

Committee or Task force: East San Rafael Working Group Chair: Stephanie Plante Plan Date: January 2017



Vision

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

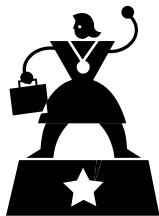
To promote the importance of East San Rafael to the community's overall health; foster prosperity and address shared concerns.



Mission

Why does this committee or task force exist?

The purpose of this meeting is two-fold. First, with the input of all in attendance, we hope to identify the top three issues that are of interest to businesses in East San Rafael and create an agenda. This Agenda will form the basis of any future efforts from our collective businesses with the City of San Rafael. Secondly, we hope to explore how we might collaborate as a group to share ideas, brainstorm and serve as a voice for East San Rafael Businesses in the city.



Champions

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

Board Chair-Stephanie Plante, Immediate Past Board Chair-Bob Herbst,
Current Board Directors- Steve Fox
Former Board Chairs- Laura Bertolli, Mark Carrington



Objectives

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

- Objective 1 – Recruit at least 5 (five) new members to the Chamber in the calendar year. **(Fixed Objective for ALL Committees)**
- Objective 2- Increase membership on committee
- Objective 3 – Increase number of employment opportunities in East San Rafael
- Objective 4- Decrease barriers to businesses ability to expand in East San Rafael
- Objective 5- Increase awareness of the positive impact of the businesses in East San Rafael



Strategies

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

- Strategy 1 Engage more business owners and residents in the ESR working group
- Strategy 2 Develop strategic alliances with other organizations in ESR. For example the Canal Alliance
- Strategy 3 Collaborate with the City's Economic and Community Development departments to identify opportunities for growth and address concerns in ESR
- Strategy 4 Present speakers/guests from the area who are knowledgeable about expanding/developing business in East San Rafael



Plans

What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (Limit to one line or sentence)

- Activity/Task #1 Monthly meetings to share ideas, brainstorm and collaborate
- Activity/Task #2 Develop a quarterly newsletter to distribute to the Chamber network
- Activity/Task #3 Host one event in East San Rafael. Could be coffee with the Mayor
- Activity/Task #4 Recommend specific action by the group to City Council