

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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Downtown Norfolk Council 
June 2012



**Downtown
100
Annual
Report
FY'11 / '12**

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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 Membership

The Membership Liaison is a position on the Steering Committee whose purpose is three-fold. First, to review new member applications and make recommendations on who meets the organizations guidelines and which committee would best suit them. Second, recruiting new members to the organization. Third, to help keep members engaged and enforce the membership guidelines below:

- Membership requires that the applicant must live or work in Downtown Norfolk or work for an organization who is a member of the Downtown Norfolk Council.
- Commit to membership of one year to renew by mutual choice on the first day of each calendar year.
- Must be an active member of a committee and annually must attend at least 75% of your monthly committee meetings.
- Must attend at least 4 DT100 sponsored events, projects or socials during the calendar year.
- Must attend at least 1 Downtown Norfolk Council meeting or function during the calendar year.
- Must agree to volunteer to support the DT100's projects. A minimum of 10 hours of volunteer support per year is required.

Membership Chair

Melissa Taylor

Goals:

- To recruit and retain 100 engaged members of the Downtown 100.

Accomplishments:

- Reached 100 members in October 2011.
- Integrated Exit Surveys for all members who resign to gain a better knowledge of why members leave the organization and improve the overall experience for current and future members.
- Created a more structured New Member Orientation so that new members know exactly what is expected of them and how to get the most of their time in the Downtown 100.
- Developed a Member Survey to be rolled out at the beginning of next year to gauge member interest and involvement and collect any thoughts on how to improve the organization as a whole.

Downtown 100 Civic Engagement Task Force

A primary objective of the Downtown 100 is to foster an environment where members are informed and actively engaged in the Civic process. From taking an informed position on items of civic interest, particularly as they pertain to the future of downtown Norfolk, to the preparation of Downtown 100 for leadership positions within the City of Norfolk, active civic engagement is important.

This year, a task force of Downtown 100 members examined the issue of improving the depth and breadth of the civic engagement of our membership. The work done by this task force will be factored in to the organizational planning for the next fiscal year.

Task Force Chair

David Chase
Wall, Einhorn & Chernitzer, P.C.

Vice Chair

Jessica Martyn
Troutman Sanders LLP

Members

Victoria Dietz	Bon Secours Hampton Roads Foundation
Thomas Leeman	Wells Fargo Advisors
Allen Reiver	William E. Wood & Associates
Tom Van Benschoten	Rover Cruises
Aaron Zielinski	Immediate Past Leadership Committee Chair

Staff Support: Cathy Coleman
Downtown Norfolk Council

Downtown 100 Steering Committee

Chair

Luke Downing
Ghent Computer

Chair-Elect

David Chase
Wall, Einhorn & Chernitzer, P.C.

Members

Kandis Burnworth	Pottery Barn
Holly Christopher	
Kelly Harlan	Virginia Arts Festival
Thomas Leeman	Wells Fargo Advisors
Fred Rose	Dominion Enterprises
Melissa Taylor	Dominion Capital Partners
Tom Van Benschoten	Rover Cruises

Staff Support: Cathy Coleman
Downtown Norfolk Council

Patty Marek
Downtown Norfolk Council

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Is this year over already? The great thing, we've made a difference!

Another Great Year for the DT100.

Thank you, the members of the Downtown 100, for your efforts on behalf of Downtown Norfolk over the past year. The hard work you have done has made a difference and your contributions have definitely helped make both Downtown Norfolk and the Downtown 100 better. Your efforts have paid off in a meaningful way. With the Projects Committee's leadership, you have helped feed hungry families; you've helped clean waterways; you've helped kids understand career options; you've helped entertain foreign sailors at OpSail and you've even helped bring Santa to town.

And while you've worked hard, you've also found time to play hard. Our Events Committee has organized a variety of events including a Hockey Game, The Spring Hop; a Baseball Game, Lunch at the Chrysler and "just lunch" opportunities with other members. Our Leadership Committee has coordinated enlightening educational forums and our Civic Engagement Committee has spent the year defining how best to capture the talents of young professionals interested in better serving our City. And supporting the efforts of our committees has been a Communications Committee and a Membership Committee, both of which have worked hard to strengthen our organization.

As my two years as Chair come to a close I am thinking about why I joined the Downtown 100 in the first place. I joined 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 the same for you.

I have been honored to serve as the Chair of this great organization over the past two years and I look forward to continuing to serve the organization, my City and my Downtown for years to come.

Here's to an amazing 2012-2013.

Sincerely,

Luke Downing
Chair, Downtown 100

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 each project. 2/3 of those to be from a committee other than projects.

Accomplishments

- Held 2nd Annual American Red Cross Blood Drive, collecting 21 pints of blood with the potential to save up to 60 lives.
- Continued to work with the Foodbank of Southeastern Virginia by sorting food for Hampton Roads' needy families and children. Over 4,500 pounds of food was organized into categories.
- Organized 6th Annual ForKids Career Day at the City of Norfolk with 25 children participating. This year the light rail was incorporated into the event, a huge hit with the kids.
- Organized "Clean the Hague" in conjunction with Keep Norfolk Beautiful Day. Numerous volunteers collected debris along 2 miles of the Hague waterfront.
- Organized the 4th Annual Food Drive for the Foodbank of Southeastern Virginia with 11 downtown office buildings staging collection centers to help reach our goal this year of 2,000 pounds of food.
- Coordinated volunteers to support the Grand Illumination Parade.
- Coordinated 60 volunteers and organized a welcoming social event for crews of the visiting vessels at OpSail 2012.

