

**Preservation Alliance of Minnesota
Minnesota Main Street Program Coordinator Position Description**

Position Objectives

The Preservation Alliance of Minnesota (“Alliance”) is seeking an economic development, historic preservation, organizational development, and/or promotions professional for the position of Minnesota Main Street Program Coordinator. The Program Coordinator will be responsible for administering the reestablished Minnesota Main Street Program, a program of the Alliance and the official statewide coordinating program of the National Trust Main Street Center®. The Program Coordinator will have the opportunity to build this new program and shape it into the future. It is anticipated that five communities will be accepted annually as certified Main Street programs that require direct services. The goal of this position is to empower communities that seek to capitalize on the unique assets and character of our historic downtowns. The Program Coordinator assists and promotes local revitalization efforts based on the Four Point Approach® developed by the National Trust Main Street Center®.

Organizational Description

The Alliance is Minnesota’s statewide, nonprofit historic preservation advocacy and education organization with a mission to preserve, protect, and promote Minnesota’s historic resources. Organized in 1981, the Alliance is a membership organization dedicated to educating the public about historic preservation and advocating for the preservation of invaluable historic properties. The Minnesota Main Street Program was established as an Alliance program in 2010 through a grant provided by the State of Minnesota from the Arts and Cultural Heritage Fund through the Minnesota Historical Society.

The Program Coordinator will bring the Alliance’s staff to four full-time professionals. The organizational operates with a budget of just over \$400,000 and is governed by a 19-member Board of Directors. The Alliance offices are located in 416 Landmark Center, 75 W. 5th Street, in downtown St. Paul with office hours between 9:00 a.m. and 5:00 p.m., Monday through Friday. Evening and weekend meetings and events also take place after regularly-scheduled hours of operation.

Position Funding and Location

The Minnesota Main Street Program Coordinator position has been financed in part with funds provided by the State of Minnesota from the Arts and Cultural Heritage Fund through the Minnesota Historical Society. The Alliance secured \$100,000 in grant funding through the Arts and Cultural Heritage Fund to administer Minnesota Main Street in fiscal year 2010 (January through December). The grant provides funding for the Program Coordinator position through December 31, 2010. Continuation of the Program Coordinator position is dependent upon continued grant funding in 2011, which is probable, but not guaranteed.

This is considered a full-time, temporary position continuing to December 31, 2010, with the possibility of creating a permanent position based on available funding. The Program

Coordinator is an employee of the Preservation Alliance of Minnesota and reports directly to the Alliance Executive Director.

This position will be based in the Alliance's St. Paul office, but will require travel throughout the state of Minnesota to provide on-site technical and training services. This position is a full-time, salaried, exempt position with the expectation that the Program Coordinator will work 40 hours per week at a prorated salary level of \$40,000 per year. All Alliance employees receive a benefits package of paid time off (PTO), a monthly health insurance stipend, and transportation/parking reimbursements. The Program Coordinator also receives a monthly cell and data plan stipend, mileage reimbursements, and pre-paid travel arrangements.

Position Responsibilities

National Main Street® State Coordinating Program Responsibilities

- Ensures that Minnesota Main Street educates and supports Minnesota communities in the revitalization of their historic business districts using the Four-Point Approach™ of the National Trust Main Street Center®.
- Adheres to the stipulations of contracts with the Minnesota Historical Society and the National Trust Main Street Center® including, but not limited to: collection of quarterly community metrics, assembly and delivery of reports, tracking hours and services, and ensuring proper use of the Main Street® trademark.
- Attends the Main Street® Basic Training and orientation within the first year of employment and the National Main Streets® Conference annually, including national coordinator meetings.

Program Administration

- Administer the Minnesota Main Street Program within the program budget and the stipulations of the Minnesota Historical Society contract.
- Facilitate an annual strategic visioning meeting with the Minnesota Main Street Steering Committee to develop and annual work plan.
- Create needed program documents to define the application and acceptance process to certify local Main Street® communities.
- Direct application, selection, and induction process for certified Main Street® communities in consultation with the Minnesota Main Street Steering Committee.
- Coordinate signing of local Memoranda of Understanding.
- Work closely with local Main Street® program managers to provide a sense of vision, strategic planning and overall implementation of the Main Street Four-Point Approach™

of design, organization, promotion and economic restructuring in their communities. Work directly with certified Main Street® communities providing technical support, training, and access to needed consultants during the start-up phase and beyond.

