

MRPC Board Strengthening Session
February 18, 2021

Names: Mark Kross

Craig Mitckes

Anne

Francis Schelfhout

Susanne Thiede-Barnet

John Anfinson

Mike McClanahan

Lindsey Killebrew



1. Discuss survey results

- What stood out to you...surprised you
- What implications does this have for MRPC moving forward?

Group 1 names:

What stood out to you...surprised you

What implications does this have for MRPC moving forward?

Strength of strategic planning wasn't a surprise. Weakness surprise: onboarding of new board members. Implications: when we're together we can be more in sync. More of a problem now with Zoom. Mentor would be helpful. Shadowing a board member. Also hard as new chairs.

Appreciate effective board meeting.

Board members equipped mission, thought should have been higher. Expected it to be higher.

Group 2 names:

What stood out to you...surprised you

What implications does this have for MRPC moving forward?

- Survey was accurate, not that surprising. Educating (1) new members and (2) board members on their roles are the most important. Young members are important.
- Adding younger members, interested in the mission, is the key.
- Not a ton of variation from best and worst responses. Scored toward "the middle." Surprised for the rating about the way in which board meetings are conducted. It's been We're not surprised but what we are seeing. Everyone seems fairly agreeable.

ever improving effort for board meetings recently (i.e. board packets distributed ahead, check registers, etc.) Moving forward as a 10-state board makes the organization stronger.

Group 3 names:

What stood out to you...surprised you

We weren't really surprised by anything. Everyone seemed agreeable for the most part.

What implications does this have for MRPC moving forward?

We need to further investigate the implications to see what we need to do to move MRPC forward. We need to better equip board members and keep in mind that this is a volunteer organization.

Group 4 names: *Francis, Nani, Mark*

What stood out to you...surprised you

Board members - orientation (pre-meeting) might work better

We used to have a morning session - just new board members - then full meeting in the afternoon

Too much dependance on annual/semi-annual for orientation - leaves gap

Virtual meetings might help facilitate this better in the future

Top 4 items tie together on many fronts

Virtual - provides new opportunities for higher levels of participation (new members, new officers, new agencies/groups)

Board - not exclusive participation (voting members vs. participants)

What implications does this have for MRPC moving forward?

Establishment of participant participation - will encourage addressing all 4 top items

AAR might/should also help energize these participants/members

Group 5 names: Lyn, Lindsey, Lisa & John

What stood out to you...surprised you

Lyn, nothing really surprising. Lisa - need to grow number of meeting attending; getting more younger people; new blood; through committees or other ways. All states need to do this.

John - didn't get a good intro to my roles and committee responsibility. Lindsey - technology - with regard to the transportation committee - site could use some help. Don'ty utilize it as much as we could. Other committees could learn from the transportation committee - spurred by AAR nomination.

What implications does this have for MRPC moving forward?

Need training or information for committee members.

Get website updated with needed information.

Committee pages all equally good.





3 Key areas of Board responsibility

- What are we currently doing?
- What could we be doing more of?

Establish Organizational Identity

- Ensure Effective Planning
- Determine Mission and Purpose and Advocate for them

Ensure Resources

- Select Chief Executive
- Build Competent Board
- Enhance Organization's Public Standing

Provide Oversight

- Support and Evaluate the Chief Executive
- Monitor and Strengthen Programs and Services
- Protect Assets and Provide Financial Oversight
- Ensure Legal and Ethical Integrity

Group 1 - names - *Anne, Sherry, Francis*

Establish Organizational Identity

- Ensure Effective Planning
- Determine Mission and Purpose and Advocate for them

What are you currently doing?

AAR logo and designation is putting the organization in a state of flux

Branding - are we changing or not? Communication Tool

Individual decisions vs. National decisions

The lack of a plan has created a gap in guidance/leadership of

Mission/Purpose/Advocacy

Toolkit was instructive, not prescriptive (helpful regardless)

What could you be doing more of?

What is our Mission/Purpose - are we guidance or prescriptive (when and where are we one or the other if we are both)?

