



**Houston Northwest Chamber of Commerce
2010 PLAN OF WORK**

Community Development Division

Drew Kahn, Board Vice-Chairman and Division Chair

Business Revitalization Committee

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

1. Economic Development Sub-Committee: Chair: Enrique Lima, Barbara Thomason, staff liaison
2. Emergency Preparedness/Crime Awareness: Chair: Jerry Hays; Kay Lentz, staff liaison

Community Visioning Committee

Chair: Craig Day, Barbara Thomason, staff liaison.

Health Industry Committee

Chairs: Juan Fresquez, Houston Northwest Medical Center
Kay Lentz, staff liaison

Education Committee

Co-Chairs: Irma Escontrias, 281-537-2832 and Karla Sandoval, Spring ISD, Betty Keller, staff liaison

Green Medians Committee

Chair: Barbara Schlattman, Barbara Schlattman Interiors ; Barbara Thomason, staff liaison

	Activity/Outcome	Date to be Completed	Committee Responsibility	Primary Accountability	Strategic Priority
I.1	Explore viability of an EDC, CDC and/ or township for our area	Nov 2010	Community Visioning	Craig Day	Launch a Process to Align Programs to Community Need; Launch successful Urban Renewal Program
I.2	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.	Dec 2010	Community Visioning	Craig Day	Launch Community Visioning Project to align programs with community need
I.3	Develop and report an economic development strategy to the Board. Create case studies and marketing collateral for Business Relocation	July 2010	Economic Development; assistance from Marketing Committee	Enrique Lima	Launch of successful Eco Dev Program
I.4	Post commercial real estate information and links on Chamber website	April 2010	Economic Development; assistance from Marketing Committee	Enrique Lima	Launch of successful Eco Dev Program
I.5	Investigate grants/funding e.g. HGAC Livable Centers and coordinate with government entities	April 2010	Business Revitalization	Enrique Lima	Launch of successful Urban Renewal Program; Launch of successful Eco

					Dev Program
I.6	Work with law enforcement and emergency response organizations to develop and implement projects to increase the safety and security of our business community.	Plan by Feb 2010	Emergency Preparedness Committee	Jerry Hays	Launch of successful Urban Renewal Program
I.7	Facilitate elimination of nuisance businesses/activities in coordination with government and non-profit entities:	Plans by April 2010; activities ongoing	<ol style="list-style-type: none"> 1. Business Revitalization Committee 2. Emergency Prep Sub-Committee 3. Business Revitalization 4. Government Affairs 	<ol style="list-style-type: none"> 1. Enrique Lima 2. Jerry Hays 3. Enrique Lima 4. Jack Searcy, Connie Roebuck 	Launch of successful Urban Renewal Program
I.8	1. Graffiti				
I.9	2. Burglary Motor Vehicle				
I.10	3. Massage Parlors				
	4. Illegal Signage (see Communications/PA Division)				
I.11	At least 3 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.	March, June, Sept 2010	Health Industry Committee	Juan Fresquez	
I.12	Recommend issues related to the health industry to Government Affairs for consideration at state or federal levels.	As needed	Health Industry Committee	Juan Fresquez	
I.13	Plan and deliver at least 3 speaker programs during 2010 that will increase community awareness of education issues.	February, April, August 2010	Education Committee	Karla Sandoval	
I.14	Identify and recommend issues from the local, state or federal levels related to K-16 education to Government Affairs and/or the Board for consideration.	As needed	Education Committee	Karla Sandoval	

I.15	Convene scholarship committee to consider student applications for selection.	Jan-March 2010	Education Committee	Karla Sandoval	
I.16	Transition Renaissance 1960 to undertake EDC or CDC role	August 2010	Board of Directors	Drew Kahn	Launch of successful Eco Dev Program; Launch of successful Urban Renewal Program
I.17	Complete the Green Medians Project, including fundraising and transition to MUD Joint Powers Board	Dec 2010	Green Medians Committee	Barbara Schlattman	Launch of successful Urban Renewal Program



