UNIFIED**organizations**

June 26-27, 2014

1

Workshop Objectives

- Clarify this committee's 'charge'
- Clarify the community's vision
  - Define 'community'
- Review organizational model
  - Provide updates on current state of mind for each organization
- Define the governance model for the 'new' organization
- Define 'how we will get there?' with timelines

This Committee's Charge

- State and agree upon the ultimate purpose of our committee

- Finalize what the 'new' organization looks like

- Define a competency-based board & the process/plan to get there

- Define concrete deadlines/timeline for completion

- Develop a communication plan

Definition of Community

3) Prospective Businesses & Residents

2) Regional Trade Area

1) Logan County

Our <u>Core</u> Community Includes:

- Cities/Villages in Logan County
- Farmers
- Civic Organizations
- Businesses in county
    - Downtowns / business districts
    - Hotels
- Property owners in county
- Residents in county
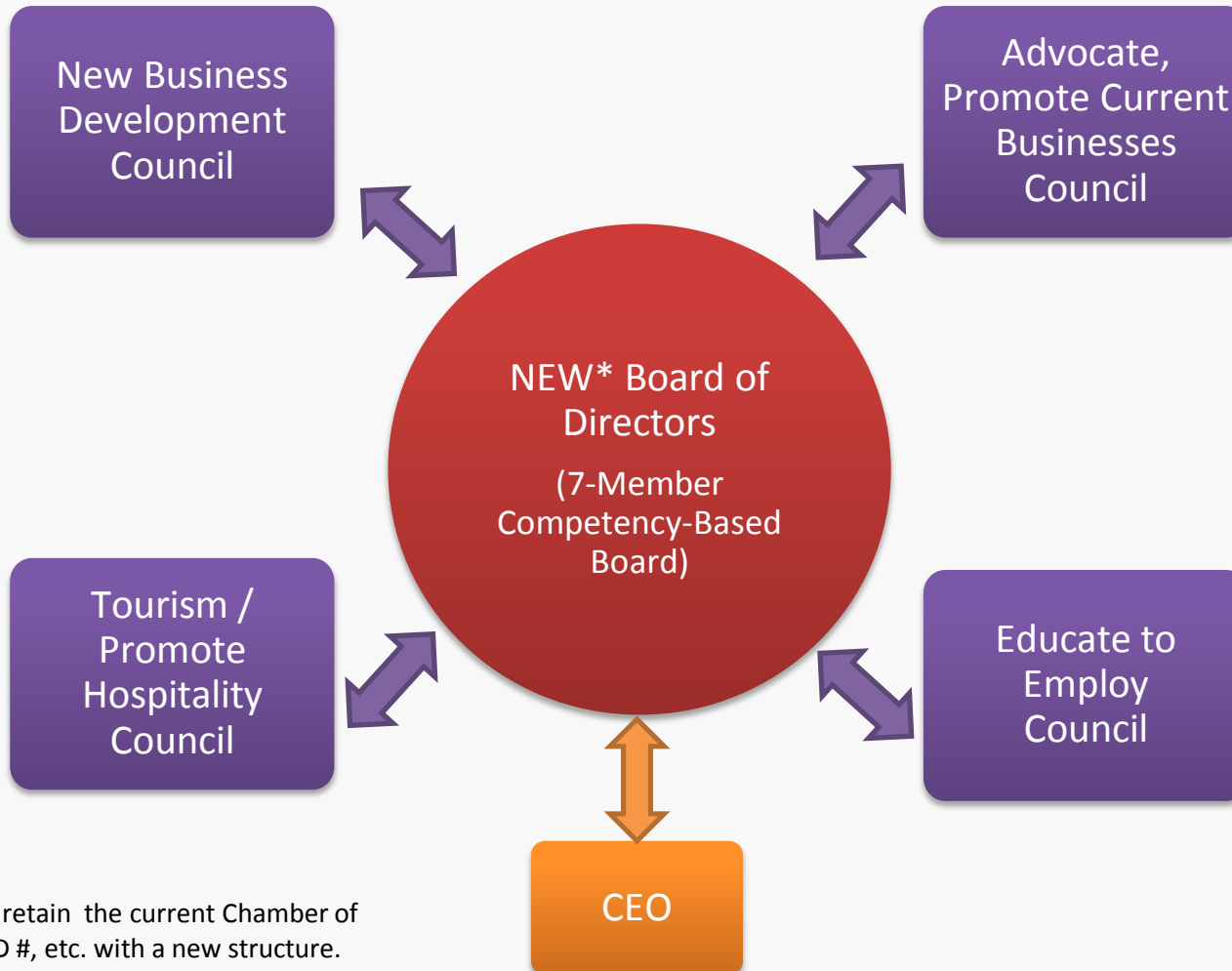- Remote workers
- Educational institutions

