



## East Haddam Business Association

### Roles and Responsibilities – 2019-2020

#### President

- Oversee organization, officers, general membership
- Call meetings, set agendas
- Engage with local political leaders and volunteers
- Promote the organization
- Preside over meetings
- Advocate for local business owners
- Delegate responsibilities to appropriate persons

#### Vice President

- Support President
- Run meetings when president is not available
- Review meeting minutes
- Assist other BOD members as necessary
- Welcome people to meetings
- Serve on one or two committees
- Serves as liaison for town Economic Development Commission as needed

#### Secretary

- Take meeting minutes; both BOD and member
- Distribute agenda and minutes to appropriate audience
- Maintain records
- Send out BOD meeting reminder

### **Treasurer**

- Manage and provide regular reports of organization's finances
- Reconcile bank account(s)
- Manage Accounts Payables and Receivables
- Prepare financial reports
- Provide data and work with tax accountant for tax filings

### **Director of Membership**

- Responsible for recruiting and retaining members
- Works with Treasurer to keep members' accounts current both in payment and the membership information spreadsheet
- Works with Director of Social Media & Marketing to ensure member information is kept current on website
- Co-Chair a committee with the Director of Marketing to assist in ensuring that members get adequate promotion throughout the year
- Maintain Database
  - Keep data on current and past members (for knowledge and recruitment purposes)
  - Maintain broader contact list
  - Track meeting attendance
  - Gather promotional items for member businesses (i.e. Did You Know?)
- Play a key role in Celebrate East Haddam event
- Maintain a participant list and keep attendance
  - Planning meetings, event day participation
  - Support accounting updates, prep to hand off
- Works with Director of Social Media & Marketing to send all regular meeting and event invitations and reminders

### **Director of Philanthropy**

- Monitors all EHBA events and promotions
- Leads and/or assists relevant committees with the garnering of support through sponsorship and donations of prizes, etc.
- Involved in all decisions surrounding donations that the EHBA makes to the community
- Chairperson or Co-Chair of the Scholarship Committee and Celebrate East Haddam

### **Director of Hospitality**

- Responsible for contacting and securing members to host meetings at their places of business.
- Confirm meeting locations two weeks in advance, sharing confirmation information to the Director of Social Media & Marketing to send meeting schedules and notices are sent out in a timely fashion
- Responsible for picking up and arranging refreshments for meetings within budget set by the board
- Greet guests at regular meetings (“the official greeter”)
- Work with Secretary to distribute agenda to attendees

### **Director of Social Media & Marketing**

- Promote existing members and new members in as many ways as possible
- Build and maintain all email lists
- Build and track traffic on EHBA website
- Maintain website and report analytics monthly
- Manage EHBA’s social media page
- Recruit local students to work with our membership including FBLA students
- Create and distribute the Friday email newsletter