

# Old Main Line Visitors Center and Post Office

June 14, 2010

# Mission Statement

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The Old Main Line Visitor Center and Post Office is to serve as the official representative of the Town of Sykesville to all residents, visitors and businesses. It is to provide the professional services for the postal needs of the town residents.

# Goals

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- Provide knowledgeable and accurate postal information to customers
- Give prompt, courteous and requested service in a hospitable atmosphere
- Maintain a positive relationship with local businesses
- Provide retail mailing supplies at a reasonable price for “one stop shopping”
- To be the “go to” destination for Town residents
- Be a liaison for town officials and businesses to the town residents
- Promote a spirit of the “old home town” mentality through personal service
- Anticipate and work towards increased revenues
- Maintain accuracy in all transactions
- Promote Tourism in Sykesville
- Maintain a current and up-to-date selection of postal stamps
- To be fiscally responsible and work within budgetary guidelines
- Continue to research the latest business practices applicable to Old Main Line

# Objectives

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- Obtain periodic and timely training on postal matters
- Be informed via Postal Bulletin and communication updates
- Participate with the Sykesville Business Association
- Be proficient with all office equipment
- Provide current and useful info on Town, County and State events
- Maintain an up-to-date directory of all local businesses
- Provide for the display of local brochures and business cards
- Encourage discourse among customers
- Maintain stock of maps, flyers and handouts for State, County and local events
- Have a working knowledge of Town happenings
- Promote increased sales via promotional motivation
- Create a “historic places to visit in Sykesville” picture album for office display
- Post a “coming events” poster for visitors
- Provide a selection of Town Tourism products for sale
- Maintain accurate and thorough financial records
- Have a working and cooperative relationship with the US Postal Service

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# Job Description

Copy distributed to Council

# Value To The Town

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## VISITOR CENTER

- Good place to keep current on Town events
- Helps the businesses by drawing foot traffic and directing to their doors
- A meeting place
- The Welcome Mat of the Town
- Representative of the Town
- Charming environment
- A Meet and Greet facility

# Value To The Town

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- Public Bathrooms
- Public Water Fountains
- Room With a View for Rent