**Houston Northwest Chamber of Commerce
2010 PLAN OF WORK**

Business Development Division

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

Small Business Committee

Co-Chairs: Janie Aud-Riney, Momentum Printing & Graphics and Janice Wagner, The Sun/HCN Newspapers, Barbara Thomason, staff liaison

SWAT Team

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

Chamber Luncheons Task Force

Tammie Jeffers, Anchor Staffing, Taunya Painter, Painter Law Firm and Barbara Thomason, staff liaison

	Activity/Outcome	Date to be Completed	Committee Responsibility	Primary Accountability	Strategic Priority
II.1	Deliver at least 11 workshops during 2010 designed for small businesses, in collaboration with The Sun/HCN Newspapers, that will meet annual net revenue goal of \$3,135.	November 2010	Small Business Committee	Janie Aud-Riney, Janice Wagner	The Chamber will experience measurable, healthy membership growth, attaining 760 members in 2010 and a retention rate of 75%.

II.2	By May 2010, organize and promote the nomination of at least 25 small businesses for the annual Small Business Awards by the Lone Star College System.	May 2010	Small Business Committee	Janie Aud-Riney, Janice Wagner	The Chamber will experience measurable, healthy membership growth, attaining 760 members in 2010 and a retention rate of 75%.
II.3	By February 2010, identify ways to further communicate and promote the SWAT Team to both the Chamber population and to businesses throughout the community.	Feb 2010	SWAT Team	Janie Aud-Riney	The Chamber will experience measurable, healthy membership growth, attaining 760 members in 2010 and a retention rate of 75%; Launch of Economic Development Program
II.4	Deliver at least 9 luncheons that will show increased attendance and will produce net revenues of \$6,770.	November 2010	Luncheon Task Force	Barbara Thomason	The chamber will attain financial stability;The Chamber will experience measurable, healthy membership growth, attaining 760 members in 2010 and a retention rate of 75%.



**Houston Northwest Chamber of Commerce
2010 PLAN OF WORK**

Communications/Public Affairs Division

CC Sutphen, Lone Star College – North Harris, Board Vice-Chairman and Division Chair

Government Affairs-Transportation Committee

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

Marketing Advisory Council (incorporates Buy Nearby campaign)

Co-Chairs: Christine Holloway, Northwest Coffee News and Chris Denny, Lead Optimize Marketing; Sandy Barton, staff liaison

	Activity/Outcome	Date to be Completed	Committee Responsibility	Primary Accountability	Strategic Priority
III.1	Monthly or as needed, advise the Board on legislative issues and an assessment of upcoming legislation.	As needed	Government Affairs	Jack Searcy, Connie Roebuck	The Chamber will launch an Economic Dev Program; The Chamber will launch an Urban Renewal Program
III.2	Host at least eight speakers at monthly meetings to educate our membership and the community on governmental and transportation issues.	Dec 2010	Government Affairs	Jack Searcy, Connie Roebuck	The Chamber will launch an Economic Dev Program; The Chamber will launch an Urban Renewal Program

III.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.		Government Affairs	Jack Searcy, Connie Roebuck	The Chamber will launch an Economic Dev Program; The Chamber will launch an Urban Renewal Program
III.4	Organize and assign the Sign Coalition to eradicate sign litter in northwest Harris County, including bandit signs, illegal billboards and illegal LED signs	Dec 2010	Government Affairs, Sign Coalition	TBD	The Chamber will launch an Economic Dev Program; The Chamber will launch an Urban Renewal Program
III.5	By February 2010, draft a Chamber 2-Year Marketing Plan for submission and approval by the Board.	Feb 2010	Marketing Advisory Council	Christine Holloway and Chris Denny	The Chamber will experience membership growth, attaining 760 members in 2010 and a retention rate of 75%.
III.6	With Chamber staff, evaluate the effectiveness of existing print, web and other communications. Incorporate evaluation into the Marketing Plan.	Feb 2010	Marketing Advisory Council	Christine Holloway and Chris Denny	The Chamber will experience membership growth, attaining 760 members in 2010 and a retention rate of 75%.
III.7	Evaluate the feasibility of printing the Membership Directory in-house and selling directory advertising.	Feb 2010	Staff, with assistance of Marketing Advisory Council	Sandy Barton	The Chamber will attain financial stability.



