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**Downtown
100
Annual
Report**

FY'10/'11

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Downtown Norfolk Council 



Downtown 100

MISSION

The Downtown 100 is a highly motivated group of 100 volunteers who live or work downtown and who volunteer their services to support the vision and mission of the Downtown Norfolk Council.

OBJECTIVES

Leadership Development

Downtown 100 members are the emerging community leaders. The Downtown 100 provides members opportunities to become better informed about community issues and tools to enhance their leadership skills.

Community Awareness & Involvement

The Downtown 100 sponsors issue-related forums that allow members to meet with city and regional leaders. Downtown 100 members are also provided the opportunity to attend Downtown Norfolk Council events and briefings. These forums and briefings are vehicles that serve to inform and involve members in issues relevant to the downtown community.

Networking & Volunteerism

The Downtown 100 provides members with both volunteer and networking activities. Social functions provide opportunities for networking and friendship. Volunteer efforts provide a meaningful service to the downtown community and therefore to the economic health of our region.

Downtown 100 Steering Committee

Chair

Luke Downing
Ghent Computer

Chair-Elect

David Chase
Wall, Einhorn & Chernitzer

Members

Holly Christopher	City of Norfolk
Kelly Harlan	Virginia Arts Festival
Thomas Leeman	Wells Fargo Advisors
T. Preston Lloyd	Williams Mullen
Alan Smith	Heritage Bank
Tom Van Benschoten	Rover Cruises
Aaron Zielinski	Wells Fargo Advisors

Staff Support: Cathy Coleman
Downtown Norfolk Council

Ginger Johnson
Downtown Norfolk Council

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Is this year over already? Time flies when you are having fun!

First, thank you, the members of the Downtown 100, for all the hard work you have done this year. You are truly the ones who do all of the hard work that makes this great organization tick. It has been particularly exciting for me to see the level of dedication and energy this year from new members.

I joined the Downtown 100 to get more involved with the key issues Downtown, to volunteer, to meet interesting people, to gain some leadership experience and to have a lot of fun along the way. The Downtown 100 has done all of these things and more for me and I hope that it does for you also.

We started this year with the goal of building upon past successes but also to mix things up a bit with new opportunities. We have continued with past opportunities like our Food Drive, Hops, and Leadership Forums. However, we have also added new opportunities such as our Fall Kickoff Party, Book Sorting, a meeting with City Council members, and more. In addition, you have done a great job recruiting new members and keeping the membership process organized. Our communications have improved with the expansion of our Facebook page, business cards, and continuing our monthly newsletters. Finally, we have made some structural and procedural changes that will help the future leaders of the Downtown 100 operate more effectively.

I am truly honored to serve as the Chair of this great organization that I feel truly makes a difference Downtown and is grooming our future leaders. Over the next year we will increase our role in Civic Engagement in addition to all of the other opportunities we will have. There are many challenges that face our City and our Downtown. I think the Downtown 100 with the great support and guidance of the Downtown Norfolk Council is ready to step up and meet those challenges.

Here's to an amazing 2011-2012.

Sincerely,

A handwritten signature in black ink, appearing to be 'L. Downing', enclosed in a circular scribble.

Luke Downing
Chair, Downtown 100

DT100 Committee Summary

Downtown 100 Steering Committee*

- Coordinate all Downtown 100 committees.
- Discuss and recommend Downtown 100 policies and procedures.
- Chair serves as liaison to the DNC Board of Directors.
- Chair-Elect assumes the duties of the Chair in their absence.

**Steering committee consists of chairs of all Downtown 100 committees plus the immediate past chair of the steering committee and two at large members to be selected by the Downtown 100 Chair.*

Projects Committee

- Research, recommend and coordinate the Downtown 100's involvement in projects that, on a long-term basis, will have an impact on downtown and the success of the Downtown 100.
- Research, recommend and coordinate one-time volunteer projects for the Downtown 100.

Events Committee

- Develop, recommend and organize exciting and innovative social/networking events for DT100 members
- Keep Downtown 100 members informed of events coordinated by other organizations that may be of interest to Downtown 100 members.

Leadership Development Committee

- Develop, recommend and organize quarterly forums to keep members informed about community issues.
- Solicit feed back from members regarding issues of interest to the members.
- Coordinate leadership development seminars for Downtown 100 members.

Communications Committee

- Responsible for conveying Downtown 100 information to Downtown 100 members.
- Compile and write monthly Downtown 100 newsletter.

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Downtown 100 Communications Committee

Chair

Holly Christopher
City of Norfolk

Members

Jeff Bennett	Anders Williams Properties, Inc.
Danielle Burns	The Virginian-Pilot
Valerie Huber	Foley Huber, P.C.
Khalilah LeGrand	Peninsula Institute for Community Health
Janine Marshall	Largo Financial Services
Thomas McNally	Wilbanks Smith & Thomas
Vincent Navarre	Lusteration Performance LLC
Kelly Stefanko	National Science Foundation

Staff Support: Noel Gramlich
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Downtown 100 Communications Committee

Goals

- Reorganize layout of newsletter.
- Generate more awareness of Signature Project and community volunteerism activities and DT100 events.
- Improve the quality, readability, attractiveness, accuracy and timeliness of Downtown 100 communications both internally with its members and externally with the public.
- Encourage all committee members to become actively engaged with the development of the monthly newsletter.
- Create more visibility and awareness in the community in an effort to assist with the recruitment of Downtown 100 members.
- Continue to produce an interesting and informative newsletter that will be delivered to the Downtown 100 in a timely manner.
- Act as ambassadors for Downtown 100 by sharing the mission and vision of the organization at events and activities in the community.
- Utilize social networking and other new technology to communicate with current members on a more frequent basis.

