

Wayne Main Street Volunteer Handbook



Be involved.

Two hours of volunteering can create a street lined with flowers.

Wayne Main Street is more than an organization. It's a movement that brings new ideas, connections, and energy to the downtown district, which in turn creates a better place.

HOURS & CONTACT INFO

Office:

1 Town Square Wayne, MI 48184

Mailing Address:

PO Box 327 Wayne, MI 48184

734-629-6822

Hours: Wednesdays 12pm – 3pm, Thursdays from 4pm – 7pm

or by appointment

OUR MISSION AND VISION

Positioning Statement

Wayne Main Street (WMS) is a grassroots organization spearheading the efforts of community partners and volunteers of all ages and backgrounds to **create a vibrant downtown.**

We bring the community together to **honor** Wayne's history and long-standing traditions and we celebrate efforts and investments that are enhancing appearances, strengthening the downtown economy, and **paving the way to an exciting future.**

We are motivated by a deep sense of community pride and we embrace hard work, creativity, ingenuity and fun. Our collective actions are creating a ripple effect with far reaching impacts to touch the lives of all who have a stake in downtown Wayne today, and for generations to come.

Mission Statement

Wayne Main Street (WMS), formerly known as the Wayne Ripple Effect, a Michigan Main Street program, is a nonprofit 501©(3) organization. We are a positive force working with our community, business, and property owners to preserve, enhance, and promote our historic downtown as a vibrant destination for residents and visitors to gather, shop, work, and enjoy.

Vision Statement

Historic downtown Wayne is a gathering place for families, neighbors, and visitors to enjoy hometown hospitality and Wayne Pride through family activities and cultural events.

Our downtown is a safe, inviting, and walkable destination that connects the Rouge River and Parks with the surrounding neighborhoods. We proudly preserve and utilize our historic buildings.



Downtown Wayne is a business-friendly destination for residents and visitors to experience our unique and vibrant entertainment and business district, including the State Wayne Theater.

Close-knit and engaged citizens of all ages come together to volunteer, socialize, and positively impact our community using creativity and imagination.

MAIN STREET 4 POINT APPROACH



The Board of Directors established a list of overarching goals for the organization for the 2014-2015 year. They are:

- Educating community stakeholders about our program
- Positive communication
- Building relationships with community stakeholders
- Promoting downtown
- Producing results to prove our value

These goals will be accomplished through following the Main Street Four Point Approach which includes:

- **Promotion:** Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.

- **Design:** A focus on Design supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently-designed buildings, transit oriented development, and much more..

- **Economic Vitality:** Revitalizing a downtown or neighbourhood commercial district requires focusing on the underlying Economic Vitality of the district. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing scores of entrepreneurs, innovators, and localists alike. With the nation-wide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.

- **Organization:** A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a standalone non-profit



organization, to a special assessment district, to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement the Community Transformative Strategies.

THE 8 PRINCIPLES

The 8 guiding principles of Main Street (as stated from the National Trust for Historical Preservation):

1. **Comprehensive:** For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street's Four Points, is essential. (Organization, Promotion, Design, and Economic Vitality)
2. **Incremental:** As public confidence in the Main Street district grows and participants' understanding of the revitalization process becomes more sophisticated, Main Street is able to tackle increasingly complex problems and projects that are more ambitious.
3. **Self-help:** Residents and business owners need to see the rewards they will reap by investing time and money in Main Street. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
4. **Partnerships:** Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization.
5. **Identifying and capitalizing on existing assets:** Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.
6. **Quality:** Emphasise quality in every aspect of the revitalization program. This applies to all elements of the process, from storefront designs to promotional campaigns to educational programs.
7. **Change:** Engaging in better business practices, altering ways of thinking and improving the physical appearance of the commercial district, a carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
8. **Implementation:** To succeed, Main Street must show visible results that can only come from completing projects. Frequent, visible changes are a reminder that the revitalization effort is under way and succeeding. Small projects at the beginning of the program pave the way for larger ones as the revitalization effort matures,



and that constant revitalization activity creates confidence in the Main Street program and ever-greater levels of participation.

