



Merchant Organizing in Woodlawn

A Case Study Prepared for KRVC's Funder:



Develop & Understand your Goal

- To build a merchants association that will become part of the fabric of the community with a goal of working with residents and community leaders and institutions to achieve and maintain a vibrant commercial corridor, which will serve all constituencies including residents, business and property owners.



Vibrant commercial corridor

*Identify a Few Key Merchants and Biz
and Property Owners*



Get to Know the Community

- elected officials, community board, schools, religious institutions, community groups, etc.
 - build a constituency of interested groups.



Hold Organizing Meetings



Get Established

- Draft bylaws, seek incorporation, elect officers, develop a schedule of monthly meetings, etc.
- Click [here](#) for the organizing packet

Guide to forming a
Merchants Association
prepared for the
Merchants of Woodlawn
by the
Kingsbridge-Riverdale-
Van Cortlandt
Development
Corporation/KRVC

Move Forward

- Set specific goals, organize committees to achieve goals (everything from a logo to a website to addressing issues such as safety and empty spaces, to beautification projects, etc.)
- Hold events and organize special activities, programs, etc.

Examples

- KRVC received funding from SBS for this website:
- www.krvcdc.org
- Merchant Organizing 101:
- <http://www.krvcdc.org/programs/merchant-organizing-support>
- Link above includes basic info about our merchant organizing work. It also includes a link to the [Meet the Merchants](#) movie we produced in Woodlawn last year with our SBS funding.
- <http://www.krvcdc.org/news/woodlawn-heights-merchants-meeting>
- Link above includes a photo and brief description of our first merchant organizing in Woodlawn, held in March 2011,
- <http://www.krvcdc.org/news/woodlawn-holiday-festival>
- Link above includes photos and a brief description of a SBS-funded festival we held to showcase the businesses along Katonah Avenue in December 2011. It also contains a link to the page that has the event booklet for the event. [Booklet cover](#). [Booklet Part One](#). [Booklet Part Two](#).
- <http://www.krvcdc.org/news/state-senator-klein-swears-woodlawn-merchants-association-president>
- Link above includes photos and a brief description of an Association meeting and dinner where State Senator Jeff Klein swore in the newly-elected President of the Association - December 2011.
- <http://www.krvcdc.org/news/movie-night-woodlawn>
- Link above includes photos and a brief description of an event we held in Woodlawn last spring where we showed our Meet the Merchants movie - June 2013.
- <http://www.krvcdc.org/news/meet-woodlawn-merchants-movie-vimeo>
- This final link is just when we first posted link to the Meet the Merchants movie on Vimeo-August 2013.
- <http://www.krvcdc.org/news/special-website-launch-event>
- This is the event where we launched the website and described a lot of the work we have done, including the SBS-funded work, since I became KRVC's Executive Director in April 2010. This event was held in October 2013.

Merchant Organizing Month by Month

- **Month 1** – Identify Community Partners and Core Merchants
- **Month 2** – Hold Organizing Meeting – Set Broad Goals, Develop a schedule of monthly meetings
- **Month 3** – Hold Merchant Meeting – Set More Specific Goals, Schedule Officer Elections, Establish Committees
- **Month 4** – Hold Merchant Meeting – Hold Officer Elections, Schedule Committee Meetings
- **Month 5** – Hold Merchant Meeting and Committee Meetings – Draft Bylaws, Start Incorporation Process, Develop Comprehensive Merchant/Community Database, Develop Plans and Timeline to Address Specific Goals via Committees
- **Month 6** – Hold Merchant Meeting and Committee Meetings – Pass Bylaws, Prepare Incorporation Documents, Develop plans to accomplish specific goals (website, newsletter, events, etc.)
- **By Month 12** – Hold Monthly Merchant and Committee Meetings – Incorporate, Launch a Website, Release Newsletters, Hold Events, etc.