

Leadership Manhattan Beach



Revision 11

April 2017

Leadership Manhattan Beach Bylaws

Revision Record

| Revision | Date | Description of Changes | Section |
|-----------------|---------------|---|-----------------------------|
| Original | July 1991 | Original release | All |
| 1 | August 1999 | Increased maximum number of people on the board of directors to 20. | §6 |
| 2 | May 2000 | Completely rewritten to establish LMB as a membership-based organization. Members defined as those alumni who have paid their annual dues or are graduates of most recent class. Defined Board of Directors to consist of President, Vice President, Secretary, Treasurer, Program Director, Recruiting Director, Community Relations Director, and Sponsorship Director. Supporting committees established. Board of directors to be elected by voting members. | All |
| 3 | April 5, 2001 | Added 6.13 Communications Director and renamed 6.11 Community Relations Director to Membership Director. Redefined responsibilities for 6.09 Recruiting Director and 6.11 Membership Director to better distribute workload. Revised section 7.08 to enable election of an interim Communications Director prior to next annual election. Revised paragraph 8.02 to delete the paid position of a Supporting Coordinator in favor of a volunteer coordinator position. Added revision record. Renumbered cover, revision record and table of contents to i, ii, iii. Updated Table of Contents to reflect changed paragraph titles and page numbers. | §6, §8 |
| 4 | Nov 21, 2002 | Added 2.01II(f) Major Sponsor definition and amended 6.02 to redefine participation of Major Sponsors as Non-Elected Board Members. Removed old language and inconsistencies, and added clarifying definitions in 3.04(a) and (b), 5.02, 6.01, 6.04(c) and (d), 6.13, 7.01, 7.02, 7.04, 9.02, 9.07, 9.08, 9.09, and 11.01. Added a Non-discrimination policy in Section 4.05. Deleted Section 7.08 Bylaws Implementation which was specific to implementing the Bylaws Revision 3 of April 3, 2000, and renumbered the remaining sections of Article VII. Deleted Section 9.10 Coordination with MBCC and COMB which required LMB Member Meetings to be coordinated with MBCC and COMB, and renumbered the remaining sections of Article IX. The new Section 9.13 (old Section 9.14) is amended to clarify the Proxy Voting process. These amendments were adopted by the Board of Directors during its meeting of November 21, 2002. | §2, §3, §5, §6, §7, §9, §11 |
| 5 | May 8, | Section 2.01 quoted acronyms and changed acronym for | §2, §6, §7, |

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| | 2006 | <p>the City of Manhattan Beach. Section 6.01 changed number of Board Directors from 5 to 6, changed "Sponsorship" to "Development" (also in Sections 11.01 and 11.02) and split "Communications" into "Marketing" and "Technology". Section 6.05 added requirement of 1 year prior service on Board for President position. Section 6.06 revised timeline for Vice President to run for President. Section 6.11 added responsibility for updates to alumni roster to Membership Director. Section 6.12 changed "Sponsorship" Director to "Development" and added responsibility for community presentations. Section 6.13 and 6.14 changed "Communications" Director to "Marketing" and "Technology" Directors and redefined both positions. Renumbered remaining sections. Article VII Sections 7.01, 7.02, 7.03, 7.04, 7.05, 7.06 and 7.07 revised and clarified Nominations, Elections and Tenure processes and terms. Section 9.02 put space between two words. Table of Contents renumbered. These amendments were adopted by the Board of Directors during its meeting of May 8, 2006.</p> | §9 §11, |
| 6 | March 5, 2009 | <p>Section 2.01 (e) deleted "and who have paid their annual dues." and added "also known as "alumni."" Section 3.04 (c) deleted "dues from its members." and added "donations from its alumni." Section 5.01 deleted 1 year requirement and payment of annual dues for membership qualifications. Added "Voluntary alumni donations may be requested for financial support of LMB." Section 5.02 changed "members in good standing with LMB" to "LMB members". Section 5.03 removed ", fail to pay dues". Section 6.03 deleted "in good standing" to members' requirement. Section 6.11 changed "Membership" to "Alumni" regarding Director 3 times. Also changed "alumni" to "members" regarding LMB 2 times. Added ", including utilizing alumni networking sites for communications (with assistance of Technology Director). Section 6.12 changed "Development" to "Sponsorship" regarding Director 2 times. Added "for LMB, annual fundraising". Section 6.13 added "Marketing Director contributes marketing content to Leadershipmb.org (with assistance of Technology Director.) Section 7.01 removed "in good standing" regarding status of members. Section 7.07 removed "in good standing" regarding status of members. Added "membership" to LMB and removed "voting." (repetitive). Sections 11.01 and 11.02 changed "Development" to "Sponsorship". These amendments were adopted by the Board of Directors during its meeting of March 5, 2009.</p> | §2, §3, §5, §6, §7, §11 |
| 7 | August, 2009 | <p>Section 4.20 has been corrected to 4.02. Section 4.03 reference to section 9.08 has been changed to Article IX as it covers more than just section 9.08. Section 4.04 added "collaborate with MBCC and Major Sponsors..." which explains how the organization plan to collaborate with CMB, MBCC and the community to develop goals</p> | iv, 2, 4, 7 §4; §6, §9 |

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| | | and strategic direction and why they have voting board seats. Section 6.13 reference to MBCOC has been changed to MBCC. Section 9.10 as all alumni are now members (or voting members) is it realistic to assume that 20% will turn up for a meeting? Section 9.11 with the move to electronic voting. The wording has been changed from "present and in person"? "Voting members" has been changed in various places to "members". | |
| 8 | March, 2011 | Section 7.04 changed "during the Annual LMB Members Meeting," to "At least thirty days before the Annual LMB Members Meeting the Nominating Committee shall cause the ballot to be sent via email to all LMB members." Replaced "written ballot submitted at the Members Meeting/Annual Election or by signed written proxy, if unable to attend. Written proxy shall be sent with the notice of the Annual Members Meeting and shall be returned to the President." with "email. The results shall be counted five days before the Annual LMB Members meeting by the Nominating Committee." | §7 |
| 9 | January 2017 | Section 9.09(a) added to clarify the need for the Annual LMB Members Meeting to be available to all members without a fee, even when planned in conjunction with another LMB event for a fee. | §9 |
| 10 | February 2017 | To better clarify the responsibilities and expectations of the board members, Sections 6.04– 6.10 and Sections 6.12 – 6.15 have been revised. Sections 6.11, 6.16, 6.17, 6.18 have also been added. (Sections 6.19 and 6.20 have been renumbered, but remain the same.) | §6 |

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Leadership Manhattan Beach Bylaws

Article I. Name

Section 1.01 **Name and Relationship.** This organization shall be called Leadership Manhattan Beach. Leadership Manhattan Beach was originally chartered in 1991 by the Manhattan Beach Chamber of Commerce, Manhattan Beach, California, and remains affiliated with the Manhattan Beach Chamber of Commerce.

Article II. Definitions

Section 2.01 **Definitions.** Terms and acronyms used within the context of these Bylaws shall have the following meanings:

- (a) "LMB" shall refer to the Leadership Manhattan Beach corporation.
- (b) "MBCC" shall refer to the Manhattan Beach Chamber of Commerce.
- (c) "CMB" shall refer to the City of Manhattan Beach.
- (d) "Present and in person" shall mean that an individual is physically present in the mode in which the meeting or other event is being conducted (i.e., face-to-face meeting, teleconference, etc.)
- (e) "Member" shall mean those persons who are graduates of the LMB program also known as "alumni."
- (f) A "Major Sponsor" is a sponsor that has supported LMB with significant financial and in-kind contributions of at least \$2,000 annually for at least ten consecutive years.

Article III. Authority

Section 3.01 **Authority.** The authority of the Leadership Manhattan Beach organization is granted by the State of California, USA, as a not-for-profit corporation.

Section 3.02 **Federal Tax Status.** The Internal Revenue Service issued a determination letter in November 1995 granting LMB exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. Donors may deduct contributions to LMB as provided in section 170 of the code. A letter dated October 5, 1999 from the IRS District Director confirming this status is attached as Attachment 1.