A Shared Vision for Our Community

- A clear, common brand for the community (clear identity, well articulated, creates pride, esteem & unity, clear signage for out-of-towners)

- A healthy economy (job opportunities & an employable workforce)

- Leveraging & promoting our assets (events, destinations, new museum, convenient location, using our facilities to host – 'heads in beds')

- Vibrant downtowns *(more boutique retail, more businesses, better atmosphere, streetscapes – support for new & existing businesses)*

- Improved government relationships (cities/county)
  - It feels like a "county" success!

- Colleges are here, thriving & growing
  - Mentorship programs between college / businesses

- Education systems are collaborating & leveraging each other's resources – have a consistent plan (school, activities, vocation)

- More medium- income & accessible housing available

- Technology – more competition between providers

- Double our citizen engagement

Tomorrow

- Alive!
- Thriving
- Employed
- Destination
- Imaginative
- Desirable
- Engaged
- Affordable
- Open
- Youthful
- United
- Leadership
- Capable
- Willing
- Welcoming
- Safe

5

'New' Organizational Model

New Business Development Council

Advocate, Promote Current Businesses Council

NEW* Board of Directors

(7-Member Competency-Based Board)

Tourism / Promote Hospitality Council

Educate to Employ Council

CEO

NEW organization will retain the current Chamber of Commerce's EIN, TAX ID #, etc. with a new structure.

6

Role of BoD

Governance:
Board

Board of Directors

Why?
What?
Who?

Role of the Board of Directors
(Why? What? Who?)

- Fiduciary Responsibility (liabilities)
- Governance (create vision, mission, values and set policy)
- Strategic Plan
- Set Goals & Objectives
- Monitor & Oversee, Evaluate Results
- Ensure Execution
- Hire, Oversee & Evaluate CEO
- Conduct Annual Evaluation of CEO
- Conduct Annual Evaluation of Board Performance
- Pave the way for the new organization
- Promote (SELL) it
- Make sure all votes are heard
- Effective Communication & Reporting Lines

Competencies
(General & Functionally Specific)

Governance: Board	Board of Directors		Why? What? Who?

General Competencies (we will be looking for people who have a combination of these competencies)	**Functional/Skill-Based Competencies** (we will also be looking for candidates who bring specific knowledge & skills to the Board)
■ Passion, Purpose, Persuasion ■ Strategic Thinker & Big Picture Thinking ■ Willingness to Commit ■ Respected by Peers, Influential ■ Loyal, Confidential ■ Optimistic & Hopeful ■ Willing to conduct thorough due diligence ■ Impartial ■ Collaborative, Know when to compromise ■ Risk taker, creative, imaginative ■ Measurable Success in Board Experience ■ Demonstrated Leadership Experience ■ Proactive Decision Maker, Sense of Urgency ■ Courage & Ownership ■ Endurance ■ Excellent Self-Awareness, Ability to Self-Evaluate	■ Financial Aptitude ■ Business Acumen / Small Business Owner knowledge ■ Business Attraction, Development & Retention ■ Agriculture Community ■ Tourism / Hospitality Industry ■ Promotion / Advertising ■ Education ■ Civic Experience ■ Government Relations ■ Technology