## POST OFFICE

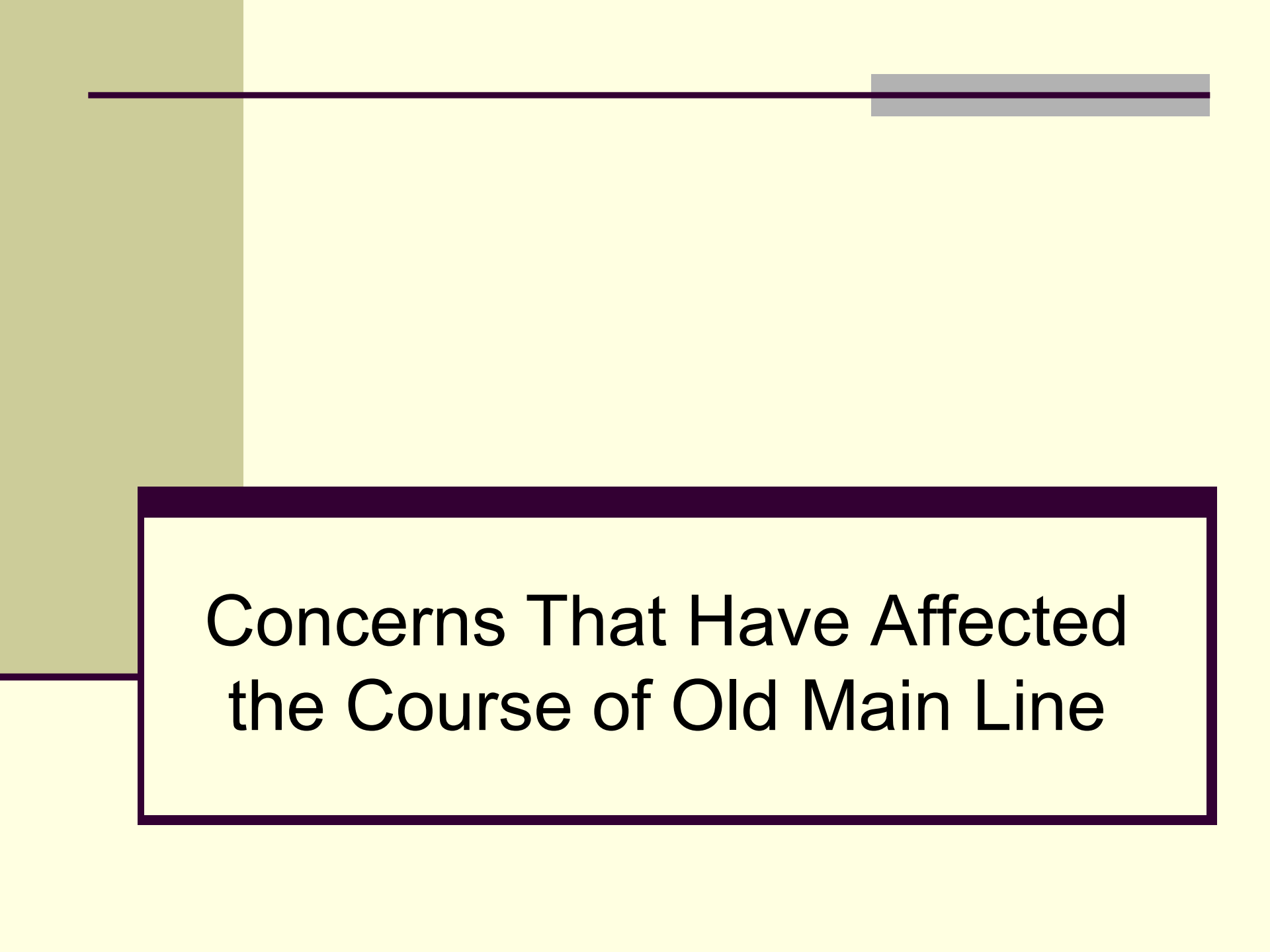
- Professional, friendly and valued service to the residents
- Performs all postal services except Bulk Mail, PO Boxes, & Philatelic items
- Communicates with Sykesville Post Office for residents postal concerns
- Saves time and gas for residents and businesses
- “I REMEMBER THAT” series
  - keeps the memories alive
  - connects seniors
  - tells the town stories.
  - The Post Office is a must for the Bank to considering locating here

# Value To The Residents

## (comments from our customers)

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- If you care at all about the residents' votes, you will find another way of reducing the budget
- Old Town charm and is not commercial
- Vital to Town heritage
- Most sensible thing added to this town
- Customer service is outstanding
- If you want to attract businesses, a post office is a must
- There's not much left in the world like the post office – friendly atmosphere, service, small town feel
- Convenient and the most friendly ladies who go the extra mile in kindness and helpfulness
- This is a worthy use of the tax dollars
- Find something that doesn't impact the life of Sykesville residents every day
- Draws all of us together and brings in business to the town
- Great ambassadors for the town
- Things may come and go, but the post office must stay



# Concerns That Have Affected the Course of Old Main Line

# Shortcomings of the CARS System

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- This program is the third system instituted by the USPS, all with different processes; each one affecting customers, time usage, record keeping and checkout
- Lack of immediate support from the Innovations group for systems problems and stoppage
- Our Stock Management is done manually – once a month each stamp and coin is counted and compared with our balances; the USPS CARS system does not keep a Totals Count for stamps – we have asked for this program, but the USPS does not have any plans in their budget to prepare such
- The scale keeps the initial weight of an item, not cumulative as a customer adds pieces; hence each additional weight is cause for starting over, taking more time
- There is no interface with the Internet for Zip Code assistance – hence we do a manual lookup or go to the back room for our computer lookup – more time used
- There is no way to enter Cash Pay Outs or the sale of our retail/tourism items – hence an additional Cash Register to help with record keeping
- The Report options are not cumulative – hence the need to manually add each days amounts to reach a monthly total.

