop this strategic plan for 2008-2011.

This organizational strategic plan could not have happened without the dedication and deliberation of the RVMS Board of Directors:

The Board of Directors of Roslindale Village Main Street: Charlie McCarthy, (outgoing) President; Carter Wilkie, (incoming) President; Jennifer Goldson, (outgoing) Vice President; Steve Gag, (incoming) Vice President; Cathy McCarthy, (outgoing) Treasurer; Frank Guerrios*, (incoming) Treasurer; Wayne Beitler; Tom Donahue; Mike Feloney; Mary Ellen Gambon**; Greg Laham; Barbara Lottero; Steve Lymneos*; Vincent Marino; Steve Mooney; Luke Moran, Joe Murphy*; Jim Nichols; Adam Rogoff; Anthony Ross; Rick Ward; Glenn Williams.

*elected to the board Oct. 16, 2007 **completed term on Oct. 16, 2007

We benefited from the viewpoints and vision of many people who care deeply about Roslindale Village and the vibrancy of our business district. We would like to thank everyone who participated in confidential interviews and conversations with members of our strategic planning committee to inform the planning process:

Octavio Aguilar, Romano's Pizza & Taqueria
Robert Aliano, Rialto Barber
Michael Alpin, Geoffrey's Cafe
Bob Anderson, Diane's Bakery
Susan Barham, Trethewey Brothers
Kelly Bates, Bates Consulting
Joe Beck, JB Edwards Uniforms
Wayne Beitler, RVMS Board
Lee Blasi, City Councilor Consalvo's office
Mike Bohan, The Village Market
Erin Brayton, Birch Home and Garden
Hope Bregianos, Roslindale Fish Market
Jane Connelly, Village Books
City Councilor Rob Consalvo
Theresa Cosenza, Centre Cuts
Jose Cupul, Yucatan Restaurant
Lisa DiPietro, Pet Cabaret
Jon Dress, Center for Asian & Martial Arts
Tom Donahue, RVMS Board
Darlene Donovan, RVMS Design Committee
Dianne Duarte, Wapo Taco
Diane C. Duggan, Roslindale Green and Clean
Chris Fallon, Fornax Bread Company
Mike Feloney, RVMS Board

Ron Foley, Emack & Bolio's
Stavros Frantzis, real estate developer
Steve Gag, RVMS Board
Mary Ellen Gambon, RVMS Board
Mark Garufi, Birch Street Bistro
Sonia Garufi, Sophia's Grotto
Jennifer Goldson, JMG Planning & RVMS Board
Emily Haber, Boston Main Streets
George Habib, Bob's Pita Bakery
Nicolene Hengen, Roslindale Green & Clean
Ruth Kennedy, Birch Street Flower
Kathy Lacher, Boston Cheese Cellar
Greg Laham, Sullivan's Pharmacy & RVMS Board
Linda Lam, Salon A
Barbara Lottero, Roslindale Medical Ctr. & RVMS Board
Vincent Marino, Villa Design & RVMS Board
Todd Martin, Symphony Barbers
Cathy McCarthy, The Cooperative Bank & RVMS Board
Charlie McCarthy, RVMS Board
Donna Milton, Lady D Creative Engraving
Lisa Modecker, Roslindale Board, Trade
Steve Mooney, RVMS Board
Luke Moran, The Cooperative Bank & RVMS Board
Joe Murphy, A. Boschetto Bakery & RVMS Board

Brian Nealon, Pazzo Books
Tom Nealon, Pazzo Books
Jim Nichols, Kupa Insurance & RVMS Board
Tina Pham, Wonder Nails
John Poma, John's Bakery
Karen Power, Dandelions
Luz Quinchia, Itacol
Octavio Quinchia, Itacol
Guy Ragusa, Sebastians Unisex Salon
Adam Rogoff, Brownfields Law & RVMS Board
Anthony Ross, Ross & Toner & RVMS Board
Binta Sal, Binta African Hair Braiding
Cathy Slade, Healthy Roslindale
Lisa Schlossberg, Pet Cabaret
Virginia So, Imperial Kitchen
Bob Trethewey, Trethewey Brothers
Danny Titisuttikul, Bangkok Café
Yiannis Tzigizis, Vouros Pastry Shop
Maria Valencia, Solera Wine
Rachel Walchak, the Public Art Committee
Rick Ward, RVMS Board
Carter Wilkie, RVMS Board
Glenn Williams, RVMS Board
Joe Xuan, Village Sushi & Grill

The process also was informed by the 362 Roslindale residents who shared their impressions of the district and advice for priorities as part of written surveys.

