



ORGANIZATION

Involves Creating a Strong Foundation
For a Sustainable Revitalization Effort,
Including Cultivating Partnerships,
Community Involvement, and
Resources for the District

Board of Directors Recruitment & Orientation

Recruitment to the Organization Board involves two steps: The **Invitation to be a member of the board and The **Orientation** of the new board member.**

Prior to recruiting new board members the existing board should discuss potential members. Consider skills they may be missing from the existing board that will help progress the current plan of work. Who are partners and stakeholders who have particular talents/skills that could be an asset to the board? Existing board members may suggest nominations and be assigned to talk with anyone they personally know to gauge their interest.

Prior to meeting with potential board member be sure to know the following in order to provide background information:

- ♦ History of the organization, mission, vision, goals, current membership of organization.
- ♦ Type of organization structure: non-profit, city, or a quasi public/private.
- ♦ Your organization's connection to the NC Main Street & Rural Planning Center as well as the National Main Street/Main Street America® program.
- ♦ If the organization has a Municipal Service District (MSD) be able to convey how a MSD works.
- ♦ Time commitment, including committee meeting they are expected to attend as well as retreats, conferences, trainings.
- ♦ Monetary commitment if there is one
- ♦ Board of Director's and/or Advisory member's duties and responsibilities.
- ♦ Strengths and weaknesses of the board.
- ♦ Why YOU serve on the board.
- ♦ Director's job description.

Once the nominee has agreed to serve Orientation of the new board members should occur and should be required of all new board members.

Address the following:

- ♦ Meeting time and place for regularly scheduled meeting including any committee meetings they are expected to attend.
- ♦ Procedures for establishing agenda.
- ♦ A brief bio on other members to give to the new members and they should submit a bio on themselves prior to being nominated.
- ♦ Go over recent Director's job evaluation *this is only if the organization is non-profit.
- ♦ Go over the written Duties & Responsibilities *this is only if the organization is non-profit
- ♦ Conflict of Interest Policy: if you do not have such policy one should be established.
- ♦ Financial overview and recent financial report. *If program is a city program the advisory board should know and understand the basic budget for running the Main Street program.
- ♦ Bylaws or Rules of Procedure if a City program with Advisory Board.
- ♦ Articles of Incorporation should be included in their notebook/information if a non-profit or quasi program.
- ♦ Board Liability information.
- ♦ Clarify working relationship between Board, Executive Director and Staff.
- ♦ Review Implementation Plan (work plan).
- ♦ Description of the nature of the board regarding inclusiveness and participation.
- ♦ Attendance policy and need for timely notice of time conflicts.
- ♦ Have new board member sign and date an agreement stating they have been through orientation and understand the information and to the best of their ability will serve as a board member for the specified appointed term and if at some point they do not believe they can fulfill their commitment they will step aside allowing for another to come on board.

Board of Directors Recruitment & Orientation pg. 2

At the conclusion of the orientation the new members should know the following:

- ♦ What they are doing on the board.
- ♦ Who is responsible for what.
- ♦ Where is the specific area of work being done (know the downtown district/boundaries.)
- ♦ When is it going to be done?
- ♦ How the work going to be accomplished.
- ♦ The Vision, Mission and Economic Development Strategies!



***“We make a living by what we get, but we make a life by what we give,”
Winston Churchill***



This document was created to assist designated NC Main Street Communities and any other community that would like to develop best practices for downtown economic development.