

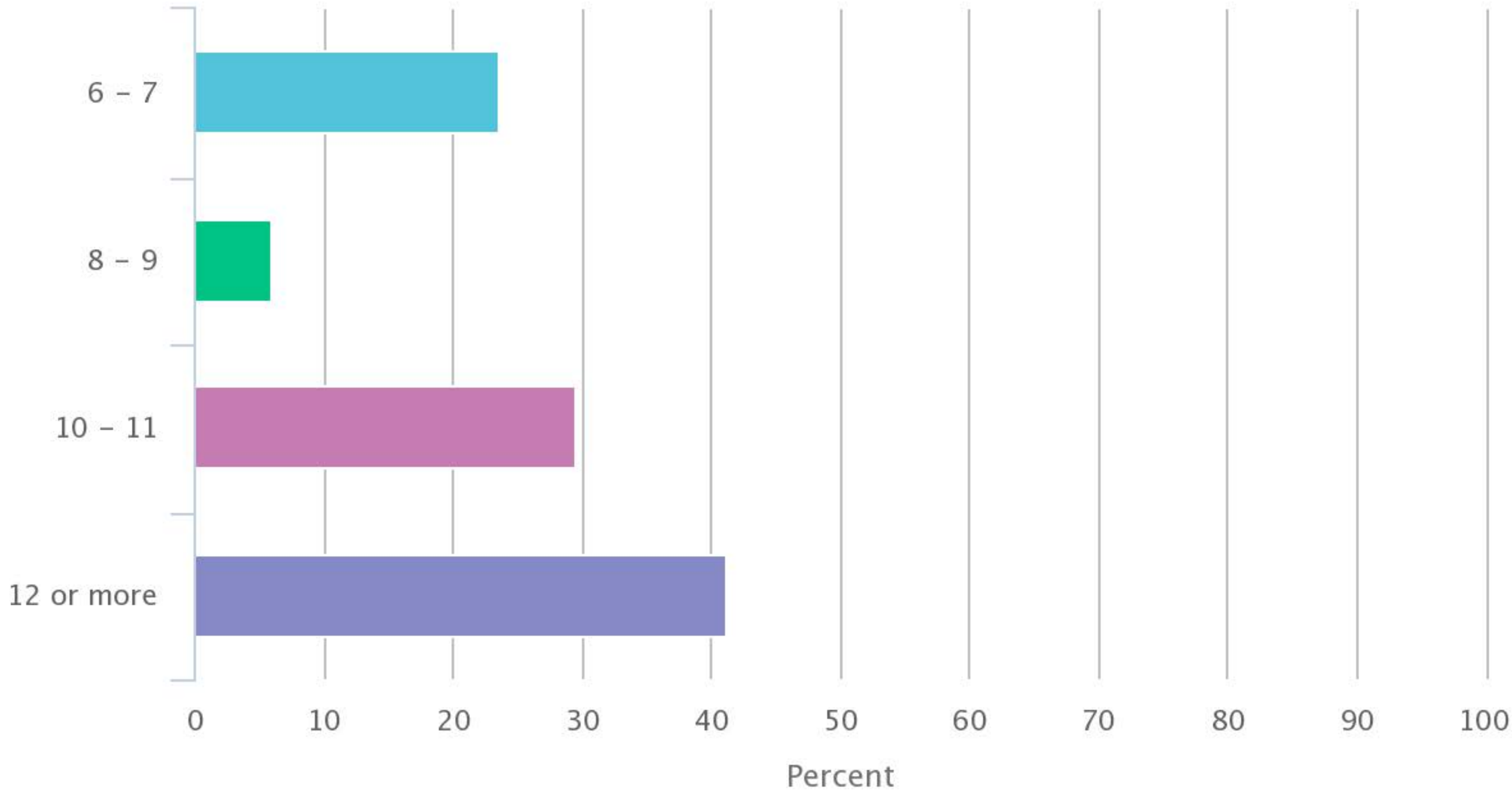
Making the Most of Your Economic Development Board

**August 16, 2017
10:30 a.m. CDT**

**Presented by Bryan Hisel
Executive Director
Mitchell Area Development Corporation**



How many members are on the board of directors that you serve?



