



IN-PERSON  
WORKSHOP

# Board of Directors Training: Working Together Effectively to Best Serve the Community



OCTOBER  
3  
2024  
6 - 8 PM

**OAKLAND COUNTY EXECUTIVE OFFICE BUILDING**  
2100 Pontiac Lake Road | Building 41W | Waterford

The goal of this training is to build strong, effective and sustainable DDA/Downtown Boards throughout the Main Street Oakland County (MSOC) communities. Your time and knowledge are valued, and we offer this training to help everyone achieve the highest level of achievement, success, and satisfaction possible.

You will learn about downtown management, your role, how to be effective together as a board and individually as a board member, and how to sustain an organization from start-up to growth to maintenance phases.

## AGENDA

- Overview of downtown management from Main Street to DDA and balancing both
- The value of downtown management
- Roles and responsibilities of boards and committees
- Roles and responsibilities of staff
- Governance rules and procedures
- Best practices for board of directors
- Organizational and self-assessment/checklist
- Quick tips on recruiting volunteers and community engagement; stewardship and advocacy; fundraising; and dealing with conflict and building consensus

**REGISTER TODAY AT: [MSOC-workshop-BoardofDirectors.vfairs.com](https://www.msoc-workshop-boardofdirectors.vfairs.com)**

*Cost: Free | Advance Registration required by September 27, 2024 | Light dinner is provided.*

## WHO SHOULD ATTEND

- DDA and Main Street board members
- Local elected and appointed officials
- DDA and Main Street staff

## SPEAKER



**Cristina Sheppard-Decius, CSM**

*Founder/President*

*POW! Strategies, Inc.*

POW! Strategies, Inc., is a strategic planning, business development and communications firm helping communities and businesses grow. With over 20 years of downtown management and public relations experience, Sheppard-Decius provides educational training, assessments, consultation, project development and executive management services.

She is known nationally and locally for her proven track record of revitalizing Downtown Ferndale (2000-2015); building a collaborative organizational framework in Downtown Dearborn (2015-2022); and serving as the executive director for the Birmingham Shopping District (2022-2024). She currently serves as the Chairwoman of the Michigan Downtown Association

Recognized as one of Crain's Detroit Business 40 Under 40 (2009), Sheppard-Decius holds a B.A. in Public Relations from Western Michigan University and is a Certified Main Street Manager (CMSM) of the National Main Street Center.

## Questions? Contact

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