



Committee Roles

Marketing (including Events) & Beautification

This committee sets the vision for and manages the overall marketing strategy, event planning, and beautification of the BIA. Event execution is “all hands-on deck” and involves the entire Board of Management.

Accountability

- A standing committee established annually by the Board of Management.
- Reports to the Board of Management, and the Chair is determined by the committee annually.

Responsibilities

- Attend monthly committee meetings.
- Work with manager to define short-term and long-term needs and requests.
- Contribute to and review marketing (and event planning) and beautification plans to ensure progress toward annual and long-range goals.
- Provide annual marketing, events, and beautification budget recommendations.
- Set priorities for marketing (and event planning) and beautification efforts, evaluate plans and strategies, and present outcomes to the Board of Management.
- Coordinate efforts around the TOTBIA mission, brand, public relations, website, social media, communications, newsletters, annual reports, events, and marketing projects.
- Assess, develop, and implement a social media promotional campaign for member recruitment, benefits, communications, and engage in advocacy and networking.

Marketing & Public Relations:

- Develop and maintain informational material which describes the benefits of membership in the organization and promotes the area and members.
- Work with manager to produce press releases for events.
- Work with manager and consultancy on maintaining advertising/promotional features in local media.

Social Media & Website:

- Update TOTBIA's social media (Facebook, Instagram) monthly to reach a broad audience of potential members, current members, and the public. Post news, event reminders and members' special sales and promos.
- Upload pictures, photos, and compelling stories to attract user interest, feedback, and participation.
- Monitor the website and update, including content, calendar items and video clips.

Membership & Governance

This committee sets the vision for and manages the overall membership strategy of the BIA. The purpose of the committee is to ensure that the Board fulfills its legal, ethical, and functional responsibilities through adequate governance policy development, recruitment strategies, training programs, monitoring of Board activities, and evaluation of Board members' performance.

Accountability

- A standing committee established annually by the Board of Management.
- Reports to the Board of Management, and the Chair is determined by the committee annually.
- Drafts governance policies and budgets for Board development.
- Creates and reviews a 3–5-year plan for Board development based on the strategic plan and annual Board assessment.
- Recruits Board members; produces and maintains recruitment documents and records history of efforts.
- Trains, coaches, and mentors Directors; monitors attendance and contribution.

Responsibilities

- Attend monthly committee meetings.
- Work with manager to define short-term and long-term membership needs.
- Contribute to and review membership plan to ensure progress toward annual and long-range goals.
- Provide annual membership budget recommendations.
- Set priorities for membership efforts, evaluate plans and strategies, and present outcomes to the Board of Management.
- Recruit businesses within TOTBIA to accept Tecumseh Dollars and educate them about the program, and support the Associate Membership program.
- Create governance policies and procedures, and recruit and nominate suitable Board members.
- Provide orientation and training for Directors, and evaluate the performance of members and the Board.

Governance Policy Development:

- Create and periodically review policies which define the roles and responsibilities of the Board, duties of officers and Directors, conflict of interest procedures, and processes for nomination, selection, and removal of Directors.
- Ensure that the Board does not fall below the number of Directors required by the bylaws, and elections and appointments to the Board comply with bylaws and other legal requirements; Directors appointed to the Board understand and agree with the mission of the organization and code of ethics for Directors, and to the time, participation and financial requirements of Board members.
- Ensure that Directors are knowledgeable to discuss, debate, and plan the organization's mission, goals, objectives, services, budget and financial statements, roles, duties and responsibilities of the Board, committees, Directors, and manager.
- Ensure that the Board, its committees, and members can plan their activities with knowledge of the achievements, abilities, strengths, and limitations of current Directors, staff, and volunteers.