Rules of Engagement

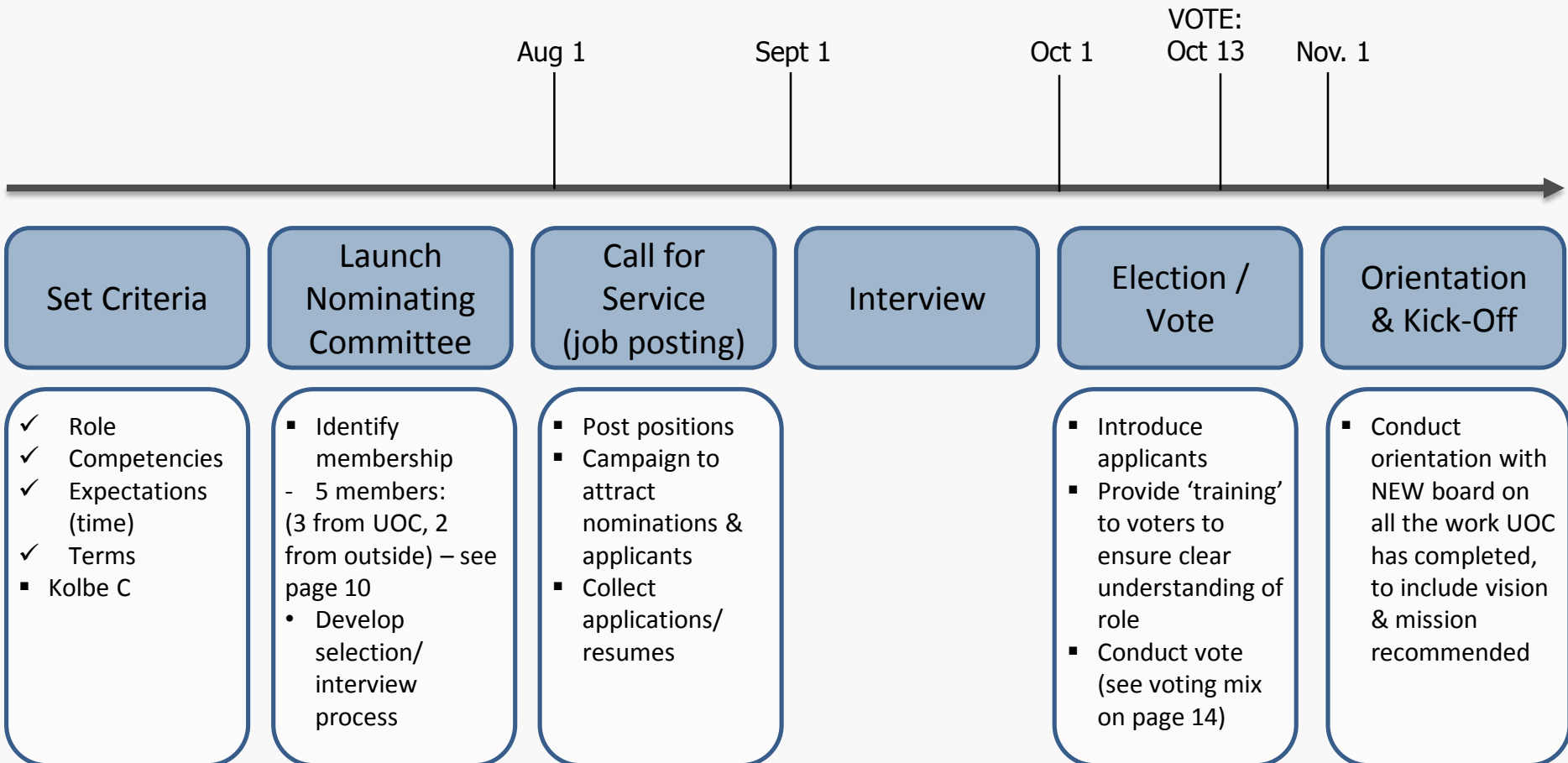| Governance: Board	Board of Directors		Why? What? Who?

