



BOARD MEMBER: Lance Zollinger

DATE: February 26, 2024

## REPORT ITEMS

### 1. UPDATE ON 2024 GOALS

#### a. Business & Professional Development:

- On February 12, ribbon-cutting for Sydney's restaurant. It was very well attended, including several members of the city council and the mayor.
- On February 15, we held our first monthly luncheon. We had several new businesses there to introduce themselves and answer any questions the membership had. We had 45 people in attendance. This aligns with our goal of planning consistent meetings and keeping businesses informed.
- In the process of planning out the rest of our monthly luncheons. The goal will be to provide learning opportunities for the membership. Next month we will be having a successful community business owner teach us about the culture that he has developed within his organization.

#### b. Service Groups Outreach:

- Currently have about 25 service groups involved with the PACOC. These groups are divided up within our committee members to keep them informed and stay in contact with updates and chamber meetings.
- Have had one group meeting with service organizations to inform them of our goals, hear what they are working on, and how we can help.
- Will have quarterly meetings with the service organizations. These things align with our goals of having a central hub of communication for everyone and coordinating with and promoting all of the area groups.
- Attending several groups such as Rotary to speak to them about how we can unite and help each other.
- Our committee is attending the Napoleon Dynamite Festival Planning group Friday in Logan to help plan a 20 year festival and make sure they involve Preston!

Lance Zollinger, *President*  
Brittney Smith, *Vice President*  
Ashley Nate, *Secretary*  
Cindy Checketts, *Treasurer*

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

Kris Beckstead, *Board Member*  
Janet Nalder, *Board Member*  
Amber Almond, *Board Member*



c. Public Policy:

- Organized a bi-monthly call with our District 28 senator and representatives to create a direct line from our little corner of Idaho, right to the state capital. These calls are now open to all.
- If you would like to join the call or submit a question for our representatives regarding any current legislation, please contact Marcia Kunz at [marsheshe@gmail.com](mailto:marsheshe@gmail.com).

d. Marketing & Member Relations:

- Ongoing updates on the Master List for membership and outreach. Working on several communication channels to best share information.
- Compiled the survey feedback and shared it with the board. Aligning those with the Chamber Board goals based on those survey results.
- Created a handbook of policies and procedures to help solidify the structure of the Chamber. The handbook is currently in review by board.
- Created a process for the recruitment and retention of business members.
- Shop Local Campaign partnership with the city will begin March 1, 2024.
  - a. This is a County-wide initiative with year-round messaging.
  - b. The chamber will provide graphics, print materials, and social media content. Preston City will pay for the printing and is responsible for the distribution of materials to businesses within Preston City.
- This is open for the County and other Cities that are interested in participating and getting the messaging in their jurisdictions.
- Revitalization Expo partnership with the Preston Revitalization Committee.
  - a. Added information to the website and will share across our platforms to help promote as needed.

2. UPCOMING EVENTS

- a. Lunch & Learn scheduled for March 21st @ noon, tentatively located at the Fire Station Meeting Room.
- b. Call to Action! We are asking for citizens to join any of our committees. Please contact us at [prestonareachamber@gmail.com](mailto:prestonareachamber@gmail.com).

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