

# **FRIENDS OF FLORIDA MAIN STREET, INC.**

500 South Bronough Street

Tallahassee, FL 32399

850.245.6300

[www.floridamainstreet.org](http://www.floridamainstreet.org)

## **FY 2014-2015 REPORT**

### **I. Statutory Authority or Executive Order Creating Organization**

Section 267.17, Florida Statutes provides statutory authority for the organization.

### **II. Mission and Results Obtained**

#### **Mission:**

The mission of the Friends of Florida Main Street, Inc., is to enhance and perpetuate the programs offered by Florida Main Street for the people of Florida.

#### **Results Obtained:**

Incorporated in 2008, Friends of Florida Main Street is a membership organization whose purpose is to protect and enhance Florida's historically and culturally significant downtown areas throughout the State of Florida. Strategies employed by Friends of Florida Main Street to achieve this purpose include public education on historic preservation, technical support and assistance to Florida's local Main Street organizations, advocacy for historic preservation efforts, and public awareness/fundraising activities to support and enhance the statewide Main Street program.

Friends of Florida Main Street have a broad membership base that includes local Main Street programs, as well as corporations and individuals, all of whom are stakeholders in an economically healthy and historic downtown.

Advocacy projects included building partnerships on local, county, and state levels; awarding an outstanding Florida Main Street supporter at the annual Florida Main Street Conference; marketing the Florida Main Street program through social media; funding scholarships to local Florida Main Street Executive Directors to attend the Annual Florida Main Street Conference; and funding the Florida Main Street "25<sup>th</sup> Anniversary: Celebrating 25 Years of Florida Main Street (a 32-page publication). Through the efforts of Friends of Florida Main Street, the Florida Main Street Program and local programs have helped in marketing and solidifying our goals of preserving Florida's traditional downtown areas as healthy economically vital centers of commerce and social activity, and to promote preservation and reuse of historic buildings.

### **III. Three Year Plan**

**DRAFT** pending approval of the Board of Directors, is as follows:

The planned activities of the organization in support of the Florida Main Street Program over the next three years will be incorporated into the newly established Friends of Florida History and Archaeology, Inc. including:

#### **Membership**

- Recruit three new members per quarter by each Board of Director
- Create a membership blitz, targeting a broader audience
- Develop a membership tracking system
- Advertise membership opportunity via social media
- Develop Corporate Sponsorship packets
- Solicit Corporate Sponsors

#### **Advocacy**

- Implement a Main Street Day at the Capitol during Preservation Day
- Implement local Main Street Day proclamations
- Speak at local clubs and organizations
- Develop and distribute Florida Main Street marketing materials that will be distributed statewide
- Fund promotional programs that fulfill the mission
- Fund training to educate Florida Main Street local programs about Certified Local Governments, Community Land Trust, and Historic Preservation Grants
- Continue to fund Florida Main Street Conference scholarships
- Fund Scholarships to National Main Street Conference

### **IV. Code of Ethics**

The Code of Ethics of Friends of Florida Main Street, Inc., pending approval of the Board of Directors at the August 4, 2014 meeting, is as follows:

#### **PREAMBLE**

(1) It is essential to the proper conduct and operation of Friends of Florida Main Street, Inc., (herein "CSO") that its board members, officers, and employees be independent and impartial and that their position not be used for private gain. Therefore, the Florida Legislature in Section 112.3251, Florida Statutes, requires that the law protect against any conflict of interest and establish standards for the conduct of CSO board members, officers, and employees in situations where conflicts may exist.

(2) It is hereby declared to be the policy of the state that no CSO board member, officer, or employee shall have any interest, financial or otherwise, direct or indirect, or incur any obligation of any nature which is in substantial conflict with the proper discharge of his or her duties for the

CSO. To implement this policy and strengthen the faith and confidence of the people in Citizen Support Organizations, there is enacted a code of ethics setting forth standards of conduct required of Friends of Florida Main Street, Inc., board members, officers, and employees in the performance of their official duties.

## **STANDARDS**

The following standards of conduct are enumerated in Chapter 112, Fla. Stat., and are required by Section 112.3251, Florida Statutes, to be observed by CSO board members, officers, and employees.

