

Alpena Area Chamber of Commerce Plan of Action: 2010

The 2010 Plan of Action is divided into two sections: ongoing expectations and focus areas.

The ongoing expectations are areas in which the chamber has achieved satisfactory levels but will continue to maintain (and improve upon when possible and necessary) during the year. These areas are important but not the top priority for the chamber's resources.

The focus areas are the priority areas of the chamber of commerce. These are areas where the most resources will be allotted and improvements will be actively pursued.

Ongoing Expectations (in random order)

Partner Relations: Continue to maintain open communication and positive relations between the partners in the Community Development Building.

Continue to hold regular meetings (at least four in 2010) to discuss, share, update, etc.

Internal Operations: Maintain the current level of organization, communication and effectiveness of the internal operations. Continue meeting with employees to discuss ways to improve and increase efficiency and helpfulness to members.

Continue to follow the steps in the front office improvement plan; will complete at least two more steps of the plan in 2010. Will develop another "chapter" of the office procedures manual.

Communication and Public Relations: Continue to promote a positive image of the chamber; seek out new communication channels to create an all-encompassing, unified image of the chamber. Continue to attend and promote the chamber at a local, regional and state level at various functions.

Present at a minimum of one service club in 2010; continue the monthly newsletter and maintain the timeliness of the publication, continue the weekly ENotes, look to increase number of press releases on legislative and community issues.

Community Development: Remain the clearinghouse for information regarding Alpena for visitors and locals. Continue to maintain the community calendar of events.

Examine the possibility of an email distribution of the community events.

Economic Development: Continue to support Target Alpena in their economic development efforts.

Be prepared to pick up pieces of Target's strategic plan if necessary.

Focus Areas (in priority order)

Membership Development: Continue to create new value for members; continue to continuously improve current programs, altering when necessary, to obtain highest level of value for members. Maintain a diverse portfolio of value for members.

Utilize member surveys to evaluate the value of individual programs, seek input from members on ideas for new programs, "share" program presenters and information with other chambers to find new ideas and potential presenters.

Government Relations: Further cultivate the developed relationship between the Chamber and local, state, and appropriate federal government officials. Create a much stronger presence in Lansing and represent businesses in the Alpena Area to the appropriate government offices.

Maintain a schedule of regular government affairs meetings; publish regular information regarding legislative issues, utilize the local media sources to promote positions taken on various issues; make decisions on issues based on the 2010 legislative agenda.

Board Development: Develop the Board into a more cohesive team with a full understanding of the direction of the Chamber.

Focus on bigger picture discussions at the board level; individually seek assistance from board members instead of asking for volunteers at meetings; repeat the Board/Ambassador gathering in the summer or again for the holidays; continually find ways for board members to approach members/potential members and assist with membership recruitment and retention