

ROSLINDALE VILLAGE MAIN STREET

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VOLUNTEER HANDBOOK

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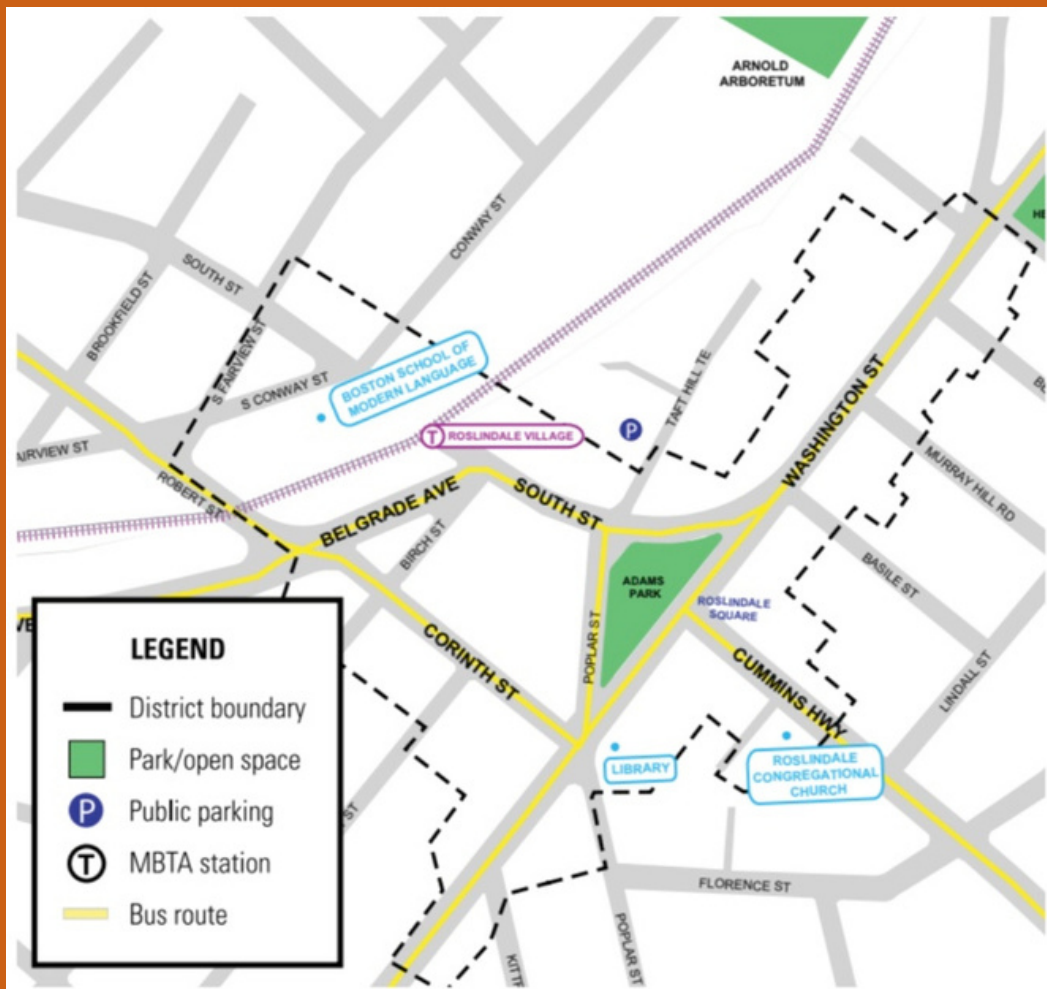
ABOUT RVMS

The mission of Roslindale Village Main Street (RVMS) is to promote Roslindale Village as an appealing destination and the dynamic center of our community. As an independent non-profit 501(c)(3) organization, we bring together local volunteers, businesses and public agencies to strengthen the Village's economic vitality, physical appearance and unique local character.

RVMS follows the operating principles of the National Main Street Center. The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community. Harnessing the efforts of local volunteers builds long-term success by fostering community involvement and commitment to a shared vision for the neighborhood.



THE CATCHMENT AREA: ROSLINDALE VILLAGE



RVMS was established in 1985 as one of the first urban Main Street Programs in the nation, with the help of then City Councilor Thomas M. Menino and the National Trust for Historic Preservation. RVMS focuses on a “catchment area” which is defined in the map above. Within its first three years, RVMS achieved great success in revitalizing this area, with 33 façade changes, 43 commercial building rehabilitations, 29 net new businesses, and 132 net job gains—totaling over \$5 million in new investments. Roslindale Village Main Street received a National Main Streets Urban Pioneer Award in 2006 for its revitalization efforts.

Today, Roslindale Village is a thriving commercial hub, with free public wifi in Adams Park, and a fabulous Farmers Market. And, there are now 20 Main Street Districts in the City of Boston. We are proud to have been the first one!

