



# Board Leadership Orientation

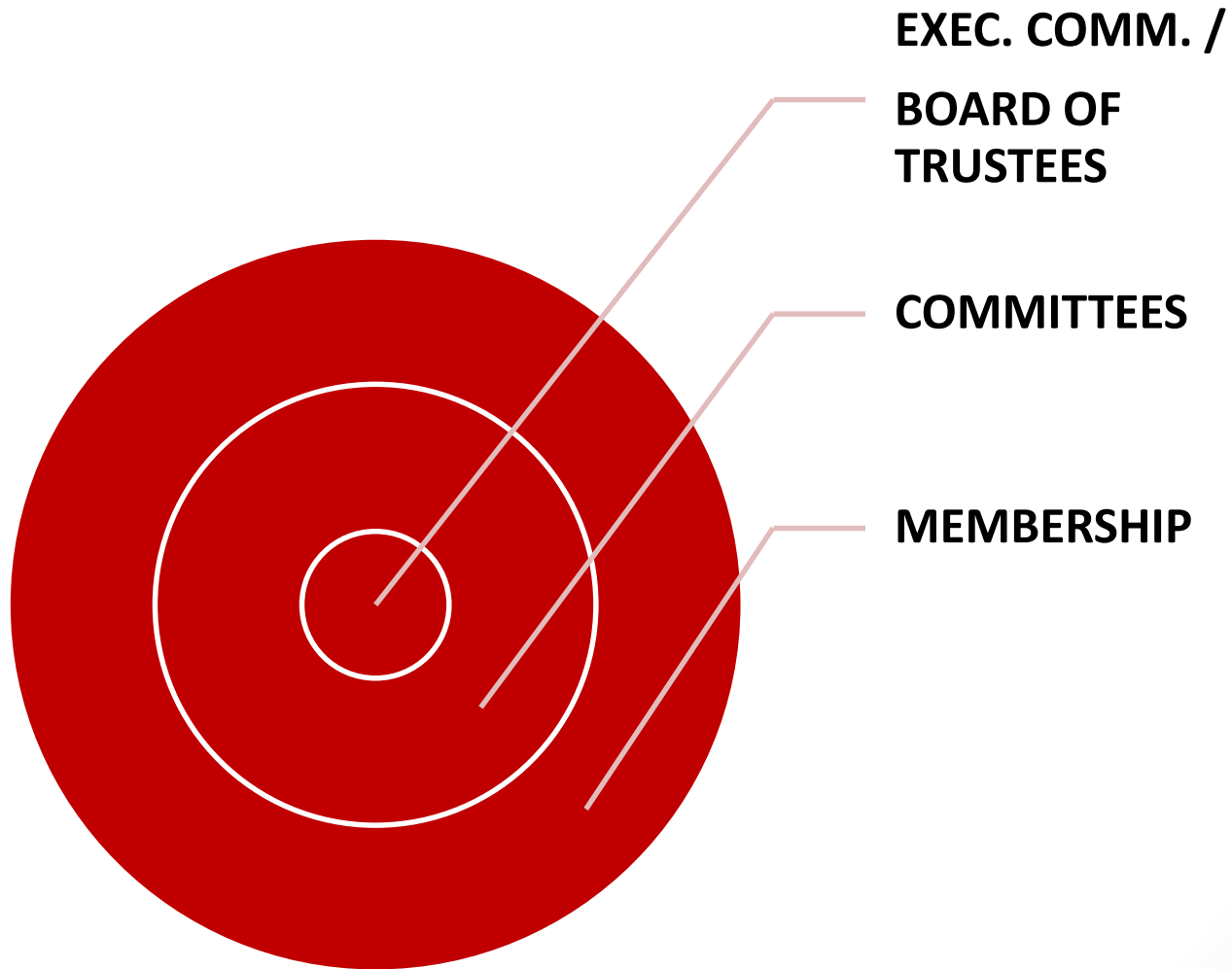
# What is Mid-America EDC?

- The Mid-America Economic Development Council is an organization that provides economic development professionals with the following:
  - Resources aimed at helping the economic development professional to excel
  - Recognition of quality economic development programs and marketing
  - Awards program to reward excellence
  - Promotion of the Mid-America region to site selectors and industries to help raise the level of awareness
  - Networking opportunities among regional members to promote idea exchange and partnering

## Mid-America EDC MISSION STATEMENT:

*Mid-America EDC members are dedicated economic development professionals who share best practices to make you more valuable to your organization. Mid-America EDC is the best resource for making contact with site selectors, advancing regional economic development programs, and accessing thought leadership.*

# Mid-America EDC Leadership



- **EXECUTIVE COMMITTEE**

- President
- 1<sup>st</sup> Vice President/Treasurer
- 2<sup>nd</sup> Vice President/Membership Chair
- Secretary/Managing Director
- Immediate Past President

- **BOARD OF DIRECTORS**

- Executive Committee Members
- State Directors from all 12 states in the Mid-America EDC region (2 Directors per state)

# COMMITTEES

## Membership Committee

- The Membership Committee's mission is to recruit new members and retain existing members. Board members make up the marketing committee.

