

**San Rafael Business Improvement District
Board of Directors
Role and Responsibilities**

Title: Member, Downtown San Rafael BID Board of Directors

Reports to: Board President

Purpose: To serve as a voting member to oversee the policies and programs, give direction and support to the administrator to accomplish the mission of the BID and the purposes of the BID as defined in the By-Laws.

Term: Two years

Obligations:

- Participate in and promote BID programs and activities.
- Attend regularly scheduled Board meetings (12 per year)
- Serve on a subcommittee of your choice and attend regularly scheduled subcommittee meetings (12 per year)
- Maintain and update long-range plans, attending annual one-day board retreat/strategic planning session.
- Attend annual BID membership meeting and quarterly mixers.
- Represent the BID to fellow members, City representatives and the public.
- Suggest possible nominees to the board who can make significant contributions to the work of the board and the BID.
- Follow conflict of interest policies
- Assist the board in carrying out its fiduciary responsibilities such as reviewing the BIDs annual financial statements.
- The BID serves as an advisory committee to the City of San Rafael. This requires that all board members take an online ethics course annually. The board must also provide an annual budget report and budget proposal to City Council for approval.

How to be effective:

- Be well informed on issues and agenda items in advance.
- Listen respectfully to other points of view.
- Focus on the big picture and direction.
- Employ patience and diligence.
- Educate yourself about the needs of our membership.
- Contribute your skills, knowledge and experience.

Board Member Printed Name _____

Board Member's Signature: _____ Date_____

Executive Director's Signature _____ Date_____

Board of Director Information Form

For Private Use Only

Name _____
(as you would like it to appear on the website and various materials)

Business _____

Business Address _____

Business Email _____ (our primary communication)

Please check preferred phone number for routine board business:

Business Phone: _____ **Personal Phone:** _____

Relationship/Title to Business you Represent _____

Areas of Interest - what types of activities/subcommittee would you like to participate in?

- | | |
|---|---|
| <input type="checkbox"/> Safety/Hospitality | <input type="checkbox"/> Streetscape Improvement |
| <input type="checkbox"/> Parking and Transportation | <input type="checkbox"/> Marketing and Promotions |
| <input type="checkbox"/> Events | <input type="checkbox"/> Economic Development |
| <input type="checkbox"/> Organization/Financial Oversight | |

Skill Set - Areas of Expertise, Experience or basic knowledge: Check all that apply

- | | | |
|--|---|---|
| <input type="checkbox"/> Financial Management/Accounting | <input type="checkbox"/> Marketing/Public Relations | <input type="checkbox"/> Organizational Development |
| <input type="checkbox"/> Event Planning | <input type="checkbox"/> Legal | <input type="checkbox"/> Membership/Networking |
| <input type="checkbox"/> Graphic Design/Art | <input type="checkbox"/> Writing | |
| <input type="checkbox"/> Policy and procedures | <input type="checkbox"/> Public Speaking | |
| <input type="checkbox"/> Architecture/Engineering | <input type="checkbox"/> Website/Tech Development | |
| <input type="checkbox"/> Landscape Design | <input type="checkbox"/> Public Safety | |
| <input type="checkbox"/> Restaurant Management | <input type="checkbox"/> Retail Management | |

Other: _____

Other Board Experience: _____

Please include on a separate sheet :

1. A one-paragraph introduction to you that may be used on our board member listing on website.
2. Why do you want to serve on the board?
3. What unique skills or perspective you bring to the board?
4. Name on thing you would like to see change in the downtown in the next:
3 years: 5 years: 10 years:

Board Member Code of Ethics

The board of directors of the San Rafael Business Improvement District, a 501(C)6 nonprofit organization, is charged with fairly and equitably representing the interests of downtown business owners who are assessed an annual fee as mandated by the City of San Rafael's establishment of a Downtown Parking and Business Improvement Area as authorized under the California Streets and Highways Code Section 36500 City of San Rafael Municipal Code. The San Rafael City Council oversees the BID through its review and approval of the BID's annual budget and proposed work plan, as well as its appointment of the BID's nominated board of directors.

As the Downtown San Rafael Business Improvement District is considered an advisory board to the city, board members must complete an annual online ethics class, issued by the City.

In order to ensure the highest level of conduct by our board members, the BID maintains our own Code of Ethics as follows:

As a member of the BID board of directors, I will:

1. Represent the interests of all members of the BID to the best of my ability
2. Not use the organization or my service on this board for my own personal advantage or for the individual advantage of my friends or supporters
3. Keep confidential information confidential
4. Approach all board issues with an open mind, prepared to make the best decision for the whole organization
5. Do nothing to violate the trust of those who elected me to the board or those whom we serve
6. Focus my efforts on the mission of the organization and not on my personal goals.
7. Never exercise authority as a board member except when acting in a meeting with the full board or as I am delegated by the board.

Board Member Signature: _____ Date _____