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Huntley Chamber of Commerce & Industry, Inc. 2007-2008 Program of Work Board Accepted 03/20/2007

The Huntley Chamber Board of Directors plans to research, develop, and implement strategies to assist in moving the Huntley Chamber of Commerce & Industry (Huntley Chamber or Chamber) and its members forward for the next two years. The Chamber's vision and mission statements will serve as the initial blue print for any programs, services, and value adds the Chamber will create for its members.

Chamber Mission Statement:

The Mission of the Huntley Chamber is to promote a prosperous business environment that enhances the quality of life in our business community.

Chamber Vision Statement:

We will serve as the voice of Chamber members to the village, county, state, and national governing bodies. We will encourage the expansion and retention of area businesses, while working with the Huntley Village and other community organizations to attract reputable businesses and organizations in an effort to generate employment opportunities and stimulate economic growth and development. We will create and implement business events and social activities, which promote and enhance our business community members.

2007 - 2008 Program of Work:

The 2007- 2008 Program of Work Plan identifies and emphasizes the four divisions responsible for achieving the mission and vision of the Chamber. The divisions include:

1. **Membership** - Membership Development and Communication, Community & Events
2. **Government Affairs** - Public Policy Development, Village, State, Federal, plus Community & Chamber Development
3. **Legal** – By-Laws and Policy & Procedures, Legal Documents
4. **Financial/Operations** – Financial Administration and Office Operations

Five Key Questions:

1. Will it build the strength of our business community?
2. Will it build the membership?
3. Will it strengthen the policy process (governmental affairs)?
4. Is it value-added for the membership?
5. Will it improve communications?

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1. Membership Development work plan: Division Chair – Kim Gaxiola

1a) Membership retention and acquisition: Continue current direction of Huntley Chamber membership growth and development in order to achieve an adequate financial support base for the Chamber mission. Our goal is 500 members by 2007 – 2008 Fiscal year-end (June 30, 2008.)

Direct responsible parties: Marketing & Membership Development Director, Ambassadors, All Board of Directors.

Affiliated Parties: Finance Committee, Executive Director.

Committee/s: Ambassadors, Finance, Executive, (New Member?? Member Orientation??.)

1b) Develop and execute a comprehensive, long-term member retention program designed to support, educate, and retain the Chamber member base. Develop and implement calling program contacting a minimum of ten (10) members per week.

Direct responsible parties: Marketing & Membership Development Director, Ambassadors.

Affiliated Parties: Executive Director, All Board of Directors.

Committee/s: Ambassadors, Executive, New Member.

1c) Identify businesses the Chamber is not reaching and actively seek to recruit these businesses as members. Consult with Board of Directors (Monthly - 1 per Director) to identify potential members and seek the Board's guidance and assistance.

Direct responsible parties: Marketing & Membership Development Director, Ambassadors.

Affiliated Parties: Executive Director, All Board of Directors.

Committee/s: Ambassadors, Executive, New Member.

1d) Develop and execute exit interviews for businesses leaving our Chamber (develop standard form.)

Direct responsible parties: Marketing & Membership Development Director, Ambassadors.

Affiliated Parties: Executive Director, All Board of Directors.

Committee/s: Ambassadors, Marketing, Executive.

1e) Membership services: Develop and offer exclusive "member-only" services that provide added value and benefits to the membership.

Direct responsible parties: Marketing & Membership Development Director, Marketing Committee.

Affiliated Parties: Executive Director, All Board of Directors, Ambassadors.

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Committee/s: Marketing, Finance, Executive.

1f) Membership communications/marketing: Enhance communication and marketing efforts by promoting the positive impact of the Huntley Chamber (testimonials, business referral program, etc).

Direct responsible parties: Marketing & Membership Development Director, Marketing Committee.

Affiliated Parties: Executive Director, All Board of Directors, Ambassadors, New Member Committee.

Committee/s: Marketing, Finance, Executive.