VOLUNTEER INVOLVEMENT

Wayne's dedicated citizens share the mission to enhance downtown by creating a sustainable Main Street program. Without community support and active volunteerism, WMS would not be as successful as it is today. As a volunteer driven organization, WMS accepts and encourages volunteer involvement at all levels while also restoring downtown Wayne. All volunteers and staff are encouraged to assist in the creation of productive, meaningful roles in which volunteers might serve, as well as encourage the recruitment of future volunteers.

WMS shall create specific volunteer position descriptions prior to interviewing candidates. Unless specifically stated, a "volunteer" is an individual who performs their specified job duties willingly at the direction of WMS without expecting compensation. Although WMS does not recognize volunteers as employees, they understand and enforce the need to respect them as such. As a direct result of this, organizational rules and expectations apply to volunteers while volunteering with WMS.



WMS is driven by volunteers who are committed to creating a viable and flourishing "Main Street Commercial District." These dedicated volunteers are the synergy of the organization and without their devoted work, WMS would cease to exist. Due to their level of involvement, WMS volunteers maintain the same accountability as the WMS staff.

Volunteer Policies & Engagement Guidelines

Unless specifically stated, these policies apply to all volunteers within WMS. This includes any volunteers who partake in projects undertaken by, or on behalf of, the program.

The purpose of these policies and engagement guidelines is to provide overall guidance and direction to WMS staff and volunteers. These policies are intended for internal management guidance only, and do



not constitute, either implicitly or explicitly, a personnel agreement. The Volunteer Policies are intended to provide direction for volunteers and the Executive Director on how to work effectively with one another. The program reserves the right at any time to change the policy. The Executive Director (ED) or a designated representative of WMS is the only person with the ability to grant changes to or make exceptions to these policies.

Minors Volunteering with Wayne Main Street

WMS welcomes and encourages the involvement of youth within the organization. Individuals under the age of 18 must complete an Adolescent Application Form signed by their legal guardian. If the applicant is participating in a volunteer referral program, such as a student community service program or an intern project, a special agreement must be established with the program regarding management. The referral program must assume and identify responsibility for management and care for the volunteer while at WMS. If the volunteer is under the age of 18 and is not with a volunteer referral program, WMS will appoint the ED to supervise the volunteer.

Becoming a Volunteer

WMS volunteer applications will be accepted through a registration process and are available online on the Wayne Main Street website, <http://www.downtownwayne.org> or can be requested via email at director@downtownwayne.org. Once accepted as a volunteer after a personal interview, the individual will undergo a general orientation and instructions specific to their choice of committee and/or area of interest. Volunteers are the most important personnel to WMS and as such, are extended the right to meaningful duties, fair treatment, and full participation. In exchange, WMS expects volunteers to perform their assigned duties to the best of their ability and remain loyal to the mission, goals, and procedures of WMS.

Role of Volunteer Management

The productive utilization of volunteers requires a planned and organized effort, which is done by the Organization Committee and is overseen by the ED. The Board of Directors oversees the Organization Committee and ensures they are working efficiently and effectively together. The Organization Committee is responsible for maintaining a cohesive, functional environment for staff and volunteers and is also responsible for promoting the WMS volunteer program, recruitment, evaluating, and recognizing the contribution of volunteers to the program.

Access to Program Property and Materials

As deemed appropriate, volunteers will have access to program property, materials and as needed, trainings essential to fulfil their duties. Volunteers may utilize WMS property and materials only when required for program purposes.

Dress Code

As representatives of the program, staff and volunteers are responsible for presenting a good, clean, and professional image to the community. Volunteers are



expected to dress appropriately for the conditions and performance of their duties.

Time Sheets

Volunteers are responsible for the accurate completion and timely submission of time sheets to the ED.

