

# Building a High-Performance Chamber Board

Chamber Professionals of Ohio – Winter Conference





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# Your 30-Day Action Plan Starts Today

## Session Promise

Walk away with a simple, realistic board improvement plan you can implement within 30 days—no bylaws rewrite required.

01

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## Identify Your Challenge

Pinpoint your board's biggest pain point

02

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## Learn the Systems

Understand the three core frameworks

03

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## Build Your Plan

Create actionable next steps



# The Myth of the 'Perfect' Board

## What High-Performance Is NOT

- Busy and fundraising-only
- Micromanaging operations
- Unanimous agreement on everything

## What It Actually Means

- Clear roles and boundaries
- Strategic focus over tactics
- Consistent engagement
- Mutual accountability

"Most board problems aren't people problems—they're system problems."

# Reality Check: How Is Your Board Doing?



## Rate Your Board

### Role Clarity

Does everyone understand their responsibilities?

### Engagement Between Meetings

Are members active beyond monthly gatherings?

### Strategic Focus

Or are you stuck in operational rabbit holes?

Pair & share: Which area is your biggest pain point right now?

💡 KEY FRAMEWORK

# The 3 Systems Every High-Performance Board Needs



## Role Clarity

Define governance vs. management boundaries



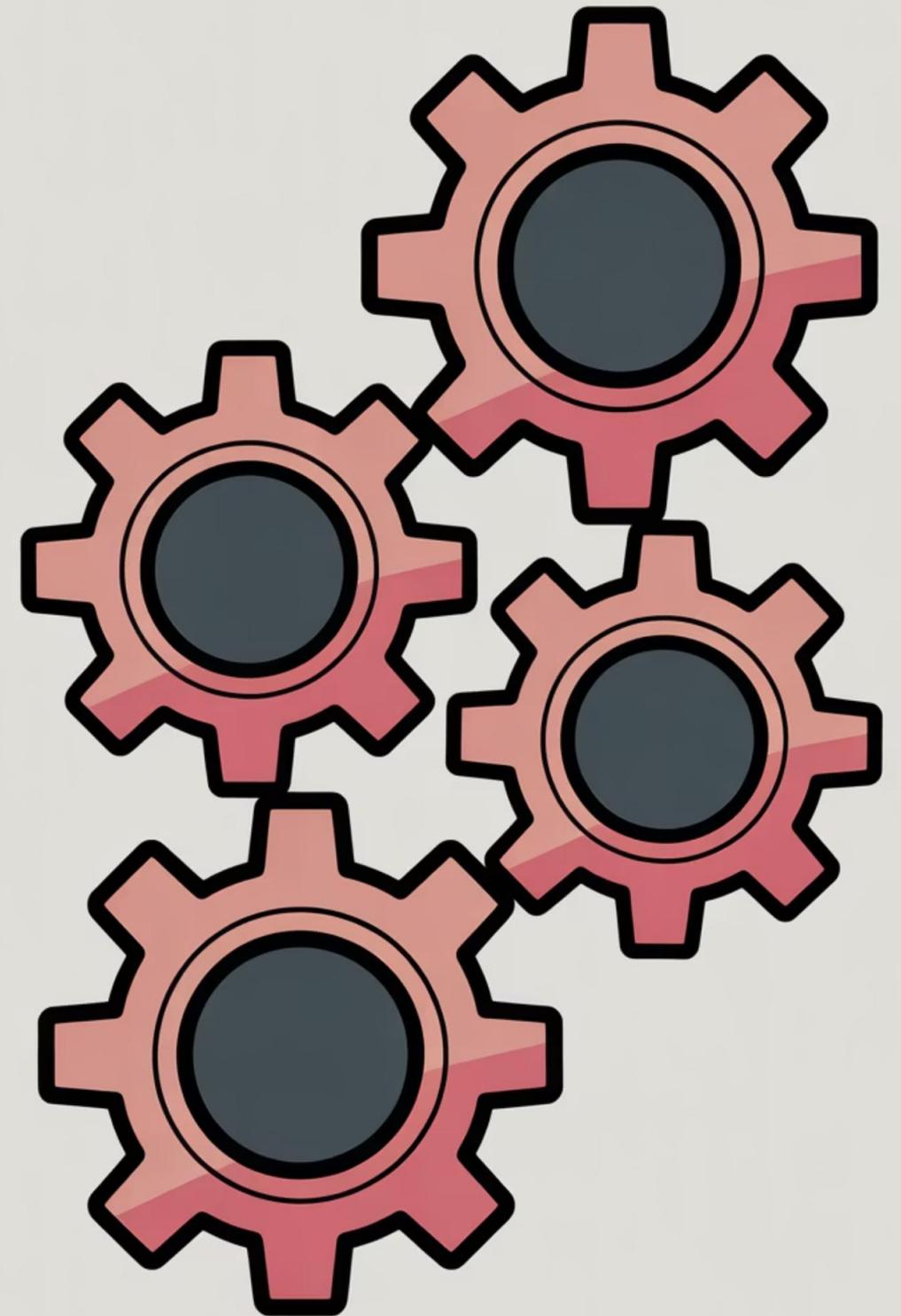
## Engagement by Design

Structure meetings for strategic decisions



## Ongoing Development

Build the board you need through cultivation



# System #1: Role Clarity

## Confusion Kills Engagement

When roles aren't clear, board members either micromanage or disengage. Newer chambers often skip this critical step.



### Board Member Role

Governance and strategic direction



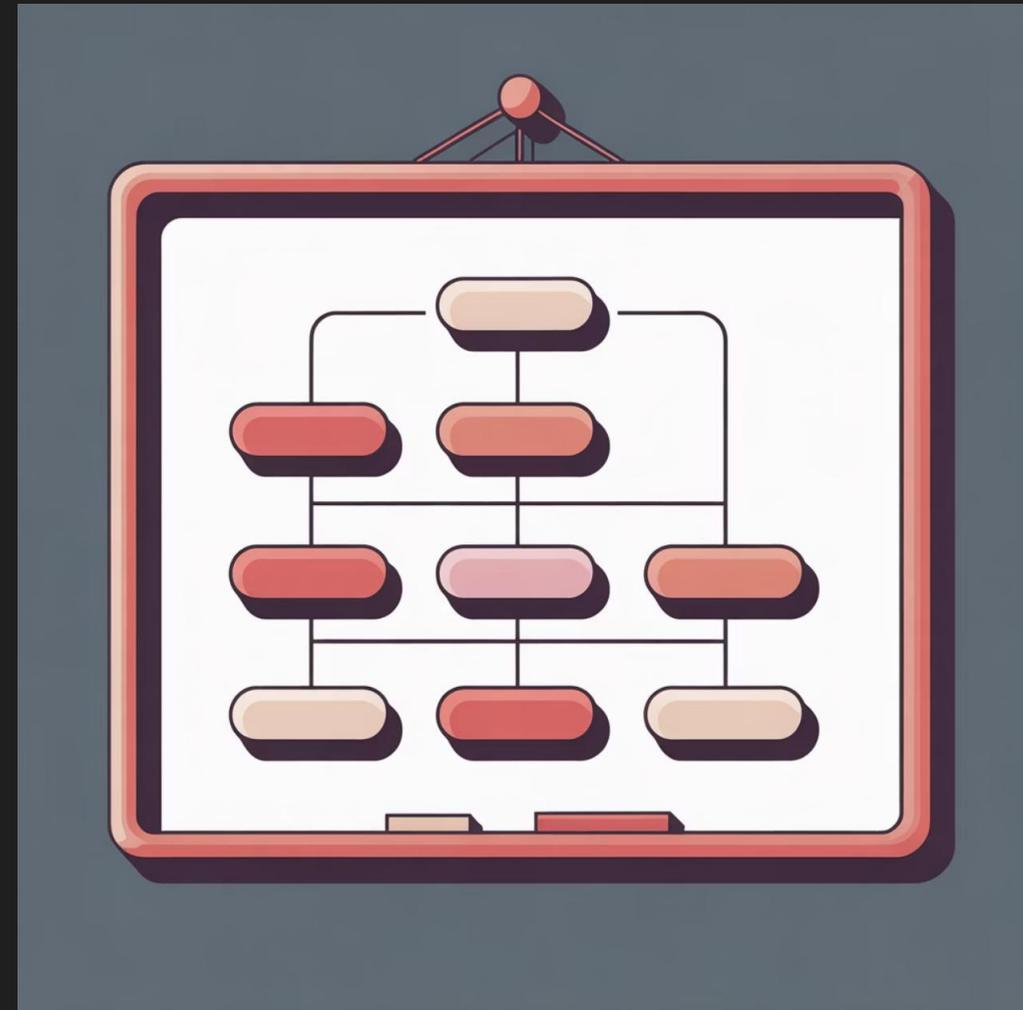
### Officer Role

Leadership beyond meetings



### Committee Role

Advance specific priorities



"If it fits in a staff job description, it's not a board task."