We also want to share our appreciation for Janice Williams, the Executive Director of Roslindale Village Main Street, for participating in all aspects of the strategic planning process as well as carrying on with the work of the organization, day-to-day and most evenings!

*And finally, special thanks to the **RVMS strategic planning committee:***

Jennifer Goldson, Chair; Mike Feloney; Steve Gag; Charlie McCarthy; Steve Mooney; Adam Rogoff; Rick Ward; Carter Wilkie; Janice Williams; *our strategic planning consultant*, Jaime Pullen of Community Assessment & Development Associates (CADA) *and her research associate*, Lucia Milla.



Executive Summary of the RVMS Strategic Plan for 2008-2011

Our mission:

To promote Roslindale Village as an appealing destination and the dynamic center of our community. As a nonprofit organization, we bring together local volunteers, businesses and public agencies to strengthen the Village's economic vitality, physical appearance and unique local character.

Our vision for Roslindale Village:

We see Roslindale Village as a lively and popular destination for food, fun and a “shop while you walk” experience. The unique variety of our ethnic food markets, bakeries, restaurants and merchants is a magnet for people from all walks of life. The closeness of our storefronts, courtyards and pathways invite people to stroll on foot. Adams Park, at the center of Roslindale Village, is a gathering spot for outdoor events and a stopping point for pedestrians on the way to the library, community center, health center and local stores. The Arnold Arboretum, Healy Field and Fallon Field are additional attractions within walking distance. Roslindale Village is also a hub for public transportation to and from downtown Boston. All of these assets make Roslindale Village a model for an environmentally-sustainable quality of life. Best of all, there's a strong sense of community here. Merchants and customers know one another, exchange stories and say hello on the street. We view Roslindale Village as a one-of-a-kind place for all.

Summary of Roslindale Village Main Street's Goals and Priorities for the Next Four Years

Promote Roslindale Village as a Destination

Goal: Market Roslindale Village as a dynamic and appealing destination for food, fun and urban shopping.

Priority 1: Develop and implement a comprehensive marketing and messaging campaign that increases the base of local and regional customers for Village businesses.

Priority 2: Identify and sponsor distinctive RVMS events that highlight Village assets and draw crowds to the district.

Enhance the Village Streetscape and Design

Goal: Build Roslindale Village's image as a safe, well-maintained and visually appealing commercial district with design projects that emphasize our unique history, flavor and personality.

Priority 1: Aggressively address signs of deterioration, neglect or disinvestment in private properties and public spaces.

Priority 2: Design and install thematic public signage, lighting projects and other amenities for the commercial district.

Facilitate Economic Development

Goal: Focus community interest and advocacy on the timely development of high-impact commercial projects to achieve a visible and positive economic change for the entire district.

Priority 1: Continue to facilitate the development of the Roslindale Substation and the gas station property next to the public library, and celebrate the completion of the Substation renovation in time for its 100th anniversary in 2011.

Priority 2: Welcome and assist prospective businesses and new businesses opening in the Village.

Sustain RVMS Organizational Capacity

Goal: Concentrate the attention of the Board of Directors on financial sustainability and the organizational capacity needed to achieve the goals and priorities set forth in this four-year strategic plan.

Priority: Develop a financial sustainability plan that diversifies revenue streams and carefully coordinates strategies for asking institutions, foundations, business owners and individuals for support.

Priority: Engage more volunteer energy and align the work of committees, the Board, the staff as well as the operating budget to accomplish priorities.

