

Membership/Ambassador Committee

PURPOSE

To gain and retain members by demonstrating leadership; to create and sustain an environment for economic opportunity for each member.

GOALS

- Create a positive, welcoming atmosphere for new members
- Work with Chamber staff to maintain current new member rate of enrollment
- Increase retention of members
- Promote participation of new members in Chamber committees and activities

STRATEGIES

- Continue and encourage current successful recruitment endeavors
- Initiate a personal visit to every new member from a Membership Committee representative to review membership benefits
- Host New Member Welcomes to recognize new members and provide an opportunity to interact with other members and promote their business or organization
- Continue to utilize Quarterly Membership Breakfasts to recognize new members, and longstanding members
- Survey members on their perceived value of their membership and suggestions to add value or meet needs

BENEFIT

To ensure the health and sustainability of the Chamber, the Membership Committee works to achieve membership growth and retention and to create value for each member.

Special Events Committee

PURPOSE

To plan the Chamber's quarterly "Breakfast for your Brain", Chamber on Tap, Fundraising Events (Leadership Breakfast, Annual Fundraiser, etc.) Annual Award Ceremony and Chamber Days Events. Like other income generating events hosted by the Chamber, these events are designed to fund programs that the Chamber can utilize to enhance the Chamber organization and accomplish the strategic plan.

GOALS

- Create social involvement of Chamber members
- Provide networking opportunity
- Raise non-dues related income
- Generate enthusiasm for, and awareness of, the Southern Boone Chamber of Commerce within the Community

BENEFIT

Increase awareness of the Chamber and its member businesses, generate revenue and create awareness for the Chamber in the community.

Marketing and Communications Committee

PURPOSE

To provide information to Southern Boone Chamber Members via website, Facebook and newsletters

GOALS

- Generate awareness of news, events, meetings, etc. to our member community.

BENEFIT

Increase awareness of the Chamber and its member businesses, create awareness for the Chamber in the community.

Budget/Finance Committee

PURPOSE

To assure financial solvency of the Chamber by preparing the annual budget for board approval and to monitor the fiscal performance as it relates to the approved budget and to recommend policies that enhance the Chamber's financial status.

GOALS

- Prepare and present new budget to the Board of Directors by June
- Review the financial reports given to the Board of Directors

BENEFIT

Through careful evaluation of the financial structure of the Southern Boone Chamber of Commerce, there will be adequately funded Chamber programs and assured financial stability.