



The mission of the
Little Falls Area Chamber of Commerce
is to serve and promote our members while advocating
for the improvement of the greater community

July 1, 2018 - June 30, 2019 Business Plan

Chamber Organizational Goals for 2018 - 2019

- 1.) For the Chamber to be viewed as the premiere business organization in Morrison County.
- 2.) Strive for increased value-added memberships
- 3.) Sponsorship of the annual Arts & Crafts and Market Place Fairs
- 4.) Provide for meaningful volunteer opportunities within the Chamber
- 5.) Provide for a variety of networking opportunities
- 6.) Grow Chamber's presence on social media

Board of Directors

Chair: John Thielen, Thielen Meats

Vice Chair: Jill Moore, Great River Arts

Secretary: Dr. Allison Girtz, Allison Zak, D.C., LLC

Treasurer: Rosi Przybilla, Marshik Insurance Agency

- 1) **Successful implementation of the Business Plan**
- 2.) **Maintain the visibility of Chamber Board of Directors and CEO in community**
 - ~ Sponsor Annual Meeting.
 - ~ Publish an Annual Report.
 - ~ Support President/CEO's Ex-Officio relationships with Morrison County Community Development, Little Falls Convention & Visitors Bureau, Heritage Preservation Commission, Little Falls Business Association, Morrison County Government, Camp Ripley Citizens' Committee, area cities and other community groups and service organizations.
- 3.) **Strengthen Board Member relations with the Chamber membership and community partners**
 - ~ Increase the board member attendance at Chamber networking events
 - ~ Highlight a board member a month in Chamber newsletter

Committee: Executive Committee

Finance Committee

Board Liaison: Rosi Przybilla, Marshik Insurance Agency

1. Review investment options
2. Draft annual operating budget for Board approval
3. Draft annual Membership Fee Schedule for Board approval

Communications Division

- 1) **To enhance communication throughout the service area**
 - ~ Produce twelve (12) Chamber newsletters per year
 - ~ Share communication from the Minnesota Chamber of Commerce with the membership
 - ~ Maintain accurate information on the Chamber's website
 - ~ Provide weekly electronic updates to the membership
- 2) **To increase awareness of Chamber activity**
 - ~ Provide press releases on Chamber activities to area newspapers, radio and television stations as applicable.
 - ~ Brand Chamber logo in public with podium banner and exterior signage at events.
 - ~ Utilize cable access for events as appropriate
 - ~ Grow Chamber's presence on social media
 - ~ Publish annual Membership Directory

Community Pride Division

- 1) Sponsorship of annual Arts & Crafts and Market Place Fairs
- 2) Sponsorship or assistance with events that benefit the greater community

Community Activities:

City of Lights, Halloween Trick or Treating and Chamber Bucks

Community Partnership Division

- 1) To work in collaboration with community entities to address community issues and opportunities
- 2) To provide support to Chamber members through advocacy and liaison with governmental and taxing entities
- 3.) Maintain public calendar of community events
- 4) Provide for legislative forum before and after session

Community Activities that include Chamber staff on their membership rosters

Camp Ripley Citizens' Committee

Day of Caring

Dementia Friendly Communities

Health 4 Life (formally State Health Improvement Grant Advisory Committee)

Heritage Preservation Commission

Little Falls Business Association

Little Falls Lindbergh Lions

Morrison County Volunteer Network

Retired & Senior Volunteer Program Committee

Stand Up 4 U

West Side Improvement Association

Development Services Division

- 1) Provide development services to assist in the areas of leadership and business growth and retention.
- 2) Sponsor quarterly educational programming

Falls Area Leadership Series Committee

Chair: Denise Czech, Marshik Insurance Agency

Board Liaison: Dr. Allison Girtz, Allison Zak D.C., LLC

Membership Services Division

- 1) Enhance the value of Chamber membership
- 2) Development and maintenance of member activities and services

Member Networking

Networking Liaison: Laurie Whitlow, PrimeLending

Golf Outing Chair: Michelle Carlson, Pine Country Bank

Golf Board Liaison: Steve Andres, Design Electronics

Sporting Clays Chair: Mark Gerbi, Kampa Gerbi & Associates

Sporting Clays Liaison: Rob Ronning, Pine Country Bank

- 1) Provide a varied offering of networking events to all members and their employees
 - ~ Co-sponsoring of Lunchtime on Location networking events
 - ~ Co-sponsorship of Friday Morning Coffees networking events
 - ~ Sponsorship of annual Golf Outing
 - ~ Sponsorship of annual Sporting Clay event

Member Recognition

- 1) Recognize existing Chamber members for their membership.
 - ~ Conduct 60 membership visits annually with photos.
 - ~ Send congratulation notes where appropriate.
- 2) Welcome new businesses throughout service area
 - ~ conduct new business visits as they occur with photo and 1st dollar of profit certificate
- 3) Provide training for Lindy Greeters annually
 - ~ In January each year, provide training for new Lindy Greeters
 - ~ At February Lindy Greeter Committee meeting, review purpose of visits
 - ~ CEO to provide talking points on upcoming Chamber events for Lindy Greeters each month
- 4) Recognize the importance of recognition for Chamber member employees and businesses.
 - ~ Recognize twelve (12) Employees of the Month recipients
 - ~ Recognize a Volunteer of the Year, Small and Large Business of the Year

Subcommittees

Lindy Greeters

Chair: Doug Dahlberg, Pine Country Bank

Board Liaison: Peter Moony, The Source Computing

Outstanding Service Committee

Chair: Kathy Kahlhamer, Habitat for Humanity of Morrison County

Board Liaison: Jill Moore, Great River Arts **Approved by Board of Directors: June 14, 2018**