Keys To Successful Board Relationships

➤ **Look At The Sky, Not The Floor**

➤ **“The Books Are Right”**

➤ **Never Sponsor A 4th Of July Celebration**

Attitude Toward Board Of Directors

➤ **They are not “Your” (My) Board**

➤ **Ownership vs. Servant Leader**

➤ **You Belong To Them / They Are Your Boss**

- **You Are CEO / Implementation**
- **They Are The Corporate Board of Directors**
- **Treat Them With The Respect They Deserve**



Structure of Corporate Board

➤ **501 C 6 vs. 501 C 3**

➤ **Number Of Voting Members / 7 Plus Or Minus 2**

➤ **Ex-Officio Non-Voting Members / Who Pays The Tab**

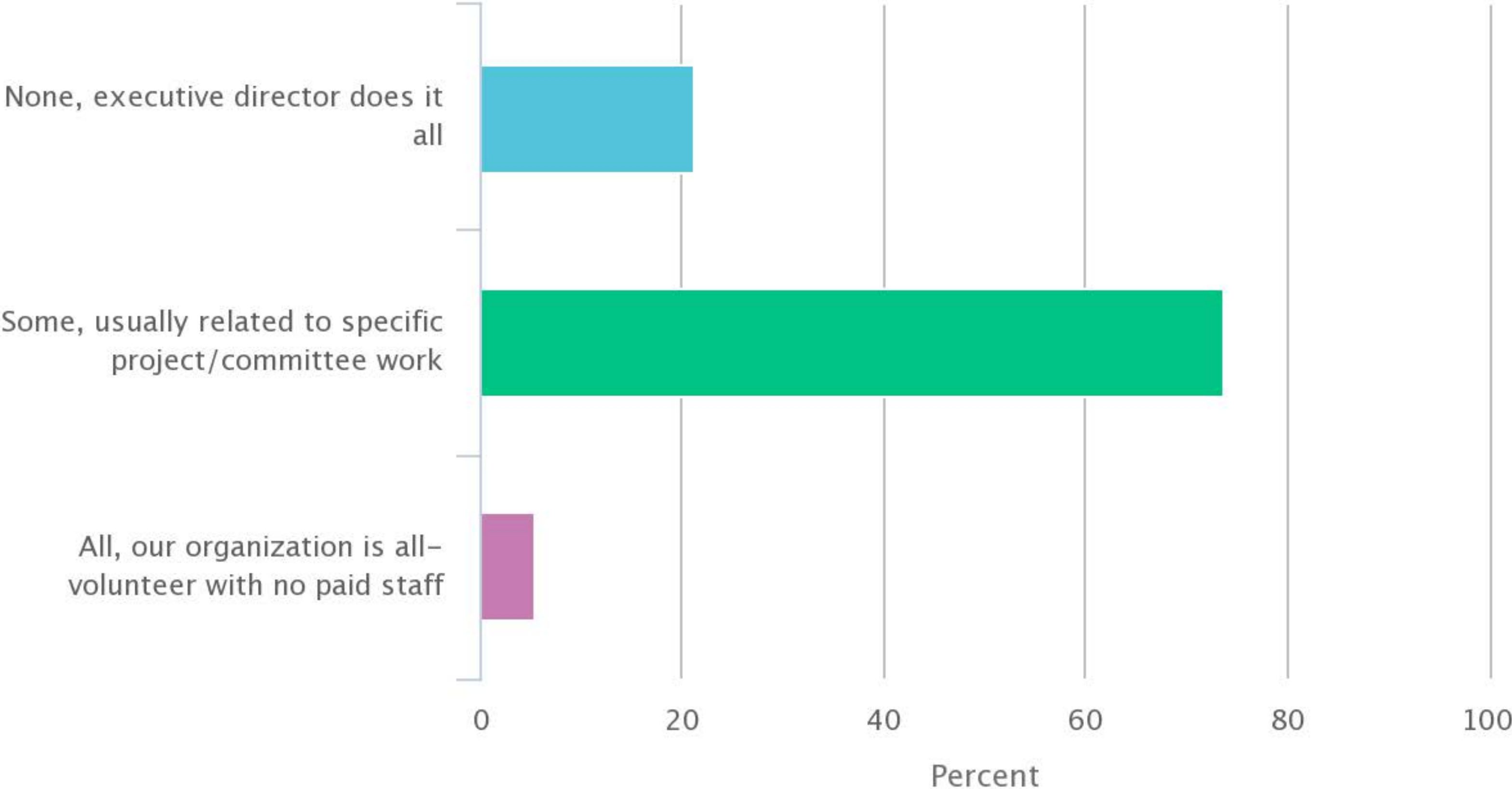


➤ **The Perfect Board**


➤ **Development Investors / Memberships?**

➤ **Executive Board / Committees**

How much of a role does the board play in everyday activities?