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Downtown 100 Projects Committee

Chair

Kandis Burnworth
Pottery Barn

Members

Jared Chalk	City of Norfolk
Linda Daniel	Nancy Chandler Associates
Katie Dougherty	U.S. Attorney's Office
Alexandra Duquette	Dominion Enterprises
Katie Ellis	ESMI
Valerie Foley	Foley Burks, P.C.
Drew Gebler	VIA design architects, pc
Ashley Grove	Graphic Design & Creative Solutions
Trey Hannah	Hannah's Hallmark
Lareina Holloway	WVEC – TV 13
Kelsey Host	T. Parker Host, Inc.
Darren Klink	Greenlink Marketing Advisors
Anne Knox	Hope House Foundation
Lauren LaBonte	Heritage Bank
Jenny LeHew	Virginia Arts Festival
Devan MacConnell	The Up Center
Thomas McNally	Wilbanks Smith & Thomas
Dustin Paul	Vandeventer Black LLP
Hamilton Perkins	Bank of America
Allyzabethe Ramsey	City of Norfolk
R. Alex Raney	Wells Fargo Home Mortgage
Cline Reasor	Scott & Stringfellow, Inc.
Cameron Roundtree	U.S. Attorney's Office
Michael Schnekser	Tymoff & Moss Architects
Nicole Selvaggi	Dominion Enterprises
Drewry Tatterson	The Virginian-Pilot
Carol Tayloe	Tayloe Associates, Inc.
Margie Thrift	
Jeremy Zsoldos	Robert Half International, Inc.

Staff Support: Noel Gramlich
Downtown Norfolk Council

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.

Downtown 100 Communications Committee

Chair

Holly Christopher

Vice Chair

Jeffrey Bennett

Anders Williams Ship Agency, Inc.

Members

Khalilah LeGrand	Peninsula Institute for Community Health
Vincent Navarre	Lusteration Performance LLC

Staff Support:	Noel Gramlich Downtown Norfolk Council
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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.
- First Year ODU Basketball Head Coach Karen Barefoot headlined our Fall Leadership Forum in the Wells Fargo Center where she talked about her career and how to achieve success.
- Held our first Entrepreneurship Lunch & Learn Series at Dominion Enterprises with local business owners and leaders.
- Continued a teaming approach with Events and Membership Committees to promote events.

Downtown 100 Leadership Development Committee

Chair

Fred Rose
Dominion Enterprises

Members

John Alford	City of Norfolk –Design Division
Paul Ariola	Dale Carnegie
Sarah Grunstra	
Laura Gwathmey	Physicians for Peace
Mark Kloeppe	Norfolk Southern Corporation
Horace Mebane	Central Parking Systems
Zack Miller	We Are Titans
Megan O'Reilly	Hampton Roads Partnership
Corrynn Peters	Phillips & Peters, PLLC
Cart Rixey	Norfolk Circuit Court Clerk's Office
Eric Schweizer	Witt Mares PLC
Bryant Thomas	City of Norfolk, Office of the Mayor
Rex Workman	Bank of America

Staff Support: Cathy Coleman
Downtown Norfolk Council

Downtown 100 Communications Committee

Goals

- 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.
- 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.

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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	Wells Fargo Bank
Lisa Coleman	Norfolk City Union of the King's Daughters
Cassandra Dobkins	Dominion Enterprises
Nick Docherty	Virginia Symphony Orchestra
Lisa Fisher	Nauticus
Robert Foley	Foley Burks, P.C.
Tresa Gardner	Mediterranean Shipping Company
Whitney Lester	Moore Group
Bruce Lo	Emergency Physicians of Tidewater
Lamont Maddox	Guidance Law Firm, P.C.
Michael Mars	TFA Benefits
Jessica Mathews	Norfolk Festevents
Rebecca McMahan	Bon Secours Hampton Roads
Kimberly Miller	Monster.com
Matthew Nusbaum	S.L. Nusbaum Realty Company
Pamela Parsley	McPhillips, Roberts & Deans PLC
Paula Racey	Dominion Insurance
W. Jamie Summs	Southern Bank & Trust Company
Arlene Winslow-Potts	Mercer
Nathan Zaleski	Ventker & Warman, PLLC

Staff Support: Noel Gramlich
Downtown Norfolk Council

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

- Held morning event at Bean There Café, a Tea Tasting in November added diversity of event times and types as well as helped recognize a new DNC business.
- Continued the Holiday Hop tradition in December. This event is the longest running tradition in the DT100 and attracts existing, new, and veteran members to participate. This year over \$500 was raised for the Up Center's Toy Drive.
- Organized a social at Plaza Azteca and Hockey Game event during one of the most exciting and historic seasons for the Norfolk Admirals.
- Planned a luncheon to watch the amazing demonstrations of glass art at the Chrysler Museum's newest showpiece, The Glass Studio.
- Held the Annual Spring Hop at Buffalo Wild Wings followed by a Tides game at Harbor Park. This year's event incorporated the new Tide light rail system. Members were able to board the Tide at Buffalo Wild Wings and ride to Harbor Park for the game.
- Planned mixers with other committees in order to encourage networking and idea sharing between committees.