Section 3.03 **Federal Identification Number.** The LMB Federal Identification Number is 95-4525658.

Section 3.04 **Scope.** Within the scope of its incorporation and these Bylaws, LMB has the authority to:

- (a) Establish, in addition to these Bylaws, policies, rules, and procedures for the management of LMB.
- (b) Administer the LMB education and training program for which tuition may be charged.
- (c) Solicit information and donations from its alumni.
- (d) Solicit and obtain sponsors for financial support of LMB.

Article IV. Objectives

Section 4.01 **Purpose.** The purpose of Leadership Manhattan Beach is to develop and unite existing and aspiring community leaders in the Manhattan Beach community.

Section 4.2002 **Leadership Program Objectives.** LMB shall conduct a leadership-focused program for all people of the community that provides:

- (a) **Community Education:** educating participants about the characteristics, culture, systems, opportunities, needs and issues related to the City and greater community of Manhattan Beach, the South Bay area and the County of Los Angeles.
- (b) **Leadership Competency and Skill Enhancement:** developing participants' leadership competency and skills in facilitation, group dynamics, consensus building, project management, etc.
- (c) **Community Servant Leadership Development:** fostering an appreciation of the importance of honesty, integrity and the moral dimension of community leadership, and encouraging each individual to participate in voluntary community service.

Section 4.03 **Graduate Program Objectives.** LMB shall establish and administer a LMB graduate (member) organization to provide awareness of opportunities for community service, continuing education, and social/networking functions. Meetings of the members shall be conducted in accordance with section 9.08Article IX.

Section 4.04 **Strategic Objectives.** The LMB Board of Directors shall develop goals and strategic directions for LMB through collaboration with the CMB, MBCC and Major Sponsors in the community of Manhattan Beach.

Section 4.05 **Non-discrimination Policy.** LMB does not discriminate against applicants, students, staff or members on the basis of race, color, gender, religion and national or ethnic origin.

Article V. Membership

Section 5.01 **Membership Qualifications.** LMB membership shall be granted to all graduates of the LMB training program following graduation. Voluntary alumni donations may be requested for financial support of LMB.

Section 5.02 **Voting Membership.** All LMB members shall be considered voting members of the organization at LMB Member Meetings and Special Membership Meetings, as defined in Article IX.

Section 5.03 **Termination of Membership.** LMB members who resign or are removed by the LMB Board shall no longer be considered LMB members.

Article VI. Board of Directors

Section 6.01 Board Composition. The LMB shall be governed by a Board of Directors (hereinafter referred to as “LMB Board”), consisting of four Officers (President, Vice President, Secretary, and Treasurer), six Directors (Recruiting Director, Program Director Membership Director, Development Director, Marketing Director and Technology Director), and non-elected board members described in 6.02.

Section 6.02 Non-elected Board Members. MBCC’s Executive Director or designated representative is recognized as a non-elected, voting member of the LMB Board. A designated representative of each Major Sponsor is recognized as non-elected, voting member of the LMB Board. Such representative shall be a member of LMB as defined in Article V. Each year the Board shall review and update its list of Major Sponsors as part of its policies and procedures. The Past President is recognized as a non-elected, non-voting member of the LMB Board for one year following his/her replacement by a new President.

Section 6.03 General. All members of the LMB Board shall be LMB members. All members of the LMB Board are elected by the members of LMB as described in Article VII except the non-elected members described in 6.02.

Section 6.04 LMB Board Responsibilities. The LMB Board shall be responsible for the management of the affairs of the LMB organization, including the following:

- (a) Coordinating and facilitating an annual LMB program.
- (b) Coordinating and administering an LMB graduate program.
- (c) Providing reports to the MBCC Board of Directors and LMB members.
- (d) Providing a report to the members at the Annual LMB Members Meeting.
- (e) Developing annual strategic objectives.

Leadership Manhattan Beach uses a “working board” format meaning that although each board member has a specific area of responsibility/oversight, all board members will be required to perform the general work of the board as directed by the President and/or the Board in general.

Section 6.05 President. The President shall have previously served on the LMB Board for at least one term. The President shall be the Chief Executive Officer of LMB. The President shall ensure that LMB is operated in accordance with the LMB Bylaws and policies and procedures established by the LMB Board. The President shall preside at all meetings of the LMB Board.

Section 6.06 Vice President. The Vice President shall perform those duties defined in the LMB policies and procedures established by the LMB Board. The Vice President shall perform the duties of the President when the President is temporarily unavailable and requests the Vice President to serve in that official position. The Vice President is intended to serve as a candidate for the office of President.

Section 6.07 Secretary. The Secretary shall be responsible for recording the minutes of the meetings of the LMB Board and maintaining official records of the LMB in accordance with LMB policies and procedures established by the LMB Board. The secretary also reminds members of upcoming meetings and asks them to submit action reports. Following Board meetings, the secretary uploads the status reports, minutes, and agenda to the LMB Google drive.

Section 6.08 Treasurer. The Treasurer shall be responsible for managing the LMB funds and for maintaining official financial records of the LMB in accordance with the LMB policies and procedures established by the LMB Board. The Treasurer shall also deposit checks into the checking account for all LMB sponsorships and the notification of the Sponsorship director of net funds collected. The Treasurer will also be responsible for the deposit of all checks into the suspense account for all class project donations. And will communicate all payments received for the class to the class treasurer.

The Treasurer will also be responsible for writing and submitting all checks for all invoices requiring payment.

Section 6.09 Recruiting Director. The Recruiting Director shall be responsible for soliciting applicants for the annual LMB Class through the promotion of LMB in the South Bay community at large. The Recruiting Director shall be responsible for interviewing and selecting participants for each class. The Recruiting Director shall be responsible for the planning and execution of the LMB Annual Comedy & Magic Club Fundraiser.

Section 6.10 Program Director. The Program Director shall be responsible for the annual LMB program(s) available to participants selected by the recruiting process. The Program Director will also be responsible for the facilitation of the classes, providing the program schedule, agenda, facilities, staff and refreshments as necessary for each class. The Program Director shall have an open line of communication with the Class Facilitator, the Event Director and the Board of Directors and keep all apprised of the status of the Class and program on a regular basis. The Program Director will be responsible for sending reminders to the class prior to each class and all events.

Section 6.11 Event Director. The Event Director shall be responsible for planning and coordinating the Class Orientation, Retreats, Holiday Party and the Class Graduation. The Event Director is responsible for securing the dates and venues for the City Council Simulation, classes and tours. The Event Director shall have an open line of communication with the Program Director, Class Facilitator and the Board of Directors and keep all apprised of the status of the events on a regular basis.

Section 6.12 Alumni Director. The Alumni Director shall be responsible for growing and retaining the membership through special events, services and maintaining contact with LMB members. The Alumni Director shall coordinate and staff the Registration Tables at all LMB events, i.e.; Orientation, Graduation, Summer Social, Holiday Party etc. The Alumni Director shall also be responsible for updating the LMB member roster, including utilizing alumni networking sites for communications (with assistance of Technology Director.)

Section 6.13 Sponsorship Director. The Sponsorship Director shall be responsible for soliciting and maintaining sponsors for LMB, annual fundraising for LMB, as well as community presentations. The Sponsorship Director shall work closely with the Alumni and Recruiting Directors on Silent/Live Auctions and event sponsors. The Sponsorship Director will work closely with the "Fundraising Chair" for the class project making sure that the "Do Not Call" list is respected and that any possible exceptions are discussed.

Section 6.14 Marketing Director. The Marketing Director shall be responsible for maintaining the standard and integrity of the LMB image, which shall be executed through the marketing collateral. Marketing collateral shall include, but is not limited to, LMB print (stationary, brochures, business cards, Chamber Pak flyers, etc), publicity, advertising, and booth management (Hometown Fair, WIB Conference, MBCOC Business Expo). The Marketing Director contributes marketing content to Leadershipmb.org (with assistance of Technology Director.)

