

FY 2018–19 Board Evaluation

Evaluation Process

The Michigan West Coast Chamber of Commerce is committed to the highest standards of organizational governance. Consistent with that commitment, the Board of Directors engages in a continuous process of self-assessment and evaluation. The evaluation considers how the Board functions as a whole, as well as a review of the performance of individual Board members.

Board Members were asked to complete a Board Member Evaluation and Engagement Plan at their May Board meeting and held a table-top discussion and report-out to share their ideas with the full Board.

Key Findings

All Directors said that they felt that their role and responsibility was clear to them. They all feel that serving on the Chamber Board is satisfying and rewarding and they enjoy the relationship and connections they are making. Members appreciate the well-organized meeting agendas and feel Board meetings are a good use of their time.

Opportunities for Improvement

Based on Board input, we will provide more opportunities to “dig deeper” and facilitate healthy debate on significant topics. We will also work on developing a Board scorecard that both evaluates the health of the Board and the health of the Chamber at a high level. We will share additional benchmarking information about our peer Chambers and explore an online Board portal to manage Board documents.

Additional Board Evaluation

Additionally, our Board Scorecard measures Engagement and Attendance and is used by the Executive Committee to evaluate individual Board member engagement and if necessary, encouragement. We also track Board performance by monitoring goal completion on the Board V/TO.

Board Member Evaluation and Engagement Plan

Name: _____

The West Coast Chamber is committed to the highest standards of organizational excellence. Your input will help the Board, and the Chamber as a whole, deliver remarkable service to our business members and community.

The role of a West Coast Chamber Board Member is:

- Strategic Thinking / Planning / Advising
- Financial and Management Oversight
- PR Ambassadors/Support in community
- New Member and Sponsorship leads
- Sharing your expertise

2018-19 Wrap-up

1. Is your role and responsibility on the Chamber Board clear to you?

2. Do you find service on the Board to be a satisfying and rewarding experience? Why or Why not?

3. What works best with regard to how we currently operate our Board meetings?

4. How would you improve the effectiveness of Board meetings?

5. What training could we provide that would be beneficial as a Board member?

2019-20 Board Engagement Plan

How will you contribute in your role as a Chamber Board member next year?

Below are some more specific suggestions for filling your Board role by sharing your *Time, Talent or Treasure* to further the Chamber's mission.

Time

- Attend Board meetings and Social dinners
- Attend Annual Meeting on September 27
- Attend Chamber programs and events
- Provide connections for New Member Prospects and Sponsorship leads
- _____

Talent

- Provide counsel and professional support to Chamber staff
- Provide introductions/recommendations for program speakers
- Participate in our Advocacy in Action programs
- Serve on a Chamber Planning Committee or Focus Group
- _____

Treasure

- Become a Premier Partner:
 - Community Champion (\$25,000+)
 - Gold Sponsor (\$10,000+)
 - Silver Sponsor (\$7,000+)
- Upgrade dues to Chairman's Circle Level (\$1,500+)
- Purchase Corporate Tables at Chamber events
- Purchase and promote West Coast Cash
- _____

Additional Comments & Suggestions

Results: Board Member Evaluation and Engagement Plan

July 9, 2019

Question One: Is your role and responsibility clear to you?

- Yes, very clear
- Yes
- Yes
- Yes. Even more clear after few meetings to experience it.
- Yes.
- It is articulated in the onboarding and in the agenda topics covered at the meetings.
- Yes. Encourages area business participation.
- Yes and no. Input for future changes and events are a great way to have an impact. I feel most of the time as a "rubber stamp", as if decisions are already made. This is a huge compliment to chambers staff leaders who have the vision.
- Yes. Wish I had more time to get involved with the chamber events!
- Yes. It was explained in orientation.
- I think so!
- Yes. The roles and responsibilities are very clear and reviewed often.
- Yes
- Yes

Question Two: Do you find service on the Board to be a satisfying and rewarding experience? Why or why not?

- Yes. It has allowed me to develop good relationships, learn about business in the community.
- Somewhat, feel as though it was a bit rubber stamp. Not a great deal of strategic direction.
- Yes. Opportunity to meet with other business leaders to share best practices and collaborate.
- Yes. Great way to learn about the community and to offer service.
- Yes. I have found the organization to receive feedback with a positive attitude. The staff are positive and embrace continuous improvement.
- Yes. Proportionate to amount of time donating/participating in events.
- Yes. To be viewed as a leader in the community as an honor. To be a select group of leaders creates friendships.
- Yes. Love the new connections and relationships that have come from Board!
- Yes. Great connections and ability to share insights and observe how chamber operates.
- Yes. However, some meetings I leave feeling I contributed nothing.
- Yes. I am fortunate to witness true progress as the results of our work efforts.
- Yes. Great Board and very engaged they provide thoughtful feedback.
- Yes. It has been rewarding thus far. I hope to be even more involved going forward.

Question Three: What works best with regard to how we currently operate Board meetings?

