



2009 Plan of Work

Mission

Developing Successful Businesses and a Thriving Community

Strategic Priority

Identify and Initiate Community and Business Development

Action Plan

Community Development Division

Drew Kahn, Board Vice-Chairman and Division Chair

Business Revitalization Committee

Chair: Enrique Lima, Realty Brokerage Group; Barbara Thomason, staff liaison
Charge:

1. Economic Development Committee: Convene key economic development resource persons and develop and begin implementation of an 18-month economic development strategy.
2. Community Visioning: Task Force Chair: Craig Day. Initiate a broad-based community development process throughout many locations in the community to develop a vision and to make decisions regarding the future state of our community.
3. Community Branding Task Force
Task Force Chair: Brenda Pennington
By February 2009, outline process to create a community identity. By Sept 2009, facilitate community decision-making with the outcome of a new name and brand that has general community acceptance.
4. Emergency Preparedness/Crime Awareness: Task Force Chair: Jerry Hays
Work with law enforcement agencies to develop and implement projects to increase the safety and security of our business community.

Health Industry Committee

Chairs: Juan Fresquez, Houston Northwest Medical Center
Alisha Roberts, Staff Liaison

Charge:

1. At least 4 times during the year, sponsor speakers of interest to the health industry and to the general public on subjects related to Health & Wellness in northwest Houston.

2. Recommend issues related to the health industry to Government Affairs for consideration at state or federal levels.

Education Committee

Co-Chairs: Irma Escontrias, Eraser Dust, 281-537-2832 and Karla Sandoval, Spring ISD, Betty Keller, Staff Liaison

Charge:

1. Business Education Partnerships: As the Education Committee, plan and deliver at least 5 speaker programs for meetings. Host April 2009 Superintendents' Panel at the Chamber's Monthly Luncheon.
2. Legislative Issues: Identify and recommend issues related to K-16 education to Government Affairs for consideration at the state or federal levels.
3. Upper Division Education: By March 2009, plan actions to bring an upper division university facility to the 249 corridor.
4. Scholarships: If requested, convene scholarship committee to consider student applications for selection.

Green Medians Committee

Chair: Barbara Schlattman, Schlattman Interiors ; Barbara Thomason, Staff Liaison

Charge:

Raise funds and secure utility district support for Green Medians project for 2011 implementation.

Business Development Division

David Vaughan, Kwik Kopy # 117, Vice Chairman and Division Chair

Small Business Committee

Co-Chairs: Taunya Painter, The Painter Law Firm and Katie Conway, Trustmark Bank

Barbara Thomason, staff liaison

Charge:

1. Propose and coordinate at least six workshops designed for small businesses in collaboration with The Sun/HCN Newspapers.
2. By May 2009, organize and promote the nomination of small businesses for the annual Small Business Awards by the Lone Star College System.
3. By April 2009, determine feasibility of participating in the US Chamber of Commerce Business Awards Program.

Buy Nearby Committee

Co-Chairs: Tommy Ripley, Ripley's Mufflers and Brakes, 281-397-8716 and Chris Denney, Lead Optimize Marketing

Barbara Thomason, staff liaison

Charge:

1. By February 2009, assess opportunities and present to the Board a quarterly plan to build the next phase of the Buy Nearby Program.

Implement methods to promote the program, diversify the program and to measure its success.

Executive Series Task Force

Chair: David Bonham, ICON Bank, (281) 517-2400; Barbara Thomason, Staff Liaison

1. By February 2009, plan at least 4 profitable half-day workshops to support business development. Deliver every other month through 2009.

SWAT Team Committee

Chair: Janie Aud-Riney, Momentum Printing and Graphics, 281-580-4422 Barbara Thomason, staff liaison

Charge:

1. By March 2009, report to the Board the number of SWAT Team cases handled and the ultimate result.
2. By February 2009, identify ways to further communicate and promote the SWAT Team to both the Chamber population and to businesses throughout the community.

Communications/Public Affairs Division

Cece Sutphen, Vice-Chairman and Division Chair

Government Affairs-Transportation Committee

Co-Chairs: Jack Searcy, 281-376-5538 and Connie Roebuck, METRO; Barbara Thomason, staff liaison

Charge:

1. Monthly advise the Board on legislative issues and an assessment of upcoming legislation.
2. Host at least eight speakers at monthly meetings to educate our membership and the community on governmental and transportation issues.
3. Monthly or as appropriate, advise the Board about current and planned transportation projects, including FM 1960 and FM 2920, and serve as a liaison to local mobility councils/groups.
4. Host February 10, 2009 Legislative Trip to Austin, encouraging maximum participation among Chamber members.
5. Organize and assign the Sign Coalition to plan at least two initiatives during 2009 to increase awareness of sign codes and to "clean up" sign litter in northwest Harris County.

