

**EXHIBIT G-2**  
of  
Port Main Street Inc. By-Laws  
Article 6

Port Main Street Executive Director  
Terms of Employment  
Job Expectations, Responsibilities and Duties

Terms of Employment:

The work schedule is at least 40 hours per week. Policy is flexible regarding specific hours and days worked each week except for office hours, which are set below. Any previously authorized vehicle travel, for Program purposes, will receive mileage reimbursement at the rate of \$0.30 per mile. This position may require evening and weekend commitments with the ability to work out of doors in varying weather conditions, temperatures, etc. Opportunities for Program training and professional development will be provided; travel and conference expenses will be covered with prior written approval.

Salary and Benefits:

Salary range of \$45,000 - \$55,000 per year (52 weeks paid bi-weekly) based on experience and qualifications. Three (3) weeks (40 hours per week = 120 hours total) of, use or lose, paid vacation per calendar year. Four (4) days (32 hours) of, use or lose, paid sick leave per calendar year. Benefits are subject to the Personnel Policy of the Board of Directors.

Title: Program Director aka Executive Director

Reports to: Port Washington Main Street Board of Directors

Job Summary:

The Executive Director is responsible for coordinating the Program by working extensively with the Program; Board of Directors (Board), officers, committees, volunteers, the Port Washington Business Improvement District (BID) property and business owners, Supporters w/o Voting Rights (Supporters), the local business community at large, service organizations and local government. The Program employs the Main Street American "Four Point Approach" to downtown revitalization, with activities organized around the core elements of Organization, Promotion, Design and Economic Restructuring to revitalize and unify the historic Port Main Street Program area. As the Program Executive Director, your job will be to help the Program grow in line with the Program's Vision, Mission and Strategy bringing new opportunities to Port Washington.

Guidance and Evaluations:

The Executive Director shall receive general direction from the President of the Program, with guidance and input from the Board. The President annually, approved by the Board, shall give the Executive Director a written performance review based on this document.

Responsibilities and Duties:

a) Coordinate efforts between the Board, officers, committees, volunteers, the BID property and business owners, Supporters, the local business community at large, Port residents, media, and investors to promote and grow downtown Port Washington.

- b) Ensure the Programs committees responsibilities are being fulfilled, communication among committees exists, and that their work plans are being implemented.
- c) Effectively report back to Board the activities, accomplishments, and issues of the various committees.
- d) Manage, implement as necessary and maintain all administrative aspects of the Program including; daily operations, purchasing, systems of records and documents/records, preparing all reports required by; the Board, President, funding agencies, the Wisconsin Main Street (WEDC) program and by the national Main Street Center.
- e) Facilitate budget needs, constraints and tracking with the assistance of the Treasurer.
- f) Maintain adequate and necessary records regarding economic statistics, business and property information and contacts, job creation, business retention and recruitment in the BID.
- g) Suggest strategies to the Board regarding the BID economic development; focusing on business retention and recruitment, historic preservation, execute the Board's decision and provide follow up reports and analysis.
- h) Become familiar with all individuals and groups directly and indirectly involved in the Program area, communicating appropriate information and developing additional partnerships with them to effectively utilize all available resources.
- i) Maintain adequate and necessary historical records and/or have access to; regarding descriptions of individual buildings or properties, photographic documentation of all physical changes, document current or best use and prioritize efforts to work with owners on rehabilitation.
- j) Serve as the Program's liaison to coordinate all communications with the Board, officers, committees, volunteers, the BID property and business owners, Supporters, the local business community at large to continually development and promote a strategic plan for the Program area.
- k) Responsible for planning, coordination, follow up reports and analysis as well as promoting all the Program's events, festivals and additional events as directed by the Board.
- l) Communicate effectively with the Event Champions and/or execute as necessary to ensure that all events occur as planned
- m) Create and maintain; marketing material, press releases, grant writing, fundraising, and business retention and recruitment efforts.
- n) Supervise support staff, assistants, consultants, interns and volunteers – as necessary.
- o) Recruit and oversee an active volunteer force.
- p) Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of the community's assets and to foster an understanding of the Program's vision, mission and strategy. Through speaking engagements, media interviews, appearances, and public contact, keep the Program highly visible in the community.
- q) Consult with individual business tenants and/or property owners regarding physical improvement projects; informing and bringing into play appropriate committees and providing information on available financial resources.
- r) Develop and maintain a, timely, two-way communication system with the Board, officers, committees, volunteers, the BID property and business owners, Supporters, the local business community at large, Port residents, media, and investors such that the Program is responsive to the needs of the stakeholders.
- s) Maintain State (WEDC) and National Main Street Program accreditation.
- t) Uses sound judgment in prioritizing and allocating appropriate time and assets for the needs of the Program.
- u) Builds and maintains strong working relationships with partners, sponsors, donors and local, state and national governmental organizations.
- v) Adheres to all requirements as set forth in the Program's By-Laws and Exhibits.
- w) Works with Treasurer and accountant to ensure all requests for payment are appropriate, financial statements and reports are produced in a timely manner.
- x) Possess and process confidential and private information with a high degree of discretion ensuring both physical documents and electronic documents and data are stored in a locked cabinet and/or facility and/or are password protected.
- y) Maintain a, dynamic, calendar encompassing all the Program's activities and requirements.

- z) Ensure effective systems to track the Program's progress: regularly evaluate the components, detail elements of the successes and failures, provide follow up reports and analysis, recommend options to enhance the Program and effectively communicated recommendations to the Board, officers, committees and others as necessary.
- aa) Initiate and maintain accurate and current electronic contact lists of the Programs; Board, officers, committees, volunteers, the BID property and business owners, Supporters, and all supporting product and service providers.
- bb) The Port Main Street Inc. Executive Director Job Description should be read in conjunction with the Port Main Street Inc. Terms of Employment being equal and jointly applicable.

Administrative Duties include but are not limited to:

Daily Duties:

- a) Email follow up within two (2) business days of receipt.
- b) Phone call (cell and office) follow up within two (2) business days of receipt.
- c) Coordinate/manage office staff/volunteer duties and projects.
- d) Daily Journalize and comment on each contact/s as to whom, major points of discussion, needed research, necessary follow up, coordination with other contact/s and resolution.
- e) Other as necessary

Weekly:

- a) Maintain a set office schedule, as determined from time to time by the BODs and/or President, that provides a mix of morning, afternoon and evening hours such that the Executive Director is available to the Program's stakeholders on days and at times convenient to them.
- b) Other as necessary.

Monthly:

- a) At least sixteen (16) in person visits with the Program's property or businesses owners (or designate) on a rotating basis, ten (10) of which are first contacts until each property and business owner in the Program has been visited at least once annually.
- b) Prepare concise report for the Executive Committee and Board of Directors monthly meetings.
- c) Work with committee chairs to prepare for monthly meetings and specific events.
- d) Attend all monthly meetings.
- e) Prepare the Wisconsin Main Street (WEDC) report.
- f) Other as necessary.

As Needed:

- a) Attendance at and/or assistance with; special events, programs and meetings as approved by the Program Board or President.
- b) Attendance at education or training opportunities as approved by the Program Board or President.
- c) Implement and/or manage systems that result in improved efficiency and/or effectiveness.
- d) Other as necessary.