**Define The Mission,
Goals & Responsibilities**

- 
- **Mission Creep**
 - **Everything To Everybody Equals Nothing**
 - **By-Laws & Trouble**
 - **Annual Budget**

Board Terms & Selection

- **Single Slate / Not Election**
- **Longer Terms Equals Continuity But Less Management Control**
- **Be Involved In The Nomination Process But Do Not Be In Control**

Who Should Serve Development Board

- **Influence / Community Opinion
Leader / Respected**
- **Resources / Fund Raising**
- **Information / Technical &
Professional**

➤ **Pro-Growth & Progress**

➤ **Conflict of Interest**

➤ **Contractors / Realtors / Developers**



➤ **Cost Estimates**

➤ **“Elites” vs. Broad Based Community
Representation**

Meetings & Communication



➤ **Meeting Dates Set For Year**

➤ **Board Meeting Agenda**

Policy
Level

Decision
Based with
Quality
Information

Out a Week
in Advance
of Meeting



➤ **Confidential Information**

➤ **Personal Visits On Issues**

Not
Always
Digital
(email)

The Economic Development Focus Of The Board

➤ **Job Creation**

➤ **Increase Personal Income**

➤ **Increase Capital Investment**

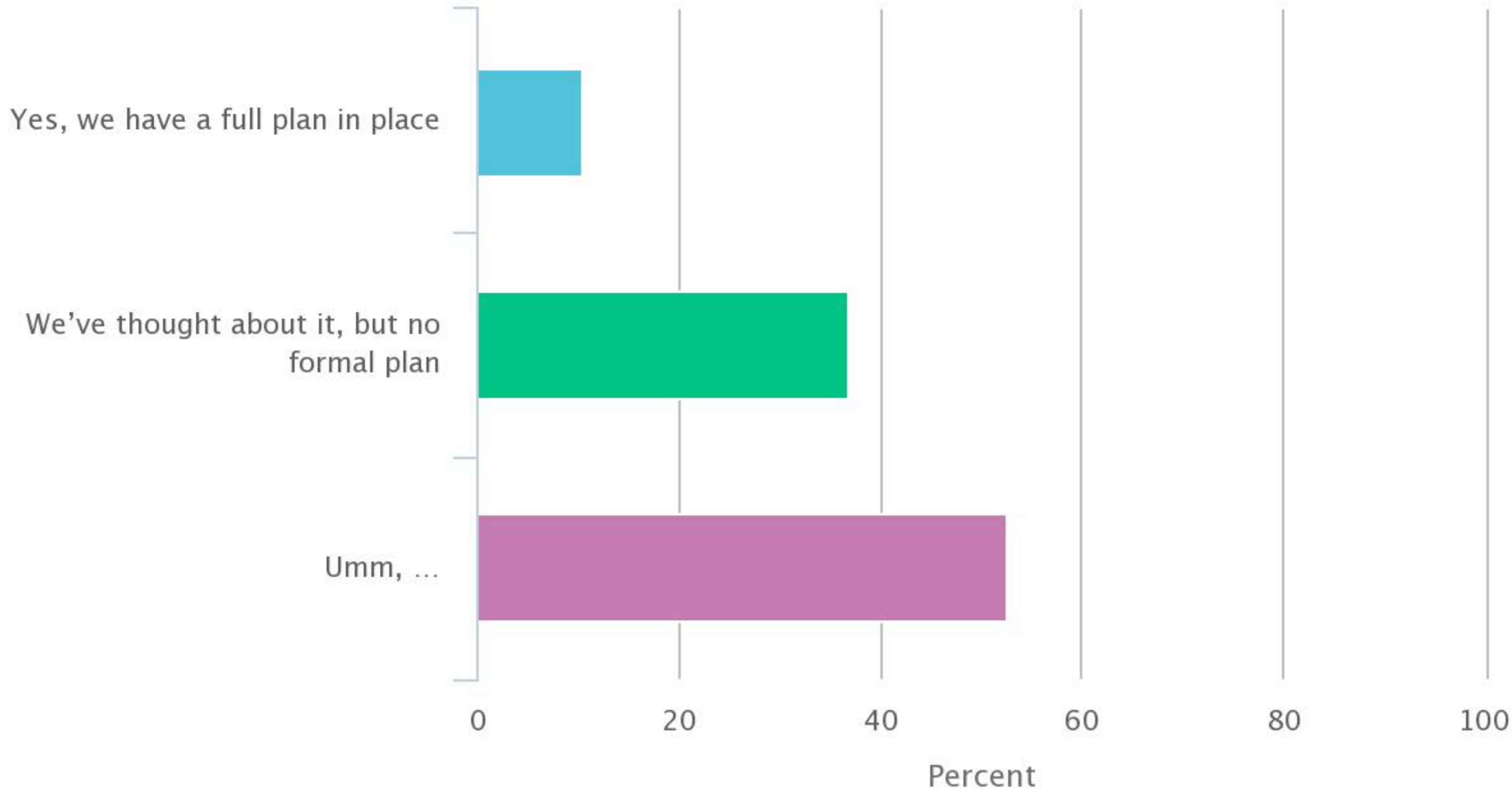
➤ **Create Wealth In Your Community**

➤ **Diversify The Economic Base Of
Your Community**

Community Economy



Does the board have a succession plan in place to train a new executive director or board president?



For more information email
to bhisel@mitchellsd.org

