



# BOARD MEMBER ANNUAL COMMITMENT



## ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

## ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



## ABOUT THE CREATORS

**Leigh Young, AICP** is Senior Main Street Specialist with Michigan Main Street and a driving force behind the creation of the Main Street Solution Center. Her deep passion for planning, placemaking, community engagement, and sustainable urban development is evident in her work to advance the cause for revitalization and economic development in downtown and neighborhood business districts across Michigan.

**Jay Schlinsog, CMSM** is the owner of Downtown Professionals Network (DPN), a Franklin, TN-based firm specializing in innovative, market-driven downtown and business district revitalization and economic development solutions. He brings more than thirty years of experience gained while serving as chief executive with chamber and district management organizations, and through his work with communities and organizations across the United States.

**Ben Muldrow** is a partner at Arnett Muldrow & Associates, a consultancy renowned for its creative approach to economic development, branding, and marketing strategies for small towns and cities across the nation. He brings an innovative mindset and a deep understanding of the unique dynamics of community branding to each engagement, blending traditional community values with modern marketing techniques to help communities and districts unlock their potential.

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# BOARD MEMBER ANNUAL COMMITMENT LETTER

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An annual commitment letter from an organization's board members serves several important purposes:

**Reaffirmation of Commitment:** It acts as a formal reaffirmation of each board member's commitment to the organization's mission, goals, and responsibilities. By signing the letter, board members acknowledge their ongoing dedication to the cause.

**Clarity of Expectations:** The letter typically outlines the expectations and responsibilities of board members. This can include attendance at meetings, participation in events and initiatives, financial contributions or fundraising efforts, and advocacy for the organization. It helps ensure that all members are clear about their roles and commitments.

**Accountability:** It serves as a tool for accountability. By agreeing to the terms outlined in the commitment letter, board members are more likely to follow through on their responsibilities, knowing that they have made a formal commitment.

**Legal and Ethical Standards:** The letter may also remind board members of legal and ethical standards they are expected to uphold. This includes conflict of interest policies, confidentiality agreements, and adherence to bylaws and organizational policies.

**Renewal of Engagement:** For many organizations, the annual commitment letter is a chance for board members to renew their engagement with the organization. It offers an opportunity to reflect on the past year's achievements and challenges and to recommit to the organization's future goals.

**Organizational Planning:** It assists in organizational planning. Knowing which board members are committed for the coming year helps in strategizing and allocating resources effectively.

**Alignment of Goals:** The process of renewing commitment allows for alignment of individual board members' goals with the overall strategic goals of the Main Street organization.

**Demonstration of Unity:** It serves as a demonstration of the board's unity and collective commitment to stakeholders, including community members, potential donors, and partners.

**Onboarding New Members:** For new board members, the commitment letter is an essential part of the onboarding process, helping them to understand and formally agree to their new roles and responsibilities.

The annual commitment letter is an essential governance tool for Main Street organizations, ensuring that their board members are actively engaged and aligned with the organization's mission and objectives.





# SAMPLE COMMITMENT LETTER

Main Street Board Commitment Letter

RESPONSIBILITIES OF THE [community] Main Street Program BOARD OF DIRECTORS

## BOARD DUTIES

Approve, review and monitor committee work plans and progress.  
Participate in fund-raising activities.  
Represent NAME OF ORGANIZATION goals and activities in the community.

## BOARD ATTENDANCE

Any Director who is absent from four (4) properly called meetings without giving prior notice to the President or Executive Director for such absence, may be removed as a member of the Board of Directors by a vote of the majority of the Directors.

## TIME COMMITMENT

Three year term or filling an unexpired term.  
Attend one board meeting per month.  
Attend one work group meeting per month.  
Attend a long-range, strategic goal planning retreat once a year.  
Perform task assignments as required.  
Time as necessary for special events, fund-raising etc.  
Officers attend Executive Committee meetings as required.

## FINANCIAL COMMITMENT

By agreeing to serve on the board, you are also making a commitment to financially support the organization at a level of at least \$\_\_\_\_\_ per year.

## SERVING ON A WORK GROUP

All Board members are expected to serve on one NAME OF ORGANIZATION work group. This allows you, as a Board member, to understand the needs and issues of that committee and the organization as a whole. Officers serve on the Executive Committee but may serve on another committee if they wish.

As a Board Member, I agree to undertake the responsibilities outlined above. I understand my role and acknowledge the importance of NAME OF ORGANIZATION in our community. If, for any extended period in my term, time should prohibit me from carrying out my duties as an active Board Member, I shall, inform the Board President and ask to be relieved of my position.

\_\_\_\_\_  
Board Member

\_\_\_\_\_  
Date

\_\_\_\_\_  
Board President

\_\_\_\_\_  
Date





# LAPEER *Main Street*

## **Lapeer Main Street DDA Board Member Responsibility Agreement**

As a member of the Board of Directors of the Lapeer Main Street Downtown Development Authority (DDA), I, \_\_\_\_\_, hereby agree that I will abide by the following standards of conduct during and, when appropriate, after my tenure as a Board member:

I will act as an advocate for downtown Lapeer and promote the DDA's role in an enthusiastic manner.

