



Board Leadership Orientation

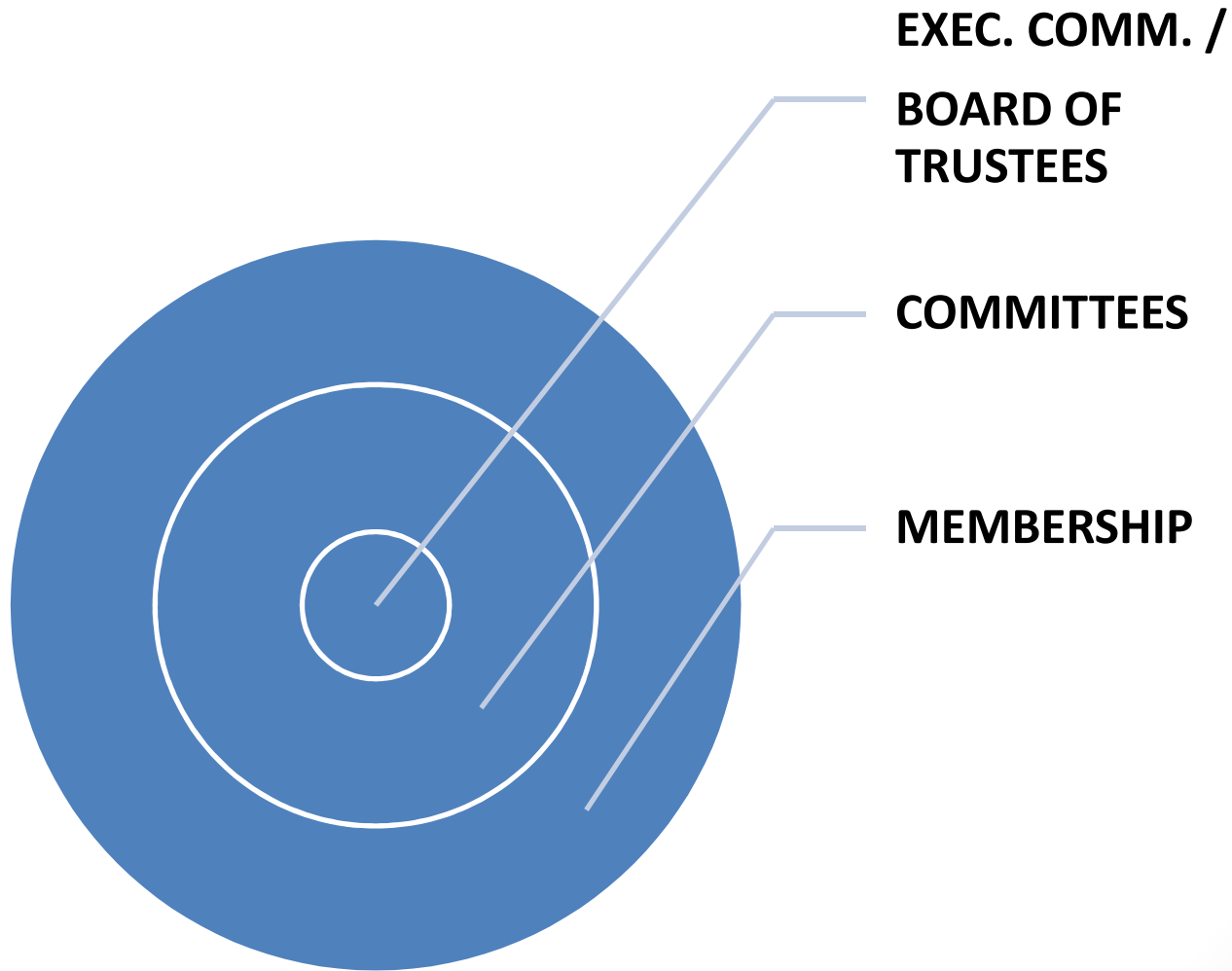
What is Mid-America EDC?

- 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 programs to reward excellence
 - Promotion of the ten-state 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 Economic Development Council is a multi-state association dedicated to being the leading resource for education, making connections, and sharing best practices for economic development professionals.

Mid-America EDC Leadership



- **EXECUTIVE COMMITTEE**

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

- **BOARD OF TRUSTEES**

- Executive Committee Members
- State Directors from all 10 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. All board members make up the membership 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 and Conference Committee 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. Board members and members-at-large make up the marketing committee.

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). Rotation is below and can be altered if a specific state is not prepared to host.

- 2016 – Ohio – Crowne Plaza downtown Columbus – May 18-20
- 2017 – Indiana
- 2018 – Wisconsin
- 2019 – Iowa
- 2020 – Michigan
- 2021 – South Dakota
- 2022 – Minnesota
- 2023 – North Dakota

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
- 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**
- **Constant Contact**– 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

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**
- **Financial Oversight**
 - Executive Director; Bookkeeper; Account Reconciliation Firm; President; Treasurer; Board of Directors; Accountant; IRS

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**