Accomplishments

- Provided accurate, timely and necessary information to Downtown 100 members through the compilation of the monthly newsletter.
- Utilized Downtown 100 Facebook Page to provide continuous updates and event promotion to members.
- Communicated Downtown 100 events, forums and community service by creating and distributing news releases and e-blasts to various organizations and media outlets.
- Developed a DT100 business card for distribution by members to prospective members and partners.

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Downtown 100 Events Committee

Chair

Kelly Harlan
Virginia Arts Festival

Vice-Chair

Kelly Conway
Chrysler Museum of Art

Members

Diane Ambrester	Novo Nordisk
Eileen Aquino	Wachovia/Wells Fargo Bank
Brian Bouma	Brand Fuel
Michelle Catalano	Sandler Center Foundation
Katie Cline	Nancy Chandler Associates
Lisa Coleman	Norfolk City Union of the King's Daughters
Katie Dougherty	U.S. Attorney's Office
Lisa Fisher	Nauticus
Robert Foley	Foley Huber, P.C.
Debra Freeman	Children's Hospital of the King's Daughters
Michael Hull	Monarch Bank
Rachelle Lee-Warner	Attorney
Bruce Lo	Emergency Physicians of Tidewater
Lamont Maddox	Guidance Law Firm, P.C.
Zack Mansell	Norfolk Walkabouts
Jessica Mathews	Norfolk Festevents
Kimberly Miller	Monster.com
Matthew Nusbaum	S.L. Nusbaum Realty Company
Rebecca Oribello	Norfolk NATO Festival
Susan Pollock	City of Norfolk—Planning & Community Development
Paula Racey	Dupont Sustainable Solutions
Krista Sowers	US Army Corp of Engineers
Christine Stewart	The Virginian-Pilot
W. Jamie Summs	Bank of the Commonwealth
Melissa Taylor	Dominion Capital Partners
Arlene Winslow-Potts	Mercer

Staff Support: Noel Gramlich
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Downtown 100 Events Committee

Goals

- Improve attendance at monthly committee meetings.
- Increase committee member participation in DT100 projects, DT100 leadership forums and Downtown Norfolk Council events.
- Find new and creative event opportunities.
- Improve quality and attendance of existing “Signature” events: Holiday Hop and Annual Meeting.

Accomplishments

- Organized kick-Off BBQ Event at the Pagoda in September to re-ignite membership. 40 members and guests attended.
- Held first ever morning event at Bean There Café. Coffee Tasting in November added diversity of event times and types as well as helped a new DNC business with recognition.
- Continued the Holiday Hop tradition in December. 70+ members attended. Raised \$325 for the Foodbank of Southeastern Virginia.
- Hosted a Recruitment Event at Town Point Club in February at no cost to DT100 or guests.
- Partnered with Virginia Symphony on Tribute to the Beatles Event with pre-show mixer at Guadalajara. Recognized by Symphony Director, Eric Borenstein, as special guests.
- Beer Tasting at Freemason Abbey with local brewery O’Connors, complete with lecture, tasting, appetizers, and beer specials.
- Stay and Play at the New Jewish Mother Downtown.
- Added a historical walking tour to the Spring Hop. Raised a total of \$170 for the Foodbank of Southeastern Virginia.
- Planned mixers with other committees in order to encourage networking and idea sharing between committees.

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Downtown 100 Leadership Development Committee

Chair

Aaron Zielinski
Wells Fargo Advisors

Vice-Chair

Fred Rose
Dominion Enterprises

Members

John Alford	City of Norfolk –Design Center
Paul Ariola	Dale Carnegie Training
Meredith Badali	Kemper Consulting, Inc.
Ted Bartlett	Nauticus
Holly Bodner	Wall, Einhorn & Chernitzer, P.C.
David Chase	Wall, Einhorn & Chernitzer, P.C.
Laura Gwathmey	Physicians for Peace
Sarah Holley	Smithfield Foods
Mark Kloeppe	Norfolk Southern Corporation
Anne Knox	Hope House Foundation
Jessica Lehmann	Foodbank of Southeastern Virginia
Horace Mebane	Central Parking Systems
Corrynn Peters	Phillips & Peters, PLLC
Lisa Raines	Troutman Sanders, LLP
Cart Rixey	Norfolk Circuit Court Clerk’s Office
Sam Schwartz	Senator Mark Warner’s Office
Eric Schweizer	Witt Mares PLC
Andrew Sinclair	Hampton Roads Partnership
Rex Workman	Bank of America

Staff Support: Cathy Coleman
Downtown Norfolk Council

Downtown 100 Leadership Development Committee

Goals

- Maintain at least 67% committee involvement.
- Achieve a minimum average attendance of 50 members at each Leadership Forum.
- Hold 4 Leadership Forums on topics that may include social, civic, political, business, or environmental interest.
- Coordinate Leadership Forums with Events and Membership Committees to maximize attendance and recruit prospective members.
- Develop new ways to engage and develop the leadership skills of Downtown 100 members.

