



## **The Role of The Chamber Board of Directors**

The Board of Directors has five basic functions:

1. Policy Administration
2. Financial Management
3. Long Range Planning and Evaluation
4. Organizational Continuity
5. Public/Community Relations

### **POLICY ADMINISTRATION:**

Policies provide a stable framework within which an organization can handle change. As a Board member, you make policy, follow policy, and review it. That last duty is essential. Policies are not cast in stone. They govern the operations and directions of an organization. They are broad in scope and few in number.

### **FINANCIAL MANAGEMENT:**

There are two major divisions in financial management. The first is accountability; second is resource development. The Board of Directors is accountable to its organization for adequate budgeting, establishing the dues structures and annual audits. Every Board member must understand any budget adopted by the Board. Resource development is another word for fund raising, also a subject for Board approval.

### **LONG RANGE PLANNING AND EVALUATION:**

Long range planning involves looking ahead at least three to five years, based on current and past reality (Business Plan). It is a process of planning for change. Without it, organizations stagnate or outlive their purpose or usefulness. The Board is responsible for establishing, approving and overseeing the Business Plan.

### **ORGANIZATIONAL CONTINUITY:**

An Executive Director or staff person often oversees the day-to-day management of an organization. The Board's role is to help insure smooth continuity from year to year by

revitalizing its membership, educating its Board, keeping abreast of programs and making decisions for the continued vitality of the program.

**PUBLIC RELATIONS/COMMUNITY RELATIONS:**

It is important to let the public know who you are and what you are about. It is also important to establish and foster relationships with agencies of similar and diverse purposes.

Collaboration, coalitions and partnerships are essential when resources are few. Paying attention to public and community relations will assist the fund raising efforts of the Board as well.

## **Overview of Specific Responsibilities for the Executive Board**

### **President**

- Oversees board and executive committee meetings
- Calls special meetings, if necessary
- Nominates who will serve on committees, and gets votes from the board.
- Prepares agenda for board meetings
- Works with the nominating committee to recruit new board members
- Coordinates periodic board assessments and evaluates its effectiveness
- Acts as a spokesperson for the organization
- Periodically consults with board members on their roles and help them assess their performance
- Monitors financial planning and financial reports with guidance and assistance from the Treasurer.
- Assist with selling memberships and sponsorships throughout the year.
- Attends all Chamber events and functions when available.

## **Vice President**

- Attends all board meetings
- Serves on the executive committee
- Carries out special assignments, as requested by the board
- Understands the responsibilities of the board president and be able to perform these duties in the president's absence
- Participates as a vital member of the board leadership team
- Reports to the board chair/President
- Works closely with the board chair/President to develop and implement officer transition plans
- Performs other responsibilities as assigned by the board
- Assist with selling memberships and sponsorships throughout the year.
- Attends all Chamber events and functions when available.

## Secretary

- Attends all board meetings
- Serves on the executive committee
- Maintains all board records and ensure their accuracy and safety
- Reviews board minutes
- Assumes responsibilities of the president in the absence of the board president, president-elect and vice president
- Provides notice of meetings of the board and/or of a committee when such notice is required
- Ensures minutes are distributed to members shortly after each meeting
- Becomes familiar with legal documents (articles, by-laws, IRS letters, etc) to note applicability during board meetings.
- Compiles committee reports and sends to all board members
- Assist with selling memberships and sponsorships throughout the year.
- Attends all Chamber events and functions when available.

## Treasurer

- Serves on the executive committee
- Understands financial accounting for nonprofit organizations
- Serves as financial officer of the organization and chairperson of the finance committee
- Manages, with the finance committee and/ or president, the board's review of and action related to all the board's financial responsibilities
- Works with the GDMP accountant to ensure that appropriate financial reports are made available to the board on a quarterly basis
- Under special circumstances should reports be made monthly (i.e. annual dinner)
- Reviews the annual audit and answers board members' questions about the audit
- Administrates fiscal matters of the organization
- Ensures board review of financial policies and procedures
- Assist with selling memberships and sponsorships throughout the year.
- Attends all Chamber events and functions when available.

## ***Overview of Specific Responsibilities for the Board of Directors***

### **Government Relations**

#### **Committee Expectations**

The Government Relations Committee serves to represent, promote and advocate the interests of downtown Des Moines regarding policies, laws, regulations and other developments that may affect the downtown Des Moines residential and business community.