- Coordinate and schedule trainers and vendors to carry out the mission of the organization when necessary as required by community needs.
- Assist in training board members and volunteers, educating public and state officials, telling the positive aspects of the Main Street® program to local stakeholders, media and interested parties.
- Conduct annual review of certified Main Street® Programs.
- Provide support as time permits to Minnesota Main Street Network members.
- Provide direct staff support to the Minnesota Main Street Steering Committee and Advisory Committee. Coordinate with local, state, and national organizations and agencies to administer the Main Street® Program in Minnesota.
- Participate in regular Alliance meetings, including bimonthly Board of Directors and monthly staff meetings.
- Work with the Preservation Alliance of Minnesota staff to maintain a respectful, cooperative environment to facilitate achievement in individual responsibility areas and ensure efficient organizational operations. Coordinate regularly with the Field Representative in the area of field services, the Administrative Assistant on membership and communications, and the Executive Director on resource development and public policy.
- Perform other duties as assigned by the Executive Director of the Preservation Alliance of Minnesota.

Organizational Development

- Expand and foster the network of Main Street® stakeholders across the state of Minnesota who are willing and able to assist local communities with knowledge and experience. Serve as their link through individualized communication, electronic communication tools, and programs such as workshops, conferences, and events.
- Work actively to build constituent and financial support for Minnesota Main Street by maintaining records of contacts made, photographs of projects, and identifying and soliciting member and donor prospects for the Minnesota Main Street Network. Coordinate and support the Executive Director to facilitate resource development on behalf of the Minnesota Main Street Program.

- Identify local Main Street® communities for potential Alliance programs including training and scholarship recipients, 10 Most Endangered properties, and Minnesota Preservation Award candidates.

Promotions

- Represent the Minnesota Main Street Program at local, state, and national meetings based on a promotions plan developed annually. Speak for the program with members of the media, the Minnesota Legislature, local, state and national government agencies and elected officials. Act as a positive spokesperson for Minnesota Main Street, the Preservation Alliance of Minnesota, the National Trust Main Street Center®, the National Trust for Historic Preservation and its Midwest Office, and the State of Minnesota Arts and Cultural Heritage Fund of the Minnesota Historical Society.
- Act as a clearinghouse for information ensuring that Main Street® disseminates information and stimulates public interest in downtown revitalization as an effective source of community development through education programs and training in historic preservation skills and techniques.
- Educate, inform, and promote the importance of traditional commercial district revitalization and historic properties to encourage policies and programs that will support and strengthen Main Street® districts.
- Oversee, and have responsibility for, the promotion of the Minnesota Main Street Program through press releases, publications including brochures, newsletters, and magazines, and electronic platforms like the Alliance website, Minnesota Downtown E-News, blog posts, Facebook entries, and Twitter.

Minimum Qualifications and Skills

- Minimum of an undergraduate degree in community economic development, historic preservation, business administration, marketing, organizational development, or urban planning. Master's degree in one of the aforementioned fields is desirable.
- Three years working experience with a local or statewide Main Street® program required, or, five years experience working jointly in two or more of the aforementioned fields may be substituted for direct experience with a Main Street® program.
- Belief that historic properties are significant community assets that can be capitalized upon as the foundation of a successful local economic development program and how they contribute to community revitalization as a whole.
- The ideal candidate will demonstrate excellent leadership, organizational, written and verbal communication and presentation skills, the ability to develop and foster strong

working relationships with a wide range of stakeholders, and the ability to prioritize a large number of tasks and responsibilities. He/she must be energetic, self-motivated, imaginative, and well-organized.

- Demonstrated ability to develop creative leadership solutions in difficult and complex situations is necessary, as well as the ability to model this approach for others.
- He/she should understand the issues confronting business people, property owners, local government, public agencies and community organizations.
- General computer skills including familiarity with Microsoft Office programs required. Familiarity with other technology-based communication platforms desirable such as HTML code, blogs, Facebook, and Twitter are desirable.

Desirable Qualifications and Skills

- Demonstrated education and experience in more than one of the areas of the Main Street Four Point Approach®: economic restructuring, historic preservation, organization, promotion. Knowledge of historic preservation theory, regulations, and tools are especially desirable.
- Knowledge in any of the following areas will strengthen a candidacy: community economic and real estate development, historic preservation design, planning, and law, environmental or land use law, urban and regional planning, governmental relations, business administration, customer service and retail sales, finance, advocacy and community organizing, organizational development, mediation, facilitation and strategic planning, budgeting and accounting, marketing and communications, special events administration, information technology, and/or fundraising.
- Ability to establish priorities, work independently, effectively problem solve and proceed with objectives with limited supervision.
- Ability to direct and supervise others to meet program goals and objectives.
- Basic knowledge of American and Minnesota history and architectural history preferred.

Transportation and Physical Requirements

The Program Coordinator may be asked to travel for up to 10 days at a time (including overnight) and work a varied schedule that includes nights and weekends. Access to reliable transportation is necessary for program delivery. The Program Coordinator may be asked to lift and transport up to 30 pounds and stand or sit for prolonged periods of time at conferences or meetings.

Equal Opportunity

The Alliance does not discriminate against, or intimidate, or prevent the employment of any person or persons on account of race, creed, color, religion, national origin, sex, marital status, status with regard to public assistance, membership or activity in a local commission, disability, sexual orientation, or age.