

# 2010 Chamber Goals

## ORGANIZATIONAL ISSUES

- 1) Reports provided monthly keep the board informed
- 2) Deeper review takes place at least twice per year by Exec Committee
- 3) Continue to investigate new approaches to the annual meeting (GALA) format
- 4) Reconsider Accreditation in the second half of the year
- 5) Continue to recruit key business leaders to assure board interest in the queue
- 6) The best time to recruit new volunteer for all activities is in Jan and Feb when the new year begins
- 7) All groups need new blood and members want to be asked to help

## UPDATES

- ◇ **Need Assistance with dedicated funds – SBDC – MAINSTREET - FF**
- ◇ **EXEC Committee follow up on several issues**
  1. sales tax
  2. depreciation
  3. reserve status
- ◇ **Need 2011 Budget and Dues overview**
- ◇ **Board Recruitment effort begins now for 2011**
- ◇ **Line of credit expiring– should we continue it?**
- ◇ Reassess accreditation issue
- ◇ Monthly board reports updated as directed
- ◇ Exec Committee met in July to conduct the executive performance review and 2009 financial review of the chamber
- ◇ Will need to identify Board nominating team and consider good candidates for board openings
- ◇ GALA 2011 – looking for ideas to change things. Do we need more business content?

## ADVOCACY

1. Board group will lead the way – use advocacy as a membership tool
2. Need to recruit strong group to review and take positions on issues
3. Targeted invitation to kick off meeting
4. MN Chamber is our lead on STATE Federation issues
5. Increase participation in Business Day at the Capitol
6. Primary elections date changing – need to move up recruiting efforts
7. Will provide forums or other ways to help members know the candidates
8. Integrate Mike Parry into the Faribault business community
9. Leadership changes – Tim Madigan – Bob Stepaniak – James Wolf – What is our role?
10. Continue to monitor National issues through the US Chamber

## UPDATE

- ◇ **Candidates recordings are nearly complete – arrangements made for FCTV and website viewing.**
- ◇ **Watch for interesting developments in City Administrator search – holding the Economic Summit plans until appointment is made**
- ◇ **SMIF – BIO-Business initiative creates opportunity for 2011 – EDA in the lead.**
- ◇ EDA appointment can continue with Todd as he stays on the board for one more year.
- ◇ Hosted a meeting with Brimeyer Fursman regarding the city administrator profile
- ◇ Attended a second session at city hall on the administrator position.
- ◇ Attended a Regional legislative priority session in Owatonna
- ◇ Advocates group has participated in 10 Legislative Conference Calls
- ◇ Conducted candidates forums and networking opportunities for the special election for State Senate following the resignation of Senator Dick Day
- ◇ Todd Markman, Kim Halvorson, Gordy Adamek, Steve Underdahl and Kurt Ruehing attended Business Day at the Capitol. The Faribault's Future Class also attended.
- ◇ Advocates are reviewing candidate recruitment letters and lists
- ◇ Mike Parry spoke to the Board on February 25
- ◇ Need names of possible candidates for School Board, City Council and County Board. Advocates would like to make calls to encourage people to file
- ◇ 30 people attended the meeting with Congressman Kline on May 17 at 1<sup>st</sup> United
- ◇ May 26 hosted Senator Parry and Representative Fritz for a morning forum on the legislative session.
- ◇ The committee participated in the Legislative session conference calls
- ◇ Board members met with the search firm working with District One
- ◇ Contact was made with the search firm for the City Administrator position.
- ◇ Support for Motokazie at County Board continues – Letters, calls and testimony. The Commissioners meeting on the ordinance change is Tuesday May 26

## MARKETING AND PROMOTIONS

1. Continue the focus on the I GET IT Campaign
2. Early spring launch of new card, buttons and business packets
3. Need Board member businesses to participate
4. Bus tour groups are a focus for 2010 tourism
5. Monitor all chamber events for relevance and strength

