

# Minnesota Main Street Memorandum of Understanding

## MINNESOTA MAIN STREET & DESIGNATED MINNESOTA MAIN STREET COMMUNITIES

AGREEMENT between Minnesota Main Street and XXXXX for the purpose of implementing the Main Street Approach to Historic Commercial District Revitalization for Calendar Year 2010.

THIS AGREEMENT is entered into and executed by Minnesota Main Street, and XXXXX herein referred to as “Designated Main Street Community”.

WHEREAS, this agreement is for the purpose of implementing the Main Street Approach to Historic District Revitalization in XXXXX pursuant to contractual arrangements between the National Trust Main Street Center and Minnesota Main Street.

WHEREAS Minnesota Main Street and all contractual agreements for support and technical assistance will focus on the revitalization of the Main Street District Area outlined in XXXXX formal application form.

THEREFORE, in consideration of the foregoing and mutual covenants and agreements contained herein, the parties have agreed to do as follows:

### TERMS AND CONDITIONS

#### SECTION 1 Minnesota Main Street agrees to:

##### Communication

1. Handle any or all communication between the Designated Main Street Community, the National Trust Main Street Center and Minnesota Main Street. Minnesota Main Street shall also act as the liaison between public and private organizations with interests and expertise in the areas of downtown development and preservation.
2. Provide:
  - Regular communication of information and announcements.
  - Notification of local, state and national training opportunities.
  - Complimentary registration fees for Main Street training when applicable.
  - Eligibility for scholarships and other grants when applicable.
  - Access to a menu of services offered by Minnesota Main Street staff or partnering organizations.
  - Eligibility for annual awards recognition in a variety of categories dealing with downtown revitalization efforts.



- Community and contact information on the Minnesota Main Street website and a link to local program or community website and/or e-mail address.
3. Facilitate statewide media coverage of Minnesota Main Street and Designated Main Street Communities.

### **Training and Consulting**

1. Access to complimentary consulting services on a continuing basis including telephone and e-mail.
2. One set of materials from the National Trust Main Street Center (Board Member Handbook, Design Committee Handbook, Organization Committee Handbook, Economic Restructuring Committee Handbook and Promotion Committee Handbook.) provided for all new communities when they enter the program. A two-day Main Street Basic Training will also be held for the newly Designated Main Street Communities. It is each community's responsibility to manage the materials and purchase replacement or additional copies from the National Trust Main Street Center or Minnesota Main Street.
3. Train a new manager (if necessary) in a one-day, on-site visit by Minnesota Main Street staff. Minnesota Main Street can also coordinate out-of-state training as necessary. The Designated Main Street Community is responsible for the travel, meals and housing cost of both in-state and out-of-state training.

### **Evaluation and Record Keeping**

1. Provide all necessary forms and paperwork required for record keeping and submission to Minnesota Main Street and National Trust Main Street Center.
2. Provide a year-end evaluation to review program accomplishments, make recommendations for improvement review goals and program work for the coming year and evaluate to determine or maintain National Main Street Community Accreditation.

### **Non-Discrimination**

1. Ensure fairness and equity without regard to race, color, gender, religion, age, disability, national origin, ancestry, marital status or sexual orientation. All terms and conditions shall be in compliance with Federal, State, and Local equal employment opportunity and anti-discrimination laws.

## **SECTION 2 To maintain Designated Main Street Community status with Minnesota Main Street and receive the privileges associated with the designation, agrees to:**

### **Four-Point Approach and Internal Organization**

1. Establish the Main Street revitalization methodology as the fundamental organizational framework of the organization, working comprehensively in all four areas of the Main Street Four-Point Approach® (Design, Economic Restructuring, Promotion, and Organization), with historic preservation as a key principle and practice.



2. Maintain an active Board of Directors and four working committees that correspond to the Main Street Four-Point Approach®.
3. In cases where the local Main Street program is under the umbrella of another organization, the Main Street program must be solely dedicated to implementing the principles of the Main Street Four-Point Approach® with a governing board solely dedicated to Main Street and a separate budget dealing only with implementation of the Main Street Program.
4. Develop, implement, and maintain community commitment to the comprehensive Main Street Four-Point Approach® as established and overseen by the National Trust Main Street Center and Minnesota Main Street. Demonstration of this support should be evidenced by the public and private sectors through financial contributions and in-kind or volunteer support.
5. Maintain a historic preservation ethic in the community, specifically through: an active and effective design management program; encouraging appropriate building renovation, restoration and rehabilitation with demolition as a last resort only after careful study and consideration of all alternatives; working to find adaptive use, financing and physical rehabilitation solutions; encouraging planning and policies which make it easy to develop commercial properties; providing financial and technical incentives to attract investment; and building public awareness and appreciation for the downtown commercial core's unique and historic buildings.
6. Develop and maintain an annual work plan.
7. Maintain the focus of the local Main Street program on the downtown district as defined in the formal community application for participation. Any changes to that district must be submitted in writing for approval to the Minnesota Main Street Steering Committee. In cases where the local Main Street program is under the umbrella of another organization, the focus of the Main Street organization must be first and foremost on the downtown district.
8. Follow all contractual requirements set forth by Minnesota Main Street and National Trust Main Street Center.