Absenteeism/Substitutions

The Volunteer must notify the ED if they will be unable to complete the assigned task or will be absent from an activity. Volunteers are encouraged to find a substitute who is qualified for the position and seek approval from: the WMS Volunteer Administrator or the ED, as they are the only individuals who have the authority to grant substitution approval.

The VA has the authority to grant leaves of absence at their discretion. This leave of absence will not alter or extend the previously agreed upon ending date of the volunteer's term of service.

While volunteering with WMS, individuals must consider the magnitude of their actions and comments while working alongside outside personnel. Although the volunteer may be an expert in a given field, they are not qualified to give advice or opinions to business owners, unless that is part of their position description. Volunteers may not speak with the media unless previously authorized by the WMS Executive Director. Volunteers are required to act as representatives of the program as indicated within their job descriptions.

Liability and Insurance

All WMS Volunteers must sign a release before participating in a project or joining a committee. The release language is as follows:

The undersigned desires to participate as a volunteer in a program operated by the Wayne Main Street program. In consideration of WMS allowing my volunteer participation, I do hereby agree to hold WMS, its officers, agents, and employees, free and clear of any liability for injuries or damages that may occur to my person or property while participating in the program. It is my understanding that WMS consents to having me participate in the program on public property. In the event entry is to be on private property, WMS will first obtain the consent of the appropriate party to allow entry on private property. It is my understanding that I am to provide my own transportation and supervision. In the event of any media coverage, it will be my personal responsibility to advise reporters whether or not I will agree to pictures or publication of my participation.

I understand that the volunteer work will require some physical effort (bending, lifting, walking, kneeling, etc.) and the use of small hand tools; supplies will be provided by WMS. I am in good health and able to acknowledge these conditions. I understand I shall receive no compensation for participating in the program, and that work will be completed under the direction of WMS personnel. I will be provided with a specific location or locations where work is to be done. To protect myself, my co-workers, and the public, I will follow safety precautions to the best of my ability.

Discrimination/Sexual Harassment

It is the policy and commitment of WMS not to discriminate based on race, color, sex and/or gender, sexual orientation, national origin, age, disability, religion, and/or familial status in admission of its volunteers or its programs and services. All volunteers and employees will be held accountable and failure to comply with this policy may result in termination.

WMS is committed to providing volunteers with a safe, productive, and enjoyable environment and experience while volunteering. WMS will not tolerate any form of sexual harassment among its employees and volunteers; and encourages volunteers to bring any incident of sexual harassment to the immediate attention of the WMS Executive Director or proper authorities.

Volunteer Background Checks

Wayne Main Street values the safety of those involved in our programs.

To this end, we background check all volunteers who will be working with minors or who will be involved with finances. Applicants are checked through the county court clerk's office in their county of current and former residences for misdemeanor and felony history.

Convictions for the following crimes make an applicant ineligible to volunteer at Wayne Main Street:

- Any felony (any crime punishable by confinement of greater than one year)
- Any gross misdemeanor
- Any crime involving force or threat of force against a person
- Any crime involving controlled substances (not paraphernalia or alcohol)
- Any crime involving cruelty to animals
- Any crime of a sexual nature (including but not limited to sexual conduct with a minor, sexual assault, molestation, sexual abuse, indecent exposure, public sexual indecency, sexual exploitation of a minor, incest, failure to register as a sex offender, etc.)

If you fail to clear the background check, you will not be able to volunteer for Wayne Main Street. You will be notified by email if you fail to clear the background check. You are entitled to copies of any public records obtained by Wayne Main Street.

If you feel the circumstances around the conviction precluding you from volunteering need further review, or you would like to discuss them further, please contact WMS's Executive Director at (734) 629-6822 or director@downtownwayne.org.

Confidentiality and Conflict of Interest

Volunteers are responsible for maintaining the confidentiality of all proprietary and/or privileged information to which they are exposed while serving as a volunteer, whether this information involves a staff member, volunteer or other person, or overall program business. Designated and authorized volunteers will have exposure to confidential information that is defined as inside, personal or sensitive information and may include contact information, business credentials, or personal experience stories. The Code of Conduct includes a confidentiality statement barring the sharing or disclosing of this information for any unauthorized purposes, including personal benefit.