- Good networking time, balance between work, business and social.
- Efficient and informative.
- Less postcards! In the last few years, we have done a better job of getting the Boards input.
- Agendas in advance of meetings and collection of input and ideas during meeting.
- Holding at various Board of director company sites with increased meeting time by 30 to 60 minutes for tours and shared business strategies.
- They flow well, have great content.
- Organized, like Board packet ahead of time electronically this helps know agendas and to read minutes.
- Efficiently working through business items, spending time on feedback sessions, sending packets ahead of time.

- Organize meetings with review then brainstorming then closing.
- Structure! Well planned and finished on time. Everyone is engaged and that's critical.
- Not applicable.
- Setting the agenda prior to the meeting is very helpful.
- Great succinct meetings. Good briefing packets.

Question Four: How would you improve the effectiveness of Board meetings?

- No immediate suggestions, however good content engagement never hurts.
- We have gone over some topics is there opportunity to dig deeper?
- I tend to be in favor of every other month meetings. Board service should be enjoyable and not a burden. Format of meetings is efficient and productive.
- Facilitate healthy debate on significant topics before a vote. Pull out the pros and cons.
- Dash Board with an executive summary.
- Increase frequency of meetings off site. Maybe a guest speaker?
- Not sure how to answer that.
- Key in on topics prior: Even though are on agenda email note is appreciated.
- Less people, more impactful conversation.
- Less minuscule detail review of financials. Purposefully insure Board members to work together in small groups on specific projects outside of Board meetings and then report out at meetings.
- Not applicable.
- Nothing at this time.

Question Five: What training could we provide that would be beneficial as a Board member?

- Each Board member should have a financial and governance primer, which we do.
- I don't feel as though training is needed.
- Can you compare our chambers results versus other leading chambers?
- More clarity on staff roles so we can refer the right person. (I know but I am not sure others do)
- Additional demographic details on membership makeup.
- EOS additional training on process time management.
- Smaller group discussion at the beginning of a term. 1) give an overview, 2) best way to get involved during meeting.
- Maybe use videos? Maybe of high, level bullet points in packets.
- Not sure.
- How to be a good member "training" as well as review things like bylaws on occasion?
- Budget info before they start.
- We have some subject matter experts on the Board. Possibly some 30-minute sessions on lessons learned on their journey.

Additional comments

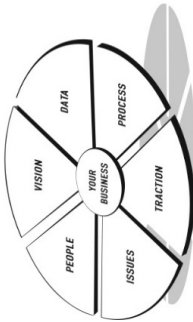
- More focused updates from ex-officios
- Top three for financials including wins/struggles
- New member feature such as restaurants and retailers
- Training for new members in packets? Use Dropbox to house Board documents