Preliminary "Rules of Engagement"

- There will be no 'executive committee' – this Board will constitute the governing body
- 100% Attendance is required
  - 3 meetings missed in a row will be automatic termination of position
- Term-Limits
  - 2 year placement, renew 1 time
  - Results in max 4 year service

  (The first terms will vary:

  3 members will start with 1 year, with 2-year extension if voted

  4 members will start with 2 years, with 2-year extension if voted)
- Various Board Members will sponsor a Councils
- Board Meeting evaluations each meeting
- All votes are equal

Plan to Get There

	Aug 1	Sept 1		Oct 1	VOTE: Oct 13	Nov. 1

Set Criteria	Launch Nominating Committee	Call for Service (job posting)	Interview	Election / Vote	Orientation & Kick-Off
✓ Role ✓ Competencies ✓ Expectations (time) ✓ Terms ▪ Kolbe C	▪ Identify membership - 5 members: (3 from UOC, 2 from outside) – see page 10 • Develop selection/ interview process	▪ Post positions ▪ Campaign to attract nominations & applicants ▪ Collect applications/ resumes		▪ Introduce applicants ▪ Provide 'training' to voters to ensure clear understanding of role ▪ Conduct vote (see voting mix on page 14)	▪ Conduct orientation with NEW board on all the work UOC has completed, to include vision & mission recommended

10

Nominating Committee

| Aug 1 | Sept 1 | Oct 1 | Oct 13 | Nov. 1 |

Launch Nominating Committee

- Identify membership
- 5 members: (3 from UOC, 2 from outside) – see page 10
- Develop selection/ interview process

Nominating Committee (3 from UOC, 2 from outside):
1) David Lanterman
2) Eric Graue
3) Tracy Welch
4) Todd Cyrulik
5) Bridget Schneider

June 30: UOC members reach out and confirm interest *(email Marit & include: Name, where they live, role in community)*

July 1: Marit conduct Kolbe A's on candidates

July 2: Marit notifies UOC members of candidates

July 7: UOC Votes

July 8AM: Marit communicates & schedules first meeting for Nominating Committee

11

The VOTE

Timeline: Aug 1 — Sept 1 — Oct 1 — VOTE: Oct 13 — Nov. 1

- Each organization will need to commit and clarify contributions to new organization by Aug. 1
- Based on contribution, weighted voting value will be re-calibrated by Aug. 8.
- The Voting Individuals will be selected by their various organizations by Sept. 1
- Upon voting, votes will be anonymous and counted individually, and counted as collective numbers
- *It has not been determined yet who will facilitate the voting process*

Election / Vote

- Introduce applicants
- Provide 'training' to voters to ensure clear understanding of role
- Conduct vote (see voting mix on page 14)

VOTING value model

	75% of Vote will be shared by the organizations comprising the Unified Organizations Committee*						25% of vote will be shared by municipalities not currently in UOC
	Chamber	Tourism	MainStreet	Partnership	City	County	
Financial Contribution	$440K	$200K	$15K (1x)	$35K	$60K	$30K	
%	56%	25%	2%	5%	8%	4%	
# Votes based on 52 Total	**21**	**9**	**1**	**2**	**5**	**2**	**12**

*Weighted Voting: The description above is an **example** of what the voting weighting could look like based on today's understanding of potential contributions. These will be recalculated in August based on the organizations that are committed to the initiative as of August 1.

Next Steps

Action	Person/People Responsible	Due Date
Roll-Up Workshop Notes	Marit Peters	June 29
Draft Press Release	Andi Hake / Marit Peters	June 30
Provide Feedback on Press Release & Return	Committee Members	July 1
Publish Press Release	Andi Hake	July 2
Complete Nominating Committee Membership	UOC members	July 7
Present to various boards as necessary	UOC members	July 11
Nominating Committee complete position postings & define steps. Be ready to 'post'	Marit Peters / Nominating Comm.	July 18
Commit to 'new' organization with defined contributions	Each representing UOC Board	Aug 1