

Greater Magnolia Parkway Chamber of Commerce 2018 Plan of Work

In accordance with bylaws Section 5.4.1 notices, agenda and minutes. Committee chairs are responsible for the submission of agendas, recording of minutes and reports to the Board of Directors. Each Committee chair will coordinate their activities with the President.

Communication:

- *Committee Meetings:*
 - *Dates to be selected between Board Liaison and President prior to sending to committee.*
 - *“Committee Meeting Notes” to be completed during each meeting and submitted to Program Board Liaison and President within 7 days of meeting.*
 - *Chamber Office Conference Room may be reserved for meetings during normal chamber hours and must be scheduled in advance.*
- *Events:*
 - *“After Action Review” is to be completed within 7 days following event and submitted to Board Chair and President.*
 - *Event binders to be kept current and kept on file at Chamber offices*
- *Marketing Documents:*
 - *Must be cleared through Chamber President before printing and/or publishing.*
 - *Original copy of all electronic logo’s, flyers, etc. to be kept on file at Chamber Office.*

ADMINISTRATION DIVISION

PROGRAM: FINANCIAL REVIEW TASK FORCE

Board Liaison: Robert Franklin

Bylaws Section 9.4: "The accounts of the Chamber of Commerce shall be audited annually as of the close of business December 31st for the previous year by an audit committee or by a certified public accountant appointed by the Chairman."

Program Goal: To comply with bylaw requirement and create a check and balance between administration, board of directors and appointed accounting firm regarding check writing procedures, receipts and the handling of funds.

Procedures and Objectives: The board vice chair and task force chair should select 3 chamber members in good standing. One of the members will be selected as chair by the assigned board vice chair. The Vice Chair will confirm attendance and provide copies of the proceeding year's report. All members are to complete the confidentiality form which is to be attached to the written review and delivered to the President.

Program Activities:

Review Process: This is a review of all proceeding year bank statements and checks, and NOT an audit for accounting procedures.

Committee members are to 'spot check' bank statements to verify all checks have 2 signatures and proper documentation of backup receipts. Task Force Chair will be provided a list of approved bank signees.

Timeline:

3 committee members are selected by May 31st. Financial review to be completed by August 30th. Report sent to President, which will be presented to BOD at next scheduled directors meeting for approval. This is a onetime committee and such review should take approximately 2 hours. Review will take place at the accountant's office.

Sponsorship: N/A

Human Resources Needed:

Staff: 1

Volunteers: 3 active chamber members

Tracking:

Confidentiality Agreement (available from Chamber Office) is to be signed by all prior to performance of review and submitted to Chamber President.

After Action Review to be completed within 7 days following event and submitted to Program Vice-Chair and President.

BUSINESS DEVELOPMENT DIVISION

PROGRAM: BUSINESS SUCCESS SEMINAR SERIES

Board Liaison: Rebecca Riley

Program Goal: To provide low or not cost educational programming to small business owners and managers in the greater Magnolia Parkway business community by partnering with the Small Business Development Center (SBDC).

Procedures and Objectives: Secure meeting location (s) and coordinate with SBDC to ensure appropriate speakers and topics for seminar series to begin in January 2018. Meetings to be held on the 3rd Wednesday of each month, time TBD, cost TBD.

Sponsorships: Board Liaison in cooperation with the President will solicit sponsorships for each monthly seminar or for the entire seminar series. Sponsors can have dedicated time at the microphone at the beginning of each session (2-3 minutes), and their logo will be included on the Chamber website and in any promotional material.

Human Resources Needed:

Staff: Registration of attendees

Volunteers: 1-2 at each event

Help with Set-up, greeters, registration check-in and take down. Content and structure of these meetings will be the responsibility of the Chamber President and Board Liaison

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests, 3) retention of current members, 4) Attraction of new members.

After Action Review to be completed within 7 days following event and submitted to Board Chair and President.

PROGRAM: MONTHLY BUSINESS LUNCHEON
Board Liaison: Kendrick Skipper

Program Goal: One of Chamber's ongoing monthly meetings to promote member participation and encourage business and community involvement. Focus should be on community issues impacting businesses, economic development business development strategies. Attendees should perceive value in networking and sharing of information. Luncheon should create a positive cash flow to the Chamber as determined during the budget process. Attendance should show a steady increase of attendance, attract new members and retain existing members.

Procedures and Objectives: Held on the 4th Tuesday of each month from 11:30 a.m. – 1:00 p.m. at a local restaurant/business. Luncheon is held on the 4th Tuesday of each month from 11:30 a.m. – 1:00 p.m. at an appropriate venue to be determined by Board Liaison and President.

