

Good Evening Miracle Mile Merchants!

The new 2018 MMID Board met last month and held our strategic planning session and one of the subjects that quickly came up was how can we best support the Miracle Mile Merchants Committee (MMMC) which has been doing wonderful work over the past few years holding events, organizing marketing campaigns and bringing merchants together for the common good of the district? By the end of that two-day strategic planning session, we had set our #1 objective of 2018...to work with the existing MMMC to create a structure in which the Board can best provide the resources needed to the MMMC to allow them to continue to work towards our shared goals. Here are the details of that strategic objective:

## DEVELOPING & FORMALIZING THE MIRACLE MILE MERCHANT COMMITTEE

- ✓ Committee Structure
- ✓ Expectation Setting (Roles & Responsibilities)
- ✓ Funding & Financial Oversight
- ✓ Reporting Processes
- ✓ MMID By-Laws Revisions As Necessary



So, over the past month the Board Bylaws, Policies & Procedures Committee has been working hard to put together a skeleton to start the discussion as to how this all could look. We as a Board want to empower the MMMC to continue the fantastic work they have been doing and make available to them the majority of the funds in our annual budget that are earmarked for events, marketing and promotions. We also wish to formalize a structure so that said funds are spent in a way that is responsible, transparent and in line with the vision and mission of the Miracle Mile. I am attaching said potential committee structure to this email for consideration. Please understand, this is not a final or concrete document. Our wish is to give all Miracle Mile merchants a chance to look this over, consider the details and come to a "town-hall" style discussion meeting (agenda attached) to be held on the morning of May 15<sup>th</sup> @ 9:00AM to give feedback, ask questions and hopefully move this discussion forward. You are also welcome to respond back to this email with any communication you wish, I would be happy to answer any questions in advance of the meeting if so desired. Otherwise, we hope to see you at the meeting on the 15<sup>th</sup>!

Best Regards,

**Matthew P. Grizzle**  
**2018 MMID Board President**  
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