## UPDATE

- ◇ **Great exposure for I GET IT at the Blue Collar BBQ – Pantheon Computers gave away a lap-top and we secured many more contacts who GET IT**
- ◇ **Planning Chamber Check and Shop Local ad campaign for the holidays**
- ◇ Attended a tour operator conference to promote local opportunities
- ◇ The I GET IT Campaign has raised about \$1600. in sponsorships. This is a great effort but does not yet cover our expenses.
- ◇ Committee members launched the I GET IT campaign at the Business EXPO in April
- ◇ The Daily News ran a spread on I GET IT in their HOW TO publication.
- ◇ Cards and button packets were assembled and sold. POP materials were also provided to businesses to help advance the promotion.
- ◇ Testimonial in chamber newsletter coming up about the value of I GET IT
- ◇ Tourism did a large promotion for tour bus operators sending squeeze busses
- ◇ Need direction on 2011 publications and website marketing
- ◇ Special events update
  - Gala 2010 complete– entertainment and sponsor booked for 2011.
  - EXPO – 2010 – and Community Showcase
  - Business Awards
  - Golf is scheduled for September 23 - sponsorships are available
  - Taste of Faribault will have two seating times & a vendor Coupon book this year. October 7, 2010

## MEMBERSHIP DEVELOPMENT

1. Educate our members on all the benefits
2. Add recognition to the chamber Voice newsletter & e-newsletter
3. Use BBH and BAH to remind member of specific benefits

## UPDATE

- ◇ **Mitch met with very successful membership sales person in Owatonna for best practices and advice.**
- ◇ Membership promotion ASK AROUND
- ◇ Could use some help with Biz Buzz – send info you hear about for the chamber newsletter
- ◇ Member loyalty and ASK around request will be inserted into the next newsletter
- ◇ Mitch Anderson is working approximately one day a week – strictly on membership sales. He has been contacting other chambers for sales ideas and working our prospect lists. Any leads you have are appreciated.
- ◇ Ambassadors are being reminded of their membership recruitment role
- ◇ The Chamber newsletter BIZ BUZZ – helps us recognize more members for their accomplishments.
- ◇ “What’s in it for me?” meetings are regularly scheduled, to bring in new a prospective members and provide an orientation to new members
- ◇ April – volunteer appreciation month – all committee members were given a token of appreciation for their commitment
- ◇ Chamber staff reviews coming programs and events at each BBH and brings materials to BAH. New ideas are perking for 2011
- ◇ Staff is conducting a member retention call effort.
- ◇ Kymn contacted all on the negative or neutral list from the survey last fall’
- ◇ Member recognition at Business Awards Luncheon – honoring three award winning businesses, Business Gives, Faribault’s Future and member loyalty

## BUSINESS DEVELOPMENT

1. Promote and inform members of the benefits and programs available
2. GROW Faribault is our primary BRE initiative with participation of other local agencies
3. Determine the chamber role in the future development of a comprehensive approach to economic development with key agencies
4. Workforce Committee should pursue the Peer Group Concept
5. Seminars would help smaller businesses gain knowledge from larger companies
6. Seminar Topics should come from what member express they need
7. SBDC Increased activity calls for increased management and oversight
8. SBDC Funding is not adequate to cover the costs

## UPDATE

- ◇ **SMIF is proposing a bio-business initiative that will likely include chamber participation in early 2011.**
- ◇ **Using a great idea from Mankato we are working on a Manufacturing Tour for Oct. 30. Details attached.**
- ◇ **Social Networking Seminar has 15 people registered.**
- ◇ **Customer Service Seminar in October is our only fee based seminar this year.**
- ◇ **Executive Dialogue kicked off with the topic of health care reform.**
- ◇ Workforce committee chair concurs with my recommendation to suspend the Workforce Committee for a while. The HR Peer group has taken off and provides value to our members. The CareerFest will still be produced – but with a specific committee convened for that purpose.
- ◇ Publicity recently for SBDC – we are still anticipating the extra funds from the county. 2011 requests have been made to government jurisdictions.
- ◇ 32 GROW visits have been completed. In the fall we will be working with the city to host an Economic Development event to present the results along with an update on development issues.
- ◇ Fall Seminar schedule is under development, including webinars from the MN Chamber. Main Street and other groups offering free or low cost business seminars
- ◇ Initial work began on the 2011 CareerFest at South Central College
- ◇ The Chamber AG committee completed their Ag in the 3<sup>rd</sup> grade program. The Best of the Best promotion was held this week at the Fair. The committee is planning a tour of the prison and of the Halvorson Farms on Thursday August 12.
- ◇ This group has developed an Executive Dialogue group beta meeting was held and the plans to begin the six meeting series continues. We have 11 confirmed participants so far.
- ◇ Faribault Industrial Corp donated \$1500.00 to the SBDC. Our regional office is assisting with fundraising from lenders. We extended our contract to 100 additional hours of counseling for 2010 with a \$1000.00 fee added. Rice County economic development is considering covering that cost. SBDC reports and request for support were sent to all Rice County banks and development agencies.
- ◇ HR Peer group established a monthly meeting date – the first Tuesday of each month with member leadership on topics they identified.
- ◇ An inquiry meeting was held with people who might be interested in a ChamberNet program.
- ◇ 2010 Seminars:
  1. January – two sessions - Lance Woltman – Loss Prevention for your Business
  2. February – Recipe for Retention – keeping your #1 asset – your customer –
  3. March – Business Gives
  4. April – Marketing Insanity – (South Central College)
  5. September – Social media – for your business
  6. October Joe Constance – Customer Service
  7. November – BBB -