MAIN STREET AMERICA

Main Streets are the heart of our communities. They're our nation's gathering places; places of shared memory, celebration, and economic activity. However, over the years, Main Streets have faced many challenges from suburbanization to the deterioration of historic buildings to the changing face of retail. But today's Main Streets are resilient due to hard work, planning, commitment, and action by local volunteers. Today, Main Streets across America are thriving as a result of this work.



Main Street America is a nation-wide movement with a proven track record of revitalizing older downtowns and neighborhood commercial districts. The National Main Street Center was established as a program of the National Trust for Historic Preservation in 1980. The model was originally created to support rural America and protect the downtown business districts of small towns from the threat of strip malls and suburbanization. The Center has succeeded in helping to revitalize older and historic commercial districts and is the leading voice for preservation-based economic development and community revitalization across the country. In 2015, The Center created the Main Street America program which supports the network of Main Street programs across the country with news, professional development, revitalization resources, a national conference, and membership with the National Trust for Historic Preservation. RVMS is an accredited Main Street program through Main Street America. You can learn more about Main Street America on their website (<https://www.mainstreet.org/home>).

BOSTON MAIN STREETS



BOSTON
MAIN STREETS

The Main Street model came to Boston through, then City Councilor, Tom Menino who then brought the program to the City level when he became Mayor. Roslindale Village has the special status as the first Main Street district in Boston and one of the first urban Main Street districts in the US!

Roslindale Village Main Street is one of twenty Boston Main Street organizations. All organizations are independent 501 (c) 3 organizations and they are each independent contractors with the City of Boston and work closely with the Office of Economic Development.

You can learn more about the Boston Main Street Foundation on their website (<https://bostonmainstreets.org/>) and the other main streets in the area on the City of Boston website (<https://www.boston.gov/departments/economic-development/boston-main-streets>)

THE 4-POINT APPROACH



The Main Street Approach is rooted in a commitment to broad-based community engagement, holistic understanding of the factors that impact the quality of life in a community, and strategic focus on the core principles of downtown and neighborhood revitalization. The “Four-Point Approach” consists of work in the areas of economic vitality, promotions, design and organizational development.

At RVMS, we align our work with this approach and have developed committees to address these four points.

THE PEOPLE BEHIND RVMS

Roslindale Village Main Street is driven by a partnership of volunteer residents, business owners, property owners, and staff with a common investment in Roslindale Village's future.

BOARD

The RVMS Board of Directors is a volunteer board comprised of residents, business owners and professionals in Roslindale. The Board provides a primary link to the community, working to build consensus and cooperation among stakeholders in the business district. The Board also provides organizational, administrative, and financial oversight of Roslindale Village Main Street and raises funds to support the organization's programs and special projects.

STAFF

RVMS is the largest Main Street office in Boston, consisting of a full-time Executive Director, a full-time Program Manager, a full-time Event Manager, and a part-time Bookkeeper/Office Manager.



MEET THE STAFF



ANNA VANREMOORTELE

Executive Director

director@roslindale.net

- Serves as the “face of RVMS” at community events and for the press
- Acts as the liaison between organization and City of Boston on programs and initiatives, working in close coordination with the Board of Directors as needed
- Oversees all RVMS programming with a focus on small business support



ALYSSA MACNEILL

Program Manager

manager@roslindale.net

- Oversees the marketing of the organization including the weekly email newsletter, social media, and website
- Manages our volunteer committees and programs, runs volunteer orientations and committee co-chair meetings
- Serves as a liaison between RVMS and the Roslindale community (residents, business owners, volunteers)



STEVE MARCELIN

Events Manager

events@roslindale.net

- Manages the RVMS signature events and Farmers Market; coordinates vendors, consumers, and entertainers both during market hours and during the week in an administrative capacity
- Acts as a liaison for RVMS, community partners and City of Boston officials who oversee the permitting, licensing, and regulation of Farmers Markets in Boston
- Oversees the Events Committee



NINA PRALOUR

Bookkeeper/Office Manager

ninaprvm@gmail.com

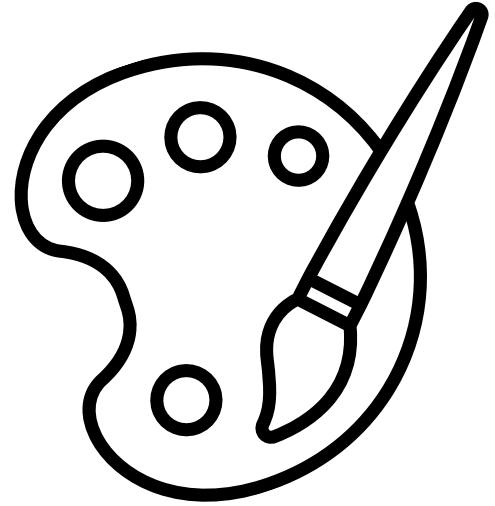
- Oversees the RVMS budget and supervises the payment of organizational expenses including staff salaries and benefits
- Manages the RVMS office

COMMITTEES

Volunteers primarily participate in the work of RVMS by joining one of our Committees: Design, Economic Development, and Events. Committees in each of these areas meet once a month and collaborate on focused initiatives to improve the business district, attract foot traffic, and strengthen the community. Each volunteer committee has two co-chairs, who work with our Board's Programming Committee to align the committee's efforts with RVMS's overall mission and strategic plan. Our committees may change from year to year as we respond to the needs in the community. Below are our current committees.

