

The St. Cloud Downtown Alliance

Mission: Lead a vibrant, thriving downtown by supporting economic growth, enhancing public spaces and fostering a sense of community.

Board Application

Thank you for your interest in joining the Downtown Alliance Board. We value the expertise, vision, connections, and leadership that Industry leaders like you bring to our organization. Please fill out the following application to help us understand how you can contribute to the growth and vitality of our downtown community.

Applicant Information

- **Name:**
- **Title:**
- **Business Name:**
- **Email:**
- **Phone Number:**
- **Business Address:**

1. Vision for Downtown St. Cloud

Please describe three opportunities the Downtown Alliance can pursue to enhance the vibrancy and appeal of downtown St. Cloud.

2. Connections and Network

How do you envision leveraging your professional connections and network to support the Downtown Alliance's mission? Please list any specific organizations, individuals, or groups you are connected with that may benefit our initiatives.

3. Availability

Being on the Downtown Alliance Board requires a commitment of time and energy. Please outline your availability to attend board meetings, participate in committees, and engage in community events.

4. Interest in the Downtown Development of St. Cloud

What drives your interest in the Downtown Alliance? Please share your thoughts on downtown development and any specific areas you are passionate about, such as economic growth, community beautification, or cultural events.

5. Additional Comments

Please share any additional information or insights that you believe are relevant to your application.

Board Matrix: [Application Board Matrix worksheet.xlsx](#)

Please complete the attached Board of Directors strengths matrix. We understand that not everyone will have expertise in every area, and we don't expect proficiency across all categories. However, as we cultivate the Board, our goal is to create a well-rounded and strong leadership team. Your input will help us achieve that.

Acknowledgment

By submitting this application, I confirm my commitment to the mission and goals of the Downtown Alliance. I am eager to contribute my time, expertise, and resources to support the continued growth and success of downtown.

Signature:

Date:

Please return your completed application to the Director of the Downtown Alliance, Rachel Lolmasteymaugh at Rachel@stcloudareachamber.com. We look forward to reviewing your application and exploring how we can work together to make downtown a vibrant and thriving community.

Downtown Alliance Board of Directors

NeTia Bauman, CEO & President | Greater St. Cloud Development Corporation

Emily Campbell, Owner | VibE Wellness

Joe Hellie, Vice President Strategy | Centra Care

Michelle Henderson, Owner | BadCat Digital

Mayor Dave Kleis | City of St. Cloud

Julie Lunning, President | St. Cloud Area Chamber of Commerce

Cathy Mehelich, Economic Development Director | City of St. Cloud

John Herges, CEO | Falcon National Bank, Treasurer

Rachel Thompson, Executive Director | Visit Greater St. Cloud

John Torgerson, COO | Bernick's Beverages and Vending, Chair

Donella Westphal, Owner | Jules' Bistro, Vice Chair

John Wolak, Senior Corporate Relations | Arvig

If a board position isn't for you at this time, there are still many opportunities to get involved.

Our committees play a crucial role in carrying out specific initiatives that are vital to the growth and development of downtown St. Cloud.

Committee Opportunities Include:

Business Development

- Stakeholder Engagement
- Fundraising
- Advocacy and Marketing

Community Development

- Safety
- Cleanliness
- Beautification

Events

- Lead 3 major events with a vision to attract 10,000 attendees each
- Support merchant-led events
- Advocate for all events and happenings in downtown St. Cloud

The Downtown Alliance board encourages you to consider joining one of our committees or sharing this opportunity with someone you believe has the passion and follow-through to contribute.