



## Day 1 Highlights + Insights

### Main Street Approach & Board Baseline

# 2026 REGIONAL RETREATS



## GETTING TO KNOW MAIN STREET

The Main Street Approach™ is asset-based economic development rooted in historic preservation. Grounded in a 40-year time-tested, practical, adaptable framework of 8 Principles and 4 Points, the Main Street Approach™ helps communities get started with revitalization and grows as you grow. Communities across the state — from Ilwaco to Colville, Bellingham to Pomeroy — are strengthening their Main Streets by using the Approach. Small steps, small businesses, and small deals add up to significant and sustainable impact. The Washington State Main Street Program is here to support you.



The Washington State Main Program is a program of the Department of Archaeology & Historic Preservation managed under contract by the Washington Trust for Historic Preservation. It is the statewide Main Street America® Coordinating Program, supporting a network of 79 towns and cities. Learn more about the Main Street Approach and Washington's network at [preservewa.org/mainstreet](https://preservewa.org/mainstreet)



## ATTENDEE NOTES

## MAIN STREET ORGANIZATIONS GROW + ADAPT

Whether you're part of a start-up Affiliate or veteran Community, boards work together to build your organization to meet the needs of your district. Local Main Street organizations generally go through 3 distinct phases of development — Catalyst, Growth, & Management — and phases can cycle as needed.



### CATALYST

Typically lasts 3-5 years

- Organization forms
- New organization fine-tunes
- Leaders tend to be visionary and can burnout if effort doesn't broaden



### GROWTH

Typically lasts 5-10 years

- Organization uses skills gained in Catalyst phase to tackle bigger issues
- Fundraising should be based on realistic business plans
- Leaders must begin to manage people & projects



### MANAGEMENT

Ongoing + variable

- Organization is operating at a sophisticated level with highly engaged board and active volunteer base
- Staffing levels have evolved beyond an ED to meet program needs

## BOARD DUTIES KEEP MAIN STREETS ON TRACK

No matter what phase your Main Street organization may be in, a nonprofit board in Washington state keeps a steady course by adhering to these Four Legal Duties:



**Duty of Care:** Take care of the nonprofit by ensuring prudent use of all assets — including facility, people, and good will.



**Duty of Loyalty:** Ensure that the nonprofit's activities and transactions are, first and foremost, advancing its mission; recognize and disclose conflicts of interest; make decisions that are in the best interest of the nonprofit corporation, not in the best interest of the individual board member (or any other individual or for-profit entity).



**Duty of Obedience:** Ensure the nonprofit obeys applicable laws and regulations; follows its own bylaws; and the nonprofit adheres to its stated corporate purposes (mission).



**Duty to Share Relevant Information:** Share information with the board if a member or officer has information that is important to the operations or relates to a violation or probable violation of law involving the organization.

Looking for more resources?  
Check out our Main Street Board Hub at  
[preservewa.org/main-street-board-hub](https://preservewa.org/main-street-board-hub)