Section 6.15 Technology Director. The Technology Director shall be responsible for LMB data base management, LMB web site maintenance and updates, setup and maintenance of electronic payments, and administrative-mail communications. LMB may choose to pay an outside technology consultant to support the Technology Director. The Technology Director shall be the liaison between the LMB board and the hired technology consultant, as well as the liaison between the current class and the hired technology consultant.

Section 6.16 Communications Director. The Public Information Director shall be responsible for the publication of the Leadership Manhattan Beach Newsletter. The PID would also be responsible for networking and creating awareness about LMB with other not for profit organizations ie: MB Hometown Fair, MB 10K Race Committee and outreach to other businesses and organizations. The PID shall also manage the content of the LMB social media outlets.

Section 6.17 Teen Liaison. The Teen Liaison shall reach out to the students in the current class to answer their questions, making certain that the students understand their commitment to the program and the role they play. The Teen Liaison shall attend LMB events including the Retreats, City Council Simulation, class meetings and Alumni Events. The Teen Liaison position can be made up of two teens at the discretion of the Board President.

Section 6.18 Past President. The Past President Shall provide input and historical perspective to assist the Board during deliberations.

Section 6.19 Committees. The LMB Board may establish standing and ad-hoc committees to advise and conduct the responsibilities of LMB. Members who serve on committees are not elected, but are approved by the members of the LMB Board to whom the committee reports. For example, the Program Committee will report to the Program Director and the members who volunteer for that committee are approved by the Program Director.

Section 6.20 Vacancies. Vacancies in the office of President shall be filled by a special election conducted by vote of the LMB members. Vacancies in the offices of Vice President, Secretary, Treasurer or any Director shall be filled by appointment of the LMB President with the approval of the LMB Board and in accordance with the LMB policies and procedures established by the LMB Board. The President shall consult with the Nominations Committee to select qualified appointees in a manner consistent with the nominations and elections process.

Article VII. Nominations, Elections and Tenure

Appointment of Nominating Committee:

Section 7.01 **Nominating Committee.** The Nominating Committee shall be responsible for confirmation of candidates for the LMB Board (per Section 7.02) after a call for nominations has been made to the LMB Members. The Nominating Committee shall also be responsible for overseeing administration of the election processes and reporting on the results to the existing LMB Board for implementation and transition. Members of the Nominating Committee shall be LMB members. The Nominating Committee shall consist of no more than five (5) members and shall be appointed by the President with LMB Board approval at least 30 days prior to the Annual LMB Members Meeting each year.

Election of LMB Board:

Section 7.02 **Call for Nominations.** Prior to the Annual LMB Members Meeting each year, the LMB Board and the Nominating Committee shall solicit nominations for LMB Board positions from the LMB membership in accordance with policies and procedures established by the LMB Board. Nominations shall be accepted for a period to be published to the LMB membership by the LMB Board. The Nominating Committee shall interview each nominated candidate, all Board Members and anyone else with knowledge of the candidate to determine which candidate(s) is/are qualified for the position for which he or she has been nominated.

Section 7.03 **Restrictions.** No member of the Nominating Committee shall be included in the slate of nominees.

Section 7.04 **Completion of Elections.** The Nominating Committee shall conduct elections for LMB Board positions. At least thirty days before the Annual LMB Members Meeting the Nominating Committee shall cause the ballot to be sent via email to all LMB members. The LMB Members shall vote by email. The results shall be counted five days before the Annual LMB Members meeting by the Nominating Committee. The election results shall be announced by the Nominating Committee at the Annual LMB Members Meeting.

Section 7.05 **Voting.** Upon presentation of the slate of Board candidates and statement of qualifications by the Nominating Committee to the LMB Board, the LMB Board shall publish the names and qualifications of LMB Board member candidates to the LMB voting membership and shall conduct elections for the LMB Board member positions. LMB Board member candidates shall be elected by a simple majority of members voting.

Section 7.06 **Term of Service.** Newly elected LMB Board members will serve their terms from 1 July to 30 June. All LMB Board member terms of office are one year. If any Board Member wants to run for his or her position the following year, he or she will have to re-run for that position.

Section 7.07 **Removal.** A LMB Board member may be removed from office for cause by a simple majority vote of all LMB Members at that time. Ten (10) voting members of the LMB membership may petition the LMB Board to recall a LMB Board member. A valid recall petition shall be affirmed by a simple majority vote of the voting membership. A LMB Board Member may also be removed from office for cause by a simple majority vote of the LMB Board.

Section 7.08 **Resignation.** An LMB Board member may resign from office by submitting written notice to the LMB Board. Unless another time is specified in the notice or determined by the LMB Board, a LMB Board member's resignation shall be effective upon receipt by the LMB Board.

Article VIII. Limitations

Section 8.01 **Restrictions.** No member of the LMB Board or its officially designated representatives shall receive any compensation or other tangible or financial benefit for service on the LMB Board. However, the LMB Board shall authorize payment by the LMB of actual, reasonable expenses incurred by LMB Board members or officially designated representatives of the LMB, in accordance with the LMB policies and procedures established by the LMB Board. All LMB Board members and officially designated representatives shall act in a manner consistent with their obligations to the LMB Corporation and applicable law, regardless of any other affiliations, memberships or positions.

Section 8.02 **Facilitator.** The LMB recognizes the need to contract with a professional facilitator to conduct the LMB program classes. This contract shall be the responsibility of the Program Director and approved by the Board of Directors.

Article IX. Meetings

LMB Board of Directors Meetings:

Section 9.01 **Purpose.** Regularly scheduled business meetings shall be scheduled by the LMB Board to conduct LMB business and other activities as described in the LMB charter.

Section 9.02 **Conduct of Business.** The LMB Board will set the date and location of the meeting. The LMB Board may also conduct business by teleconference, video conference, or via electronic mail.

Section 9.03 **Quorum.** A quorum of the LMB Board for the transaction of all official LMB business is half of the LMB Board membership, not counting the non-elected Board members.

Section 9.04 **Meeting Minutes.** The LMB Board will produce and maintain meeting minutes, which will document meeting proceedings, action items, attendance and meeting schedule information.

Section 9.05 **Notice.** All members of the LMB Board must receive appropriate notice of a scheduled LMB Board meeting.

Section 9.06 **Executive Session.** The LMB Board members may schedule or make a motion to conduct LMB Board business in executive or closed session.

Section 9.07 **Voting.** LMB Board members shall submit their own respective vote on LMB business. Proxy voting is not allowed at LMB Board meetings. Under special circumstances, when deemed necessary by the President, the Board can vote via electronic mail or teleconferencing, provided reasonable effort is made to ensure all LMB Board members are contacted.

LMB Member Meetings:

Section 9.08 **Purpose.** The LMB Board shall conduct an Annual LMB Members Meeting open to the full LMB membership each year. The purpose of the LMB Members Meeting is to advance

the objectives of the LMB, elect the nominees to the LMB Board positions, and conduct other business as necessary. The LMB Board can conduct other LMB member meetings as needed.

Section 9.09 **Location.** The LMB Board shall select the location of the Annual LMB Members Meeting and announce the time, date, and location in a notice communicated to all members of the LMB. Notice and a meeting agenda shall be provided at least thirty (30) days in advance of the meeting.

- (a) **Accessibility.** The Annual LMB Members Meeting is free of charge to all members. Should the Annual LMB Members Meeting be held in conjunction with another event requiring a fee, such as the annual Summer Social, members must be permitted to attend the meeting portion of the event for no charge. After the Annual LMB Members Meeting portion of the event has concluded, members may be required pay the associated fees if they wish to remain for the social portion of the event.

Section 9.10 **Quorum.** A quorum for the transaction of official business at meetings of the LMB members shall be one-fifth of the LMB voting members. Only those LMB members present and in person shall count in determining a valid quorum.

Section 9.11 **Majority.** To approve a motion, a majority shall consist of 51% or more of the LMB voting members present and in person at the meeting or through electronic voting.

