

MAIN STREET OAKLAND COUNTY

WARNING SIGNS

WHY DOWNTOWNS AND MAIN STREET PROGRAMS ARE INEFFECTIVE OR FAIL:

1. Disregard for the main Street Four- Point Approach™ and Eight Principles.
2. Lack of an overall community vision for the downtown.
3. Lack of membership turnover on the Main Street (DDA) Board.
4. Lack of effective leadership on the Main Street (DDA) Board.
5. Lack of promoting a strong historic preservation ethic.
6. Lack of broad community involvement of the four Main Street Committees.
7. Duplication of effort by other downtown organizations.
8. Perceived by the community as a function of city government.
9. Lack of program autonomy as allowed under DDA law: Public Act 197 of 1975, as amended.
10. Lack of long-term planning for the downtown by the Main Street (DDA) Board.
11. Downtown needs inadequately addressed in local master plans and zoning ordinances.
12. Weak committee work plans and volunteer performance.
13. Inadequate number of committee volunteers to implement program tasks/activities.
14. Lack of strong leadership/chairs on the four Main Street committees.
15. Poor leadership/job performance by the Main Street Manager/DDA Executive Director.
16. Responsibility of directing the efforts of downtown revitalization given to more than one person or organization (i.e., a DDA Executive Director and a Main Street Manager).
17. Lack of effective communication between the Main Street Manager/DDA executive director and the downtown property/business owners.
18. Not establishing/maintaining effective relationships with other economic development programs at the local, county, state or federal levels.
19. Unrealistic expectations for the results: short-term/big fix versus comprehensive/incremental.
20. Main Street (DDA) Board reluctant to delegate programs/tasks/activities to the four Main Street committees and volunteers.
21. Operates as staff-driven program.
22. Undergo frequent changes in staff.
23. Undergo major changes in political climate.
24. Poor crisis management.
25. Lack of appropriate Main Street training of Board of Directors, Executive Director, Four-Point Committee Chairs/members, volunteers.
26. Weakly written by-laws or lack of compliance with them by the Board.
27. Weakly written or absence of job descriptions for staff, Board, and committee volunteers
28. Board micro-managing staff and/or the work planning process

SOURCES: National Main Street Center, Main Street Iowa, New Hampshire Main Street, Illinois Main Street and Main Street Oakland County (February 2000-March 2003)