



INTERNATIONAL DOWNTOWN ASSOCIATION
910 17TH STREET NW, SUITE 1050
WASHINGTON, DC 20006
202.393.6801 | DOWNTOWN.ORG

July 15, 2021

Dear IDA Member:

The International Downtown Association (IDA) is searching for engaged and talented professionals to serve on the IDA Board of Directors. Board members are leaders who are committed to IDA and its mission to connect diverse practitioners who transform cities into healthy and vibrant urban places. As a working board, members volunteer their time and resources for the benefit of IDA and its members.

IDA strives to find a strong balance and diverse roster of board members representing the full breadth of our profession. Board members may represent organizations, both public and private, that have an interest in the economic health and vitality of downtowns and town centers. The Nominating Committee will consider the following general criteria in the selection of a candidate for the board:

- Energetic, committed, intelligent individuals who will contribute to the board and the association.
- Representatives of strong, effective organizations.
- Representatives of consulting firms, corporate entities, local government, or other groups that will help IDA build an organizational base in important cities where no effective downtown organization currently exists.
- Representatives of real estate or corporate entities who understand and have been involved in place management organizations.

To serve on the IDA Board of Directors, an individual must be a member of IDA or affiliated with an IDA member organization, commit to participating in quarterly board meetings and a board retreat, actively serve on at least one committee during their first two years and help generate new resources for IDA. We aim to continue improving the IDA Board toward becoming the most diverse and inclusive leaders ever. To be successful, we need your help.

We seek leaders who will contribute their time, raise money, and/or bring to the board wisdom, good judgment, and experience. New board members will begin serving a three-year term following the IDA Annual Conference and Marketplace in Tampa and are eligible to serve two consecutive terms.

To nominate yourself and/or another individual to support us in these goals, please provide the information requested and email the completed form to David Downey at David@downtown.org no later than Friday, August 6, 2021.

For your convenience, you will find the Expectations of an IDA Board Member attached. I encourage you to take a moment to read the list and retain it as a helpful resource.

Thank you for participating in the International Downtown Association. Your membership is vital to the organization's ability to think globally and respond accordingly. I look forward to seeing you in Tampa, FL.

Respectfully,

Kathleen Rawson, Chair
International Downtown Association, Board of Directors

Enclosures: IDA Board Nomination Form and Expectations of an IDA Board Member



EXPECTATIONS OF AN IDA BOARD MEMBER

Responsibilities of the IDA Board

Board members of the International Downtown Association (IDA) are leaders who are committed to IDA and its mission and volunteer their time and resources for the benefit of IDA and its members. The IDA Board of Directors is the steward of the IDA vision and the assets that secure and sustain IDA's well-being and growth. The affairs of IDA are vested in the Board of Directors which shall set policies, oversee finances, CEO performance and property and take all necessary and proper steps to carry out the purpose of the IDA and promote its best interest.

Terms of IDA Board Member

A member of the IDA Board of Directors may be elected for up to two three-year consecutive terms. At the completion of the first term, a board member may be nominated for a second term if responsibilities and annual commitments are met.

Annual Commitment

An IDA board member is expected to fulfill the following minimum commitments:

- Maintain an active IDA membership.
- Serve as a positive ambassador and external spokesperson for IDA in your region and within your affiliations.
- Attend a majority of board meetings each year. There are typically four board meetings per year, held quarterly. The third quarter board meeting is held on site at the annual conference. Additional board meetings can be called at the discretion of the Chair.
- Attend the board retreat.
- Attend the IDA annual conference/trade show and actively engage sponsors, new members and first-time attendees.
- Actively participate on at least one IDA committee or board-established working group.
- Write 6 letters to member prospects inviting them to join IDA with cc to IDA staff (new).
- Generate new resources for IDA by at least one of the following:
 - Recruit one new IDA member annually;
 - Identify and help secure a minimum of \$1,000 in new sponsorship revenues annually; or
 - Bring additional attendees to the IDA conference.

