



BOARD MEMBER: Brittney Smith, Vice President

DATE: 01/22/2024

## AGENDA ITEMS

1. UPDATE ON 2024 GOALS. These include 12 goals established during the ROCE workshops with a variety of milestone activities spanning due dates from now to 2026. While our time with the City Council will typically be spent reporting on progress made, we will use this first opportunity to make the Council aware of the goals and which committee is accountable for achievement.

- a. Business & Professional Development:

Strategic planning goals that fall within this area of responsibility include:

- Create a network of 15 resources to support the needs of existing businesses in the area.
- Assemble resources and information to help start-up businesses, accessible both in person and virtually.
- Establish a group of retired business leaders as resources of information and support identified and committed to the Chamber of Commerce. (w/ Service Groups Outreach)
- Initial plans are being to hold, at least, monthly luncheons dedicated to business/professional development and networking.

- b. Service Groups Outreach:

Strategic planning goals that fall within this area of responsibility include:

- Build a network of area service clubs and organizations.
- Establish a group of retired business leaders as resources of information and support identified and committed to the Chamber of Commerce. (w/ Business & Professional Development)
- To strengthen relations with members by adding three consistent communication touchpoints (w/ Marketing & Member Relations)

Lance Zollinger, *President*  
Brittney Smith, *Vice President*  
Ashley Nate, *Secretary*  
Jan Taylor, *Treasurer*

Bailey Beckstead, *Business & Professional Dev*  
Jeannine Groll, *Service Groups Outreach*  
Marcia Kunz, *Public Policy*  
Stevie Emerson, *Marketing & Member Relations*

Krista Burns, *Social Media*  
Janet Nalder, *Board Member*  
Amber Almond, *Board Member*  
Kris Beckstead, *Board Member*



c. Public Policy:

Strategic planning goals that fall within this area of responsibility include:

- Create public policy communication between businesses, policy makers, and influencers
- Identify and evaluate current local, county, and state policies and organize community to prioritize and move forward with business-friendly policy changes.

d. Marketing & Member Relations:

Strategic planning goals that fall within this area of responsibility include:

- Increase chamber membership by 25 new member business in 2024
- Establish the Chamber as the centralized location of community events and information by increasing event submissions by 10 per month
- To strengthen relations with members by adding three consistent communication touchpoints (w/ Service Groups Outreach)

e. Officers:

Strategic planning goals that fall within this area of responsibility include:

- Establish an accountability system for Chamber Board volunteers
- Establish a brick and mortar location for Preston Area Chamber of Commerce that serves as an information center and includes paid Staff.
- Build a youth entrepreneurship program supporting 50 youth annually

2. UPCOMING EVENTS

- Annual Membership Banquet, January 25th @ 6:30 pm
- Monthly luncheons tentatively planned for third Thursday of each month

3. CALL TO ACTION

- Submit events for Chamber community calendar
- Let us know if you have interest in joining a committee! See email below.
- Join us for annual banquet and future luncheons!

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