



HOSTING MEETINGS FOR PROPERTY OWNERS



ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



ABOUT THE CREATORS

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Jay Schlinsog, CMSM is the owner of Downtown Professionals Network (DPN), a Franklin, TN-based firm specializing in innovative, market-driven downtown and business district revitalization and economic development solutions. He brings more than thirty years of experience gained while serving as chief executive with chamber and district management organizations, and through his work with communities and organizations across the United States.

Ben Muldrow is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.

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PROPERTY OWNERS MEETING GUIDE

Most every downtown or district management organization would agree that opportunities to bring property owners together to learn, plan, share news and collaborate are good things that stand to advance district revitalization and enhancement goals. Still, some organizations struggle in their efforts to gather interest or to maintain attendance and participation at property owner meetings.

While there may not be a single format or fix, common denominators of engaging and productive property owner meetings include:

1. Consistency in the meeting schedule
2. Multiple touchpoints and reminders for invitees
3. Punctual start and end times
4. A well-organized agenda with topics that are timely and relevant
5. Opportunities for attendees to actively participate

Hints & Tips for Organizing and Hosting Property Owner Meetings

Consider the following hints and tips as part of your plan to start, grow, or put a new spin on property owner meetings.

- Select a regularly scheduled meeting interval (e.g. bimonthly, quarterly, semiannually), day and time (e.g. third Thursday at 8 AM) for consistency.
- Select a “neutral” location for hosting meetings – typically a location without a governmental or political affiliation.
- Consider the benefits and drawbacks of hosting meetings at a set location for consistency versus rotating meeting sites among businesses and facilities for exposure and to enhance awareness.
- Compile and maintain current contact information for property owners/agents and other invitees (e.g. real estate agents and brokers, local government officials and staff, economic development partner organizations, etc.).
- Use multiple channels to promote meetings and to extend invitations and reminders to property owners and other meeting invitees (e.g. email, texts, social media, etc.).
- Consider using an alternative to the word “meeting” (e.g. roundtable, summit, collective, huddle, assembly, etc.) to promote property owner get togethers.
- Enlist the help of regular attendees to personally invite new property owners, and those who have never or only infrequently attend.



- Develop a “Master Agenda” (see the sample agenda at the end of this document) built around recurring agenda items or segments that can be easily updated. Examples of standing meeting topics or segments include:
 - o Updates from the organization
 - o Hot topics (pressing issues or subjects)
 - o District news and happenings
 - o Pertinent updates from officials and staff representing local government and economic development organizations
 - o Table talk (discussion and ideas-generating time devoted to a specific topic or pressing issue)
- Designate a facilitator or emcee who will take responsibility for shepherding the meeting agenda, activities, and discussions.
 - o Consider enlisting and/or training two or more individuals who are able and willing to share facilitator or emcee responsibilities throughout the year.
- Be punctual, start and end meetings on time, and stick to time parameters outlined in the agenda.
 - o Schedule and adhere to a one-hour meeting duration to better attract and retain attendees.
- Designate or assign tasks for taking attendance (consider using a simple sign-in sheet) and for compiling and distributing meeting notes to all district property owners.
 - o Be prompt and share meeting notes within one week or, better yet, within one or two business days of each meeting’s conclusion to encourage follow-up and attendance at future meetings.
- - Include opportunities for attendees to engage in discussions, ask questions, and participate. For example:
 - o Include a “Real Estate Moves and News” segment to provide a chance for property owners and agents to share news and announcements (e.g. planned property or building improvements, tenant changes and challenges, etc.).
 - o Invite other important economic development partners and technical assistance providers (e.g. EDC, SBDC) to share resources and promote strong public-private partner relationships.
- Solicit suggestions from attendees for upcoming topics.
- Periodically (e.g. semi-annually or annually) evaluate the meeting format and make changes or refinements, accordingly.
- Include one “table talk” discussion item per meeting/agenda. Pose a single question to focus the discussion and generate feedback and ideas relevant to the organization, property owners, and the district as a whole.



SAMPLE PROPERTY OWNERS MEETING AGENDA

Downtown Port City Quarterly Property Owners Summit

Tuesday, October 10, 2023 | 8:00 to 9:00 AM

Port City Entrepreneurial Center | 123 Main Street | Port City, ST 98765

AGENDA

8:00 a.m. Welcome and Introductions

8:05 a.m. Real Estate Moves and News

CJ Carson, Port City Main Street Economic Vitality Team Chair

8:15 a.m. Downtown Clean & Safe Task Force Update

Sgt. Veronica Sanchez, Port City Police Department

Pat Mahoney, Director of Public Works, City of Port City

8:25 a.m. Downtown Strategy Plan Update

Hayley Willis, Planner, City of Port City

Chris Chambliss, Consultant, Gemini Planning Associates

8:35 a.m. Port City Main Street Happenings

- Matchmakers Program and Micro Retail Grants Program Updates
Amanda Rios, Executive Director, Port City Main Street
- February Downtown Property Showcase Event
Kit Manning, Event Chair, Port City Commercial Group

8:45 a.m. Table Talk Question: What type of property improvements would you prioritize during the first phase of the proposed Downtown Component Grant Program?

8:55 a.m. Wrap Up

Table Talk Takeaways and Announcements

Next Downtown Port City Property Owners Summit: Tuesday, January 9, 2024

