

Committee or Task force: Governmental Affairs Chair: Casey Mazzoni Date: March 2019



Vision

What are our long-term objectives for this Committee? (3-5 years)

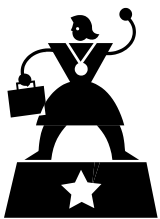
- Represent the interests of local business and chamber members to elected officials and governing bodies
- Maintain the reputation of the Chamber as a valued, trusted and available member of the community.
- Reinforce this value by protecting and promoting business interests; tracking, and taking positions on issues that impact our members and the community at large.



Mission

Why does this committee or task force exist?

- The business community's success is imperative to the health of the community as a whole
- To provide a voice for local business
- To preserve and protect the profitability of local businesses and chamber members by placing a focus on addressing our housing crisis
- The GAC is the clearing-house for review and recommendation for all public policy issues



Champions

Who are the Board Champions (Current Board Members Leading the Committee)?

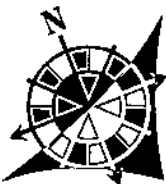
- Lorenzo Jones- Board Chair
- Jaime Ortiz- Chair Elect
- Casey Mazzoni – Committee Chair and Divisional Vice Chair
- Diane Glischinski –Director and Board Secretary
- Sam Beldona- Director
- Vicki Masseria- Director
- Joanne Webster – President and CEO



Objectives

What are the specific measures of success for this committee? (Limit to one line or sentence)

- Objective 1 – Establish and track positions/endorsements on local issues and candidates
- Objective 2 – Communicate positions to elected officials thru letters and meetings
- Objective 3 – Post positions on chamber website and newsletters as a reference for members
- Objective 4 – Identify and Monitor Development projects with a focus on housing.
- Objective 5 – Educate and Increase community awareness around issues impacting business with a focus on the need for increased housing supply
- Objective 6 – Create a variety of communications and action tools to utilize in both Chamber communications and local media.
- Objective 7 – Increase Attendance of Chamber representatives at City Council meetings and develop diverse stakeholder group aligned with Chamber priorities; with a focus on housing
- Objective 8- Host quarterly coffee meetings with elected officials at Chamber office
- Objective 9- Identify potential candidates for city council seats



Strategies

How are we going to sustain this focus area over time? (Limit to one line or sentence)

- Strategy 1 – Recruit Dedicated personnel (contracted employee) to work with President and CEO and Board to develop and manage an aggressive advocacy program in 2019
- Strategy 2 – Create and maintain working relationships with key stakeholders in the community
- Strategy 3 – Dedicate staff resources to follow-up and communicate positions via op-ed pieces, attendance at city council/planning commission meetings, letter writing campaigns and social media
- Strategy 4 – Dedicate volunteer resources to track pending regional and state legislation
- Strategy 5 - Address advocacy requests per established Chamber process and policy
- Strategy 6 – Coordinate with Chamber's Economic Vitality Committee thru co-representation
- Connect with Chamber members by (i) communicating existence and purpose of committee and (ii) soliciting member opinions and advocacy involvement



Plans

What is the work to be done?

- Primary Activities/Tasks – Committee is responsible for research, evaluation, consideration and providing position recommendations to the full Board on issues and candidates

PRIORITY FOCUS for 2019– Workforce Housing

In addition- Follow Local Measures and Races that impact businesses ability to maintain costs and grow.

Engage in County and State politics only as it pertains to regional issues that impact San Rafael/Marin (Housing, Traffic, Business Retention/Expansion and Workforce Development)