Marketing Advisory Council

Chair: Christine Holloway, Northwest Coffee News; Alisha Roberts, staff liaison

Charge:

1. By March 2009, draft a Chamber 2 Year Marketing Plan for submission and approval by the Board.
2. With Chamber staff, evaluate the effectiveness of existing print, web and other communications. Incorporate evaluation into the Marketing Plan.

3. Reformat Friday Facts for ease of reading. Increase click-through rate by 10% by March 2009.
4. Partner with a publisher to deliver a community magazine by the end of 2009.
5. Plan and publicize Chamber's 35th Anniversary. Anniversary celebration to occur within existing Chamber events throughout 2009.

Membership Services Division

Belinda Menasco, Vice-Chairman and Division Chair

Ambassadors

Co-Chairs: Jane Crawford, Yancey-Hausman Commercial Real Estate, (832) 326-4286; Diana Lothringer, Arthur J. Gallagher, 281-655-6726; Barbara Thomason, Staff Liaison

Charge:

1. Gold Level Ambassadors, –Gold Ambassadors will continue to be responsible for mentorship of members. Report program progress to the Board at least quarterly.
2. Surprise Patrol– By February 2009, develop a plan and timeline to implement a member visitation program to:
 - connect with member businesses
 - increase the Chamber visibility in the larger community
 - to help increase member recruitment and retention efforts

Special Events

Alisha Roberts, staff liaison for all major events; Betty Keller, staff liaison for Networking Breakfast; Barbara Thomason, staff liaison for monthly Luncheons

Charge:

1. By January 2009, present to the Board a list of the 2009 events, event locations, fundraising goals (where applicable) and event chairs. Events will meet or exceed budget targets. A chamber staff person will be assigned to every event. Events include:
 - a. Annual Gala – Jenny Kimich and Pauline Adams, chairs
 - b. Airport Festival – Rick Siciliano and Margie Dumas
 - c. Epicurean Evening – TBD
 - d. Golf Tournament – TBD
 - e. Networking Breakfasts – Art Barasch, Chair
 - f. Business After-Hours – Offer only upon request
 - g. New Member Receptions - Staff
 - h. Business Expos - Staff
 - i. Small Business Workshops (see Small Business Committee) and Executive Series (see Executive Series Task Force)
 - j. Monthly Luncheons - Staff

Insure that feedback is solicited from each event and summaries are reported to the Board.

Membership Committee

Chair Danil Rollerson; Barbara Thomason, Staff Liaison

Charge:

1. By February 2009, assess and propose new ways to interface with existing members to build on-going satisfaction.
2. By February 2009, plan a strategy to recruit more members into the Chamber. Overall Chamber goal is to increase membership by 10% and limit turnover to 23%.
3. By May 2009, lead a new member recruitment campaign with a goal of 35 new members.

Administrative Committees

Charge: Oversee projects to support Chamber operations and build Chamber reserves by at least \$5,000 in 2009.

Finance Committee – Ron Chlebo, Chair

Nominating Committee – Belinda Menasco, Chair Elect

Performance Evaluation Committee, Craig Day, Chair

Advisory Board, Brenda Jackson, Chair

Chamber Office Task Force – Enrique Lima

1. Implement “80 in 10 Campaign” targeting most “invisible” members and having face-to-face visits. President completes by April 2009.
2. Develop Customized Member Profiles for improved member mentoring and follow-up. Staff completes by November 2009.
3. Hire & train Membership Development Staff by Feb. 1, 2009.
4. Host 2 Business Expos, and ten Monthly luncheons that deliver a high level of satisfaction and meet budget goals.
5. Host at least 2 Advisory Board meetings during 2009 with defined outcomes.
6. Publish Annual Plan of Work for Members and post on Home-page by February 2009.
7. Establish on-line pay methods. President completes by May 2009.
8. Develop on-line store for providing products and services to members and the community. Staff completes by December 2009.
9. Research future office space for Chamber operations by summer 2010.