### **Memberships**

1. A one-year membership in the National Trust Main Street Center network.
2. Pay annual program fee as established by Minnesota Main Street.



### **Name and Trademark Use**

1. Acknowledge designation in the Main Street program through required usage of the Minnesota Main Street logo and/or tagline on all written materials, website, e-mail signatures and publications.
2. In cases where the local Main Street program is under the umbrella of another organization, the Main Street program must be clearly identified as the commercial district revitalization program (eg. Smithville Main Street, Big Lake Downtown Development, etc...) in the name of the organization to establish a clear and separate identity from the umbrella group. This includes name AND logo.

### **Staffing and Funding**

1. Employ a full-time or part-time paid professional Main Street manager who will be responsible for the day-to-day implementation of the local Main Street Program. In cases where the Main Street organization is under the umbrella of another organization, the paid professional staff must clearly track the hours spent on Main Street work.
2. In the event that the Main Street manager position is vacated during the term of this agreement, the community agrees to fill the position within a reasonable time with a person meeting the qualifications for the position. Upon filling a vacant Main Street manager position, the Designated Main Street Community will be required to send the new manager to the first available training program. The Designated Main Street community is responsible for the travel, meals and housing cost of both in-state and out-of-state training.
3. Meet all organizational legal and financial obligations required by the State of Minnesota and the Internal Revenue Service.
4. Provide and maintain a Main Street office with the necessary travel and operating budget. In cases where the local Main Street program is under the umbrella of another organization, a separate budget accountable to the implementation of Main Street and subject to review by Minnesota Main Street must be kept.

### **Evaluation and Record Keeping**

1. Conduct an annual employment evaluation of the paid professional Main Street manager.
2. Maintain records, information and key statistics according to the format provided to the Designated Main Street Community by Minnesota Main Street. In cases where a local Main Street program is under the umbrella of another organization, these statistics must first be provided to Minnesota Main Street or National Trust Main Street Center first, and then may be shared with other community development entities, governments, Main Street stakeholders and greater community.
3. Report key statistics to Minnesota Main Street on a quarterly basis. Reports are due to Minnesota Main Street on the first business day of January, April, July, and October.



Notice from Minnesota Main Street will be made to the Main Street Board President, Mayor and City Council President upon failure to submit these reports. Failure to submit quarterly progress reports may jeopardize standings with Minnesota Main Street and the National Trust Main Street Center.

4. Provide requested materials and information for the Minnesota Main Street annual report on or before identified deadlines.
5. Provide requested information to Minnesota Main Street and the National Trust Main Street Center on or before the identified deadlines.
6. Provide the Minnesota Main Street with copies of any program materials produced by the Designated Main Street Community when requested.
7. Complete all requirements pertaining to the year-end evaluation for the Minnesota Main Street and National Trust Main Street Center.
8. Maintain thorough records and photographic documentation of Designated Main Street Community programs, events, projects and building improvements.

#### **Training and Consulting**

1. Main Street manager is required to attend workshops and conferences, including all of the workshops and conferences sponsored by or hosted by Minnesota Main Street that provide continuing education and networking opportunities.
2. Up to six staff, board members, committee members or volunteers will have their registrations paid to attend local, state, and national Main Street training opportunities identified by Minnesota Main Street.
3. Assist with arrangements for technical assistance visits, workshops, conferences and public relations in the Designated Main Street Community.

#### **Non-Discrimination**

1. Ensure fairness and equity without regard to race, color, gender, religion, age, disability, national origin, ancestry, marital status or sexual orientation. All terms and conditions shall be in compliance with Federal, State, and Local equal employment opportunity and anti-discrimination laws.

The agreement term will be for calendar year 2010 from July 1, 2010, through December 31, 2010, and will be automatically renewed for successive terms of one full calendar year, until the parties mutually terminate the agreement, or unless suspended or terminated by Minnesota Main Street. Except for this first calendar year of 2010, all annual Minnesota Main Street fees shall be payable by the first (1<sup>st</sup>) day of January of each calendar year, unless written notice of termination is received by either Party not less than thirty (30) days prior to the date of expiration



of the Agreement. This first calendar year of 2010, all annual Minnesota Main Street fees shall be payable by the fifteenth (15<sup>th</sup>) day of July, 2010.