Section 9.12 **Business Meeting.** The LMB Board will establish policies and procedures for the conduct of LMB business meetings.

Section 9.13 **Proxy Voting.** LMB voting members may vote by granting a proxy to another member of LMB attending a member meeting as described in Section 9.08. The voting process shall be established in the LMB policies and procedures established by the LMB Board.

Special Membership Meetings:

Section 9.14 **Petition for Meeting.** Ten (10) voting members of the LMB may petition the LMB Board to call a special meeting of the LMB. The LMB President or a majority of the LMB Board shall call the special meeting.

Section 9.15 **Communication to Members.** Notification of a special meeting, written or electronic, including purpose, time, place, agenda, and names of principal participants, will be forwarded to the Secretary for distribution and recording purposes prior to the meeting date. Notification must be received by the membership at least thirty (30) days prior to the date of the meeting.

Section 9.16 **Meeting Materials.** Any written material to be used or distributed in connection with the meeting and/or carrying the name of the LMB is to be submitted to the LMB President prior to its distribution and/or use.

Article X. Finance

Section 10.01 **Fiscal Year.** The fiscal year of the LMB shall be from 1 July to 30 June.

Section 10.02 **Budget.** The LMB Treasurer will prepare an annual budget proposal for approval by the LMB Board. The LMB Treasurer will make the approved budget available to the LMB membership for information upon request.

Article XI. Resources

Section 11.01 **MBCC Office Support.** The LMB Board shall coordinate with MBCC to establish and provide operational support for the LMB as negotiated on an annual basis.

Section 11.02 **Sponsors.** The LMB Sponsorship Director shall solicit sponsorship from local businesses and other supporters of LMB. Sponsors may provide direct funds or “in-kind” funds in the form of services or materials.

Section 11.03 **Grants.** The LMB Sponsorship Director may solicit grants to provide additional operational funds for the LMB.

Article XII. Amendments

Section 12.01 **Voting.** Amendments to these Bylaws may be proposed by the LMB Board on its own initiative or upon petition by ten (10) percent of the voting members addressed to the Board. Amendments are accepted when approved by a least two-thirds of the voting LMB Board members.

Article XIII. Dissolution

Section 13.01 **Vote to Dissolve.** The membership of the LMB may vote to dissolve the organization in accordance with the procedures for voting at LMB business meetings.

Section 13.02 **Disposition of Assets.** Should the LMB be dissolved for any reason, its assets shall, after payment of all just debts, be turned over, without restrictions, to MBCC.

LMB POLICIES AND PROCEDURES
(Updated 3/1/18)

REVISION RECORD

REVISION

DESCRIPTION OF CHANGES

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| 02-09-18 | LMB – Code of Conduct added. |
| 02-09-18 | LMB Harassment Investigation Form added. |
| 02-09-18 | LMB Social Media Policy added |
| 08-12-17 | Class Project baseline budget amount was raised to \$10,000 |
| 04-22-17 | Recruiting Interview Guidelines Added. |
| 05-04-16 | Class Project Fundraising & Sponsorship Guidelines added. |
| 05-04-16 | Class Project Fundraising Accounting Spreadsheet added. |
| 03-15-14 | Entire document updated using Styles. |
| 03-15-14 | Dates removed from titles and replaced with entries in Revision Record. |
| 03-15-14 | 2010-2011 Board Commitment revised to require only an acknowledgement signature. Replaced term Committee with Team. Other minor edits incorporated. |
| 03-13-14 | Proposed Outline for Organization of Infrastructure items 3 to 5 deleted. Policy renamed Board Member Goals and Manual. |
| 03-15-14 | Replaced term Committee with Team in Outline for LMB Committee Operating Manuals. Renamed as Outline for LMB Operating Manuals. |
| 03-15-14 | Minor edit to LMB Mission Statement. |
| 03-15-14 | Class Web Use Policy edited to incorporate rationale as part of narrative. Incorporated updates provided by Technology Director 2014. Obsolete applications deleted and current ones added. Class Technology Director now mandatory. Supersedes 11/6/08 Policy. |
| 03-15-14 | Update to the Class Project Marketing Guide based on input from the Marketing Director 2014. Includes replacement of specific names with functional names. Supersedes 2008/2009 version. |
| 03-15-14 | Class Participant Conduct Policy dated 11/10/11 updated to select one of the optional consequences for a third violation. Minor edits incorporated. |
| 03-15-14 | Board of Directors Student Liaison Position dated 5/5/11 revised to remove future tense. |
| 03-15-14 | LMB and MB Chamber of Commerce (MBCC) Relationship (dated Dec 15, 2013) revised to add a procedure for identifying the individuals to be included in our MBCC Group Membership. |
| 12-15-13 | Chamber of Commerce Relationship Policy revised. Supersedes Nov 2011 version. |
| 12-11-13 | Class Web Use Policy revised Supersedes 11-6-08 version. |
| 11-15-13 | Class Participant Conduct Policy revised. |
| 11-15-13 | LMB Class Project Marketing Guide revised. |

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| 11-10-13 | TEDx Manhattan Beach Policy dated 10-7-11 deleted. |
| 08/01/13 | Vice President Job Description added. |
| 12-11-12 | Class Project Fundraising Policies revised. Supersedes dated 5-6-10 and 2008/2009 versions. |
| 11/01/11 | LMB and MB Chamber of Commerce Relationship added. |
| 08/04/11 | LMB Policy to Operate Consistent with the Community Reinvestment Act added. |
| 06/17/11 | Sponsorship Levels added. |
| 06-02-11 | Facilitator Compensation Guideline deleted. |
| 05/05/11 | Board of Directors Student Liaison Position added. |
| 10/01/09 | Policy of Racial Nondiscrimination added. |
| 01/21/09 | Policy Regarding the Discussion of Political Issues and Political Candidates added. |
| 04/02/08 | Adult Student Selection Criteria for Class Recruiting added. |
| 01/14/08 | LMB High School Student Admission Policy added. |
| 08-07-08 | LMB Mission Statement added. |
| 04/05/07 | Class Graduation Dinner Comp Policy added. |

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BOARD COMMITMENT POLCY

Each Member shall, to the best of their ability, satisfy the Board Commitments listed below.

Participation:

1. Behave ethically and with integrity so as to reflect positively on LMB
2. Achieve your individual board goals
3. Attend 9 of the 11 board meetings in a timely fashion
4. Use Robert's Rules while attending board meeting
5. Provide food and drink for 1 board meeting
6. Attend the board strategic planning retreat in June
7. Attend an informational session to help recruit new members
8. Attend the class project fundraiser or unveiling (if there is one).
9. Attend two of the following (1) class orientation (2) class meeting (3) city council simulation (4) class graduation
10. Be supportive and encouraging to the class especially during the project phase
11. Be supportive of alumni
12. Participate or post four times a year on our alumni website, Facebook, and Twitter
13. Actively contribute to ad hoc Board Member Teams established by the President

Recruitment:

Identify 2 potential recruits to the program and work with them to complete the online application. Bring them to an informational session.

Sponsorship:

Under the direction of the Sponsorship Director, maintain a relationship with 1 or 2 existing sponsors of the program and identify 1 new sponsor.

Events:

Assist other Board members in the organization of half of the LMB events, such as the Summer Social, Holiday Celebration, Alumni Mixer, or Sponsor Thank You Event.

Exception

Board Members may request to be excused from these requirements if they are involved in a large-scale, Board approved project.

Acknowledgement

Signature: _____

Date: _____

BOARD MEMBER GOALS AND MANUALS

Board Members are expected to accomplish the following by the beginning of September each year.

1. Top 3 Goals for the following year
2. Objectives/Tasks to meet each goal
3. Time lines by which to complete each objective/task
4. Identification of Team and Board Members with whom to coordinate efforts

Board Members are expected to complete the following.

1. Update to their Operating Manual by the end of May each year
2. Conduct a handoff and coordination meeting with their successor directly after Board elections.