# Rumor Control

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- Individuals in Town have been speaking for themselves and the interpretation has been that of the Council speaking

# Lack of Economic Development

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- A Bank is a necessity for the town; along with Old Main Line, it would be the hub of activity for the town and businesses
- There is a need for the Town to make economic enticements for businesses to locate here; visitors ask what is there to do in Sykesville

# Contractual Limitations

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- Hours are set; request for changes have been denied
- Must purchase stamps and postage through the USPS Stamp Fulfillment Services
- Must use the CARS system
- Not permitted to add a surcharge to recoup additional charges, ex. Credit card fees
- Requests for increased performance based commission has been denied
- Prohibited transactions include private mailboxes, third party delivery services (UPS, FED EX)
- Pickup and delivery status determined by the local post office
- 120 day notice required to end contract
- Stamps and Meter postage is not returnable at contract suspension

# Cost, Benefits, & Disadvantages Of Additional Features Added To Old Main Line

ADDED FEATURE	BENEFIT	DISADVANTAGE
<b>Personal Mailboxes</b>	<ul style="list-style-type: none"> <li>■ Increase revenue</li> <li>■ Service</li> </ul>	<ul style="list-style-type: none"> <li>■ Available only when open</li> <li>■ Additional time used</li> <li>■ Space concerns</li> </ul>
<b>Closing Of A Bathroom</b>	<ul style="list-style-type: none"> <li>■ Space for Retail</li> <li>■ Less Police activity</li> <li>■ Cut Repairs Expense</li> </ul>	<ul style="list-style-type: none"> <li>■ Available only when open</li> <li>■ Expense</li> <li>■ Unisex</li> </ul>
<b>Open Wall To Bathroom</b> Cost: Equipment, supplies Self-serve	<ul style="list-style-type: none"> <li>■ Increased Income</li> <li>■ Increased traffic</li> <li>■ Cover Commission Loss</li> </ul>	<ul style="list-style-type: none"> <li>■ Available only when open</li> <li>■ Addt'l time, work</li> </ul>
<b>Rental Of Tower</b>	<ul style="list-style-type: none"> <li>■ Income for Utilities</li> </ul>	<ul style="list-style-type: none"> <li>■ Additional noise</li> <li>■ Town activities to be moved</li> </ul>
<b>Unique Postal Center</b>	<ul style="list-style-type: none"> <li>■ Flexibility</li> <li>■ Can add surcharge</li> </ul>	<ul style="list-style-type: none"> <li>■ Loss of Commission (\$20K)</li> <li>■ Customers paying a tax</li> <li>■ Can't do consignment stamps</li> <li>■ Addt'l Cost</li> <li>■ DMM, IMM, Bulletin</li> </ul>

# Old Main Line Financial Status

## INCOME SOURCES

- Money Order Fees
- Retail
- Services
  - Copier
  - Fax
  - Tourism Sales
- Postage Sales
- Meter Sales
- USPS Commissions
- Tower Income

## EXPENSES

- Money order fees
- Retail Purchases
- Services expenses
  - Paper, Cartridge
  - Cartridge
  - Tourism products
- Postage
- Meter downloads
- Business Machine Supplies
- Office supplies
- Internet
- Security
- Credit Card Fees
- Promotional/Advertising
- Security
- Telephone
- Salaries
- Utilities (& Tower)
- Maintenance (& Tower)



# Income 2009-2010

INCOME 2009-2010										
									USPS COMM	
	STAMPS	METERS	M/O FEES	TOURISM	FAX	COPIES	RETAIL			TOTALS
JULY	7,569.81	4,276.43	46.70	31.25	6.00	2.25	59.51		1,184.62	13,176.57
AUGUST	8,047.22	4,953.93	43.30	65.10	25.00	4.50	45.58		1,300.11	14,484.74
SEPT	6,725.35	4,832.71	48.35	60.45	19.00	8.50	54.44		1,155.80	12,904.60
OCT	7,374.05	4,432.41	38.15	136.20	19.00	6.50	59.75		1,180.65	13,246.71
NOV	12,609.81	4,464.29	41.70	532.35	3.00	7.25	44.24		1,707.41	19,410.05
DEC	21,832.42	10,717.88	40.25	210.80	5.00	10.50	84.07		3,254.28	36,155.20
JAN	7,780.18	5,690.44	38.65	46.41	3.00	5.25	77.79		1,347.06	14,988.78
FEB	7,057.90	4,453.15	41.20	22.50	3.00	9.00	46.34		1,151.10	12,784.19
MARCH	10,010.26	5,362.13	55.15	36.25	66.00	7.50	46.45		1,537.23	17,120.97
APRIL	8,978.58	4,486.59	37.80	59.25	9.00	8.75	62.66		1,345.86	14,988.49
MAY	7,498.97	3,623.32	47.15	56.10	17.00	5.50	55.41		1,112.22	12,415.67
JUNE										0.00
Yr Totals	105,484.55	57,293.28	478.40	1,256.66	175.00	75.50	636.24		16,276.34	181,675.97