Either Party may, during the term of this Agreement, request amendments or modifications. Any change in the terms of this Agreement must be made in writing and approved by both Parties. Requests for amendment or modification of this Agreement shall be in writing to the Minnesota Main Street Steering Committee and shall specify the requested changes and the justification for such changes. The Steering Committee shall review the request for modification in terms of the regulations and goals relating to Minnesota Main Street. Should both Parties approve modification of the Agreement, an amendment shall be drawn, approved, and executed in the same manner as the original agreement.

If the agreement is terminated and the Designated Main Street Community organization is no longer affiliated with Minnesota Main Street, use of the Main Street name must cease according to prior agreement between Minnesota Main Street and the National Trust Main Street Center. Purchase of the National Trust Main Street Center Network Membership has no relevance or relationship with being a Designated Main Street Community, and does not allow any organization to use the name "Main Street" or call themselves as such.

The agreement becomes effective when signed as outlined on the next page and will be in force through the date noted unless otherwise cancelled or amended.



IN WITNESS WHEREOF, the parties have executed this Agreement:

DESIGNATED MAIN STREET COMMUNITY	
_____	_____
Main Street Program Manager	Date
_____	_____
Main Street Board President	Date
_____	_____
Executive Director (Embedded Program)	Date
_____	_____
Authorized Representative of Municipality	Date

MINNESOTA MAIN STREET	
_____	_____
Minnesota Main Street Program Coordinator	Date
_____	_____
Main Street Steering Committee Chair	Date
_____	_____
Preservation Alliance of Minnesota Director	Date



## Policy on the Use of the Name "Main Street"

The National Trust for Historic Preservation owns the trademark for the phrase "Main Street"<sup>1</sup> as it applies to the revitalization of traditional and historic commercial districts. The Trust allows local, regional, state, and citywide organizations involved in the revitalization of these commercial districts to use the name "Main Street" to describe their programs, according to the following guidelines:

### Local Main Street Programs' Use of "Main Street" Name

- Local non-profit or government-based Main Street programs may use the Main Street name if the Main Street revitalization methodology<sup>2</sup> guided by the "Eight Principles"<sup>3</sup> is the fundamental organizational framework of the organization using the name "Main Street." In particular, the organization *must* work comprehensively in all four areas of the Main Street Four-Point Approach®, with historic preservation as a key principle and practice, have a volunteer governing board and volunteer committees corresponding to Main Street's Four Points, and have paid staff.
- Main Street coordinating programs have sole discretion in determining whether a community may claim to be part of that Main Street coordinating program, designating communities as such through a selection process. See *Enforcement*, below.
- A "self-initiated" or "independent" local program (defined as an organization that utilizes the Main Street Four-Point Approach but has not been selected to participate in a statewide or citywide Main Street program) *may not* use "Main Street" in its organizational name without the express written permission of the National Trust. The Trust may grant permission for the organization to use "Main Street" in its name if it is able to determine with confidence that the local organization works comprehensively in all four areas of the Main Street Four-Point Approach®, with historic preservation as a key principle and practice, has a volunteer governing board and volunteer committees corresponding to Main Street's Four Points, and has paid staff.
- While "self-initiated" or "independent" local programs *may not* use "Main Street" as part of their organizations' names without permission from the National Trust, they may state that they utilize or follow the Main Street Approach in their commercial district

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<sup>1</sup> This includes variations on the phrase "Main Street," such as "Mainstreet," "Main Streets" or "MainStreet."

<sup>2</sup> Fundamental elements of the Main Street methodology include:

- Working simultaneously and comprehensively in all four areas of the Main Street Four-Point Approach™ (Organization, Promotion, Design, and Economic Restructuring);
- Using historic preservation as a key principle and practice in commercial district revitalization;
- Having a broad-based volunteer governing board;
- Having volunteer committees corresponding to Main Street's Four Points; and
- Having paid staff whose job focuses exclusively on commercial district revitalization.

<sup>3</sup> As described at [www.mainstreet.org](http://www.mainstreet.org), the Eight Principles are: Comprehensive, Incremental, Self-help, Partnerships, Identifying and capitalizing on existing assets, Quality, Change, and Implementation



revitalization efforts. This claim is subject to the same rules of enforcement as using "Main Street" in the organization's name.