Accomplishments

- Maintained an active and dynamic committee membership.
- Presented three Leadership Forums featuring distinguished speakers from Hampton Roads.
- Planned and delivered an interactive panel discussion with two Norfolk City Councilmen, Andy Protogyrou and Tommy Smigiel. Focused on their views, our views, and how young leaders can get more involved in the community. We envision the event as the start of an increase in our organization's civic engagement.
- Brought together four experts on social media for a Social Media Summit. The sold out event was a huge success. We plan to continue having one "workshop" style event each year.
- Continued a teaming approach with Events and Membership Committees to promote events.

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Downtown 100 Projects Committee

Chair

Alan Smith
Heritage Bank

Vice-Chair

Victoria Dietz
Bon Secours
Hampton Roads Foundation

Members

Kandis Burnworth	Access Aids Care
Robert Camlin	Associated Builders and Contractors, Inc.
Lori Crowe	Norfolk Public Library
Linda Daniel	Nancy Chandler Associates
Alexandra Duquette	Dominion Enterprises
Katie Ellis	ESMI
Drew Gebler	VIA design architects, pc
Gillian Hammond	Brand Fuel
Trey Hannah	Hannah's Hallmark
Lareina Holloway	WVEC – TV 13
Trevis Johnson	Norfolk Southern Corporation
Darren Klink	Greenlink Marketing Advisors
Lauren LaBonte	Heritage Bank
Jenny LeHew	Virginia Arts Festival
Whitney Lester	Moore Group
Jan Liu	Wachovia/Wells Fargo Bank
Jessica Martyn	Troutman Sanders, LLP
Pamela Morrow	McPhillips, Roberts & Deans PLC
Ben Munson	Old Point National Bank
Allyzabethe Ramsey	City of Norfolk
R. Alex Raney	Wells Fargo Home Mortgage
Cameron Roundtree	U.S. Attorney's Office
Katie Rudnicki	United Way of South Hampton Roads
Nicole Selvaggi	WVEC TV-13
Drewry Tatterson	The Virginian-Pilot
Carol Tayloe	Tayloe Associates, Inc.
Margie Thrift	Sales

Staff Support: Noel Gramlich
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Downtown 100 Projects Committee

Goals

- Introduce new activities to the DT100 membership
- Provide a volunteer opportunity every month
- Provide a variety of activities to meet different needs
- Start supporting non-profit groups that our membership work for or are involved with
- 7 to 10 member volunteers for everything and would like for 2/3 of those to be from a committee other than projects

Accomplishments

- Held first ever American Red Cross Blood Drive, exceeding the goal by collecting 41 pints of blood (103% of goal) which has the potential to save up to 123 lives.
- Organized Clean the Spot in conjunction with Keep Norfolk Beautiful-Great American Cleanup. Twenty-two volunteers collected 330 lbs of debris along 2 miles of the Hague waterfront.
- Began a new partnership with The Up Center / Up Center Books. Sorted over 200 boxes, containing thousands of books over 4 visits – which helped with opening their new book store and kept their online revenue stream going, which assisted with transitioning homeless women into the workforce. The DT100 helped man various sites to assist Up Center Books with its first ever book drive.
- Continued work with the Foodbank of Southeastern Virginia, volunteering over 157 hours and packing approximately 1,100 back packs on each visit. The DT100 also helped sort thousands of pounds of food.
- Held the 3rd Annual “Downtown Has Heart Food Drive”, June 6-17. Twelve downtown office buildings participated, collecting enough food to provide over 900 meals. Media coverage from two major news stations.
- Organized ForKids Annual Career Day at WVEC-Channel 13. Over 25 children participated in this annual event.

Downtown 100 Membership Statistics

T. Preston Lloyd, Membership Chair

Net New Members: 10

Current DT100 Members: 91

Downtown 100 is seeking 9 more qualified individuals to join.

Downtown 100 Membership Business Breakdown

City of Norfolk	4
Commercial Services	7
Education	3
Entertainment/Sports	8
Financial Services	14
Legal Services	9
Maritime	1
Media	7
Non-Profit	15
Federal and Local Government	3
Personal Services	1
Business Consulting	4
Accounting	4
Architecture	1
Medical/Dental	3
Commercial Real Estate	1
Residential Real Estate	2
Retail	1
Sales	1
Transportation	2
	91

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OUR VISION

The Downtown 100 is a recognized and valued community resource. It is the leadership development “organization of choice” for a diverse and influential group of young and young-thinking professionals who are actively engaged in helping Downtown Norfolk reach its full potential as a dynamic and vital urban center.

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June 2011