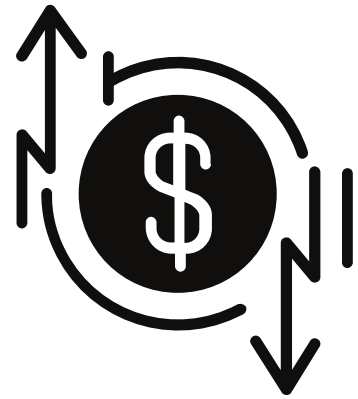


Design means getting Roslindale Village into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in the commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. One of the Design Committee's recent projects involved improvements to Alexander the Great Park including a mural on the back wall. The Design Committee also holds several clean-up days throughout the year and takes care of the planters on Poplar and Birch St.



ECONOMIC DEVELOPMENT

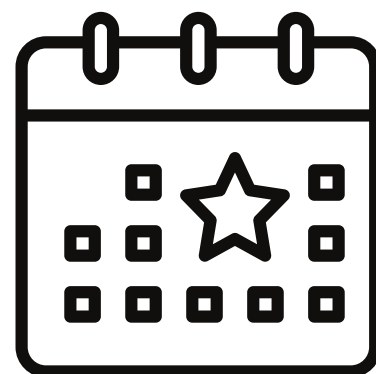
Economic development strengthens our community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. The Economic Development Committee recently put together a Resource Directory for small business owners who may need assistance in different areas. They are currently working on building out some new Business Support programs to be added to RVMS's business support offerings. The Economic Development Committee also helps to organize business workshops and networking events for business owners in Roslindale Village.





EVENTS

Along with the Roslindale Farmers Market, which is one of the largest farmers markets in Boston and runs nine months out of the year, RVMS hosts a variety of annual events. These include the Holiday Tree Lighting, Holiday Market on Birch St, Chick-or-Treat Egg Hunt, and Small Business Saturday. Volunteers on the Events Committee help plan, lead, volunteer, set-up and break-down events. Depending on the event, some are run through committees or primarily from the office by staff. Volunteers who support the Farmers Market help welcome shoppers, set up and close down, manage our table, support vendors, help with programming and entertainment, and assist with special events. The Events Committee also works on planning some exciting events of their own!



SUBCOMMITTEES

Subcommittees arise at the Board level when a big project is identified (ex. Substation Revitalization, Strategic Planning, Website, Fall Fundraiser). At times, volunteers are needed to serve on subcommittees.

REQUIREMENTS

All volunteers are required to attend a New Volunteer Orientation, read the RVMS Volunteer Policy and sign the Volunteer Form.



COMMITMENT

Our volunteer committees meet monthly for an hour in the evening. Meetings are run by committee chairs but an RVMS staff member (usually the Program Manager) also attends each meeting. Between committee meetings, volunteers often work in small groups on projects and check in through email with the Program Manager and committee chairs. However, we understand that not everyone can regularly attend monthly meetings. For those who are interested in volunteering with RVMS on a less frequent basis, they are encouraged to join our Events Committee, which organizes volunteers to help staff our annual events. Our volunteers have a range of skills and experiences and we help to ensure that volunteers are placed on projects and committees that align with their interests. If you are unsure where you would be a good fit in our volunteer program, reach out to our Program Manager at manager@roslindale.net!

Committee Meeting Schedule:

- **Design Committee: 1st Monday of the month at 7:00pm**
- **Economic Development Committee: 1st Tuesday of the month at 7:00pm**
- **Events Committee: 1st Tuesday of the month at 6:00pm**

OTHER WAYS TO GET INVOLVED

ATTEND AN EVENT

Attend our signature events and the Farmers Market! Be sure to introduce yourself to staff and volunteers wearing an RVMS lanyard and nametag.

STAY CONNECTED

The best way to be in the know is to sign up for our weekly e-newsletter. You can do this by going to our website at www.roslindale.net. You can also follow us on Facebook, Twitter, and Instagram to find out more about neighborhood happenings.

DONATE

Please consider donating towards our spring and end-of-year appeals. We also love matching donations, so be sure to check-in with your workplace to see if they can match what you give to RVMS.

Volunteering on a committee empowers Roslindale residents and business owners to offer up their passions and expertise toward local initiatives that improve the vibrancy of our business district. However, there are many other ways to be involved with RVMS.

Have questions, concerns or ideas?

Stop by our office between 9:00am – 5:00pm, Monday through Friday, shoot us an email at manager@roslindale.net or call us at 617-327-4065.





Roslindale Village Main Street
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www.roslindale.net
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