- Use of the name "Main Street" by a local revitalization program does not necessarily mean that the program is part of a state, city, or regional coordinating program or that it meets the 10 criteria necessary to be an accredited National Main Street Program.
- Statewide, citywide, and regional Main Street coordinating programs are responsible for determining which communities within their geographic jurisdiction meet the 10 criteria of the National Trust Main Street Center's National Accreditation for local Main Street programs. The 10 criteria are:
  1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
  2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
  3. Has a comprehensive Main Street work plan
  4. Possesses and historic preservation ethic
  5. Has an active board of directors and committees
  6. Has an adequate operating budget
  7. Has a paid professional executive director
  8. Conducts a program of ongoing training for staff and volunteers
  9. Reports key statistics
  10. Has current membership in the National Trust's National Main Street Network membership program
- Purchase of National Trust Main Street Center Network Membership has no relevance or relationship with local Main Street program selection/designation, and does not convey permission for any organization to use the name "Main Street" or to call themselves such.

### **Coordinating Main Street Programs' Use of the Main Street Name**

- The National Trust permits only officially recognized state, city, and regional Main Street coordinating programs to use the Main Street name to describe the organization.
- Statewide, citywide, and regional coordinating Main Street programs must meet national criteria established by the National Trust for Historic Preservation in order to use the name "Main Street."
- Use of the "Main Street" name by a coordinating Main Street program does not necessarily mean that the program meets the standards required for coordinating program accreditation.



## Enforcement

The National Trust places tremendous value on the Main Street brand and vigorously protects its trademark rights. When informed of examples of misuse of the Main Street name, the Trust actively pursues a cessation of use of the name by the offending organization and is prepared, when required, to take the appropriate legal action to uphold the above standards and policies. Statewide, citywide, and regional coordinating programs should alert the National Trust to any local organizations that use "Main Street" in their name but *do not* make the Main Street revitalization methodology the fundamental organizational framework of their programs. Statewide, citywide, and regional coordinating programs should also alert the National Trust to any local organizations that claim to follow the Main Street Approach but are not actually using any or all of Main Street's Four Points. The National Trust will contact these communities and ask that they discontinue use of the name "Main Street."

Statewide, citywide, and other coordinating Main Street programs<sup>4</sup> are permitted to deny local Main Street organizations the privilege of using the name "Main Street," if the local organization is an active participant in the coordinating program but has ceased to follow the guidelines established by the coordinating program. The coordinating program has the authority to request that the offending organization immediately cease use of the Main Street name, and the coordinating program may also determine the conditions under which the organization may be allowed to resume use of the Main Street name. The coordinating program does not have the authority to deny the use of the Main Street name to organizations outside its selected/designated participants. That responsibility rests solely with the National Trust, which will examine and act accordingly upon reported instances of misuse of the Main Street name.

**We have read the National Trust's Policy on the Use of the Name "Main Street", understand and agree to abide by it:**

### DESIGNATED MAIN STREET COMMUNITY

\_\_\_\_\_

Main Street Program Manager

\_\_\_\_\_

Date

\_\_\_\_\_

Main Street Board President

\_\_\_\_\_

Date

\_\_\_\_\_

Executive Director (Embedded Program)

\_\_\_\_\_

Date

\_\_\_\_\_

Authorized Representative of Municipality

\_\_\_\_\_

Date

<sup>4</sup> A Main Street Coordinating Program is a government or non-profit organization that provides structured technical assistance and training to a group of local commercial district revitalization programs, which are usually selected through a competitive selection process. Statewide and citywide Main Street programs, and regional programs that focus on a specific multi-community area, e.g. a county, are all examples of coordinating Main Street programs.



# Minnesota Main Street Logo Policy

black & white



Tagline

color



Tagline

## TAGLINE

[insert name of organization] A Minnesota Main Street Community  
[insert name of organization] A Minnesota Main Street Partner

## PURPOSE

To promote and recognize the unique position of Minnesota Main Street communities in relation to non-Main Street communities and within the network of Main Street communities nationwide.

## REQUIREMENTS

Designated Minnesota Main Street communities and partners are expected to use the logo and tagline on advertisements, brochures, flyers, newsletters, publications, signage, websites, and other opportunities where it is appropriate. The logo must be presented “as is” and used in its entirety. Nothing should be added to the logo and nothing should be subtracted from the logo. Only this logo and these taglines may be used. The logo should not be combined with other graphical elements (for example replace color fill with pictures, incorporate other logos or words in the logo, etc.). Logo colors should not be changed and the elements within the logo should not be removed or distorted. The tagline should not be moved or altered.

From time to time, Minnesota Main Street will grant permission for outside use of the logo for sponsorship or other related purposes.

Minnesota Main Street permits only current officially designated local Main Street programs and governing partners to use the name, logo, and taglines. The communities and governing partners authorized to use the logo and tagline include:

List A

List B