**Houston Northwest Chamber of Commerce
2010 PLAN OF WORK**

Membership Development Division

Alan Smith, Hasta La Pasta and Lasagna House Restaurants, Board Vice-Chairman and Division Chair

Ambassadors

Co-Chairs: Jane Crawford, CieAura Founding Master Retailer, (832) 326-4286; Diana Lothringer, Arthur J. Gallagher, 281-655-6726; Sandy Barton, Staff Liaison

Young Professionals

Co-Chairs: John Cappello, Office Depot, Shawn Miller, Northwestern Mutual Finance and Sandy Barton, staff liaison

Special Events

Jill Boullion, staff liaison for all major events; Betty Keller, staff liaison for Networking Breakfast

Membership Committee

Chair TBD; Sandy Barton, Staff Liaison

Membership Campaign Sub-Committee

Chair: Danil Rollerson

	Activity/Outcome	Date to be Completed	Committee Responsibility	Primary Accountability	Strategic Priority
IV.1	Implement the Ambassador incentive program by February 2010, to achieve an increase in the Ambassador corps and to ensure Ambassadors are active in supporting membership retention efforts.	Planned by Feb 2010	Ambassadors	Jane Crawford	The Chamber will experience measureable, healthy membership growth attaining a 5% growth, leading to an end-of year membership of 760 and a retention rate of at least 75%.
IV.2	Develop a plan and timeline to implement a member visitation program to: 1) Visit "at-risk" member businesses 2) Increase the Chamber visibility in the larger community 3) To raise membership retention to 75% by the end of 2010.	Feb 2010	Ambassadors	Jane Crawford	The Chamber will experience measureable, healthy membership growth attaining a 5% growth, leading to an end-of year membership of 760 and a retention rate of at least 75%.
IV.3	<u>Annual Gala</u> Deliver a high-quality, enjoyable event that nets at least \$ 33,130 in revenue and serves at least 300 participants. Insure that feedback is solicited from each event and financial and evaluative summaries are reported to the Board.	January 2010	Gala	Jenny Kimich and Lynell Soltys, chairs	The Chamber will attain financial stability.

IV.4	<u>Airport Festival</u> Increase attendance at Airport Festival and deliver a safe and enjoyable event that produces at least \$14,700 in net revenue. Insure that feedback is solicited from each event and financial and evaluative summaries are reported to the Board.	March 2010	Airport Festival	Rick Siciliano and Diana Lothringer, chairs	The Chamber will attain financial stability.
IV.5	<u>Epicurean Evening</u> Deliver an event that showcases restaurants and sponsors and produces at least \$16,325 in net revenue. Insure that feedback is solicited from each event and financial and evaluative summaries are reported to the Board.	August 2010	Epicurean Evening	TBD	The Chamber will attain financial stability.
IV.6	<u>Golf Tournament</u> Deliver a tournament that produces at least \$11,450 in net revenue. Insure that feedback is solicited from each event and financial and evaluative summaries are reported to the Board.	October 2010	Golf	TBD	The Chamber will attain financial stability.
IV.7	<u>New Member Receptions</u> Deliver at least 9 new member receptions that deliver specific information to help new members jump-start their	January-November 2010	Staff	Barbara Thomason	The Chamber will experience measureable, healthy membership growth attaining a 5% growth, leading to an end-of year

	memberships and allow new and veteran members to network successfully.				membership of 760 rate and a retention rate of at least 75%.
IV.8	<u>Business Expos</u> Deliver two business expos per year each producing a total of at least \$7475 in net revenue. Insure that feedback is solicited from each event and financial and evaluative summaries are reported to the Board.	May 2010, December 2010	Staff	Staff	The Chamber will attain financial stability.
IV.9	<u>Small Business Workshops</u> Deliver at least 9 workshop-networking luncheons that produce at least \$ 3,135 in net revenue. Insure that feedback is solicited from each event and financial and evaluative summaries are reported to the Board.	January – November 2010	Small Business Committee (see Business Dev Division)	Janie Aud-Riney and Janice Wagner	The Chamber will experience measureable, healthy membership growth attaining a 5% growth, leading to an end-of year membership of 760 rate and a retention rate of at least 75%; The chamber will attain financial stability.
IV.10	<u>Young Professionals</u> Deliver at least 4 YP events producing a net revenue of \$ 1,560.		Young Professionals Committee	Shawn Miller & John Copello	The Chamber will experience measureable, healthy membership growth attaining a 5% growth, leading to an end-of year membership of 760 and a retention rate of at least 75%; The chamber will attain financial stability.
IV.11	<u>Membership Committee</u> By February 2010, plan a strategy to recruit more members into the Chamber. Overall		Membership Committee	TBD	The Chamber will experience measureable, healthy membership growth attaining a 5% growth,