No person who has a conflict of interest with any activity or program of the program, whether personal, philosophical, or financial, shall serve as volunteer with the activity/program. Examples of this: volunteers, such as subcontractors or landlords, who will receive monetary wage as result of a project; a person trying to obtain a preoccupied space for themselves. If there is a concern that there may be a Conflict of Interest, the volunteer is asked to direct the concern to the Executive Director.

Maintenance of Records

The WMS ED will maintain a database of information on all volunteers. They shall be responsible for submitting all appropriate records and information to the ED in a timely and accurate fashion.

Use and Copyright of the Website

Due to the versatility of WMS, several volunteer descriptions require becoming familiar with and working on the website. Using the website for personal business promotion or other advertising is not permitted. WMS reserves all rights and privileges to its logo, graphics, endorsements, and property, which cannot be used without consent of proper organizational authorities.

Email Policy

The Wayne Main Street's emails (____@downtownwayne.org) will be created and maintained for individuals whom:

- Have an active staff or volunteer leadership role (email accounts not used for 60 days will be deactivated and possibly deleted)
- Need to send email as a representative of the organization
- Have been approved by the Executive Director, as having a role that requires an individual email account

Expectations associated with maintaining a WMS email account include:

- Emails received will be responded to in a timely manner, usually within 48 hours. An out-of-office message should be set for emails that will be unmonitored for greater lengths of time

- Although generally less formal than other written communication, email is a business communication tool and users are obliged to use it in a responsible, effective, polite and lawful manner, recognizing that you and WMS can be held liable for unlawful libelous or defamatory emails
- Email should not be used for personal matters, but only for WMS business
- Passwords should not be shared with others; only the ED
- Accounts not used for 60 days will be deactivated

All email accounts maintained on email systems are the property of WMS and all usernames and passwords will be shared with the ED.

Media Policy

It is the goal of the Wayne Main Street to present social and print media and external communications to the community in a consistent manner that reflects positively on the Program, with objectives to produce materials containing appropriate format, effective wording, correct spelling and grammar, politically correct content, and correct sponsorship information when applicable.

Facebook

- Facebook content is to be managed by the Wayne Main Street Executive Director to assure Media Policy objectives are met.
- Facebook administrators are to be limited to WMS Executive Director, Interns/Office Assistants, one member of the Board of Directors, one member of the Promotions Committee, and one member of the Organization Committee.
- Creation of Facebook pages and Facebook events must be approved by the WMS Executive Director before going live.
- When acting as an agent of the WMS, proposed wording of all Facebook postings is to be submitted for review to the WMS Executive Director by committee/event chairs no less than three days before posting.
- In the absence of the WMS Executive Director one of the alternative Facebook administrators will be responsible for review and posting if it is a time sensitive issue that cannot wait for the WMS Executive Director to return.

Twitter

- Twitter postings on behalf of the WMS are limited to the WMS Executive Director and members of the executive committee in a manner that assures Media Policy objectives are met.

Press Releases and Ads

- Press releases to print and radio media are to be managed by the WMS Executive Director to assure Media Policy objectives are met.
- Proposed press releases to print and radio media regarding events, etc., are to be submitted with one week lead time by committee/event chairs to the WMS Executive Director for review before submission.
- Proposed ads are to be submitted by the committee/event chairs with one week lead time to the WMS Executive Director for review before submission, with review to include determination of appropriate sponsorship information.

- In the absence of the WMS Executive Director, proposed materials are to be submitted to the WMS board chair for determination of how to handle.

Media Interviews

- Print and radio media interviews are to be conducted by the WMS Executive Director to assure Media Policy objectives are met.
- Requests received by Board members, Committee/Event Chairs, etc., for interviews are to be directed to the WMS Executive Director.