# System #2: Engagement by Design

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## Strategic Consent Agendas

Move routine items off discussion time. Focus on decisions that require board thinking.

2

## Committee Charters with Sunsets

Give committees clear purpose and authority. Set end dates to ensure relevance.

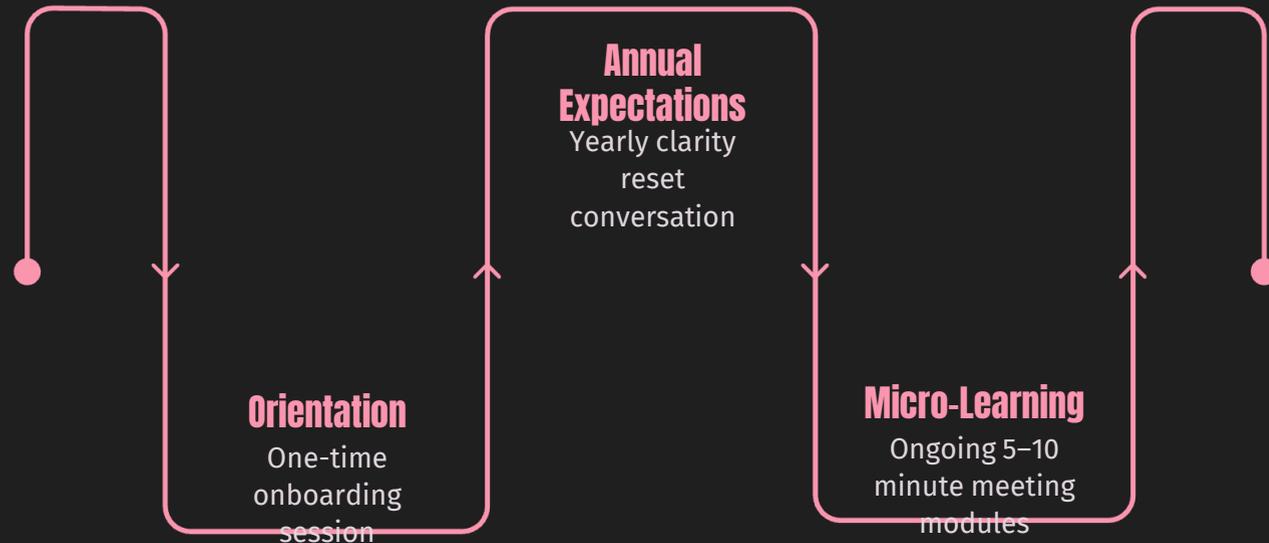
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## Priority-Tied Agendas

Link meeting topics to strategic priorities, not just reports. Ask: "When was the last time your board made a future-focused decision?"



# System #3: Development Is Not Optional



The board you want is built, not recruited. Orientation alone isn't development—it's just the starting line.

## Key Elements

### ■ Annual Expectations Conversation

Reset clarity every year

### ■ Micro-Learning at Meetings

5-10 minutes of governance education

### ■ Leadership Pipeline Mindset

Cultivate future leaders intentionally

📌 INTERACTIVE EXERCISE

# Build Your 30-Day Action Plan

## STOP

One board behavior or process that no longer serves you

## START

One practice you can implement in the next 30 days

## STRENGTHEN

One system (roles, engagement, or development) that needs focus

📌 **Commitment Moment:** The first conversation I need to have when I get back is with \_\_\_\_\_ about \_\_\_\_\_.



# Leading Boards with Confidence



## Clarity Creates Confidence

For you and the board. Systems matter more than personalities.

## Small Improvements Compound

Consistent, incremental changes create lasting transformation.

## Stop Hoping, Start Leading

High-performance boards don't happen by accident—they're built intentionally.

"Your board doesn't need to be perfect. It needs to be clear, focused, and aligned. That's leadership—and that's achievable."

**Final Question:** What's one thing you're going to stop tolerating from your board—or yourself?

# Questions?

Let's discuss your thoughts and challenges.





**Scan for a 90 Day Checklist & Additional Resources**



# Let's Connect

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