#### **Committee Member Expectations**

Government Relations Committee Members will attend meetings make suggestions to the board as necessary including but not limited to the Greater Des Moines Partnership's Government Policy Council, City Council Meetings, Planning & Zoning Meetings, and Legislative Forums.

Upon assignment by the Government Relations Chair, Committee Members will attend one meeting per month.

Committee Members will compile a monthly comprehensive list of policies, laws, regulations and other developments that may affect the downtown Des Moines residential and business community including recommendations for Chamber involvement.

- Assist with selling memberships and sponsorships throughout the year. Volunteer at the annual meeting and annual fundraiser.

#### **Expectations of Chair**

Government Relations Committee Chair will:

- Form a Committee
- Hold monthly Committee Meetings
- Attend or assign committee members to attend government meetings.
- Attend monthly Des Moines Downtown Board of Directors Meetings and report on pertinent issues and/or meetings regarding policies, laws, regulations and other developments that may affect the downtown Des Moines residential and business community.

Assist with selling memberships and sponsorships throughout the year.

Attend the annual meeting and annual fundraiser.

## **Events**

### **Committee Expectations**

The Events Committee works to oversee the creation of various events for the members of the Des Moines Downtown Chamber of Commerce including but not limited to Sun Up with Downtown, Monthly Joint Chamber Luncheons, Business After Hours, Annual Fundraiser, and the Annual Celebration Event. Events are planned to connect with the business community in a variety of ways, to reach out to existing members, and to encourage future membership. Review existing events and offer ideas for improvements.

### **Committee Member Expectations**

- Oversee 11-12 Sun Up with Downtown morning networking events.
- Oversee 12 Joint Monthly Chamber Luncheons. Luncheons will be held in Downtown on even numbered months and in the West Side on odd numbered months.
- Develop, plan and oversee the Annual Fundraiser.
- Develop and plan the Annual Celebration event.
- Attend a monthly meeting to discuss various events.
- Suggest businesses to hold a Business After Hours
- Work collaboratively with other committees on events.
- Maintain records of all events for future years.
- Review existing events on an annual basis to suggest potential renewal or termination.
- Review membership for businesses that may host events including Downtown council, etc.
- Prospect community for event locations that are not current members
- Assist with selling memberships and sponsorships throughout the year.
- Volunteer at the annual meeting, annual fundraiser and other chamber events as available.

### **Expectations of Chair**

The Events Committee Chair will:

- Form a Committee
- Hold monthly Committee Meetings
- Attend or assign Committee Members to attend chamber events
- Coordinate all events and work of the Events Committee
- Set a fixed calendar at least one month in advance. These events shall be shared with members at least two weeks in advance of the event.
- Attend monthly Des Moines Downtown Board of Directors Meetings and report on the status of upcoming and existing events.
- Attend the annual meeting and annual fundraiser.
- Assist with selling memberships and sponsorships throughout the year.
- Take the lead on coordinating sponsorship pitches with guidance from the Executive Board.

## **Marketing**

### **Committee Expectations**

The Marketing Committee serves the Des Moines Downtown Chamber, its committees, members, and potential members as an educational and informative tool. The Marketing Committee will use various outlets such as the website, social media, and public relations to educate the community on the Des Moines Downtown Chamber, events, resources, and member benefits.

### **Committee Member Expectations**

Marketing Committee Members will work to provide the best possible web site to provide value to our members and market the Des Moines Downtown Chamber of Commerce to the community. By leveraging technology, the Marketing Committee will support the membership through features, functionality, user interface, and current technology trends. The Marketing Committee should maintain constant awareness of current trends and brainstorm new ways to make the Des Moines Downtown Chamber of Commerce visible to potential members.

- Assist with selling memberships and sponsorships throughout the year.
- Volunteer at the annual meeting and annual fundraiser.
- Manage and update Twitter, Facebook and LinkedIn accounts at least once a week.
- Alert Board President of any marketing/media issues, concerns and opportunities.
- Send out Chamber press releases whenever warranted, a minimum of four a year (including annual meeting, annual fundraiser, Board of Directors acknowledgements).
- Manage the Downtown Chamber's website and Constant Contact e-blasts with the assistance from Downtown Chamber staff.
- Design collateral, rack cards, proposals and more when needed.

