

Bylaws of the Georgia Credit Union Marketing Council

Article I: Name

The name of this organization shall be the Georgia Credit Union Marketing Council, hereinafter referred to as GCUMC.

Article II: Mission Statement

The GCUMC enhances the skills of credit union marketing and business development professionals through quality educational and networking opportunities. Led with integrity and based on the credit union philosophy of *People Helping People*, the GCUMC fosters collaboration and creativity for the proliferation of the credit union movement.

Article III: Membership

Membership in the GCUMC and participation in GCUMC sponsored events including webinars, conference calls, meetings and conferences is open to employees of all credit unions or trade associations, who are affiliated with the Georgia Credit Union League. Organizations seeking to generate sales from GCUMC members ("vendors") may not become members of the GCUMC. Membership to GCUMC is on an individual level.

Article IV: GCUMC Board Structure

1. The GCUMC board shall consist of no fewer than five (5) voting members and no more than seven (7) voting members. The board must have an odd number of seats.
2. Board members must be GCUMC members.
3. Board member terms are for two (2) years.
4. Board members must attend a minimum of two (2) board meetings annually.
5. Board members must be employed full-time in a marketing, public relations, or business development capacity.
6. Board members must be willing and able to spend adequate time to properly execute his or her GCUMC board responsibilities.
7. Terms run from January to December, with elected Board members taking office following the last meeting of the current GCUMC board. Each board member will serve until a successor is elected or appointed.
8. No individual may serve more than four (4) consecutive years. Individuals may run for election or be appointed to the board in the future, but there must be at least one (1) year between the first four (4) years and the next term.
9. The board shall meet at least four (4) times annually.
10. Members of the GCUMC board will appoint officers annually. In the event an office is vacated mid-term, the GCUMC president with board approval may appoint another board member to fill the office.
11. The Board may choose to divide into sub-committees or assign specific tasks amongst the board. The board has the latitude to form additional sub-committees or revise existing committees as needed.

Article V: Board Nominations and Elections

1. The GCUMC board is elected by the organization's members annually. In the event of a tie, the current GCUMC board members will determine by vote to break the tie.
2. The call for nominations will be announced to the membership by mail or email in September, and verbally at the fall meeting of the GCUMC. Nominations will be received until 30 days after the mail or email announcement. If there are more nominees than open seats, an election will be held. Nominees must provide the GCUMC board a brief biography of their career, and a ballot will be assembled. Ballots must be mailed or emailed in November, and elected board members must be announced in December, so that they may be prepared to take office in January (unless special circumstances apply).

3. Members may nominate themselves or others.
4. In the event a vacancy exists on the board, and the amount of nominations does not exceed the number of open seats or if the vacancy exists due to an unexpired term, the GCUMC president, with board approval, may appoint an individual to fill the vacant seat for the remainder of the unexpired term. Upon completion of the unexpired term, the appointed individual must stand for election by the membership to carry out an additional term.

Article VI: Ballots and Post-Election

1. Ballots will list candidates in alphabetical order.
2. Ballots that have selected more than the number of open seats will be voided.
3. Ballots will be opened, counted, and validated by a third party to assure confidentiality.
4. After ballots have been counted, they will be sent to the GCUMC board president to be retained for six (6) months.
5. Elected candidates will be notified before making the election results public. Election results will then be announced to the GCUMC membership by mail or email. New board members will be briefed on board responsibilities and duties at the first board meeting.

Article VII: Membership Dues and Finances

1. Membership dues in the GCUMC shall be assessed annually on a calendar year basis.
2. The annual dues shall be evaluated and established by the board each year.
3. Fees for meetings shall be established by the board.
4. The organization will budget with a profit orientation, so that net income may be invested back into the organization.
5. A Treasurer's report will be presented at each board meeting. These statements will be available upon request to any GCUMC member.

Article VIII: Meetings

1. The GCUMC will hold a minimum of two (2) membership meetings each year. These meetings may occur in person or online.
2. Notice of meetings will be mailed or emailed to each GCUMC member at least thirty (30) days prior to the meeting.
3. Speakers may be paid or unpaid, in accordance with board approval.

Article IX: Member Communication

1. In addition to meeting notices, GCUMC members shall receive a newsletter by print or email a minimum of four (4) times annually. The content will be managed by a board member.
2. GCUMC shall have a website. The content will be managed by a board member.

Article X: Amendment of Bylaws

Bylaw amendments may be established during a membership meeting or during a board meeting, subject to ratification by the majority of the board.

Article XI: Compensation for Services

The GCUMC board serves as volunteers and shall receive no payment for services.