



# Now That I'm on a Local Economic Development Board, Just What Did I Commit to?

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**Iowa Department of Economic Development  
Downtown Resource Center**

**Building Effective Boards  
2009**

**Presented by:  
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# **Local Community & Economic Development Boards of Directors**

## **Food for thought:**

**If you always do  
What you've always done  
You'll always get  
What you've always got!!**

**Ben Boozer**



# The Five Important “W” groups:

- WORKERS
- WISDOM
- WORRIER
- WEALTH
- WOMEN & MEN...

Gender balance



# Board Responsibility

## **FAAPPP:**

- **FUNDING**
- **ADVOCACY**
- **ACCOUNTABILITY**
- **PLANNING**
- **POLICY**
- **PERSONNEL**



• **Local C&ED Boards are**  
**PARTICIPATORY democracies!**

- Every Board Member has a voice and a vote!!!
- Issues are discussed, voted upon, and decided during **BOARD MEETINGS**
- Empowerment begins with the Board!



**Individual Board Members need to **PAUSE** and understand what is expected of them.**

- **PARTICIPATE**
- **ATTEND** meetings
- **UNDERSTAND** the mission
- **SUPPORT** board's decisions
- **EDUCATION**



# TWO HAT RULE

**RULE #1:**

**DON'T ASK OR EXPECT BOARD  
MEMBERS TO WEAR MORE  
NOR LESS THAN TWO HATS!!!!**



# Board members should wear no more than two **HATS**:

- First **hat** as a board member
- Second **hat**:
  - Officer of the board
  - Committee chair, or
  - Committee member





“There is a difference between

**INTEREST** and  
**COMMITMENT!**

When you're **interested** in doing something, you do it only when it's convenient.

When you're **committed** to something, you accept no excuses, only results!”



# Executive Director

**RULE #3:**

**IT IS NOT THE EXECUTIVE DIRECTOR'S PROGRAM!**

**ORCHESTRATE** the efforts of the local organization.

**NOT TO** single-handedly

**IMPLEMENT** the activities for the organization!



# Executive Director

**COORDINATE**

**FACILITATE**

**INSTIGATE**

**COMMUNICATE**

**RULE #4:**

**SUCCESSFUL DEVELOPMENT**

**ORGANIZATIONS ARE**

**VOLUNTEER DRIVEN, STAFF**

**MANAGED**



# Executive Director

Professionals hired to:

- **SUPPORT & UPHOLD** board decisions
- **HANDLE** public awareness & public relations
- **WORK** closely with business owners & managers
- **HANDLE** administrative details
- **BECOME** the local go to person



# Executive Director

Professionals hired to:

- **ESTABLISH** strong relationships with the city, state & other local development groups
- **EDUCATE** on community & economic development issues
- Become a **LEADER** in the community



# Executive Director

Professionals hired to:

- **MOTIVATE** volunteers
- **REPORT** to and **WORK** for the pleasure of the board . . . no one else!
- **ATTEND** all board & committee meetings
- **EMPOWER** volunteers
- **GIVE** credit away



# **RULE #5:**

**THE EXECUTIVE DIRECTOR IS  
A PROFESSIONAL HIRED TO  
COORDINATE ALL THE  
EFFORTS OF THE  
COMMUNITY/ECONOMIC  
DEVELOPMENT  
ORGANIZATION..... Not single  
handedly do it!!!!**



# Executive Director

Does Not:

- **FUNDRAISE** their own salary
- Take **MINUTES** at board meetings
- **CHAIR, LEAD, or PRESIDE** over meetings of the Board of Directors or Committees
- **WRITE** the entire newsletter



# Executive Director

## Does Not:

- Have their own **OPINION** unless it is consistent with the board's
- **DO** the **BOOKS** for the corporation
- **WRITE** their own paycheck
- **IMPLEMENT** every activity of the organization, but instead
- **EMPOWERS** volunteers to take responsibility

A vertical collage on the left side of the slide. At the top is a globe. Below it is a street sign that says 'MAIN ST'. Further down is a person sitting at a desk, possibly working. The collage has a warm, yellowish tint.

**RULE #6:**

**EXECUTIVE DIRECTORS  
COME AND  
GO...BUT...THE WORK  
MUST **CONTINUE.****

A vertical collage on the left side of the slide. At the top, a street sign for 'MAIN ST' is visible. Below it, a baseball is shown. Further down, a person is seen working at a desk with a computer monitor and keyboard. The collage has a warm, golden-yellow color palette.

# **Empowering Volunteers**

**Food for thought:**

## **Empowerment**

“The greatest good we can do for others is not just to share our riches with them, but to enable them to discover their own.”

**- Sister Carita**



# Empowered Volunteers

- **EDUCATED** about the Organization's initiatives.
- Understand the **MISSION** and Goals.
- **PARTICIPATE** in decision making.
- Take **OWNERSHIP** & responsibility.
- Create **WORKING** committees.
- Provided with clear **EXPECTED** outcomes.



# Empowered Volunteers

- Are **RECOGNIZED**.
- Are **EMPOWERED** daily.
- **DEVELOP** into next generation of leaders



**RULE #7:**

**VOLUNTEERS DON'T**

**WANT OR NEED**

**DIRECTIONS ON HOW TO**

**“DO IT YOUR WAY”**



**RULE #8:**

**VOLUNTEERS ARE THE  
LIFEBLOOD OF A  
SUCCESSFUL  
ORGANIZATION**



# Tricks of the Trade

- Have a strong mission and clear vision for the community.

*If you don't know...*

*Where you're going...*

*Any road will do!!!*

*The Cheshire Cat*



# Tricks of the Trade

- Insist on workplans – plans of action
- Empower volunteers

“A volunteer is a person who thinks they can make a difference - and is willing to prove it”

Anonymous



# **Ingredients of a Strong Community/Economic Development Organization**

- 1. Widespread community support**
- 2. Broad based community representation**
- 3. Distinct constituency - no conflicts**
- 4. Committed, dependable funding**
- 5. Full time management**



# Ingredients of a Strong Community/Economic Development Organization

6. Strong public/private partnership
7. Commitment to succeed, over time
8. Working board and committees
9. Clear vision, shared mission with well defined goals and objectives
10. Workplan with assignments and timetables

Adapted from *The Successful Volunteer Organization* by Joan Flanagan



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