*****The Membership Development Division Chair serves as the Board liaison with the Ambassadors, Web Site, New Member, Community Guide, and Marketing committees.**

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2. Membership Community/Events work plan: Division Chair – Cheryl Moffett

2a) Professional development initiative

Develop and implement a 2007- 2008 Professional Development series, working in conjunction with the local colleges.

Direct responsible parties: Vice President, New Member.

Affiliated Parties: Executive Director, All Board of Directors, Ambassadors.

Committee/s: New Member, Marketing, Finance, Executive, Ambassadors.

2b) Huntley business gives

Promote, encourage, and expand business giving and community involvement in Huntley. Create a line of communication between different groups in Huntley; community, local government, and business.

Direct responsible parties: All Board of Directors.

Affiliated Parties: Executive Director, Marketing & Membership Development Director.

Committee/s: Executive, Marketing, Finance.

2c) Huntley attraction development initiative: Proceed with the coordination and development of regional (McHenry County) recreation, sports, education, cultural center(s) that will enhance the quality of life in Huntley and drive economic opportunity.

Direct responsible parties: Marketing, Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Marketing, Economic Development.

2d) Workforce development initiative

Develop and implement an initiative, working in conjunction with the Village, high schools, and local colleges, for our Chamber members to meet current and future business employment needs through various activities and programs.

Direct responsible parties: Marketing, Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Marketing, Economic Development.

2e) Huntley emerging issues

Research emerging issues and/or ideas that could grow the Huntley Chamber or provide an economic stimulus.

Direct responsible parties: Marketing, Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

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Committee/s: Marketing, Economic Development.

2f) Community marketing initiative

Develop and implement a comprehensive community marketing plan that identifies the region's marketable assets and competitive advantages. Coordinate with Huntley Village, Huntley Historic Preservation Commission, Kane, and McHenry County Preservation Commissions.

Direct responsible parties: Marketing, Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Marketing, Economic Development.

2g) Membership events

Develop, implement, and evaluate programs that provide members with opportunities to network and promote their business, while creating non-dues revenue for the Huntley Chamber.

Direct responsible parties: Ambassadors, Marketing, Expo.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Ambassadors, Marketing.

2h) Membership recognition

Develop and implement a comprehensive membership recognition program that recognizes the investments made by long-term members, active volunteers, and the accomplishments of member businesses.

Direct responsible parties: Marketing & Membership Development Director, Ambassadors.

Affiliated Parties: Executive Director, Executive Committee.

Committee/s: Annual Dinner, Ambassadors, Executive.

*****The Membership Community/Events Division Chair serves as Board liaison with Annual Dinner, Expo, Miss Huntley, Spring Event, Fall Event, and Golf Outing Committees.**

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3. Government Affairs public policy development work plan: Division Chair - Brenda Slavik

3a) Public policy business advocacy

Channel public policy programming toward business advocacy efforts and partner on strategic initiatives that improve Chamber member's business vitality.

Direct responsible parties: Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Economic Development, Marketing.

3b) Local business advocacy agenda

Develop and implement an advocacy agenda at the local level on issues that have the greatest impact on Huntley Chamber businesses.

Direct responsible parties: Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Economic Development, Marketing.

3c) Establish regularly scheduled updates from Village officials at Chamber events.

Direct responsible parties: Ambassadors, Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Ambassadors, Economic Development, Marketing.

3d) Schedule and attend Village Board meetings - create the bridge.

Direct Responsible parties: President, Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Director.

Committee/s: Economic Development, Executive.

3e) State business advocacy agenda

Develop and implement an advocacy agenda at the state level on issues that have the greatest impact on Huntley Chamber businesses.

Direct responsible parties: Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Economic Development, Marketing.

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3f) Federal business advocacy agenda

Develop and implement an advocacy agenda at the federal level on issues that have the greatest impact on Huntley Chamber businesses.

Direct responsible parties: Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Economic Development, Marketing.

3g) Economic Development

Create a positive environment for business development, promote industrial and commercial development and coordinate Chamber Economic Development efforts with Huntley Village Economic Development efforts to recruit and retain business.