Sponsorships: Board Liaison in cooperation with the President and Membership Development Manager will solicit sponsorships for each monthly luncheon. Sponsors can have dedicated time at the microphone at the beginning of each session (2-3 minutes), and their logo will be included on the Chamber website and in any promotional material. Sponsors may leave promotional material at each place setting.

Human Resources Needed:

Staff: Registration of attendees, check in, set up and clear.

Volunteers: 1-2 at each event

Help with Set-up, greeters, registration check-in and take down. Ambassador Committee assistance needed. Content and structure of these meetings will be the responsibility of the Chamber President and current Chair to coordinate and delegate duties.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests, 3) retention of current members, 4) Attraction of new members.

After Action Review form to be completed within 7 days following event and submitted to Program Vice-Chair and President.

PROGRAM: NETWORKING BREAKFAST
Board Liaison: Kendrick Skipper

Program Goal: One of Chamber's ongoing monthly meetings to promote member participation and encourage economic development. Attendees should perceive value in networking and sharing of information. Networking events should create a positive cash flow to the Chamber as determined during the budget process. Attendance should show a steady increase of attendance, attract new members and retain existing. Each Breakfast is to be hosted by member businesses at their location with set criteria, including food, beverages and door prizes.

Procedures and Objectives: Networking Breakfasts are held at member business locations; a different location each month. Networking Breakfasts should each have at least one sponsor that is featured or highlighted, with extra time at the microphone. Networking Breakfasts will be 2nd Tuesday of each month, 7:30 a.m. – 9:00 a.m.

Sponsorships: Board Liaison in cooperation with the President will solicit sponsorships.

Human Resources Needed:

Staff: Content and structure of these meetings will be the responsibility of the Chamber President, Membership Development Manager and Board Liaison to coordinate and delegate duties. Registration of attendees will be handled by staff.

Volunteer: 1-2 needed. Help with greeting and check-in.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests, 3) retention of current members, 4) Attraction of new members, 5) Number of members willing and wanting to host.

PROGRAM: MAGNOLIA NETWORK NIGHTS

Board Liaison: Bill Gervasi

Program Goal: (Current Business After Hours is held and donated by Tailgators) One of Chamber's ongoing monthly meetings to promote member participation and encourage economic development. Attendees should perceive value in networking and sharing of information. Networking events should create a positive cash flow to the Chamber as determined during the budget process. Attendance should show a steady increase of attendance, attract new members and retain existing. Future program of 3 per year hosted by other businesses at their location with set criteria, including food, beverages and door prizes. Dates for those 3 events TBD.

Procedures and Objectives: Magnolia Network Nights is held at Tailgaters. Future networking events will be held at a member business. Network Nights will be held on the 3rd Wednesday of each month, 5:30 p.m. – 7:00 p.m.

Sponsorships: Board Liaison in cooperation with the President will solicit sponsorships.

Human Resources Needed:

Staff: Content and structure of these meetings will be the responsibility of the Chamber President, Membership Development Manager and Board Liaison to coordinate and delegate duties. Registration of attendees will be handled by staff.

Volunteer: 1-2 needed. Help with greeting and check-in.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests, 3) retention of current members, 4) Attraction of new members, 5) Number of members willing and wanting to host.

PROGRAM: YOUNG LEADERS COUNCIL
Board Liaison: Anthony Robinson

Program Goal: Greater Magnolia Parkway Young Leaders is focused on the development and enhancement of the young professional leadership experience with the intention of laying the foundation for the future generation of professionals through learning events, developmental community involvement, community service projects and networking events.

Procedures and Objectives: Secure meeting location(s) and coordinate calendars to ensure appropriate speakers and topics for programming to begin in January 2018. Meeting dates TBD..

Sponsorships: Board Liaison in cooperation with the President will solicit sponsorships if needed for this program.

Human Resources Needed:

Staff: Coordination of event calendar.

Volunteers: TBD. Content and structure of these meetings will be the responsibility of the Board Liaison and the Events & Marketing Manager.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests, 3) retention of current members, 4) Attraction of new members.

After Action Review to be completed within 7 days following event and submitted to Board Chair and President.

SPECIAL EVENTS DIVISION

PROGRAM: ANNUAL CHAIRMAN'S BALL

Board Liaison: Terre Albert

Program Goal: As the premier fundraiser for the Greater Magnolia Parkway Chamber of Commerce, the proceeds from the Annual Chairman's Ball Gala directly supports the business support programming of the Chamber.

Procedures and Objectives: The Annual Chairman's Ball should be held on the 3rd Saturday of January, each year. In 2018 the Gala will be held on Saturday, January 20. This event celebrates the incoming Board and Board Chair, and recognizes the annual Business, Volunteer and Citizen of the Year, and Business of the Year.

Timeline: Monthly meetings should begin in June of each year for the event the following January. Weekly meetings should begin in November each year. Contracts for each event should be secured by the March following the event.

