

# ***GREATER WOODLAND PARK CHAMBER OF COMMERCE***

## ***MISSION STATEMENT***

The Greater Woodland Park Chamber of Commerce serves as a catalyst to promote the prosperity of our community. The Chamber does this by providing promotional, networking, marketing and advocacy opportunities.

The Chamber participates with its members to support our community by providing direction and building positive connections and linkages.

## **2010 PROGRAM OF WORK**

***THE BOARD OF DIRECTORS*** unanimously agreed to the following four areas of interest as their primary focus of work for the upcoming 2010 Chamber year. The divisions listed below will continue with their strategic area of work for the Chamber membership through action items and developing timelines.

- **Membership Engagement - Lenore Hotchkiss, Galen Beaver, Neil Levy and Rick Chulick**
  - Engage members for retention and growth through various activities. Coordinate communication efforts to the membership. Continue, as well as develop education, training, and networking opportunities for the membership. The following action items will be engaged in from the board, staff and membership.
    - Focus Groups – Engage all segments of membership through these meetings to discuss with the board and staff how we can better serve their particular industry.
    - Networking Opportunities, i.e. BAH or fundraisers – Board engaged with more one on one with membership
    - Active participation in our 101 Orientation process – Retention
    - Ambassador Program – Communicate between Members, Ambassadors, Board and Staff
    - Develop and continue Training Programs for members
    - Exit Survey with base statistical results collected
    - Recruit new members by the Board
    - More one on one from Board members to membership with staff assistance
    - FAM Tours
    - Utilize all forms of communication tools – website, e-news, and social media platforms
    - Community Calendar – continue to enhance utilization

➤ **Business Advocacy - Adam Linder, Chris Konczak, Mark Sievers and Dolores Horvath**

Oversee the utilization of the Chamber's resources in influencing governmental decisions via a strategic standpoint towards sound public policy. This will enhance local private enterprise and promote the promise of a better business climate in our region. Therefore, promoting a healthy economic opportunities.

- Taking positions on Business Issues
- Hosting Candidates forums
- Invite Elected Officials to attend monthly board meeting
- Continue partnerships and alliances with other like minded business organizations
- Encourage participation of Non profits with forums and issues

➤ **Economic and Development Division – David Buttery, Mark Stackhouse and Michael Harper**

Utilize this division to enhance and sustain business in the region.

- Doing business in Woodland Park/Teller County – identify inhibitors
- Property taxes – How can the Chamber affect change
- Survey members and general public to grow and sustain business
- Utilize City Comprehensive survey to address business issues
- Retention survey of existing businesses
- Enhance partnership with local Education community, Workforce Investment Board

➤ **Fiduciary Division – Keith Waggoner and Guy Arseneau**

Seeks financial security through fiduciary care and competent management.

- Review established budget – semi annually
- Establish a reserve fund policy and use for the fund
- Review yearly Fair Investment schedule; adjust them so they begin to get in line with the ROI (return on Investment); investigate alternative options
- Research other sources of revenue, i.e. grants, etc.
- Quantify City revenues and services provided by GWPCC
- Profit centers and/or contracts