

Announcement for MSF/Econ Development Director

Date: Feb 24 2021

The Village of Franklin is accepting applications for a full time Main Street Franklin/Village Economic Development Director who will be responsible for collaborating with Village officials on economic development strategies to help ensure the vitality of the Village Center and maintain an ethic that encourages preservation and adaptation of historic structures to meet current Village needs.

The Main Street Franklin/Village Economic Development Director will work under the direction of the Village Administrator to establish an economic development function for the village. The director is responsible for the oversight and documentation of the Main Street program working with the MSF Board.

To apply, please send resume and cover letter to Village of Franklin, c/o Doreen Martin, 32325 Franklin Road, Franklin, Michigan 48025.

Email: [dmartin@franklin.mi.us](mailto:dmartin@franklin.mi.us)

For more information/questions on the position, contact Pam Hansen, Village Trustee.

Email: [phansenpj@franklin.mi.us](mailto:phansenpj@franklin.mi.us)

## **Recommendations for MSF**

### *Introduction*

We have been rethinking how our Village acts on our commitment to downtown economic health. For remaining Franklin businesses, it will be difficult to recover from a dismal economic environment. The current Village Council feels strongly that we must invest in both recovery and growth. We remain committed to being part of the MSOC network and want to continue to tap the extensive resources available to member communities and in turn, contribute our learning and expertise to other members. The following actions reflect our point of view and frame the budget request that follows.

### *Program*

1. Increase the annual MSF budget appropriation to enable us to hire a full time ED and provide adequate Village resources for the organization to thrive. This will be effective July 1, 2021 with bridge funds available until then.
2. Retain the current 501c3 structure but signal the increased Village commitment to economic development in the Village Center by engaging with the MSF Board and community in updating the MSF vision and goals.
3. Continue to incorporate MSF annual goals, priorities and resource needs into the annual Village planning process.

### *New Executive Director*

1. Review and update the prior job description.
2. Hire a full-time executive director (ED) (W2 employee), who will report to the Village Administrator.
  - a. Salary will be market-consistent for a village of our size/location and is estimated at \$55K plus benefits.
  - b. The MSF Board will conduct the annual review with input from the Village Administrator.
3. The new ED will coordinate logistics and scheduling between the Village events/commitments and the business community. Being part of the Village staff will promote coordination of activities that other organizations, such as the FCA, are doing.
4. The Village will provide office space, technology including a laptop (which should remain the property of the Village), tech support, telephone support, and copier.
5. The ED will be primarily responsible for interacting with Village officials, promoting the business community, collaborating with the Village on economic development efforts and historic preservation. This will include data collection, grant writing and administration, reporting to the Village Council, Oakland County and other agencies where required. We expect heavy interaction with MSOC and OC small business resources on behalf of the Village.

Proposed MSF Organization

Franklin

Feb 1, 2021 – DRAFT FOR DISCUSSION AND FEEDBACK

Presented by: Trustees Hanke, Hansen and Seltzer; supported by the MSF Board and MSOC.

6. Representing MSF, the ED will promote volunteerism, connection and community-building in the Village and will collaborate with other groups with similar goals where possible.

*MSF Board*

1. Two Trustees will sit on the MSF Board as voting members. They will have the option of being an officer (at least not precluded from doing so). The current Council liaisons would transition to being MSF Board members.
2. The MSF Board should include members of the community who may not be merchants but who are interested in Village Center economic development and historic preservation. This will help increase the visibility and importance of Franklin businesses to the overall economic health of the Village.
3. The Board will adhere to the Main Street expectations for boards. The MSF Board will work with the ED to set annual and long-term goals, be primarily responsible for raising funds to operate the organization and fund projects, event planning, member recruitment and recognition, and collaborate with the ED and consultants on business recruiting. We intend to minimize the administrative and organizational responsibilities that have bogged down Board members.

Thank you for your support.