Prescriptive on Logo/use of logo, Interpretive Centers criteria

Guidance on AAR

Group 2 - names - Lyn, Craig, John

Establish Organizational Identity

- Ensure Effective Planning
- Determine Mission and Purpose and Advocate for them

What are you currently doing?

John - Figuring what the AAR means for our identity. Lyn - we do strategic planning every 3 years. AAR became the #1 plan. We probably need to do strategic planning in the next year. Craig agrees on AAR driving the new strategic plan. How to help the two states that didn't apply. Lyn - 10 state designation within reach. Advocate for getting other two states. John - committee plans could be update AAR aspect. Craig - CV-19 recovery. How can national board and office help. Get federal \$.

What could you be doing more of?

John - Understanding the whole. Role in this; more intentional about that. Lyn - origin as a parkway with a focus on the river but job is to promote the intrinsic qualities of the road not the river. What? Music, food, stories along the road. AAR designation stresses the road. People are passionate about driving the whole road like they are about boating the whole river.

Group 3 - names - Terri, Susanne, Mike

Ensure Resources

- Select Chief Executive
- Build Competent Board
- Enhance Organization's Public Standing

What are you currently doing? AAR - promotion of that, fill gaps of state participation, bringing TN back to the table, having Derrick with his banking experience as treasurer

What could you be doing more of? Better understanding of finances through endowment (Foundation) committee and Aging reports

Group 4 - names - Nani, Mark, and Lindsey

Ensure Resources

- Select Chief Executive
- Build Competent Board
- Enhance Organization's Public Standing

What are you currently doing?

Promotion of the new designation of AAR for the Great River Road, figuring out our identity.

What could you be doing more of?

Educating more of what we are and what we do. Using more technology to do this.
Ask travelers to submit footage and videos of what they are seeing while traveling.
What's your biggest surprise of traveling the GRR? Submit photos and journal entries.

Group 5 - names - Norma, Pat, Lisa, Sharon

Provide Oversight

- Support and Evaluate the Chief Executive
- Monitor and Strengthen Programs and Services
- Protect Assets and Provide Financial Oversight
- Ensure Legal and Ethical Integrity

What are you currently doing?

Meet to much and talk to much, not enough action

What could you be doing more of?

More project oriented and define projects, need a strategic planning session every yr, need better way of marketing ourselves to getting our presence out, need more technical members, (keeping our message quiet when we need to be more vocal) - need to know what we are all about being the MRPC define MPRC

What is the most important thing for MRPC's board to do differently moving forward?

- Trying to get us to the whole and not just our states.
- Create a training for new board members/committee chairs like we do for new members
- not much, be more active
- Use what they have already accomplished to the greatest extent, w/ most publicity, w/ greatest ability to enhance national standing
- Provide more interpretation and linkage along the Great River Road using the tools we have and new ones.
- Engage with university partners to build capacity and new members/ideas
- Meeting Structures - must allow for all participants to participate - use of hand raise or other action to ensure all can participate and not any couple can run the whole meeting. Stronger Together.
- More engagement and participation from all states

One thing I will do to support MRPC making progress on strengthening its board functioning...

Anne Lewis: Reaching out all state chairs by phone one at a time.

Lyn Pilch: Assist with the training materials needed for new committee chairs/board members

johnanfinson: Work on understanding how all the Interp Centers work to our common goal.

Mike McClanahan : I'll be an active/engaged participant. Pull my weight for MRPC in TN.

Mark Kross: Open board meetings to all commissioners to allow them to hit the ground running as they do their work, knowing that the commission is more than just one

specific site in their state. The state chair/board member for each state can coach their state members as they themselves just do their board work.

Francis Schelfhout: Committee co-chair implementation of suggestions at the committee level.

SHERRY QUAMME: Continue to ask questions and ask for guidance regarding AAR, branding.

Susanne Thiede-Barnet : National office will look to increase resources on mrpcmembers.com and make it easy for everyone to use

Terri McCullough: If mentoring would be helpful or if being a historical reference or if serving on ad hoc committees, then I volunteer

Mark Kross : Spread the word and involve the masses of all state commissioners.