## Sponsorship Committee

- The Sponsorship Committee's mission is to target organizations that would benefit from promoting their organizations via the Mid-America EDC Website and at the two annual conferences. Board members make up the sponsorship committee.

## Marketing Committee

- The Marketing Committee's mission is to continually advance promotion and communications, including website updates and advancements.

## COMMITTEES (continued)

### Professional Development Committee

- The professional development committee creates additional opportunities and partnerships for professional development/education for Mid-America EDC members.

### Scholarship Committee

- The scholarship committee reviews and selects recipients for the annual Bob Ady Scholarship. The committee also creates and reviews criteria for nominations and guidelines for selection.

## COMMITTEES (continued)

### Competitiveness Conference Committee

- The Competitiveness Conference is held annually in early December in Chicago. Board and members-at-large make up the Competitiveness Conference committee.

### Best Practices Conference Committee

- The Best Practices Conference is held each May and rotates among cities in the Mid-America EDC region. Board members from the state in which the conference will be held lead the BP Conference committee and recruit other board members and members-at-large from their state to join the committee. (Illinois does not host a BP Conference, as the Competitiveness Conference is held in Chicago annually).



# Mid-America EDC Staff

The Mid-America EDC Board contracts with an Association Management Company, *Accent on Management*, who provides the centralized office and employs the Managing Director and support staff:

- Managing Director – Tracey Hogan
- Executive Assistant – Karla Dunbar
- Receptionist
- Bookkeeper
- Account Reconciliation Firm
- Accent on Management (AOM) is accredited by the AMC Institute, the global trade association representing the Association Management industry

# What is Your Role?

- Volunteer leaders are responsible for the *direction* of the organization, including formation of and monitoring of the strategic plan.
- Staff are responsible for the *administration* of the organization.

***The board governs... the staff manages***

***Meetings are a prelude to the work.***

***They are not the work.***

***Implementation of the ideas is the work.***

# Be an Engaged Leader

- **Review and Respond**
  - Read your email & respond to requests (RSVP, votes, etc.)
  - Review meeting materials in advance – Be Prepared
- **Participate**
  - Attend Board meetings & Mid-America EDC events / activities
  - Encourage members & prospective members to participate
  - A quorum of 1/3 of board members is needed for board action
- **Follow Through on Commitments**
  - Review action items in the minutes and initiate action
  - Meet and respect deadlines

# Board Members

- Advance the mission of Mid-America EDC
- Ensure fiscal responsibility and stability
- Ensure transparency to the membership
- Follow governing documents
- Determine, monitor and enhance programs and services
- Are visionary
- Are present and engaged
- Are accountable and available
- Identify and recruit new leadership

# Committee Chairs

- Organize and lead your committee
- Recruit members
- Engage members
- Maintain content on the committee webpage(s)
- Contribute valuable content to the website and social media
- Educate the membership about your committee issues
- Develop activities to advance your committee's interests
- Identify and plan for leadership succession

# Communication Tools

- **Email**
- **Wild Apricot E-news system**– messages to the membership through the Mid-America EDC office
- **Conference Calls** – dedicated line available to Mid-America EDC Board and Committees
- **Webpages** for all committees
- **Social Networking** – LinkedIn, Facebook, Twitter (managed by Golden Shovel)

# You are Protected & Supported!

- **Directors & Officers Insurance** – covers the legal defense of the board
- **General Liability Insurance** – covers property damages and injuries relating to the organization
- **Corporate Status** – Not-for-Profit – 501(c)(6) may provide shield from personal lawsuits

# Legal Principles for the Board of Trustees

- **DUTY OF CARE** – *use reasonable care and good judgment in decision making*
- **DUTY OF LOYALTY** – *be faithful to Mid-America EDC and avoid conflicts of interest*
- **DUTY OF OBEDIENCE** – *comply with Mid-America EDC governing documents*



# Fiduciary Responsibilities / Risk Management

- **File Annual IRS Tax Return (Form 990)**
- **Avoid Conflicts of Interest**
- **Avoid Antitrust Violations**
- **Budget Annually**
- **Audit or Financial Review (Review at minimum required)**
- **Financial Oversight**
  - Executive Director; Bookkeeper; Account Reconciliation Firm; President; Treasurer; Board of Directors; Accountant; IRS; Treasury Function Controls Policy, Operating Reserve Policy

# Good Governance

*Boards are expected to maintain their accountability, independence and transparency while governing.*

- **Mission Statement**
- **Bylaws / Code of Regulations** – require member vote to amend
- **Policies** -
  - Whistleblower; Document Retention & Destruction; Conflict of Interest (IRS Form 990 Compliance)

# Summary



- Review the Operations Plan
- Participate Actively in Meetings and Events
- Recruit and Engage Members
- Focus on the Mission & the Membership

**MISSION DRIVEN -  
MEMBER FOCUSED**