## **Village of Franklin, Michigan**

### **Director of Main Street Franklin/Village Economic Development Job Description**

**20210222**

#### **Objectives**

The Main Street Franklin/Village Economic Development Director is primarily responsible for collaborating with Village officials on economic development strategies to help ensure the vitality of the Village Center and maintain an ethic that encourages preservation and adaptation of historic structures to meet current Village needs.

The Director leads Main Street Franklin (MSF), with the MSF Board of Directors. MSF is part of a county-wide network of Main Street communities that use a strategic framework for transforming downtown economies, attracting volunteers and celebrating historic character. This framework includes:

1. Engaging with the community to agree on a vision and knowing the local market.
2. Implementing the right strategies in 4 areas - organization, promotion, design and economic development - to accomplish goals.
3. Tracking impact – both qualitative and quantitative outcomes.

Franklin's Main Street Franklin/Village Economic Development Director is responsible for the oversight and documentation of the Main Street program. The Director is the on-site person responsible for coordinating all project activities locally and for representing the community at regional and national Main Street functions.

#### **Primary Responsibilities**

1. Prepare an economic development plan and implementation strategy for consideration and adoption by the Village Council, collaborating with the Administrator, the MSF Board and committees and Trustees.
2. Develop and maintain continuing relationships with Main Street Oakland County (MSOC), economic development peers in surrounding jurisdictions and members of the Village business community. Help build strong and productive working relationships with appropriate public agencies at the local and state levels.
3. Manage the administrative aspects of MSF including record keeping, budget/accounting, preparing reports required by MSOC and by the National Main Street Center, assisting with the preparation of reports to funding agencies and supervising contractors/ consultants.
4. Be an expert resource for the MSF Board on their own organization, bylaws, education, work processes and priorities. Work directly with the MSF Board on social /promotion events, fundraising activities and volunteer recruitment.
5. Promote volunteerism, connectedness, and community building in the Village, collaborating with other groups with similar goals as much as possible. Become familiar with people and groups involved in the Village Center.
6. Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of Franklin's historic Village Center and other assets and to foster an understanding of MSF goals and objectives.

## Village of Franklin, Michigan

### Director of Main Street Franklin/Village Economic Development Job Description

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7. Advise business and property owners on physical and business improvement projects through consultation and/or obtaining technical or design resources. Provide guidance on financial resources for physical improvements.
8. Assist in the coordination of Village events and business promotion events to improve the quality and success of events. Work closely with Village resources and local media to ensure maximum event coverage; encourage design excellence in promotion.
9. When necessary, represent the community at the local, state and national levels to important constituencies. Speak effectively on the program's direction and findings, being mindful of opportunities improve state and national development policies as they relate to small communities.

#### Primary Relationships and Key Contacts

- The Main Street Franklin/Village Economic Development Director reports to the Franklin Village Administrator.
- This person is accountable to the MSF Board chairperson and board of directors. The MSF Board will conduct the annual performance review in consultation with the Village administrator.
- Other key contacts include Franklin Village Council, Council members serving as voting MSF board members, Village commissions, local businesses, commercial property owners, service organizations, local not-for-profits, MSOC and Village and County contractors as required.

#### Required Job Knowledge and Skills

1. Education and/or experience in more than one of the following areas: architecture, historic preservation, finance, public relations, planning, municipal or non-profit management, business management and/or small business development.
2. Sensitivity to design and preservation issues. The Director must understand the issues confronting Franklin businesspeople, property owners, local and state agencies and community organizations.
3. The Director must be entrepreneurial, articulate, creative, energetic, courageous, imaginative, well organized and capable of functioning effectively and independently.
4. Must be willing to work as a team with Village officials and MSOC while functioning independently in service to the community.
5. Must be able to engage effectively with individuals and groups representing adjacent and occasionally competing priorities. Excellent written and presentation communication skills are essential for success in this role.

**Contact:** Send resumes and cover letter to Village of Franklin, c/o Doreen Martin, 32325 Franklin Road, Franklin, Michigan 48025.

**Position Information:** Pam Hansen, Village Trustee. Email: hansenpj@comcast.net 248-613-3312