	<p>Chamber goal is to increase membership by 5% annually and limit turnover to 25%.</p> <ul style="list-style-type: none"> ▪ Identify top 50 non-member employers in the Chamber service area. ▪ Train Membership Committee members to visit members (retention) or prospects (recruitment). ▪ Visit 50 new member prospects in 2010 ▪ “At Risk” member team visits at least 50 members in 2010 	<p>Jan 2010</p> <p>March 2010</p> <p>November 2010</p> <p>December 2010</p>		<p>Belinda Menasco</p> <p>Jane Crawford</p> <p>Chair, TBD</p> <p>“</p>	<p>leading to an end-of year membership of 760 and a retention rate of at least 75%; The chamber will attain financial stability.</p>
IV.12	<p>By May 2010, deliver a new member recruitment campaign with a goal of 35 new members. Focus will be on larger companies and an \$ 17,000 increase in budgeted new member revenues, whether through the recruitment of Chairman’s Circle levels or other strategies.</p>	<p>May 2010</p>	<p>Membership Committee, Membership Campaign sub-Committee</p>	<p>Danil Rollerson</p>	<p>The Chamber will experience measureable, healthy membership growth attaining a 5% growth, leading to an end-of year membership of 760 rate and a retention rate of at least 75%; The chamber will attain financial stability.</p>



**Houston Northwest Chamber of Commerce
2010 PLAN OF WORK**

Administrative Committees, Barbara Thomason, staff liaison

Finance Committee – Ron Chlebo, Chair
 Nominating Committee – Robert Painter, Chair Elect
 Performance Evaluation Committee, Belinda Menasco, Chair
 Chamber Office Task Force –

	Activity/Outcome	Date to be Completed	Committee Responsibility	Primary Accountability	Strategic Priority
V.1	Implement “80 in 20 Campaign” targeting most “invisible” members and having face-to-face visits. President completes by June 2010	June 2010	President, assistance from Membership Committee	Barbara Thomason	Chamber will experience measureable, healthy growth attaining 760 members and a retention rate of 75%.
V.2	Monitor budget activities to insure that the Chamber adds at least \$4,000 to its reserves in 2010.	Dec 2010	Finance Committee	Ron Chlebo, Barbara Thomason	The Chamber will attain financial stability.
V.3	Identify future office space for Chamber operations by May 2010	May 2010	Office Task Force	Barbara Thomason	The Chamber will attain financial stability.
V.4	Contact 4 Board members each week to check in on areas of responsibility, to solicit/offer support, “to pump up”.	Monthly		Barbara Thomason	
V.5	Develop & implement a strategy to counteract the end-of-year lapse trend.	August 2010	Membership Committee	Sandy Barton, Barbara Thomason	Chamber will experience measureable, healthy

					growth attaining 760 members and a retention rate of 75%.
V.6	Report at monthly membership luncheons on the progress of key metrics for our Chamber and community, stressing the purpose for strategies and the deeper meaning and value of our accomplishments.	Jan, Feb, April, June, August, Sept, Oct, Nov		Barbara Thomason	Chamber will experience measureable, healthy growth attaining 760 members and a retention rate of 75%; The Chamber will attain financial stability.
V.7	Implement 'Dashboard Sessions' with staff and contractors to focus in on key metrics, to assess progress toward goals and to offer support.	Approximately weekly for staff; monthly for contractors	Staff	Barbara Thomason	Chamber will experience measureable, healthy growth attaining 760 members and a retention rate of 75%; The Chamber will attain financial stability.