



Mission: The Chamber of Commerce will promote its members and the greater community through innovative partnerships and accountable leadership.

2007 Business Plan

Chamber Goals for 2007

- 1). Continue to explore sources of non dues revenue
- 2). Broaden membership base
- 3). Provide value for membership investment

These goals were identified at the Chamber planning session on December 14, 2006

Board of Directors

Chair: Jim Andres, RadioShack

Vice Chair: Col. Richard Weaver, Camp Ripley

Secretary: Tom Cotton, Spectrum Printing - Design - Apparel

Treasurer: Kris Erickson, Northway Oil

Goals:

- 1) **Expand opportunities for organizational growth**
- 2) **Successful implementation of the Business Plan**
- 3) **Empower Board Liaisons to direct committee tasks**
- 4.) **Increase visibility of Chamber board in community**

~ Sponsor Annual Meeting. Complete annually in March.

~ Publish an Annual Report.

~ Support President/CEO's Ex-Officio relationships with Morrison County Community Development, Convention & Visitors Bureau, Heritage Preservation Commission, Westside Improvement Association, Little Falls Business Association, City of Little Falls, Pierz Area Commercial Club, Lincoln Lakes Business Association and other community groups and service organizations.

~ explore memberships with community and civic organizations in areas throughout the county.

- 5.) **Evaluate relationships with community partners**

Committee: Executive Committee, which meets quarterly or as needed

Communications Division

Division goals:

1) To enhance communication throughout the service area

- ~ Produce six (6) Chamber newsletters per year, published in odd numbered months, with possibility of member advertising.
- ~ Expand communication with Minnesota Chamber of Commerce and provide to local members.
- ~ Revise and expand existing website and keep it current.

2) To increase awareness of Chamber activity

- ~ Provide press releases on all Chamber activities to Morrison County Record, St. Cloud Times, Brainerd Dispatch and radio stations as applicable.
- ~ Brand Chamber logo in public with podium banner and exterior signage at events.
- ~ Utilize public bulletin boards and marquees.
- ~ Expand utilization of local cable access in Pierz and Little Falls.

3.) Explore forming a communications committee

- ~ Formulate communications/marketing plan for service area. Completion: January 15, 2007

Community Pride Division

Division Goals:

- 1) Sponsorship of annual Arts & Crafts Fair
- 2) Sponsorship or assistance with events that benefit the greater community

Community Activities:

Downtown Business Improvement District

Heritage Preservation Commission

City of Lights – keep existing task force in place for another year

Halloween Trick or Treating – consider expanding to outlying communities

Santa Parade Reception

Santa House - prepare for the possibility of having to move the structure in 2007

Chamber Bucks

Holiday Movie Matinee

Presence at community festivals throughout Morrison County - explore possibility of creating a parade float

Arts & Crafts Fair Council

Chair: TBD

Board Liaisons: Col. Rich Weaver

- ~ create long rang planning subcommittee

Community Partnerships Division

Division Goals:

- 1) To work in collaboration with community entities to address community issues and opportunities;
- 2) To provide support to Chamber members through advocacy and liaison with government/taxing entities

Development Services Division

Division Goal:

- 1) Provide development services to assist in the areas of leadership and business.
 - ~ Provide co-sponsorship of Business Insights 2007
- Increase participation in Leadership LindyLand program.
- ~ facilitate the expansion of corporate and business sponsorship opportunities within the Leadership LindyLand program
 - ~ Expand speaker network to include entire service area

Leadership LindyLand Steering Committee

Chair: Katie Harms

Curriculum Sub-Committee Chair: Jackie Wise, Morrison County

Marketing Sub-Committee Chair: Charles Hemeck, RAAN

Board Liaison: Jacki DeVine, DeVine Laser Skin Care

Membership Services Division

Division Goals:

- 1) Increase membership
- 2) Enhance the value of Chamber membership.
- 3) Development and maintenance of member activities and services

Membership Development Committee

Chair: Rob Ronning, Pine Country Bank

Board Liaison: Sandy Smith, GoldSmith Jewelers

Objectives:

- 1) Review membership investment schedule.
- 2) Review renewal membership and new prospective materials.

Enhancing Member Benefits

Objectives:

- 1) Provide for legislative forum before and after session
- 2) Provide quarterly educational seminars
- 3) Provide for underwriting of dual membership in Chamber and Little Falls Business Association

- 4) Explore ways to acknowledge statewide or national designated days/weeks – MN Manufacturer's Week, Independent Retailer's Week, Administrative Professionals Day, Armed Forces Day, National Teachers Day/American Education Week, or Small Business Week

Member Networking

Golf Outing Chair: Tom Hoggarth, Evergreen Equipment

Board Liaison: Gary Posch, Brandl Motors

Networking Liaison: Joe Berg, DJ Products

Objectives:

- 1) Provide a varied offering of networking events to offer all members and their employees
 - ~ Coordination of monthly Business After Hours networking events at member host sites.
 - ~ Co-sponsorship of twelve (12) Friday Morning Coffees at the Chamber of Commerce
 - ~ Sponsorship of annual Golf Outing Annual date is the 1st Monday in August
 - ~ Sponsorship of annual Sporting Clay event. Annual date of event to be determined by committee
- 2) A calendar of events will be developed to ensure that events are spaced throughout the year.
 - ~ Events to be listed on Chamber website as available.

Member Recognition

Objectives:

- 1) Recognize existing Chamber members for their membership.
 - ~ conduct 60 membership visits annually with photos.
 - ~ send congratulation notes where appropriate.
- 2) Welcome new businesses throughout service area
 - ~ conduct new business visits as they occur with photos and 1st dollar of profit certificates.
- 3) Provide training for Lindy Greeters annually.
 - ~ All new Lindy Greeters are to be orientated to the Committee
 - ~ Staff to provide talking points on upcoming Chamber events for Lindy Greeters
 - Completion: on-going
- 4) Recognize the importance of outstanding employees.
 - ~ Recognize 12 Employee of the Month recipients

Subcommittees

Lindy Greeters

Chair: Charlie Peterka, Riverside Realty

Board Liaison: Tom Cotton, Spectrum Printing - Design - Apparel

The Employee of the Month Committee

Chair: Mark Gerbi, R.A. Randall Agency

Board Liaison: Susy Prosapio, Great River Arts Association

Approved by Board of Directors: January 11, 2007