OUTLINE FOR LMB OPERATING MANUALS

- I. Director Position/job description from Bylaws.
- II. Month by month calendar of tasks with related interactions with other Board Members.
- III. Contact List including names, addresses, phone numbers, email addresses.
 - 1. Team Members
 - 2. Vendors
 - 3. Resource People/Businesses
- IV. One Sheet on Lessons Learned from prior year including advice to prospective replacement.
- V. Coordinating Paperwork/Templates for your Team.
 - 1. Letters used
 - 2. Notices used
 - 3. Handouts used
 - 4. Computer disk with templates

LMB MISSION STATEMENT (AUGUST 7, 2008)

After review at the June 2008 Strategic Planning Session, the Board voted to keep the Mission Statement as: *"Developing and uniting community leaders."*

LMB MINUTES

1. The LMB Secretary shall prepare Minutes for all Board Meetings and shall submit them to board Members for review prior to the next board meeting.
2. LMB Board Members shall review, revise, and approve Minutes for prior meeting at each LMB Board Meeting.
3. The LMB Secretary shall prepare Minutes that document the results of the LMB Annual Members Meeting/Election to allow the Treasurer to submit new officer information to the bank when new officers are elected and installed.

POLICY OF RACIAL NONDISCRIMINATION

LMB's federal income tax exempt status requires that we communicate and document a racially nondiscriminatory policy for our students, selection process, brochures, advertising, and fund raising. Specifically, LMB must do the following:

1. LMB's racially nondiscriminatory policy must be included in all recruiting communications, brochures, advertising, and slide shows. LMB must maintain and retain records indicating the racial composition of the class and staff.
2. All materials used to solicit contributions must indicate LMB's racially nondiscriminatory policy.
3. LMB's web site must contain LMB's racially nondiscriminatory policy.

The following may be used to communicate our policy: “Leadership Manhattan Beach considers applicants on the basis of individual merit and without regard to race, color, religion, sex, sexual orientation, national or ethnic origin, age, disability, or other factors irrelevant to participation in its program.”

LMB POLICY REGARDING THE DISCUSSION OF POLITICAL ISSUES AND POLITICAL CANDIDATES

Leadership Manhattan Beach (LMB) is not a political organization and does not endorse individuals for public office. Nor does it take positions on political issues or ballot proposals.

[THIS SHALL BE PLACED ON LMB WEBSITE AND APPROPRIATE MATERIALS]

LMB HIGH SCHOOL STUDENT ADMISSION POLICY

The student admission policy for the LMB program shall include high school juniors and seniors residing in Manhattan Beach.

ADULT STUDENT SELECTION CRITERIA FOR CLASS RECRUITING (APRIL 2, 2008):

- Priority One: Applicants from the prior year's waiting list.
- Priority Two: Manhattan Beach resident, who is also employed in MB
- Priority Three: Manhattan Beach resident
- Priority Four: Employed in Manhattan Beach
- Priority Five: Interested participant

LMB Candidate Interview Guide

The purpose of the LMB Candidate Interview is twofold. First we want to select the best possible candidate for the class from the candidate pool at hand and secondly to present Leadership Manhattan Beach in the best possible light.

We will usually have more candidates than space available and some candidates who are more than qualified will not be selected and feelings could be hurt. Our intention is to conduct all LMB business in the fairest and most transparent way possible. To ensure that there is never a question of favoritism and that all parties feel the process was fair, interview panels of no less than three (3) Alumni should be convened to conduct the interviews with each interview lasting twenty (20) minutes. When possible, if you have student interviews scheduled, try to have a teen on the panel.

Interviews can be conducted any day of the week, but typically are held on two consecutive Saturdays. Most people work and will not be able to make a weekday interview. The interviews should be scheduled beginning at 9:00AM with interviews lasting 20 minutes with a 30-minute lunch break for the Recruiting Director.

We have used SignUpGenius in the past to schedule both the Candidate interviews as well as the Interviewer time slots.

To ensure that we are not asking too much of those volunteering to do interviews it is highly recommended that two (2) separate interview panels be convened using the following schedule: Panel #1 – 9:00am-1:00pm, Panel #2 – 1:30pm-5:00pm.

Creating a professional environment and setting the tone of the interview is very important. Personalized placeholders should be created for each interviewer displaying the LMB logo and the interviewer's full name. (Templates have been provided in the digital file).

Each interviewer should have their own Notebook containing the following:

- Notebook – White 1” Binder with Inside Pockets
- Complete Candidate Interview Schedule of the Days Interviews
- All Candidate Applications in the Order to be interviewed (SignUpGenius)
- Candidate Rating Sheet for Each Candidate
- LMB Interview Questions for Each Candidate
- Copy of Class Schedule

Signage confirming the Candidate Interviews and candidate instructions is in the digital file and should be printed and posted conspicuously at the interview location.

Guide For Interviewers

It is a good policy to have those sitting on each panel arrive fifteen (15) minutes prior to the first interview of that session. This will be the first time for many of them and they may not be sure of what is expected of them or areas they need to pay close attention to during the interviews.

The Recruiting Director may want to do the preamble to each interview although it is a very long day and he/she may want to let others take the lead as well.

Mandatory Discussion Points

To be certain that each Candidate can fulfill LMB's requirements to be in the class there are a few housekeeping items that must be discussed/answered at the beginning of each interview.

Give the Candidate a copy of the Class Schedule. It should be explained to each Candidate that although we would like them to have a perfect attendance record, we understand the "life happens" and because of that, we will allow up to two (2) absences. Beyond that, it is up to the class Facilitator whether the Candidate can graduate with the class.

We also explain to them that we have two (2) mandatory Retreats (say the dates) that they must attend. If they know that they cannot attend both Retreats, thank them for their time and application and suggest they reapply when they can attend the Retreats. The same holds true if when they look at the Class Schedule they see dates that they know they will miss and they total more than the two (2) absences allowed.

We also point out the date for the Summer Social and although it is not mandatory to attend, we explain that it is the first time they will get to meet the Board of Directors, Alumni and their Class Facilitator. We let them know it is a fun event and we strongly recommend they attend.

It is your job as the Recruiting Director and as the Interview Panel to explain the LMB Program to the Candidates and to answer any questions they may have. It is through this interaction that you will perform the most important of tasks, determining who should be in the class. Not everyone should be in LMB. During the interview look for the signs that will make someone either an amazing addition to the class or the person who may be the "disrupter".

Class dynamics are a balancing act at best and you may end up having no control. I had a Facilitator ask me to do one thing and that was "do not recruit a crazy class". Pay attention to the questions you are asked and the responses given to your questions. If

you see a red flag, discuss it with the other panel members before the next interview while it is still fresh in your mind. In the end, you are responsible for the class you recruit.

If you have any questions, feel free to contact your predecessor, Board President or the Class Facilitator.

Finally, at the end of the interview let the Candidate know that you will be emailing determination letters by (select timing that fits) and a reminder about attending the Summer Social.

Remember, it's a learning experience and have fun with it.

SPONSORSHIP LEVELS ARE AS FOLLOWS

| | |
|-----------------|----------------|
| \$250-\$749 | Friends of LMB |
| \$750-\$1,499 | Bronze Level |
| \$1,500-\$2,499 | Silver Level |
| \$2,500-\$4,999 | Gold Level |
| \$5,000+ | Platinum Level |

Sponsorship donations to the Class Project do not qualify as LMB Program donations.

CLASS GRADUATION DINNER COMP POLICY

Class graduation dinner will be free to graduating students, dignitaries and the LMB Class Facilitator.

LMB CLASS PROJECT FUNDRAISING AND SPONSORSHIP GUIDE

Introduction

This document provides top-level guidance and recommendations to help the Class fundraise and manage their finances. Please feel free to contact the Sponsorship Director or the Treasurer for additional guidance or specific details. Contact information for both is provided below.