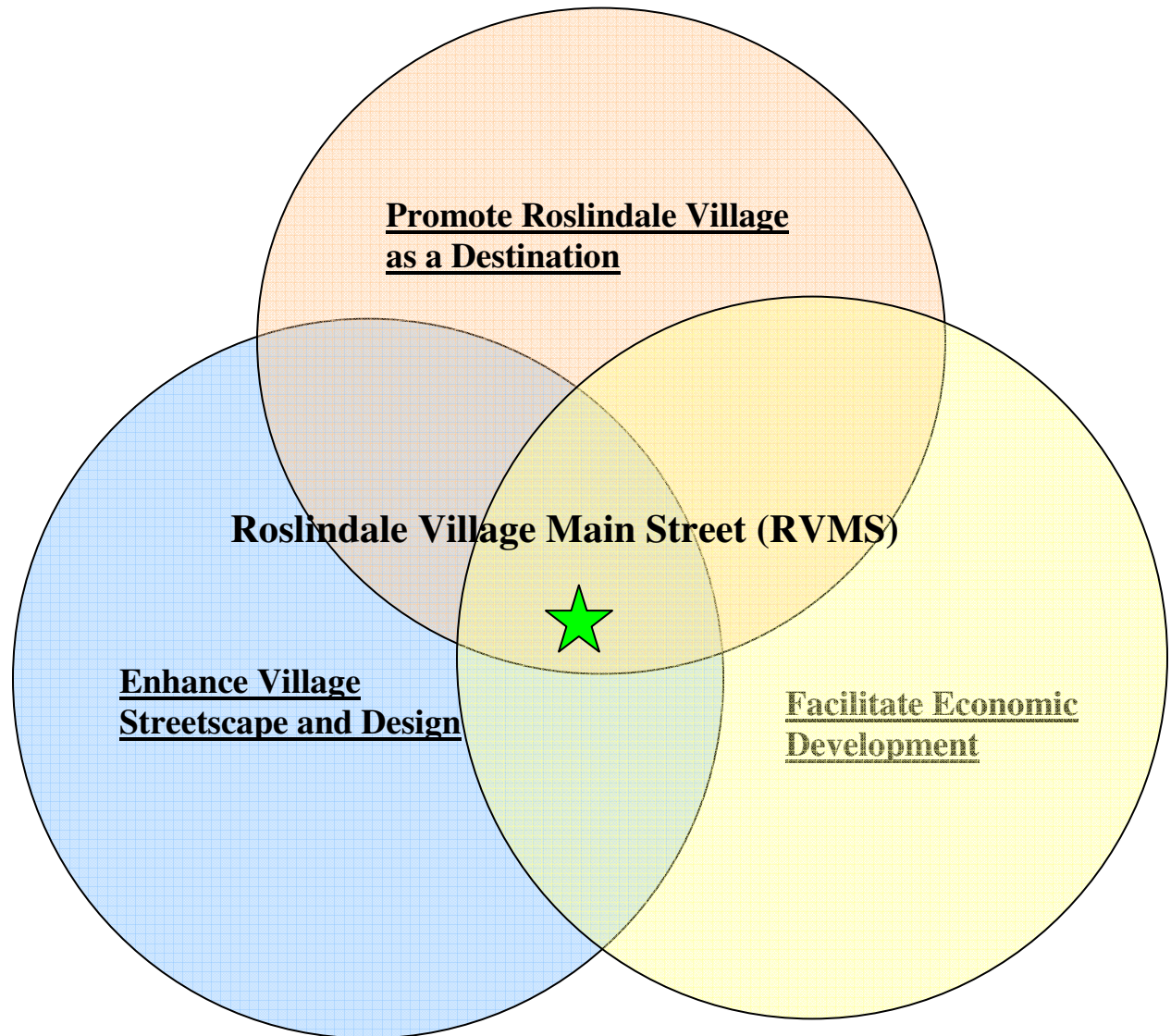


★ **Our Mission:** To promote Roslindale Village as an appealing destination and the dynamic center of our community. As a nonprofit organization, we bring together volunteers, businesses and public agencies to strengthen the district's economic vitality, physical appearance and unique local character.

Roslindale Village Main Street (RVMS) Strategic Planning Process

In the Spring of 2007, the RVMS Board of Directors engaged in an intensive, participatory planning process to determine organizational priorities for 2008-2011. More than 70 Village merchants, community leaders, public officials and RVMS volunteers shared their viewpoints and advice during planning interviews to help inform RVMS' future. In addition, more than 360 Roslindale residents shared their perspectives on priorities for the business district in a written survey. During two planning retreats, the Board of Directors discussed RVMS' mission and vision, considered past strengths and challenges, and explored proposals for new directions. The Board also debated areas that should be given priority in the next four years.

The resulting plan, adopted on December 11, 2007, reflects a strong desire to have a visible impact by 2011. The Board is aware, given limited resources, of the need to target RVMS' work. Within each goal section, two major priorities are listed. If resources are less than projected, then RVMS will focus its work on objectives under the **first** priorities and then do as much as possible to accomplish objectives within second priorities. At the midpoint of the plan, October 2009, the Board will evaluate progress and consider revising the priorities and objectives, if needed.





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The Board of Directors of Roslindale Village Main Street in 2008:

**Wayne Beitler, Tom Donahue, Steve Gag, Jennifer Goldson, Frank Guerrios,
Greg Laham, Barbara Lottero, Steve Lymneos, Vincent Marino, Cathy McCarthy,
Charlie McCarthy, Steve Mooney, Luke Moran, Joe Murphy, Jim Nichols,
Adam Rogoff, Rick Ward, Carter Wilkie, Glenn Williams**

Executive Director: **Janice Williams**

The Roslindale Village Main Street strategic planning process was facilitated by:



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