



careers  
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## **BID ROUNDTABLE SERIES**

### **VIRTUAL ANNUAL MEETINGS TIPS & TRICKS**

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## **SOFTWARE CONSIDERATIONS**

- Most BIDs have opted for “webinar” style meetings, where only a few panelists have the ability to speak and be seen on webcam
  - Easier for managing attendees but difficult to achieve any sense of networking or camaraderie when people can’t see each other
- Zoom webinar links are unique to the registrant; warn people not to forward their link to other attendees
- Offer instructions or a how-to guide to attendees ahead of time
- Hold Board meetings virtually before the annual meeting so that Board members are comfortable on the platform
- Idea: only invite BID members to the interactive Zoom meeting, but live stream the meeting to Facebook/YouTube for the general public to watch

## **BEFORE THE MEETING**

- **Preparation**
  - Write scripts for everyone who will be speaking (ED and Board members)
  - Do a run-through with anyone who will be speaking/presenting
  - Think about the goals of the meeting – just to get business done or a chance to celebrate and connect with the district
- **Registration & Proxy Votes**
  - Registration pages should be customized to ask for participants’ membership class and allow them to designate a proxy if they cannot attend (best to designate the Chairperson or other officer who will definitely be present)
  - Make sure the registration form remains live throughout the meeting so that people can register and join last minute
  - Maybe ask for phone numbers in registration so you can identify anyone who calls in via phone rather than online

## DURING THE MEETING

- **Managing the Chaos**
  - Assign different roles to staff members (make them all “organizers” or “co-hosts”)
    - one person should not be managed all aspects of the meeting; ideas for roles:
      - Attendance
      - Muting/unmuting
      - Sharing screen/presentation
      - Responding to questions in the chat
      - Taking notes
      - Checking email for last-minute technical issues (especially people who can’t log in)
      - Managing the polls/voting forms
  - Suggestion to keep chat only open to organizers, not all attendees so that participants are not distracted by the chat during the program
  
- **Voting**
  - No perfect software that can allow for video conference and voting together
  - Some BIDs have used Zoom polls to conduct voting, but these cannot be restricted by membership class (make sure to include an answer option like “this is not my class” or “I am not eligible to vote on this item”); make sure this is not set to anonymous, so you can see who voted for what
  - Can use a separate software like FormStack to build a more detailed voting form, but this requires everyone to open an additional window to vote
  - Any form of voting will probably require a review later to make sure that people did not vote in the wrong class or voted incorrectly (like abstaining when they didn’t need to)
  - Full membership votes (like approving the minutes or approving new by-laws) can be a voice vote (may be easier to only ask for nays and abstains rather than count all yeas)
  
- **Programming/Entertainment/Extras**
  - Networking: Suggestion to open up the webinar for everyone to speak and be on webcam at the end for a social time
  - Entertainment & speakers: suggestion to pre-record as much content as possible (good in case of connectivity issues and keeps content short)
  - Extras: idea to provide gift certificates to attendees for local businesses to encourage them to go support the district after the meeting
  - Videos: many people have had challenges streaming video via Zoom
  - Consider whether to include a keynote speaker – many BIDs are opting to focus on business only
  - Take the chance to share accomplishments and reiterate what the BID has been doing during COVID-19
  - Opportunity to introduce staff when they are usually less visible/accessible during in-person meetings