



Downtown Lafayette Unlimited (DLU) Board of Directors

Downtown Lafayette Unlimited is a private, non-profit corporation formed in November 1983. Its key focus areas are programming, marketing and advocacy, and business resources. DLU aims to create cohesion amongst Downtown business leaders, advocate for their success, and promote the district's assets. It also strives to provide private sector leadership and coordination needed for revitalization efforts, working hand in hand with the Downtown Development Authority to build a strong public-private partnership in downtown improvements. DLU membership is composed of more than 200 individuals and businesses from across Lafayette.

Board Terms

Director terms shall be 3 years. Directors will be elected by majority vote of the membership.

Board Expectations

DLU board members should be educated and committed to providing strategic guidance and support to DLU staff as they implement the strategies outlined in the DLU Business Plan and its mission-focused efforts. Board members should contribute to fundraising, volunteerism, and advocacy for DLU.

DLU Membership

- Must be a DLU member, either as an individual or through their employer, prior to being elected to the DLU board, maintain an active membership, and remain in good standing throughout board term.

Attendance

- Must be an active participant in DLU board meetings, held on the 4th Wednesday of every other month from 5:30pm-7:00pm
- If absent from two successive meetings without at least 24 hrs prior notice and/or without sufficient reason, such absence will result in resignation from the board

Volunteerism

- Required to volunteer for a minimum of 3 events throughout the year for DLU events and programming (such events include Downtown Alive!, Rooftop Crawfish Boil, Fête & Feast, sponsor dinners, Christmas concert, etc.)

Fundraising

- Pay annual membership dues
- Open a door to recruit 4 new DLU members per year through an introduction to the Communication and Engagement Manager.
- Willingness to contribute personal and financial resources in a generous way according to circumstances.
- Sponsor a DLU event **or** introduction to recruit 1 net new sponsor per year.

- Actively seek out new DLU Members and sponsors for DLU events and to support DLU's mission and annual targets

Advocacy & Other Engagement

- Serve as Downtown advocate, ambassador, actively sharing Downtown's story
- Board participation in advocacy efforts at the local level, including but not limited to attendance at groundbreakings, ribbon cuttings, etc.; attendance at City and Parish Council meetings; attendance at Downtown EDD meetings
- Engage on social media, helping us to share the latest and greatest news of Downtown Lafayette

If for any reason, I am unable to carry out my duties as described in the Board Member Description and this Agreement, I agree to contact the Board Chair in a timely manner.

Signature

Date