



CALL FOR DELEGATES

The Green Line Marketing Collaborative is requesting partnership from local community delegates in our efforts to activate the OnTheGreenLine.com marketing resources. Our plan is to form a body of representatives from the participating neighborhoods and districts that will provide ongoing leadership and oversight for this resource moving forward. We have recently received funding from Central Corridor Funders Collaborative to enable us to move this process forward and are now in the process of recruiting district ambassadors.

Description For Green Line Ambassadors

Each District Ambassador will work to:

- Invite local stakeholders to a planning event / listening session where we will collect community feedback on the “OnTheGreenLine.com” website and resources.
- Distribute postcards, flyers, and invitations to the planning session for their district.
- District Ambassadors will be expected to recruit at least 10 representatives from their neighborhood / district at their neighborhood’s listening session.
- Serve as the lead representative for their district on the very first panel, committing to 4-6 advisory committee meetings between 2015-2016.
- Provide feedback on the initial strategic plan for the On The Green Line brand.

Interested applicants must be available to attend an orientation session on November 4, 2015 from 12:00pm - 1:00pm.

We aim to have representation from the following:

- Downtown Minneapolis
- West Bank
- Stadium Village
- Prospect Park
- Raymond Creative Enterprise Zone
- The Midway
- Historic Frogtown
- Historic Rondo
- Little Mekong
- Rice St North End
- Lowertown

Compensation:

- District Ambassadors will each receive a \$1,000 stipend for their time over the first year.

The overall plan is as follows:

1. The website for the Green Line has been dormant since launch, and we are currently working to re-activate this resource.
2. We plan to engage stakeholders from the participating districts for feedback on any needed improvements to the site or ways to utilize the resource moving forward.
3. Throughout this process we will craft a governing committee with representation from each district to help oversee the site moving forward.



DELEGATE APPLICATION FORM

Please fill out the form below and submit to: info@thewestbank.org. All fields are required. Applications must be received by September 30, 2015. Delegates will be notified of their selection by October 15, 2015.

Name: _____

Organization (if any): _____

Address: _____

Email: _____

Phone: _____

What experience do you have with district marketing and/or community outreach?

What resources (networks or org resources) are you able to bring to this process?

I have read the contract description and understand the responsibilities of this position.

Name, Signed

Name, Printed