<b>OLD MAIN LINE FINANCIAL STATUS</b>				
<b>INCOME</b>				
M/O fees		478.40		
Retail		636.24		
Tourism		1,256.66		
Fax/Copier		250.50		
Postage		105,484.55		
Meters		57,293.28		
Commissions		16,276.34		
<b>Total Income</b>		<b>181,675.97</b>		
<b>EXPENSES</b>				
M/O fees		136.00		
Retail/Tourism		1,375.81		
Office Supplies		383.65		
Postage		106,671.74	On Hand, 8,348.71	98.323/03
Meter Downloads		57,600.00	On Hand 491.84	57.108/16
Business Machine Supplies		467.33		
Internet		671.29		
Computer		29.99		
Security		107.72		
Credit Card Fees		2,371.19		
Promotional		146.16		
Telephone		664.28		
Salaries		36,475.84		
Maintenance		699.53	HVAC repair, Pest control, window cleaning, Roof repair, Lightbulbs, painting	
Utilities		1,372.24		
Water		142.93		
<b>TOTAL EXPENSES</b>		<b>209,315.70</b>		
<b>TOWER EXPENSES</b>				
Maintenance		1,222.23	Window cleaning, bathroom repairs, painting of doors	
Utilities		3,200.75		
Water		331.10		
Housekeeping		670.00	Cleaning of bathroom and Upstairs Tower room	
<b>Total Tower Expenses</b>		<b>5,424.08</b>		

# Differences In Contract Postal Unit And Private Facility

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## **CPU**

- Equipment is supplied
- Consignment of stamps for 30 days
- Regular informational updates from USPS
- Digital downloads provided
- USPS handles all claims
- 10% Commission
- Hours set by contract
- No surcharges allowed
- Customers get the best price

## **PRIVATE FACILITY**

- Must purchase all equipment
- Purchase direct, no 30 days
- Purchase thru subscriptions
- Purchase the service
- Private policy, addt'l time
- Loss of \$20,000
- Establish our own hours
- Create surcharge for fees
- Customers will be taxed

# Possibilities For Additional Budgetary Items

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- Introduce a Retail establishment to produce an additional income
- Example: Self-serve ice cream shop, Coffee Shop
- Offer additional products for sale; ex. Popcorn, Candy, Greeting Cards, etc.
- Offer a Discount/Rebate card for regular customers

# Possibilities To Increase Revenue Immediately

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- Increase prices effective July 1, 2010 on all retail and tourism products.
- Public Relations campaign to include: post card mailings to surrounding communities, Rec Councils & business groups; follow-up on Postal Sign request, purchase of billboard for Rt. 32 and Sandosky
- Upsell
- Promote more on our Facebook page
- Seek referrals from current customer base
- Look for Grant Money
- Request the Town rent the Tower second floor
- Offer Western Union Billing Service
- Sale of Suder prints on EBAY

# New Mail System Must Include

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- Ability to download postage quickly and pay from a debit account
- Ability to have accurate balance on stamps and meters
- Cost involved – own vs rental/ franchise fee
- Cost of supplies needed to operate (ink cartridge, paper, label)
- Cost of equipment (Computer, Scale, Monitor, Meter Printer, Receipt Printer)
- Warranties/ Cleaning and Service
- Cost of updates disc for USPS rate changes
- Subscriptions/ Rate Charts/ National Zip Code Directory/ Templates/ DMM/IMM/Postal Bulletin
- Support and Troubleshooting
- Software Downloads

# Comments

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- Stagnation of the economy
- Existing business
- Hospitality and service
- Staff credentials
- Vacant second floor
- Tax on residents
- Loss of tourism

# Questions

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