Newsletters

- Newsletters are to be edited in conjunction by the newsletter writers and the WMS Executive Director in a group edit meeting to assure Media Policy objectives are met.
- Final signoff of content is to be done by the WMS Executive Director.

Banners and Signs

- Processing and procuring of banners and signs are to be managed by the WMS Executive Director to assure Media Policy objectives are met.
- Since printing specialty items takes up to two weeks, proposed banners and/or sign content regarding events, etc., are to be submitted with *three* weeks' lead time (one week for review plus two week for printing) by Committee/Event Chairs to the WMS Executive Director for review and processing, or are to be designed in conjunction with the WMS Executive Director.

Group Emails

- Internal WMS program distribution list emails may be utilized in the conduct of WMS program matters.
- External WMS distribution list emails are to be managed by the WMS Executive Director to assure Media Policy Objectives are met.

Website

- Wayne Main Street's website (www.downtownwayne.org) is to be managed by the WMS Executive Director.
- Website content may be drafted by volunteers of the WMS program and submitted to the Executive Director for review and posting.

Dispute Regulation

If a problem should arise among volunteers, the parties involved are expected to first communicate directly with one another in a respectful attempt to reach a mutual understanding. If a reasonable resolution cannot be reached, then a volunteer can first request mediation from the ED and then if necessary, the Board of Directors.

Volunteer Sensitivity

Volunteers must give every client equal opportunities to access resources and advice pertaining to the program's mission. Volunteers must also show equal respect to clients

regardless of differences. If a volunteer feels uncomfortable with a certain situation or client, they must immediately notify the ED.

Photo Release

All volunteers are required to sign a Photo Release Form. The language of the agreement is as follows:

I hereby grant Wayne Main Street permission to use my likeness in a photograph in any and all of its publications, including website entries, without payment or any other consideration.

I understand and agree that these materials will become the property of Wayne Main Street and will not be returned.

I hereby irrevocably authorize Wayne Main Street to edit, alter, copy, exhibit, publish or distribute this photo for purposes of publicizing Wayne Main Street's programs or for any other lawful purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph.

Volunteer Recruitment and Selection



Recruitment

The ED will recruit volunteers on a proactive basis, with the intent of broadening and expanding community involvement into WMS program. The sole qualification for volunteer recruitment shall be suitability to perform a task on behalf of the program with disregard, but not limited to: race, colour, sex and/or gender, sexual orientation, national origin, age, disability, religion, and/or familial status. It is the intent of WMS to place volunteers in areas that align with their interests wherever possible. Written volunteer position descriptions will be developed by members of WMS committees and forwarded to the ED for review and disbursement. The volunteer task description form can be found here: <http://goo.gl/forms/d8t8vhdex0>

Volunteer Spot

Volunteer Spot is a website that all volunteer opportunities will be posted on. This website is free to use and makes it easy for volunteers to sign up for tasks that interest them. The WMS Group Page link is: <http://vols.pt/Eyd2jq>

Position Description

The Volunteer staff, just as paid staff, requires a clear, complete, and current description of the duties and responsibilities of the position, which they are expected to fill. Each position must have a specific description before any volunteer assignment or recruitment

effort begins. This position will serve as a guide for the volunteer and the WMS ED to assist with management and evaluation efforts. The ED will review volunteer position descriptions to ascertain any changes, which may have occurred during annual performance reviews. All descriptions must include position purpose and duties, a designated worksite, and a timeframe for the job performance.



Happy National
Volunteer Week!