### **Expectations of Chair**

The Marketing Committee Chair will:

- Form a Committee
- Hold monthly Committee Meetings
- Lead the Marketing Committee to publicize and promote the Chamber.
- Work with other board chairs and committee members to respond to any member, media or community relations concerns or opportunities, per approval of the Board President.
- Proof all Downtown Chamber documents and e-blasts before sending.
- Attend monthly Des Moines Downtown Board of Directors Meetings
- Send out monthly e-communication (utilizing Constant Contact).
- Analyze website analytics and Constant Contact analytics and share a report recapping these statistics in the monthly board report.
- Assist with selling memberships and sponsorships throughout the year.
- Attend the annual meeting and annual fundraiser.

## **Membership**

### **Committee Expectations**

The Membership Committee serves current members, works to grow membership, and increase retention. The committee is involved in research, development and implementation of membership benefits and incentives.

### **Committee Member Expectations**

Membership Committee members will research, develop and implement various membership benefits and incentives that will grow membership and increase retention rates.

- Maintain an active list of Potential New Members (PNM).
- Contact four PNM each month for sales calls.
- Work with Ambassadors to follow up with new members.
- Maintain an active list of members that Need to Renew Membership (NTR).
- Contact NTR members as assigned by Membership Chair.
- Work with Ambassadors to follow up with members that have renewed.
- Assist with selling memberships and sponsorships throughout the year.
- Volunteer at the annual meeting and annual fundraiser.

### **Expectations of Co-Chairs**

The Membership Committee Co-Chairs will:

- Form a Committee
- Hold monthly Committee Meetings
- Attend monthly Des Moines Downtown Board of Directors Meetings
- Lead all Committee Member work.
- Assist with selling memberships and sponsorships throughout the year.
- Attend the annual meeting and annual fundraiser.

## **Ambassadors**

### **Committee Expectations**

The Ambassador Committee promotes and supports the Des Moines Downtown Chamber of Commerce as an outreach and public relations representative.

### **Committee Member Expectations**

Ambassador Committee members will

- Attend ribbon cuttings, groundbreaking, business after hours, and other events as needed/assigned by Ambassador Chair to act as host/hostess.
- Based on interaction at said events, Committee will give the Membership Committee a list of potential new members (PNM) each month.
- Follow up with new members to thank and encourage participation at events.
- Help retain new members by mentoring new members.
- Personally "network" for fellow Chamber members by promoting their products and services to current and new members.
- Follow up with members that have recently renewed to thank and encourage participation at events.
  - \*Committee Members should make 2 calls per week as assigned by Committee Chair.*
- Assist with selling memberships and sponsorships throughout the year.
- Volunteer at the annual meeting and annual fundraiser.

### **Expectations of Chair**

The Ambassador Committee Chair will:

- Form a Committee
- Attend or assign committee members to attend chamber events.
- Lead all Committee Member work.
- Attend monthly Des Moines Downtown Board of Directors Meetings
- Assist with selling memberships and sponsorships throughout the year.
- Attend the annual meeting and annual fundraiser.
- Facilitate communication between the Chamber board of directors and Chamber membership. Information received from new members goes to the board through reports submitted during the year for each new member contacted.

## **Downtown Council**

### **Committee Expectations**

The Downtown Council Chair leads the monthly Downtown Council meeting and assists the Program and Events Chair as needed on additional Chamber events. The Downtown Council meeting is planned to connect the Chamber with members and additional non-member businesses in the community. Its primary goal is to keep Downtown businesses informed of Downtown happenings and events to encourage cross-promotion, partnerships and traffic into Downtown.

### **Committee Member Expectations**

- Develop and plan monthly Downtown Council meetings at various member locations.
- Assist with the Annual Fundraiser.
- Assist with the Annual Celebration event.
- Suggest new partnerships with community organizations and offer ideas for improvements based off of knowledge gained through the Downtown Council.
- Work collaboratively with other committees on events.
- Maintain records of all Downtown Council meetings for future years.
- Review Downtown Council meetings an annual basis to suggest new topic ideas or additional format adjustments.
- Prospect Downtown Council locations that are not current members and sell them on membership in order to host a Downtown Council meeting.
- Assist with selling memberships and sponsorships throughout the year.
- Volunteer at the annual meeting and annual fundraiser.

### **Expectations of Chair**

The Downtown Council Chair will:

- Form a Committee
- Hold monthly Committee Meetings
- Attend or assign Committee Members to attend chamber events
- Coordinate all Downtown Council meetings
- Lead and oversee all Downtown Council meetings
- Attend monthly Des Moines Downtown Board of Directors Meetings and report on the status of upcoming Downtown Council meetings.
- Attend the annual meeting and annual fundraiser.
- Assist with selling memberships and sponsorships throughout the year.