

MELISSA LACROIX

Recommended

Contact Information

Phone: 250.714.2230

Email: melissalacroix@shaw.ca

 [watch Melissa's video statement](#)

For nearly six years, I have proudly served on Coastal Community Credit Union's Board, including almost three years as Vice Chair. In that time, I have led key committees and helped guide lending strategies, strengthen governance transparency, and support financial resilience for our members. My broad committee experience has given me deep insight into our operations and the challenges ahead. I am committed to ensuring member voices drive our decisions, while building a resilient, community-focused credit union that continues to grow and thrive for generations to come.

Work/Professional Experience

Board Vice Chair & Director, Coastal Community Credit Union (2020 – Present)

Oversight of \$4B+ in assets with fiduciary responsibility to members. Guided CEO selection, evaluation, and compensation. Chaired Special Resolution Committee, securing 84.7% of voting members' approval for governance modernization. Active in strategic planning, board education, and regulatory compliance reviews.

Owner & Principal Consultant, Lacroix Safety Consultant Corporation (2002 – Present)

Manage the operations and financial performance of an independent consultancy, designing and implementing comprehensive safety programs and providing strategic OHS risk management guidance to leaders and workforces while supporting over 600+ organizations with compliance transformations.

Director, Mid Island Consumer Services Co-operative (2016 – 2021)

Oversight of \$200M+ in revenue. Developed strategic initiatives to diversify and grow the organization. Led CEO evaluation with Board of Directors and compliance oversight.

Experience in a Complex Regulatory Environment; Establishing Goals; Approving Major Financial Decisions

As Vice Chair and committee chair, I have helped guide Coastal Community through complex regulatory requirements, ensuring compliance while advancing innovation. My leadership has supported the establishment of clear corporate goals and the approval of major financial decisions that strengthen member value. I bring impact by asking the right questions, anticipating challenges, and fostering collaboration that keeps our credit union resilient and member focused.

Experience in Lending Expertise (Retail & Commercial); Balance Sheet Management /Treasury; Audit & Financial Management; Enterprise Risk Management; Insurance

Chairing the Investment & Lending Committee has given me deep lending expertise, while my work on Audit & Finance, Risk Oversight, and CCFMI has strengthened my knowledge of balance sheet management, treasury, and enterprise risk. These roles have reinforced my financial oversight skills and broadened my understanding of audit and risk frameworks. My broad committee experience ensures strong alignment with Coastal Community's priority expertise areas, complemented by my professional role at AgSafeBC navigating complex regulatory landscapes with WorkSafeBC and industry partners.

Background in Strong Governance

I have chaired Corporate Governance and Conduct Review, and Nominations & Elections, ensuring accountability, transparency, and fairness in board operations. As Vice Chair, I have helped lead effective meetings and strengthened governance practices that build member trust and confidence. My committee leadership has reinforced the importance of oversight, ethical decision making, and aligning strategy with member priorities. I bring seasoned governance experience that ensures Coastal Community remains accountable, resilient, and member driven.

How My Values Align with Coastal Community Credit Union

Coastal Community's values of cooperation, community, and member focus are the foundation of my leadership. I believe in building financial strength not only for individuals but for the communities we serve. My approach emphasizes collaboration, inclusivity, and sustainability, ensuring decisions reflect both financial prudence and social responsibility. I am committed to advancing Coastal Community's vision of enriching lives and building stronger communities, while keeping member voices at the heart of every decision.

Relevant Education/Designations

- ICD.D, Rotman Directors Education Program, University of Alberta
- Credit Union Director Achievement Program (CUDA)
- Advanced Co-operative Governance Certification, University of Saskatchewan & Regina
- Numerous other governance education, training and information courses as outlined in the international co-operative principles.
- OHS Practitioners Certificate, BCIT ; OHS Program, BCIT

Community Experience

Volunteer with U15 and U17 girl's fastball teams, CFUW Nanaimo, and stay active in local agriculture through the District A and local Farmers' Institutes. I also engage with credit union members at community events and created educational health and safety programs to support young leaders.

Other Experience, Competencies or Life Skills

- Senior level experience leading compliance and governance reform
- Advocacy for co-operative principles and member-focused initiatives
- Skilled at building consensus and fostering constructive dialogue
- Conflict resolution and negotiation experience