



Mission: *“The Squamish Chamber of Commerce is dedicated to enhancing the quality of life in the community by actively supporting business, economic growth and diversification.”*

2010 Annual Work Plan

Key Strategies	Operations	Membership	Economic Development & Advocacy	Communications
	1. <u>Financial Sustainability</u> : Identify and establish long-term revenue opportunities 2. <u>Staffing & Succession Planning</u> : Prepare for eventual turnover of key staff and management/Board 3. <u>VIC</u> : Meet and exceed on deliverables set by the municipality and Tourism BC in relation to the VIC.	1. <u>Increase membership</u> : continually promote value of Chamber at all opportunity 2. <u>Member workshops</u> : i.e. New member breakfast, learning opportunities 3. <u>Networking</u> : Enhance opportunities through a balance of relevant, profitable and fun events 4. <u>Benefits & Discounts</u> : Provide opportunities for members to reduce business expenses	1. <u>Advocacy</u> : Lobby government on issues affecting the business community 2. <u>Policy</u> : Develop policy on support for new business/projects 3. <u>Partnerships</u> : build relationships and partnerships with local governments and community organizations.	1. <u>Traditional</u> : Provide relevant and timely information to the business community through traditional channels 2. <u>Technology</u> : Exploit the use of technology to further enhance our communication with our members.
Funding	1. Member Fees 2. Sponsorship & Tickets 3. Other			



The President and staff (Chamber Manager or delegate) of the Squamish Chamber is considered a member of all committees

1. Finance: **Chair: Denise Imbeau**/additional board members: Darren McCartney, Steve Drinkwater

Mandate:

- To identify and establish long-term revenue opportunities (ie: sponsorships of e-news and table top luncheon)
- To ensure compliance with appropriate organizations (ie: BC Chamber of Commerce)

Goals for 2010:

Looking beyond:

2. Membership: Chair: **Chair: Nancy Hamilton** / additional board members Denise Jimmo, Mo Freitag, Denise Imbeau

Mandate:

- To identify and recommend ways to grow the membership through recruiting, cultivating, expanding and retaining members.
- To serve as a welcome committee to new members and represent and assist SCC at events;
- To develop and execute relevant, profitable networking opportunities for members

Goals for 2010:

Looking Beyond:

3. Communications: **Chair: Stephanie Wells**/additional board members Amy Fast, Nancy Hamilton

- To build the foundation for a solid, long term communication strategy
- To facilitate effective communication with SCC membership through traditional and new technology channels
- To effectively promote Chamber revenue-generating activities

Goals for 2010:



Looking Beyond:

4. Economic Development & Advocacy: Chair: Darren McCartney/ additional board members: Nancy Hamilton, Ron Anderson.
Mandate:

- To identify opportunities for business creation/enhancement in Squamish
- To promote and enrich business development for Chamber members and the business community in Squamish.
- To develop and provide policy advice to the Board on government policy matters that may impact the Squamish business community or that require the Chamber to provide policy input to government.
- To research issues, and develop position statements where necessary, which directly affect the business community in Squamish.
- To identify areas where the Board should take a position to further the interests of the Squamish business community

Goals for 2010:

Looking Beyond:

5. Governance: Chair: Steve Drinkwater/ additional board members: Denise Jimmo
Mandate:

Goals for 2010:

Looking Beyond:

Chamber Directors are involved throughout the community:

Accessibility Committee- Mo Freitag



Vancouver Board of Trade- Steve Drinkwater
Regional Transportation: Steve Drinkwater

Squamish Chamber of Commerce Task Forces:

1. AGM & President's Ball: (January 2010)

Board lead: Mo Freitag

Chamber Members: Christine Bennett, Sean/Alaina (sp?) Brawley

2. Golf Tournament: (June 2010)

Board:

Chamber members:

3. Bring your Business to the Table (Spring 2010)

Board lead:

Chamber members:

Other Chamber Events to be reviewed: (by who, when?)

Luncheons

Santa Parade

After 5's

All Candidate Meetings

Swearing In ceremony

Bonspiel

Issue related events (HST)

New events- training & workshops (timing/types)



Notes from flip charts: These have been loosely compiled, please review and insert into your committee if you see it is a fit for the year under Goals 2010. If there are things on here that cannot be accomplished this year but should have consideration moving forward, put it under Looking Beyond.

Membership:

- retention (survey/exit interview)
- business license list
- marketing
- growth
- events/workshops/networking
- engagement (committee work- sign up at Gala?)
- education on the Chamber- what it is/does/benefit
- 12 @ 12
- service recovery strategy

Communications:

- communication to non-members
- support letters
- consistent framework
- social media
- newsletter
- website
- communicate our positions to our members

Economic Development:

- SODC- most significant business opportunity
- Strategize how to lobby our local government
- reduce frustration
- liase with muni council
- set up economic Fam tour
- Available land inventory/Industrial

Governance:

- review/rewrite applicable bylaws

Financial:

- Fiscal planning- targets/goals
- Feedback to board regularly

Advocacy:

- BC Chamber policy
- more involved with BC Chamber
- more vocal to Mayor & Council
- local level
- Proactive, physical presence

General Board:

- Board cohesiveness
- Director participation in events (Chamber events, community events, business openings)
- Follow through/accountability
- Strategic review quarterly
- teambuilding day/event or social occasion
- communication with one another- etiquette
- succession planning
- labour market/skills shortage