I will work cooperatively with downtown business owners and residents, fellow Board and volunteer committee members, community organization representatives, city employees and members of the City Council to ensure the DDA/LMS's programs and services appropriately address community and constituent needs.

I will be a member of at least one DDA committee and will participate in it fully.

I will support and lend my expertise to the promotion and development of business retention and attraction strategies in the area served by the DDA. I will actively participate in the DDA's fundraising activities based on my skills and background.

I will, to the best of my ability, attend all Board meetings and special events sponsored by the DDA. I will give advance notice to the chairperson if I am unable to attend a meeting to avoid creating quorum issues; and I understand that if I'm absent from three consecutive Board meetings without just cause, I may be removed as a member of the Board. In addition, I will give \_\_\_\_ to \_\_\_\_ hours per month of my time to DDA activities. This time may include attending training programs and workshops conducted by Michigan Main Street/MSHDA and The National Trust Main Street Center.

I will offer my opinions honestly, without reservation and in a constructive manner. I will stay informed about the Board's and the DDA's activities. I will ask questions and request information when appropriate. I will participate in and take responsibility for making decisions on issues, policies and other Board matters.

I will promote unity within the DDA and support, both publicly and privately, the Board's decisions even if I have opposed some of them prior to a vote on the matter.

I will be supportive of the DDA's director, fellow Board members and volunteer committee members and encourage them to give their candid opinions on matters under consideration by the Board.

I will do my best to help ensure the financial accountability of the DDA.



I will not divulge to any unauthorized person confidential information acquired in the course of my service on the Board in advance of the time prescribed by the Board for the release of this information to the public.

I will act in the best interests of the organization, and excuse myself from discussions and votes where I have a conflict of interest.

During the term of my appointment, I will endeavor to recruit new candidates for membership on the Board and/or one of its committees; and during the last year of my term, unless I'm eligible to and intend to serve an additional 4 years, I will help the DDA and Mayor of the City of Lapeer find a replacement.

**In turn, the DDA will provide information and other assistance to enable me to meet my obligations as a Board member, including the following:**

I will regularly be provided with up-to-date reports on the finances and activities of the DDA; and I will have access, at mutually convenient times, to the Board's chairperson, director and other Board members and volunteer committee members to discuss the organization's programs, goals and activities.

If the organization does not fulfill its commitments to me, I can call on the board president and executive director to discuss the organization's responsibilities to me.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Member, Board of Directors, Lapeer Main Street DDA

\_\_\_\_\_  
Chair, Board of Directors, Lapeer Main Street DDA





# LAPEER

## *Main Street*

### **Job Description– Board/Committee Members**

“At its best, a local Main Street program represents and involves a coalition of organizations, agencies, businesses and individuals from throughout the community, not just those who own property or businesses in the commercial district or who have a direct economic tie to it, but all members of the community who are interested in the community’s overall health.”

#### **Each Board or DDA committee member should:**

Demonstrate a strong interest in the DDA’s goals, have a passion for downtown revitalization and a desire to make a difference in the community;

Be positive, imaginative, well organized, and able to work both independently and within a committee environment and a self-starter willing to take the initiative;

Have an understanding of the issues confronting business and property owners, public agencies and community organizations in a small city and have an affinity for customs, traditions and virtues of small-town life;

Have experience in one or more of the following areas, but not limited to: municipal government, finance, fundraising, commercial district management, economic and/or small-business development, public relations & communications, marketing & promotion, non-profit or organizational management, architecture, historic preservation and planning. Knowledge of the Lapeer business community would be a definite plus;

Be able to consistently attend Board/committee meetings, be willing to commit an additional \_\_\_ to \_\_\_ hours per month on DDA business and to attend annual training programs and workshops, when possible, conducted by Michigan Main Street/MSHDA and The National Trust Main Street Center;

Promote the DDA to the general public, including serving as a representative of the DDA to the community; and

Participate in fundraising activities based on skills, background and availability.



**The DDA Board of Directors as a whole is responsible for governing the entire organization. The Board is responsible for determining organizational policy in the following areas: human resources, planning, finance, development, community relations and operations. In addition, each Board member will have shared responsibility to:**

Ensure the financial accountability of the DDA, oversee the ongoing process of budget development, approval and review and ensure adequate funds are available to achieve the DDA's mission and implement its programs and projects;

Decide and plan the DDA's projects and programs;

Recruit and orient new Board and committee members;

Set policy regarding how the DDA treats, recognizes and celebrates its volunteers;

Select and support the DDA Director, including conducting or participating in performance reviews;

Ensure that the DDA's proposals and actions appropriately meet community and constituent needs;

Promote the DDA to the general public, including serving as a representative of the DDA to the community, and promote cooperative action with other organizations, including activities and occasions when the DDA should take part in coalitions, joint fundraising, etc.; and

Ensure that the DDA's administrative systems, operations and legal structures are adequate and appropriate and that the DDA and its members meet all applicable legal requirements.

