

Board Development Session
Visit Mendocino/MCTC June 13, 2017
Internal Agenda

Meeting Activities	Time	Slide
<ul style="list-style-type: none"> • Welcome and Introductions <ol style="list-style-type: none"> 1. Welcome, intro of C. Marshall, Agenda and learning objectives review, explanation of the board development workplan to capture ideas and action plans, logistics and break info. 2. Brief Ice Breaker. Participants pair up and each discovers at least one thing s/he did not know about that person. The individuals of each pair introduce each other to the group and announce the surprise information gleaned from each person. 	9:00—9:30	
<ul style="list-style-type: none"> • Understanding Communication Styles <ol style="list-style-type: none"> 1) Overview--CM frames the exercise by describing different communication styles, using examples that may come up in board meetings. 2) Completion of individual worksheets. Each completes a set of worksheets 3) Table Discussion (each table as a worksheet and appoint a facilitator/recorder to report out): <ol style="list-style-type: none"> a) Everyone share their communication style and information processing preference. Did you have any “ah ha!” moments when you learned more about yourself? b) Why could it be important to have diversity of communication styles and processing preferences within a board? c) Ask tables to discuss if there is anything that is suggested about how meetings, committees, communications should change based on what was learned from this exercise. <p>CM Adds suggestions to the board development workplan idea sheet if suggestions emerge.</p>	9:30—10:15	
<ul style="list-style-type: none"> • Break 	10:15-10:30	
<ul style="list-style-type: none"> • Board roles and responsibilities <ol style="list-style-type: none"> 1. C Marshall reviews the six core roles and responsibilities of board members. 2. CM reviews these roles and responsibilities in relationship to staff and volunteers. Board vs. staff roles and Board member volunteering vs. board role. 3. Discussion <p>What is suggested that needs to be added or altered on a board development workplan?</p>	10:30— 10:50	

<ul style="list-style-type: none"> • Promoting Visit Mendocino <p>CM provides an overview of scenarios of when everyone could be promoting Visit Mendocino. Would any neighbors or relatives be interested in volunteering or donating? How do you talk about Visit Mendocino in a way that inspires others to engage?</p> <p>CM provides overview of the difference between a feature and a benefit and how to craft a benefit statement (or elevator speech).</p> <p>Everyone takes 5 minutes to craft an introduction for him/herself Everyone shares elevator speeches at the table. Table selects a “winner” based on their own criteria and shares with the larger group.</p>	<p>10:50 to 11:20</p>	
<ul style="list-style-type: none"> • Telling the Story of Visit Mendocino <p>Part of Promoting Visit Mendocino is the ability to tell success stories or positive encounters that epitomize the Visit Mendocino experience.</p> <p>Participants consider a time when they were touched by an experience working to promote tourism in Mendocino County. Share at table giving everyone a chance. Volunteers can share their stories around the room depending on time available.</p>	<p>11:20— noon</p>	
<p>Review Ideas that have emerged that would support board development and the professional development of board members.</p> <p>Participants “dot vote” 3 or 4 issues that are most important to them. Those issues or points receiving the most votes will be recommended as part of a board development work plan.</p>	<p>12:00 to 12:20</p>	
<p>Thanks for participation, everyone share feedback and useful takeaways.</p>	<p>12:20-12:30</p>	