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

- EXEC. COMM. /
- BOARD OF TRUSTEES
- COMMITTEES
- MEMBERSHIP
• EXECUTIVE COMMITTEE
  • President
  • 1st Vice President/Treasurer
  • 2nd 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 it 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