Sponsorships: Board Liaison in cooperation with the President and Events & Marketing Manager will solicit sponsorships.

Human Resources Needed:

Staff: Content and structure of these meetings will be the responsibility of the Chamber President, Events & Marketing Manager and Board Liaison to coordinate and delegate duties. Registration of attendees will be handled by staff.

Volunteer: 6-8 needed. Help with silent auction set up, greeting and check-in.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests.

B-GEO MAGNOLIA MILES
Board Liaison: Bill Gervasi

Program Goal: Chamber support of event that donates 75% of net proceeds to the Chamber.

Procedures and Objectives: Chamber provides meeting space on the last Monday of each month, and manages and maintains one rest stop during the event.

Timeline: Monthly meetings begin in September. Continue through November. No meeting in December. January resume meetings every two weeks. Late February until ride date (3/11/17) meetings may be every week if needed. The meetings usually last anywhere from an hour to an hour and a half.

Sponsorship: The Chamber sponsors a rest stop which means we supply the manpower to setup, maintain and cleanup the day of the ride. There is no other expense involved. All supplies are dropped off at the site and picked up after the ride by members of St. Mathias church.

Human Resources:

Staff: All staff assist at the rest stop. One Board Liaison is needed to attend the steering committee meetings since this is a fund-raising event.

Volunteers: The day of the ride 4-6 people are needed to assist at the ride stop.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests.

PROGRAM: ANNUAL GOLF TOURNAMENT

Board Liaison: Jessica Munselle

Program Goal: As one of the 5 major fundraisers for the Greater Magnolia Parkway Chamber of Commerce, the proceeds from the Annual Golf Tournament directly supports the business support programming of the Chamber.

Procedures and Objectives: The Annual Golf Tournament should be held on the 1st or 2nd Monday or Tuesday of May, each year. In 2018 the Golf Tournament will be held on a date to be determined.

Timeline: Monthly meetings should begin in June of each year for the event the following January. Weekly meetings should begin in November each year. Contracts for each event should be secured by the March following the event.

Sponsorships: Board Liaison in cooperation with the President and Events & Marketing Manager will solicit sponsorships.

Human Resources Needed:

Staff: Content and structure of these meetings will be the responsibility of the Chamber President, Events & Marketing Manager and Board Liaison to coordinate and delegate duties. Registration of attendees will be handled by staff.

Volunteer: 6-8 needed. Help with silent auction set up, greeting and check-in.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests.

PROGRAM: 24TH ANNUAL GREATER MAGNOLIA SHOWDOWN BBQ COOK-OFF
Board Liaison: Travis Bryant

Program Goal: As one of the 4 major fundraisers for the Greater Magnolia Parkway Chamber of Commerce, the proceeds from the BBQ Cook Off directly supports the business support programming of the Chamber.

Procedures and Objectives: The Annual BBQ Cook Off should be held on the Thursday thru Saturday prior to Easter, each year. In 2018 the Cook Off will begin on Thursday, March 22 for set up and the event itself held on Saturday, March 24.

Timeline: Monthly meetings should begin in June of each year for the event the following March. Weekly meetings should begin in January each year.

Sponsorship: Board Liaison in cooperation with the President and Events & Marketing Manager will solicit sponsorships.

Human Resources Needed:

Staff: President and Events & Marketing Manager attend meetings. All staff participates on the actual event days. Need 1 Board member. Heavy participation by staff member tracking entry fees, and cooker placement on grounds.

Volunteers: Need volunteers for judging Friday night and most of the day Saturday. Need volunteers to help check-in cookers, hand out cooker packets and containers mid-day on Friday. Need volunteers for cleanup during event and on Sunday. Area must be clean in order to get deposit returned.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests.

PROGRAM: ANNUAL SHOOT OUT
Board Liaison: Robert Franklin

Program Goal: As the one of the 4 major fundraisers for the Greater Magnolia Parkway Chamber of Commerce, the proceeds from the Annual Shoot Out directly supports the business support programming of the Chamber.

Procedures and Objectives: The Annual Shoot Out should be held on the 2nd Saturday of October, each year. In 2018 the Shoot Out will be held on Saturday, October 13.

Timeline: Monthly meetings should begin in January of each year for the event the following October. Weekly meetings should begin in August each year. Contracts for each event should be secured by the March following the event.

Sponsorships: Board Liaison in cooperation with the President and Events & Marketing Manager will solicit sponsorships.

Human Resources Needed:

Staff: Content and structure of these meetings will be the responsibility of the Chamber President, Events & Marketing Manager and Board Liaison to coordinate and delegate duties. Registration of attendees will be handled by staff.