Budget and Financial Planning

The baseline budget for a Class Project cannot exceed \$10,000. However, the overall Class Project plan can include optional tasks that may be exercised if the Class fundraising efforts provide sufficient funds. The LMB Treasurer will need to approve the budget and fundraising methods prior to the commencement of the project. Details of various aspects of fundraising are outlined in the next several paragraphs. When developing your plan, remember that the Class Project is primarily about the leadership process and not the product. Excessive fund raising is neither required nor encouraged.

Fundraising Options and Guidelines

Monetary Sponsorships

A monetary donation made by a company or a private individual must be made to “Leadership Manhattan Beach” with a notation in the memo section of the check “for allocation to the Class project”. All checks and cash donations should be sent immediately to the LMB Treasurer. Checks should be mailed to the LMB PO Box 3046, Manhattan Beach, California, 90266.

LMB is a non-profit organization and all donations are tax deductible. Our Tax ID number (95-4525658) should be included on your acknowledgement of the contribution. Financial questions and tax exemption issues should be directed to the Treasurer.

The current LMB Sponsorship Levels may be found on our website at <http://www.leadershipmb.org/sponsors.html>. Class Sponsorship Levels may differ from these, if advantageous.

Some sponsors may prefer to offer support through in-kind donations. The Class will have to determine if these in-kind sponsors receive the same benefits as cash donation sponsors.

Events

Past events have included cocktail parties at private residences or local restaurants. Usually a ticket purchase is required for entrance to the event. Past ticket prices have ranged from \$25-\$40 and often include hors d'oeuvres and wine. The LMB Facilitator must approve any fundraising event “concept.”

Auction/Raffle

Although a lot of work, a silent and/or live auction and/or raffle at an event can be a fun and effective approach to fundraising. Generally, local merchants, individuals, or class members donate auction items. Please be considerate of approaching current LMB sponsors for further donations as discussed below under Sponsorship Coordination with LMB.

Electronic Fundraising

The Class will use the LMB PayPal account for all electronic fundraising efforts. The Class is permitted to use the LMB Square account for all credit card swipes at Auctions/Raffle events. The LMB Eventbrite account is to be used to sell tickets to events that the Class wishes to sell tickets to. No new accounts for receiving funds electronically should be created by the Class.

Sponsor Recognition

Sponsors of the Class Project should receive appropriate recognition for their donations. Class fundraising efforts should make it clear to potential sponsors that the fundraising is for the Leadership Manhattan Beach “Class of [insert graduation year]” project.

Sponsorship Coordination with LMB

It is very important to maintain close coordination between the Class fund raising and LMB sponsorship activities to avoid parallel solicitation of existing or new sponsors. Such parallel solicitations reflect poorly on the Class and LMB, further, in the past they have resulted in both groups being unsuccessful.

Existing LMB Sponsors

Current LMB Sponsors should not be solicited under any circumstances. A list of LMB sponsors can be found on the Sponsors page of our website (<http://www.leadershipmb.org/sponsors.html>). Click on “Additional Sponsors” at the bottom of the first Sponsor page to view the second page of sponsors.

Duplicate New Sponsors

The Sponsorship Director’s team regularly approaches new individuals and organizations with sponsorship requests, creating another opportunity for duplicate solicitation. LMB will generally defer to the Class in this case because a Class sponsor becomes an excellent LMB sponsor candidate the following year. Again, the key to avoiding duplication lies in the regular sharing of candidate new sponsors between the Class and LMB. An email when either list changes would help keep the two groups coordinated.

Project Finances

Financial questions and tax exemption issues should be directed to the LMB Treasurer. All receipts and requests for payment should also go to the LMB Treasurer on a regular and timely basis.

Fundraising

The Class will maintain a list of funds collected by source, donor and amount. This list should include contact information for all donors. The template for the fundraising will be provided by the LMB Treasurer for the Class Treasure to maintain. This template will be updated and provided to the LMB Treasurer on a weekly basis until all fundraising is complete.

Expenses

The Class will create a budget to complete the baseline project. Phases to expand the project can be added over above the baseline project should the Class have excess funds over and above the baseline. The LMB Treasurer will provide the Class with the budget template that is required to be maintained for the project. The budget will be sent to the LMB Treasurer on a weekly basis until the project is complete. The Class is responsible for covering the up-front costs of any fundraising effort. LMB makes an up-front loan of \$500, which may be used for any project related costs. Any request for

reimbursement must be accompanied by an invoice marked as paid or official receipt. PLEASE KEEP ALL RECEIPTS, as expenses cannot be reimbursed without proof of payment. All Class Project expenses must be paid prior to graduation.

Excess Funds

The Class shall determine the scope of their project and make a good faith effort to not fundraise beyond the anticipated cost of the project. If at graduation any funds remain, they will revert to the LMB General Fund.

LMB Board of Directors Contact Information

Contact information for the current Board of Directors, including the Sponsorship Director and the Treasurer, may be found on the LMB website at this location LeadershipMB.org/Board of Directors/. Alternatively, go to <http://leadershipmb.org>, click About Us, then click on here under Board of Directors. The Sponsorship Director and Treasurer's email are Sponsorship@LeadershipMB.org and Treasurer@LeadershipMB.org.

Historical Perspective Class Project Fundraising Policy/Guidelines:

The project target was set at \$7,500 because it limits the size and complexity of the project to what is manageable in the short time frame. In 2017 the project target was increased to \$10,000. A project that is too big makes it too stressful and makes what is a good learning experience into something that is too much hard work.

The \$500 the Board gives is a token support to get them going. We think this is still a realistic amount.

The Facilitator's major goals and role as it relates to the project are as follows:

- To encourage the class to select a project that allows them a chance to learn how to work together as a team and also provides something to the City.
- To ensure they are finished by graduation.
- To ensure they do not overextend themselves and create a financial liability for the Board or Program.
- To ensure there is no liability risk exposure to LMB.
- To make sure they don't damage the reputation of Leadership within the Community.
- To provide them with the team support they need to effectively work well together.
- To connect them with people they need to be successful.
- To share past lessons learned and information from past classes.
- To stay out of their way unless their intervention is needed.

LEADERSHIP MANHATTAN BEACH CLASS OF XXXX
PROJECT BUDGET

| | <u>TARGET</u> | | <u>WISH LIST</u> | | |
|---------------------------------------|----------------|----------------|------------------|----------------|--------------|
| | <u>Phase 1</u> | <u>Phase 2</u> | <u>Phase 3</u> | <u>Phase 4</u> | <u>Total</u> |
| <u>OPERATING COSTS</u> | | | | | |
| Equipment | | | | | |
| Project hardware | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Weather proofing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Shipping | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| ADA additional | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Permits | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Installation | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Fundraising | | | | | |
| Food | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Miscellaneous supplies | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| DJ | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Ribbon Cutting | | | | | |
| Invitations | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Flyers | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Miscellaneous | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Recognition plaque for ribbon cutting | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Media & Promotion | | | | | |
| Print | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Media | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total cost of project | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | | 0.00 | | 0.00 | 0.00 |

LEADERSHIP MANHATTAN BEACH CLASS OF XXXX
FUNDRAISING DETAILS

| <u>Donor Name</u> | <u>Email address</u> | <u>Amount</u> | <u>Paypal Fee</u> | <u>Net</u> | <u>Date</u> | <u>Address</u> | <u>City</u> | <u>Zip</u> |
|------------------------------|--------------------------|---------------|-----------------------|---------------|-------------|----------------|-------------|------------|
| DONOR NAME | | \$0.00 | \$0.00 | \$0.00 | | | | |
| Total e-payments | | \$0.00 | \$0.00 | \$0.00 | | | | |
| <u>Checks</u> | | | | | | | | |
| DONOR NAME | | \$0.00 | \$0.00 | \$0.00 | | | | |
| Total Checks | | \$0.00 | \$0.00 | \$0.00 | | | | |
| Total Funds | | \$0.00 | \$0.00 | \$0.00 | | | | |
| Fundraising Event | | | | | | | | |
| Cash | | 0.00 | 0.00 | 0.00 | | | | |
| Square | | 0.00 | 0.00 | 0.00 | | | | |
| T-shirt cash | | 0.00 | 0.00 | 0.00 | | | | |
| Grand Total | | \$0.00 | \$0.00 | \$0.00 | | | | |
| Budget Expense | | | | \$0.00 | | | | |
| Net Surplus | | | | \$0.00 | | | | |

LMB - CLASS WEB USE POLICY

LMB Classes will use the existing LMB website (www.LeadershipMB.org) for publicity or fund raising purposes. This is because we want to have one web identity for LMB, not multiple identities for different classes or events. The class project manager or other designees should work with LMB's Technology Director to create a page or pages on the LMB site to promote their project or event.

