

## **BERTHOUD MAIN STREET Board Information Packet**

Thank you for your interest in serving on the Board of Directors for Berthoud Main Street. Berthoud Main Street is a nonprofit organization focused on strengthening and preserving the unique character of Downtown Berthoud through preservation-based economic development, community engagement, small business support, beautification, and downtown activation.

This document is intended to provide prospective board members with an overview of the organization, Board structure, expectations, responsibilities, and nomination process.

### **About Berthoud Main Street**

Berthoud Main Street is a 501(c)(3) nonprofit dedicated to Downtown Berthoud. We are an aspiring Colorado Main Street community working in partnership with local businesses, property owners, and residents.

<h2><b>VISION OUR ASPIRATION</b></h2> <p>Berthoud Main Street envisions a downtown that preserves its unique character, strengthens local businesses, honors history, inspires innovation, celebrates the arts, and encourages community connection.</p>		<h2><b>MISSION OUR PURPOSE</b></h2> <p>Strengthen and preserve the unique character of Downtown Berthoud by championing local businesses, celebrating arts and culture, and creating experiences that bring our community together. We honor the historic charm of our downtown while fostering a vibrant walkable district where small businesses and community connection thrive.</p>
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Berthoud Main Street follows the nationally recognized Main Street Four Point Approach:

- **Organization:** Builds partnerships, leadership, volunteers, and sustainable operations to support downtown revitalization.
- **Promotion:** Markets and activates downtown through events, experiences, and community engagement.
- **Design:** Enhances the appearance, walkability, and historic character of downtown.
- **Economic Vitality:** Supports small businesses, investment, and long-term downtown economic health

### **Organizational Structure**

**Board of Directors:** Responsible for governance and strategic oversight.

**Executive Committee:** Composed of elected Officers of the Board.

**Standing Committees:** Promotion, Design, Organization, Economic Vitality

Additional ad hoc committees may be established as needed.

## **Board of Directors Overview**

The Board of Directors provides governance, strategic direction, fiduciary oversight, and leadership for Berthoud Main Street. Board members help guide the organization's mission, support long-term sustainability, advocate for Downtown Berthoud, and ensure responsible stewardship of organizational resources.

### **Board Expectations & Time Commitment**

Serving on the Board of Directors requires active participation, collaboration, and community engagement.

Board Members Are Expected To:

- Attend Board meetings regularly
- Participate in committee or project work
- Support organizational fundraising and sponsorship efforts
- Serve as ambassadors for Berthoud Main Street
- Assist with volunteer recruitment and community outreach
- Support strategic planning and organizational priorities
- Promote collaboration and professionalism

Estimated Time Commitment - Board members should expect approximately:

- 4-8 hours per month minimum, officers should expect to serve 8-10 hours per month above and beyond a regular board member.
- Additional time for events, committee work, strategic planning, or special projects as needed

This estimate aligns with Colorado Main Street board participation recommendations and reflects the volunteer-driven nature of the organization. [Colorado Main Street Board Information](#)

### **Board Meetings**

Berthoud Main Street plans to hold:

- Six (6) formal Board meetings annually
  - January: strategic planning, committee assignments, annual calendar
  - March: budget review, work plan review, fundraising
  - May: continued budget review, work plan review, fundraising
  - August: nominations committee, board recruitment, succession planning
  - October: board elections, next-year work plan
  - December: officer selection, budget approval
- Regular community meetings/open meetings throughout the year
- Additional committee or strategic planning meetings as needed

Community meetings are intended to:

- Share updates and initiatives
- Gather community feedback
- Encourage volunteer involvement
- Increase transparency and collaboration
- Strengthen partnerships throughout Berthoud

Board members are encouraged to attend and participate in community meetings whenever possible.

## **Key Responsibilities of the Board**

### Governance & Policy

- Establish organizational policies and priorities
- Support strategic planning
- Maintain compliance with nonprofit requirements
- Approve major organizational decisions

### Financial Oversight

- Approve annual budgets
- Monitor financial performance
- Support fundraising and sponsorship development
- Ensure responsible stewardship of organizational resources

### Organizational Leadership

- Support and evaluate the Main Street Manager
- Recruit future board members and volunteers
- Strengthen community partnerships
- Support organizational sustainability

### Advocacy & Community Engagement

- Promote preservation-based economic development
- Advocate for Downtown Berthoud
- Build relationships with businesses and stakeholders
- Communicate the value and impact of Main Street initiatives

(Adapted from Colorado Main Street recommended board framework materials.)

## **Officer Roles**

### President

- Presides over Board meetings, facilitates decision-making
- Helps guide organizational priorities
- Supervises Manager performance
- Serves as liaison between the Board and Manager
- Supports committee leadership and accountability

### Vice President

- Assists the President
- Assumes presidential duties when needed
- Supports committee coordination

### Secretary

- Maintains meeting minutes and records
- Oversees organizational documentation
- Supports communication of official Board actions

### Treasurer

- Oversees financial reporting and compliance

- Monitors budgets and financial health
- Supports financial planning efforts

(Adapted from Colorado Main Street officer framework recommendations.)

### **Board Makeup Goals**

Berthoud Main Street seeks balanced representation across the community and downtown district.

The Board should ideally include a mix of:

- Downtown business owners
- Property owners
- Residents
- Arts and culture representatives
- Historic preservation advocates
- Community stakeholders and volunteers
- Marketing, nonprofit, finance, and economic development professionals

The organization also values diversity of:

- Experience
- Perspective
- Background
- Skill sets
- Length of community involvement

### **Nominations Committee Overview**

The Nominations Committee is responsible for recruiting and recommending qualified candidates for the Board of Directors.

Recommended Composition

- 2 current Board members (1 officer)
- 1-2 community stakeholders or organization members

The committee is temporary and disbands following completion of the election process.

Responsibilities

- Solicit nominations and applications
- Evaluate board composition and organizational needs
- Review candidate qualifications
- Recommend a slate of candidates to the Board

Annual Board Recruitment Timeline

- July: Assess Board needs and skill gaps, Convene Nominations Committee
- August: Open application period, Community outreach and recruitment
- September: Review applications and interview candidates, Finalize nominations
- October: Board vote and Officer elections
- November/December: Board onboarding and committee assignments

Current and Developing Strategic Priorities

- Advancing Colorado Main Street designation

- Supporting downtown businesses
- Strengthening volunteer engagement
- Building sustainable funding and sponsorships
- Supporting preservation efforts
- Expanding downtown activation and events
- Strengthening community partnerships

### **Key Governing Documents**

Board members should become familiar with: [Organizational Bylaws](#)

### **Interested in Serving?**

Prospective Board members are encouraged to:

- Attend a community meeting
- Connect with current [Board members](#)
- Learn more about [Berthoud Main Street initiatives](#)
- Submit a Board Member Application during the nomination period:  
<https://forms.gle/xNKwSV4USzr8R3qy8>