Volunteer: 6-8 needed. Help with silent auction set up, greeting and check-in.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) attendance: members vs. guests.

PROGRAM: 35th ANNUAL CHRISTMAS PARADE
Board Liaison: Rebecca Conner

Program Goal: As one of the 4 major fundraisers for the Greater Magnolia Parkway Chamber of Commerce, this event serves primarily as a community outreach event, with the proceeds from the parade directly supporting the business support programming of the Chamber.

Procedures and Objectives: The Annual Magic of Christmas Parade of Lights should be held on the 1st Saturday of December each year. In 2018 the parade will be held on December 1.

Timeline: Monthly meetings should begin in March of each year for the event the following December. Weekly meetings should begin in October each year.

Sponsorship: Board Liaison in cooperation with the President and Events & Marketing Manager will solicit sponsorships.

Human Resources Needed:

Staff: President and Events & Marketing Manager attend meetings. All staff participates on the actual event days. Need 1 Board member. All staff participates on the actual event day. Heavy participation by staff member tracking entry fees, creating lineup, tracking guests, ordering banners and awards, securing site for Santa's Volunteer/VIP Breakfast

Volunteers: Need volunteers for judging, hosting and transporting judges to and from VIP event, decorating and hosting event most of the day Saturday, banner carriers; staging area; hospitality for breakfast and review stands.

Tracking: Board Liaison, President, and Chamber Board Chair should review periodically the following areas to ensure value added to this event: 1) budget: projected income vs. actual, 2) logistics and community response.

MEMBERSHIP DIVISION

The Membership Division is responsible for all activities planned for the general membership, including facilitation of providing value for membership.

PROGRAM: AMBASSADOR COMMITTEE

Board Liaison: Brett McBride

Program Goal: The Ambassadors promote goodwill to Chamber members, provide a direct personal contact for Chamber members by mentoring new members, and support Chamber member retention efforts. Ambassadors are “the friendly front-line face of the Chamber” and as such are asked to support and participate in various Chamber activities. Areas of primary responsibility include: ribbon cutting ceremonies, luncheons, routine member visits and phone calls, and hosting at other Chamber events.

Procedures and Objectives: Ambassadors are assigned new members from the prior month to mentor for the following 12 months on a pre-determined schedule. Ambassador mentor training must be completed before a member is permitted to mentor new members. The intent of the program is to increase member retention by leveraging positive relationships with all new members.

Timeline: Ongoing monthly meetings held on the 1st Tuesday of each month at the Chamber offices.

Sponsorship: n/a

Human Resources Needed:

Staff: President and Membership Development Manager attend meetings.

Volunteers: All Ambassador participate in mentoring program. 20-25 Ambassadors needed to successfully execute programming.

Tracking: TBD

NEW MEMBER ORIENTATION
Board Liaison: Rebecca Conner

Program Goal: Each Quarter, new members for the preceding quarter are introduced and learn about the opportunities that membership offers, meet the leadership of the Chamber, and network with other members in a relaxed learning atmosphere.

Procedures and Objectives: An extensive set of member informational material are provided to each new member to encourage participation and foster positive relations leading to increased member retention.

Timeline: Held the 2nd Thursday each month. Time TBD.

Sponsorship: TBD

Human Resources Needed:

Staff: President and Membership Development Manager attend meetings.

Volunteers: All Ambassador participating in mentoring program should attend New Member orientation meetings.

Tracking: After Action Review to be submitted.

PUBLIC & GOVERNMENT AFFAIRS DIVISION

GOVERNMENT AFFAIRS COUCIL

Board Liaison: Bill Gervasi

Program Goal: The Government Affairs Council (GAC) is to create educational, informative, and proactive programming in matters of city, county, state, and national legislative issues. The GAC will develop informed recommendations to the Board of Directors for public positions the Chamber could take on matters directly affecting business and the business environment of the Chamber's service community. Attainment of the goal is to be a neutral source for information that impacts the community at large.

Procedures and Objectives: The GAC will meet at least monthly, and will prepare education, informational programing consisting of open, information forums and formal Candidate forums.

Timeline: Timeline: Monthly meetings to be held the 4th Thursday each month at 4 p.m. Candidate Forums will be held at times accommodated within the Chamber schedule, preferably at Monthly Business Luncheons.

Human Resources Needed:

Staff: President will attend meetings. The Events & Marketing Manager will be required to produce an information piece to be produced. Usually a one-page marketing piece that can be emailed, printed and used as a handout to be distributed to promote the event. This same information will be used on Chamber websites, and other venues where calendar events are included. Chamber staff needs to approve marketing materials.

Volunteers: TBD.

Tracking: It will be measured by a positive response shown by willingness to participate in the events by area leaders and elected officials, and by robust attendance at events by chamber members and area residents.