



**5-7-14 DRAFT**

## **Discover Downtown La Grange**

### **Board Member Position Job Descriptions**

President  
Vice-President  
Secretary  
Treasurer  
Design  
Organization  
Audit/Ethics  
Membership/Nominations  
Promotions  
Economic Restructuring  
Farmer's Market

### **Mission Statement:**

Discover Downtown La Grange is dedicated to preserving the historical culture and architecture of La Grange, with a special focus on honoring our small town character and quality of life. We are committed to function as a forward-thinking community that welcomes and encourages economic development.

### **The Promotions Chair job description:**

- The Promotion Chair will assist the board in managing the image of DDL to shoppers, investors, new businesses, and visitors.
- Work closely with the Program's Executive Director, board members, and event sub-committees, to achieve the outlined goals and objectives.
- Maintain strict budgets for all advertising and events. Accountable to the board for accurate record keeping. Works closely with Executive Director, Secretary and Fundraising committee to achieve these goals.
- Facilitate regular promotional committee meetings following prepared agendas and keep board advised through regular reports on future plans, progress on currently planned events, and any issues that might affect DDL's image positively or negatively.
- Works with Executive Director to develop and maintain a current list of media contacts and a list to receive press releases.
- Works with Executive Director to evaluate all advertising to insure it fits budget limitations and image goals. Contact person for media sales.
- Commit to a 3 year term.
- Familiarize yourself with and utilize the Program's current tools (Main St. Promotion Handbook, Website, Drop box, Constant Contact and procedure manual)

### **Job qualifications for all DDL Board members:**

- Advertising/Marketing history of business promotion highly desirable.