**West Coast Chamber Board of Directors
2018-19 Board Engagement Scorecard**



Board Member	Company Name	Term Expires	Sept	Nov	Jan	March	May	July	Board Meeting Attendance %	Annual Meeting?	Board Social Dinner	Membership Recruitment/Prospect at Event?	Engagement	Engagement Ideas
1. Mike Dakstra	Zeland Lumber & Supply	2020	yes	yes	yes	yes	yes	yes	100%	Sponsor	yes	yes	Business Leadership Award Selection Committee, Board member, Silver Sponsor	Family Owned business inspiration, Several Leadership Blog
2. Jennifer Remondino	Wiener Necessities & Judd LLP	2021	yes	no	no	yes	no	no	50.00%	Sponsor	yes	no	Board Member, Silver Sponsor, Bylaws review	Bylaws review, Magazine on women attorneys
3. Mike Nevakowski	Etriga & Vokem, Inc.	2022	yes	yes	yes	yes	yes	yes	83%	Sponsor	yes	yes	Board Member, Gold Sponsor, Boarded Social presentation	EOS Master Class, build our file library
4. Kelly Stinger	Mesa Flow	2023	yes	yes	no	yes	yes	yes	83%	Sponsor	yes	yes	WJWC MC, Women's Mentor, December Magazine Cover	Trade tariffs, leadership panel, Blog on mentor/mentee
5. Kurt Wassink	Wassink Consulting	2019	yes	yes	yes	yes	yes	yes	100%	Attended	yes	yes	Profiled in West Coast Cash Video, leading impending future report project	Think Big project, RR Panel - leading edge
6. Frances Allen	Ventura Manufacturing	2020	yes	yes	yes	yes	yes	no	83%	Attended	yes	no	Hosted Nov Board meeting	Hosting a Men Affinity Group, Diversity leadership award - invocation in English and Spanish, Should be a member
7. David Bell	GMB	2021	yes	no	yes	yes	no	no	50.00%	Sponsor	yes	yes	Share Sponsor, Rob Standaert, line sponsor, HYF Award selection committee	EOS, Inherently
8. Marvli Brewer	Quality Car Wash	2020	yes	yes	yes	no	yes	no	83%	out of town	yes	yes	Business Leadership Award Selection Committee, Family Owned Business Steering Committee and sponsor leadership, Chas. SP/VA	Board, Women in Leadership, Family, B. share program
9. Ed Daikove	Centr Am	2021	yes	yes	yes	yes	no	yes	83%	Attended	yes	yes	March Board meeting, local HYF Selection Committee	Needs to attend for positive news, Entrepreneurship, Warehouse & event space, Host Mkt. group?
10. Matthew Duerfleider	Yacht Basin Marina	2019	yes	yes	no	yes	yes	yes	83%	Attended	yes	yes	EOS Strategic Committee, Leadership, Chas, Magazine cover	Sponsorship, Family Owned business, host a Board Meeting
11. Jim Hut	Hut Trucking	2021	yes	yes	yes	yes	no	yes	83%	Attended	yes	yes	Small business for new selection committee, membership increase & road show sponsor	Sponsorship, Log usics group
12. Bryan Bates	JR Automation Technologies, LLC	2020	no	no	yes	no	no	no	16.67%	Sponsor	work	yes	Gold Sponsor	Spoken at WJWC - get him to attend, Host a board meeting, WJG affinity group/ours
13. Nelson Kamer	Farm Bureau Insurance	2021	yes	yes	yes	yes	yes	yes	100%	Sponsor	yes	yes	Gold Sponsor, Ambassador, Team Chair, ZAG Affinity Steering Committee	Host at Casselgheid
14. Nicholas A. Koussou	LG Chem Michigan Inc.	2020	yes	yes	yes	no	yes	yes	83%	Attended	workday	yes	Board in meeting host	Mkt affinity group, sponsor potential
15. Jan Lanning	INONTIME, Inc.	2020	yes	yes	yes	yes	yes	no	83%	Attended	yes	yes	Business Leadership Award Selection Committee, Board member, WJWC MC	Logistics affinity group, Ask to be a sponsor...
16. Ron D. Lewis	Spectrum Health Zeland Hospital	2019	no	no	yes	yes	yes	no	50.00%	Sponsor, not not attend	yes	yes	Silver Sponsor, Profiled in Advocacy Video, September ZAG speaker	Host a board meeting, magazine article
17. Kerr McConrhy	Diller	2021	yes	yes	no	yes	yes	yes	83%	Sponsor, not not attend	yes	yes	Silver Sponsor, Women's Member, Wake Up MC	Mentoring panel Moderator, Blog on mentoring
18. Sharon Nenc-Lipsky	Howorth, Inc.	2019	yes	no	no	yes	no	no	33.33%	Sponsor, not not attend	yes	yes	Silver Sponsor	host something, Women's member, Mkt group.
19. Jennifer Owens	TakeLove Advantage		x	x	x	x	yes	yes	100%		yes	yes		
Overall attendance, Goal = 75%			89.47%	73.68%	71.22%	77.78%	58.32%	48.42%		16/19 = 84%	78.90%	yes		

THE EOS MODEL™



West Coast Chamber Board of Directors 2018-19 Vision/Traction Organizer (V/TO)

<p>CORE VALUES</p> <ol style="list-style-type: none"> 1. It's All About You 2. Contagious Energy with a Positive Attitude 3. Deliver Remarkable Experiences 4. Learn, Innovate, Share 5. Think Big, Be Great 	<p style="text-align: center;">1-YEAR PLAN</p> <p>Board Goals:</p> <ol style="list-style-type: none"> 1. Select Business Leadership Award Recipients - <i>done</i> 2. Bring at least one prospect to a Chamber Event - -- See <i>Board scorecard</i> 3. Write Member Milestone postcards to all members - <i>done</i> 4. Attend at least 4 of the 6 Board Meetings -- See <i>Board scorecard</i> 5. Read the book "Seven Pillars of Servant Leadership" - <i>Books distributed</i> <p>Executive Committee Goals:</p> <ol style="list-style-type: none"> 1. Select new Audit Firm -- <i>done</i> 2. Mentors to new Board member - <i>done</i> 3. Plan and host a Board Social activity - <i>done</i> 4. Update Chamber and Foundation Governance documents - <i>done</i> 5. Complete Executive Compensation and Review - <i>done</i> 6. Hold annual "You Talk" with Chamber staff -- <i>done</i> 7. Meet twice with Vanguard fund manager - <i>done</i>
<p>CORE FOCUS™</p> <p>Purpose Statement: Bringing businesses together for the greater good. Our Niche: Connecting businesses and people to each other and the resources they need to grow and succeed.</p>	<p>Target Market: The Ideal Board Member is someone who:</p> <ul style="list-style-type: none"> • Serves not just to promote themselves and their business, but to represent and serve our members. • Inspires our staff. • Has experienced the Chamber – event attendance, program participant, award winner, etc. so they can share their first-hand feedback and ideas. • Shares their expertise and knowledge with us. • Brings aspirational ideas and input.
<p>TARGET MARKET</p>	<p>Our Uniques: What is the Role of the Board?</p> <ul style="list-style-type: none"> • Strategic Thinking / Planning / Advising • Financial and Management Oversight (Approval of Annual Budget, election of officers) • PR Ambassadors/Support in community • New Member leads • Share their expertise
<p>BOARD UNIQUES</p>	