LMB Classes have access to, and should use, LMB's existing web applications. For example, LMB uses MailChimp for email marketing to alumni and the Class may use this if they wish. LMB has vendor contracts that should be used to ensure consistency and control costs. Before creating email blasts, online registration processes, online surveys, or other web based activities class designees should consult with LMB's Technology Director.

Classes may create Private Facebook Groups or online project management sites (e.g., Basecamp, Smartsheets, etc.) or online-shared documents (e.g., Goggle docs) to help them manage their project. These sites shall have an internal, class-focused audience rather than a public audience.

The class shall appoint a Class Technology Director who will facilitate communication between the class and the LMB Board on these policy issues as well as help class members make the best use of technology in completing their class project.

Questions regarding this policy should be directed to the Technology Director.

LMB CLASS PROJECT MARKETING GUIDE

OVERVIEW

The purpose of the Marketing position is to create and maintain a publicity campaign that encompasses both marketing and public relations techniques to promote the LMB program, achievements, and successes within the South Bay community. This is done through a variety of methods, including fliers, newspaper advertisements, press releases, and so forth.

It will be up to your class to determine which methods of marketing you will employ to advertise and promote your class project. Below is a relatively comprehensive list of methods and resources available to you, but feel free to be creative and come up with your own ideas.

The most important thing to keep in mind is that, while any marketing you release does focus on your class project, it ultimately comes from the LMB program and reflects upon our entire organization, not just your class. For this reason it is important that the class marketing team maintain close communications with the Marketing Director on the Board (Marketing@LeadershipMB.org). Specifically, a meeting with the two to review and discuss the class marketing plans and materials shall occur prior to any public release.

GUIDELINES

The LMB board considers "strengthening the LMB brand" one of our primary goals. Essential to accomplishing this goal is the creation of a strong and recognizable LMB image used in all marketing material. The class can help achieve this goal by following the guidelines listed below.

1. The class will likely create their own logo for the project for use in their marketing materials. However, the LMB logo should also be prominently displayed on all marketing material and any signage or other material viewed by the public. Whenever possible, a link to the LMB website (www.leadershipmb.org) should be provided.
2. Keep in mind that, while LMB organizes and offers the class, LMB and the LMB Class Project are separate and distinct from a sponsorship standpoint. The two entities maintain separate sponsor lists and sponsoring the Class Project does not also result in the donor being a LMB Sponsor. Similarly, an LMB Sponsor is not automatically a Class Project Sponsor. Marketing materials need to reflect these differences to avoid donor confusion and possible disappointment.
3. If soliciting donations, work with the LMB Treasurer (Treasurer@LeadershipMB.org), to determine the best way of collecting payment. Do not use a PayPal account that belongs to an individual class member. Payments must go directly to the LMB account.

MARKETING METHODS and RESOURCES

Leadership Manhattan Beach

1. Class Project Page on the LMB Website. Both news articles and advertisements can be posted to help promote your class project. Work with the LMB Technology Director (webmaster@leadershipmb.org) to get things posted.
2. Mass emails publicizing your project can be sent to all LMB members/alumni through the LMB website (See CLASS WEB USE POLICY in this document.).
3. Community Events. We have an official LMB Canopy with the LMB logo that the class may use.

4. LMB maintains a public Facebook page and the class may establish their own Facebook page.

Other

Local Media (Beach Reporter, Easy Reader, etc.).

Press Releases.

Advertisements.

MARKETING CONTACTS

The Marketing Director The Marketing Director (Marketing@LeadershipMB.org) will provide updated information for the following, and other up to date, marketing contacts.

Manhattan Beach Chamber of Commerce

LMB Technology

Beach Reporter

Easy Reader

LMB AND MB CHAMBER OF COMMERCE RELATIONSHIP

History

The Leadership Manhattan Beach (LMB) Program began in 1991 and graduated the first class in 1992. Organization, fundraising, program structure, and recruitment of the first class participants occurred in 1990. When formed, LMB was a committee under the Manhattan Beach Chamber of Commerce (MBCC) and they provided invaluable start-up support including mailings (pre email), filing of history, coordination, and promotion. LMB will be eternally grateful to the Chamber for their support

Ongoing Relationship

To continue our close relationship the following benefits shall apply:

1. LMB will provide complementary class tuition for one MBCC member each year and MBCC will continue to be listed as a founding sponsor of LMB.
1. MBCC will grant LMB a complementary group Membership for twenty (20) LMB Board identified individuals each year. MBCC will provide a digital marketing package valued at \$500 to include four (4) blog posts and a position in the MBCC weekly e-blast two times throughout the year. Additionally the chamber will allow Leadership to use their physical address to receive items. The 20 Board identified individuals shall be chosen by majority vote of the Board of Directors.

LMB CLASS PARTICIPANT CONDUCT POLICY

The Board of Directors of Leadership Manhattan Beach (LMB) shall have summary power by vote of a majority to ask any LMB current class participant to leave the LMB program without cause or for conduct which in its opinion disturbs the order, dignity, business, harmony or impairs the good name, popularity or prosperity of the LMB organization or which is likely in its opinion to endanger the welfare, interest, or character of the LMB organization, or for any conduct in violation of state or federal law.

Dismissal Procedure for LMB Participant Policy

LMB Participants shall adhere to the LMB Participant Policy.

For those LMB Participants found to be in violation of LMB Participant Policy (at LMB Events), the procedure below shall be followed:

First Violation – A verbal warning will be given to the LMB Participant by the Program Director and the Facilitator. The LMB Participant shall be reminded of the LMB Participant Policy.

Second Violation – A second verbal warning will be given to the LMB Participant by the Program Director and the Facilitator. A written notice of second warning shall be issued to LMB Participant by Program Director.

Third Violation – A final verbal warning will be issued to the LMB Participant followed by a written Notification of Dismissal Vote. The Participant will be subject to dismissal by a simple majority vote by the LMB Board. The LMB Participant will be verbally informed of the result of the vote by the LMB Program Director; written Dismissal Notice, if applicable, will be issued to the LMB Participant by the LMB President.

LMB BoD STUDENT LIAISON POSITION

Selection Process

Recruited in April from current class. Must be no older than a junior in high school so they will be a senior during their time on the board.

Application due April 30. Application shall include a list of events at which student's presence will be expected during the next year.

Students interviewed by a minimum of two board members and Student Board Member from the existing year.

Notified by May 15th if they are accepted onto board.

Roles and Responsibilities

Act as a liaison between LMB Board, represented high school, and teen recruiter

Act as a liaison between teens in class and LMB Board (will attend classes a minimum of once per quarter)

Actively participate in leadership events (recruiting, alumni events)

Meet with teens and the Facilitator at beginning of class and provide Board with introduction to new students in the class

Attend the Fall retreat as student liaison

Meet with teens and the Facilitator before the project and provide the Board with student thoughts on class and project

Attend strategic planning session in June

LMB BOARD OF DIRECTORS, STUDENT LIAISON APPLICATION

Name _____

Address _____

Phone Number _____

High School _____

Current Grade _____

Why are you applying for a position on the LMB Board?

What was the main learning experience you took away from the LMB program?

How do you think you can contribute to the board? (i.e. what experiences, skills make you a good candidate?)

If you are chosen for the position you will be expected to attend the following activities (Specific dates may be found on the LMB Website by selecting the “click here” link under Program Calendar on the Applications page (<http://www.leadershipmb.org/applications.html>)).