Direct responsible parties: Economic Development.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Economic Development, Marketing.

3h) Huntley community visioning/Huntley Future Living 2020

Establish a community visioning process with Huntley Village personnel (HFL 2020) that would create a blueprint for enhancing the effectiveness and efficiencies of governmental entities, unify community advocacy, and establish a long-range planning process that would improve Huntley's position as a leading regional center in Illinois.

Direct responsible parties: Economic Development, Ambassadors.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Economic Development, Marketing, Ambassadors.

*****Serve as a Board liaison with the following Government Affairs entities: Huntley Village, Huntley Village Economic Development and Chamber Economic Development, State Legislature, and National Legislature. Coordinate local Chamber efforts in conjunction with Executive Director with other Community Chambers, State Chamber Offices, and National Chamber Offices.**

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4. Legal operating documents work plan: Division Chair – Chad Binger

4a) Devise and implement an action plan for ensuring yearly update or review of By-laws and Policy & Procedures.

Direct responsible parties: By-Law, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: By-Law, Executive.

4b) Develop and implement an action plan for ensuring yearly update or review of Chamber business contracts.

Direct responsible parties: Policy & Procedure, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Policy & Procedure, Executive.

4c) Review, develop, and implement a procedure for proper storage of Huntley Chamber contracts and legal documents.

Direct responsible parties: Policy & Procedure, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Policy & Procedure, Contracts, Executive.

4d) Review non-profit Human Resource guidelines and ensure Huntley Chamber compliance.

Direct responsible parties: Policy & Procedure, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Policy & Procedure, Executive.

4e) Review, develop, and recommend a cost effective insurance program to cover Chamber office personnel.

Direct responsible parties: Legal, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Secretary, Executive.

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4f) Secretary has additional responsibilities for Minutes – Board – Executive Committee – and General Membership when applicable.

Direct responsible parties: Legal, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Secretary, Executive.

*****Serve as a Board liaison with the following committees: By-laws, Policy & Procedures, Contracts Committee - Secretary to Board, Executive Committee, and General Membership Meetings – when applicable.**

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5. Financial/operations administration work plan: Division Chair – Jean Hernandez

5a) Operations/financial management

Provide financial guidance for the organizational needs of the Huntley Chamber. Identify the broad base financial support necessary to carry out the programs and services offered to our membership, and ensure long-term stability of the organization.

Direct responsible parties: Budget & Finance, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Budget & Finance, Executive.

5b) Conduct or manage annual audit of Chamber year end financials.

Direct responsible parties: Budget & Finance, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Budget & Finance, Executive.

5c) Chair Finance Committee.

Direct responsible parties: Budget & Finance Chair, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Budget & Finance, Executive.

5d) Staff development

Monitor a staff development and training program that includes professional development opportunities.

Direct responsible parties: Budget & Finance Chair, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Budget & Finance, Executive.

5e) Develop and implement a policy and procedure review, working in conjunction with Legal Division Chair and Executive Director, to determine compliance and practical application as it pertains to finance and/or office operations.

Direct responsible parties: Budget & Finance, Legal Division Chair, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

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Committee/s: Budget & Finance, Policy & Procedure, Executive.

5f) Conduct regular assessments with Executive Director to ensure a high level of satisfaction among Huntley Chamber staff members and monitor if staff has received constructive feedback regarding their job performance and help determine staff operational needs.

Direct responsible parties: Budget & Finance, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Budget & Finance, Executive.

5g) Devise and implement an action plan in coordination with Executive Director for ensuring a good work atmosphere and a strong team-oriented environment.

Direct responsible parties: Budget & Finance, Executive.

Affiliated Parties: Executive Director, Marketing & Membership Development Director, All Board of Directors.

Committee/s: Budget & Finance, Executive.

*****Serves as Chair of the Finance Committee, has additional Responsibility for Annual Audit process, and coordinates with Executive Director for efficient and effective Office Operations.**