### **1. Prohibition of Solicitation or Acceptance of Gifts**

No CSO board member, officer, or employee shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the CSO board member, officer, or employee would be influenced thereby.

### **2. Prohibition of Accepting Compensation Given to Influence a Vote**

No CSO board member, officer, or employee shall accept any compensation, payment, or thing of value when the person knows, or, with reasonable care, should know that it was given to influence a vote or other action in which the CSO board member, officer, or employee was expected to participate in his or her official capacity.

### **3. Salary and Expenses**

No CSO board member or officer shall be prohibited from voting on a matter affecting his or her salary, expenses, or other compensation as a CSO board member or officer, as provided by law.

### **4. Prohibition of Misuse of Position**

A CSO board member, officer, or employee shall not corruptly use or attempt to use one's official position or any property or resource which may be within one's trust, or perform official duties, to secure a special privilege, benefit, or exemption.

### **5. Prohibition of Misuse of Privileged Information**

No CSO board member, officer, or employee shall disclose or use information not available to members of the general public and gained by reason of one's official position for one's own personal gain or benefit or for the personal gain or benefit of any other person or business entity.

### **6. Post-Office/Employment Restrictions**

A person who has been elected to any CSO board or office or who is employed by a CSO may not personally represent another person or entity for compensation before the governing body of

the CSO of which he or she was a board member, officer, or employee for a period of two years after he or she vacates that office or employment position.

### **7. Prohibition of Employees Holding Office**

No person may be, at one time, both a CSO employee and a CSO board member at the same time.

### **8. Requirements to Abstain From Voting**

A CSO board member or officer shall not vote in official capacity upon any measure which would affect his or her special private gain or loss, or which he or she knows would affect the special gain or any principal by whom the board member or officer is retained. When abstaining, the CSO board member or officer, prior to the vote being taken, shall make every reasonable effort to disclose the nature of his or her interest as a public record in a memorandum filed with the person responsible for recording the minutes of the meeting, who shall incorporate the memorandum in the minutes. If it is not possible for the CSO board member or officer to file a memorandum before the vote, the memorandum must be filed with the person responsible for recording the minutes of the meeting no later than 15 days after the vote.

### **9. Failure to Observe CSO Code of Ethics**

Failure of a CSO board member, officer, or employee to observe the Code of Ethics may result in the removal of that person from their position. Further, failure of the CSO to observe the Code of Ethics may result in the Florida Department of State terminating its Agreement with the CSO.

## **V. Current Federal Internal Revenue Service Return of Organization Exempt from Income Tax form( Form 990)**

The Friends of Florida Main Street, Inc., for the 2012 tax year, submitted IRS Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations not required to File Form 990 or 990EZ.

The IRS [annual reporting requirement](#) for small exempt organizations with limited gross receipts [requires](#) such organizations to electronically submit Form 990-N (*e-Postcard*) for small organizations, unless they choose to instead file a complete exempt organization return.

Please see attached IRS Form 990-N for 2012 tax year.

**Electronic Notice (e-Postcard)**  
for Tax-Exempt Organizations not Required To File Form 990 or  
990-EZ

**2012**

Open to Public  
Inspection

**A** For the 2012 calendar year, or tax year beginning 7/1/2012, and ending 6/30/2013.

**B** Check if applicable

Terminated, Out of  
Business

Gross receipts are normally  
\$50,000 or less

**C** Name of organization: FRIENDS OF FLORIDA MAIN STREET INC  
d/b/a:

% Joan Jefferson  
500 South Bronough Street  
Room 422  
Tallahassee, FL, US, 32399-0250

**D** Employer  
Identification  
Number  
80-0295492

**E** Website:

friendsoffloridamainstreet.org

**F** Name of Principal Officer: Ann MacMillan

42 SE Harbor Point Drive  
Stuart, FL, US, 34996

**Privacy Act and Paperwork Reduction Act Notice.** We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide the information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in Code section 6104.

The time needed to complete and file this form and related schedules will vary depending on individual circumstances. The estimated average times is 15 minutes.

**Note: This image is provided for your records only. Do NOT mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.**

This Form 990-N (e-Postcard) was accepted by the IRS on 2/26/2014.