- Teen meeting with the LMB Facilitator before the beginning of the class
- Fall retreat in Sept (if possible)
- Teen meeting Facilitator before the beginning of the class project in Jan
- Strategic Planning Session in Jun
- Attend Board Meetings first Thursday of every month
- Attend class once per quarter

I understand that I am expected to attend the above: _____

Date: _____

LMB POLICY TO OPERATE CONSISTANT WITH THE COMMUNITY REINVESTMENT ACT

It is the policy of Leadership Manhattan Beach to operate in a manner consistent with the Community Reinvestment Act (CRA) by supporting activities and projects that benefit individuals of low- to moderate-income.

Compliance examples. Specifics to be established by each board.

Class projects benefit surrounding communities in addition to Manhattan Beach.

Signs of the Sea – benefits educational mission for broad community.

Bike Racks – benefit those that bike to the beach from communities beyond MB.

Tuition scholarships for class participants experiencing financial hardship.

LMB VICE PRESIDENT JOB DESCRIPTION

The Vice President shall:

1. Form, lead, and facilitate cross-functional teams to achieve the objectives established by the President and the Board of Directors.
2. Advise, support, and help the President.
3. Serve as a spokesperson for LMB.
4. When requested by the President, perform the duties of President. Learn from the President to increase viability as a candidate for President.

**FACILITATOR BONUS COMPENSATION GUIDELINE (Deleted
6/2/11)**

**LMB – TEDX MANHATTANBEACH POLICY (ADDED 10/7/11,
Deleted 11/10/13)**



Leadership Manhattan Beach Code of Conduct

INTRODUCTION

Participation in Leadership Manhattan Beach (LMB) carries certain duties and responsibilities. This Code of Conduct outlines some of those duties and responsibilities.

POLICY AGAINST HARASSMENT

The Leadership Manhattan Beach Program does not tolerate unlawful harassment of any of its staff members or participants. Any form of harassment which violates federal, state or local law, including, but not limited to harassment related to an individual's race, religion, color, sex, sexual orientation, national origin, ancestry, citizenship status, marital status, pregnancy, age, medical condition (cancer related or HIV/AIDS related), or physical or mental disability is a violation of this policy. For these purposes the term "harassment," includes slurs and any other offensive remarks, jokes, other verbal, graphic, or physical conduct.

In addition to the above listed conduct, "sexual harassment" can also include the following examples of unacceptable behavior:

- Unwanted sexual advances;
- Offering employment benefits in exchange for sexual favors;
- Visual conduct -- leering, making sexual gestures, displaying of sexually suggestive objects or pictures, cartoons or posters;
- Verbal sexual advances or propositions;
- Verbal abuse of a sexual nature, graphic verbal commentaries about an individual's body, sexually degrading words used to describe an individual suggestive or obscene letters, notes or invitations; or
- Physical conduct -- touching, assault, impeding or blocking movements.

Note that this policy is a "zero-tolerance" policy. Any violation of this policy will be treated as a disciplinary matter, regardless of whether it constitutes illegal harassment under the law.

A participant who feels that he or she is being harassed by another should immediately report the contact to the Leadership Manhattan Beach President, Program Facilitator or any LMB Board Member. Any participant of the program for reporting a harassment problem will not be penalized in any way. All complaints of harassment which are reported will be investigated as promptly as possible. All complaints of harassment which are reported will be treated with as much confidentiality as possible, consistent with the need to conduct an adequate investigation.

Harassment of program a participant in connection with their participation in the Leadership Manhattan Beach program by outsiders may also be a violation of this policy. Any such harassment should be reported

immediately, and appropriate action will be taken. Harassment of program participants by program leaders or staff members is also prohibited.

CODE OF CONDUCT

For complete Social Media Policy please see referenced document “*LMB Social Media Policy*”.

Members of the Leadership Manhattan Beach program are asked to use the upmost discursion and caution when posting on social media sites

Airing grievances or commenting about a business in a negative way in any public forum is highly discouraged and may result in removal from the Leadership Manhattan Beach program. Participants should be aware of the effect their actions may have on their image, as well as Leadership Manhattan Beach’s image.

- Members of the Leadership Manhattan Beach program will exercise proper authority and good judgment in their dealings with program staff, suppliers, and the general public and will respond to the needs of the program members in a responsible, respectful, and professional manner.
- Leadership Manhattan Beach members will conduct the business affairs of the association in good faith and with honesty, integrity, due diligence, and reasonable competence.
- The board of directors must act at all times in the best interests of the Leadership Manhattan Beach program and not for personal or third-party gain or financial enrichment. When encountering potential conflicts of interest, Leadership Manhattan Beach participants will identify the conflict and, as required, remove themselves from all discussion and voting on the matter. Specifically, board members shall follow these guidelines:

SOCIAL MEDIA

For complete Social Media Policy please see referenced document “*LMB Social Media Policy*”.

VIOLATIONS OF CODE OF CONDUCT

Violations of this Code of Conduct may result in disciplinary action, including the removal from the program.

ACKNOWLEDGMENT OF RECEIPT

I acknowledge that I have received a copy of Leadership Manhattan Beach Code of Conduct, and that I am responsible for reading and following it.

SIGNATURE

DATE

PRINTED NAME



Leadership Manhattan Beach Investigation: Harassment Complaint Form

Name of the Complainant: _____

Department: _____

Phone Number: _____

E-mail: _____

Today's Date: _____

Name of the Accused: _____

Department: _____

Relationship of the Accused to the Complainant (manager, co-worker, client, etc.):

Phone Number: _____

E-mail: _____

Date of Incident: _____
(If more than one event, please report each event on a separate form.)

Where did the specific event occur?

Please explain the events that occurred.

How did you react to the situation? Did you take any action to stop perceived inappropriate behavior?

Describe the harm you have suffered as a result of the event.

Were there any witnesses to this specific event? *(If yes, please provide their names.)*

Is there any physical evidence that supports your complaint? If so, please describe or attach copy of evidence.

What would be your desired outcome of the investigation?

The information provided in this complaint is true and correct to the best of my knowledge. I am willing to cooperate fully in the investigation of my complaint and provide whatever evidence Leadership Manhattan Beach deems relevant.

SIGNATURE

DATE

PRINTED NAME

Please return this form to the LMB Board President or any the Member of your choosing.



Leadership Manhattan Beach Social Media Policy

The following policy applies to all Leadership Manhattan Beach social media platforms, including but not limited to, Leadership Manhattan Beach website, Facebook (public page and alumni-only page), Instagram, Twitter, LinkedIn, public forums, blogs and emails. Any violation of this policy may result in loss of posting privileges and/or removal from the Leadership Manhattan Beach program. Please remember that social media posts, comments and emails reflect Leadership Manhattan Beach's public image and could potentially damage the reputation of our program.

- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, erroneous, libelous, political, or that which can create a hostile attitude towards, or are inimical to the best interests of the Leadership Manhattan Beach program.
- Posts that are personal, or for third-party gain or financial enrichment is prohibited. This includes classified ads, business promotion, image branding (direct or indirect), click-baiting or other posts that are unrelated to the operations or mission of Leadership Manhattan Beach. An exception allowing advertising is made for approved Leadership Manhattan Beach sponsor advertising.
- Multiple or repetitive posting and spam posts are not allowed.
- Leadership Manhattan Beach members are not to publish, post or release any information that is considered confidential or not for public distribution. If there are questions about what is considered confidential, participants should check with the Program Facilitator or President.
- Everyone shall post or comment on Leadership Manhattan Beach social media in a responsible, respectful, and professional manner, and in compliance with all Leadership Manhattan Beach policies.

Note: All posts and comments on Leadership Manhattan Beach social media will be reviewed by an authorized moderator/administrator prior to uploading, to ensure compliance with the above policy and to prevent hackers, trolls and spoofs from making inappropriate posts.

ACKNOWLEDGMENT OF RECEIPT

I acknowledge that I have received a copy of Leadership Manhattan Beach Code of Conduct, and that I am responsible for reading and following it.

SIGNATURE

DATE

PRINTED NAME