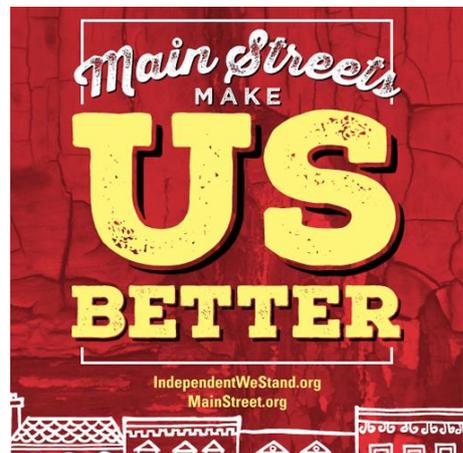
Interviewing and Placement

Before appointed to a position, an interviewing process takes place for all volunteers to ascertain their suitability and interest in the desired position. The interview must determine the qualifications of the volunteer, their commitment to fulfil the requirements, and will answer any questions that the volunteer might have about the position. A WMS Volunteer Administrator and/or WMS Executive Director will conduct the interviews in person or by other means.

WMS will match volunteers to opportunities that recognize their talents, interests, and availability. If at any time, a volunteer wishes to reassign their position or take on an additional project or role, they are encouraged to discuss this with the ED.

Professional Services

Volunteers are not to perform professional services for which certification or licensing is required unless currently certified or licensed to do so. The ED must maintain a copy of the volunteer's certificate or license for services provided that requires such. A copy of such certificate and/or license will also be kept in the volunteer's personnel file.



Volunteer Orientation and Development

All volunteers will participate in a general orientation session on the purpose of the program, overall operation of WMS, and overview on the position requirements, (the format and provider of the orientation is at the discretion of the WMS).

Volunteers will receive specific on-the-job training to provide them with the information and skills necessary to perform their assignment. The timing and methods for delivery of the training will be deemed appropriate based on the complexity and demands of the position and capabilities of the volunteer, (the format and provider of the training is at the discretion of the WMS).

An annual Volunteer Recognition event will be planned to highlight and reward the contributions of WMS volunteers. They will be asked to participate in the planning of this annual event. All WMS staff and volunteers are encouraged to recognize fellow volunteers all year which can range from a simple "thank you" to a concerted effort to

include volunteers as full participants in the WMS program decision-making and implementation process.

Main Street Conference & Quarterly Training Reimbursement

Recognizing the importance of education on topics related to the Main Street approach for members of the board and for committee members, each year as part of the budgeting process the board may choose to allocate funds towards appropriate training.



National Main Street Conference

1. Reimbursement is available to Board Members or Committee Chairs.
2. In 2016 the maximum reimbursement is \$500 per person for up to two (2) people.
3. A Board Member or Committee Chair desiring to attend the National Main Street Conference and be reimbursed for \$500 in expenses need to submit a letter of interest to the Executive Director.
4. If more than two (2) individuals submit letters of interest, consideration is giving in the order of President, Vice-President, Treasurer, Secretary, Board Directors, Committee Chairs. If a tie breaker is needed, length of time served with the organization in a leadership role will be used.
5. Funds will be dispersed as a reimbursement after the conference is attended.
6. Those receiving funds will be expected to report to the Board a summary of the conference and highlight information learned that will, in particular, benefit the Wayne Main Street program.

Michigan Main Street Quarterly Trainings

1. Reimbursement is available to Board Members, Committee Chairs and all active committee members.
2. In 2015 the maximum reimbursement is \$100 per person for up to two (2) people per quarterly training.
3. An individual desiring to attend a Quarterly Training and be reimbursed for \$100 in expenses needs to submit a letter of interest to the Executive Director.
4. If more than two (2) individuals submit letters of interest, preference will be given to committee members serving on the committee that corresponds to the focus of the training. If a tie breaker is needed, the Executive Director with input from the Committee Chairs will determine who will receive the reimbursement.
5. Funds will be dispersed as a reimbursement after the conference is attended.
6. Those receiving funds will be expected to report a summary of the Quarterly Training to the committee(s) whose focus corresponds to the training and to the Board.



Be Invested.

A \$25.00 investment can provide a community event under the stars.



Be Involved.

Two hours of volunteering can create a street lined with flowers.



Be Together.

Together we can enhance appearances, strengthen the downtown economy, and pave the way to an exciting future.

Wayne Main Street offers fun opportunities to make a difference in your hometown. Participate in activities and events that contribute to the quality of life and community pride in downtown Wayne.