## COMMUNITY INITIATIVES

1. Continue to develop the new Main Street model for Downtown Action Committee
2. Review image of Downtown (logo – etc)
3. Address the diversity issue with other community groups (Green space)
4. Continue to manage the Faribault's Future Program and find ways to involve and encourage alums to stay connected to the program and the community
5. Continue support for Toastmasters and Y-Pro
6. Keep supporting Mural Society and Beautification groups

## UPDATES

- ◇ **A downtown meeting was held on Aug 26 to confirm the continuation of the Main Street program – we had good attendance and full support.**
- ◇ **Participated in MN Main Street Steering Committee and training on required reporting**
- ◇ **Locally the Main Street Program is planning to offer two days of training on the 4 priorities. We had people attending a Heritage Preservation conference in Winona and there are more conferences coming this fall.**
- ◇ **Faribault's Future began on Sept, 9 with 16 class members registered.**
- ◇ **Y-Pro is continuing monthly lunches and planning to help with the viaduct landscaping project.**
- ◇ Main Street Training in Red Wing was excellent – 14 people attended
- ◇ Problems with Somali men congregating on Central Ave continue
- ◇ Mural Society received 10,000 grant for 2011 mural plan
- ◇ Faribault's Future class is stuck at 13 – we need 3-4 more participants
- ◇ A beautification project is planned for October 2 on the grounds of the Hwy 60 Viaduct Bridge. We are being asked to recruit volunteers for planting in four separate areas. Volunteers needed
- ◇ Faribault was accepted in the inaugural class of the MN Main Street program. The fee for 2010 was reduced to \$1000.00. The DAC members are attending training in August and hosting a downtown meeting on August 26 to introduce the Main Street benefits and goals for our program. The \$1000.00 will be raised at that meeting by members of the DAC. City Council support is necessary for this program to be successful
- ◇ The DAC Promotions group has established a promotions calendar for the year... We have a dedicated downtown page on our website and downtown members are being assisted with creating links to their websites or using ChamberMaster to have web presence.
- ◇ The DAC economics group is completed the inventory of available space and has plans to add that to the Chamber (and city) websites. They are also using the Market Area Profile and Economic Impact Analysis to consider how to recruit tenants to the open spaces.
- ◇ The DAC organization hosted Cross Cultural Conversations with Somali merchants and residents to address the tension around the downtown sidewalk gathering space. Joseph Mbele from St. Olaf College facilitated.
- ◇ **The Welcome Center** is interested in co-hosting a continuation of the successful meeting with Somali people in the downtown area, although this is in flux because of the situation at the Welcome Center.
- ◇ **Faribault's Future is recruiting for the next class.** The Commencement for Faribault's Future was June 10 and was a terrific conclusion for the program. Planning for 2011 got underway on July 7 outlining the class schedule and anticipated topics. Liz Holtorf will chair the Faribault's Future board and Carol Freed will serve as the program chair.
- ◇ **Y-Pro** is had a summer party at Winjum's resort. Their monthly lunches have been attended by approximately 18 people each month. They also held an event at Monte's with a cooking demonstration and wine tasting in April. Several Y-Pro members were recruited to help with the Parade during Heritage Celebration. They plan to volunteer for the viaduct planting project.
- ◇ **The Mural Society** held a very successful Recycled Art Sale in association with Heritage Days. They also hosted a fundraiser night at Boston's. The Mural is scheduled to be installed on October 2 as part of the Downtown Chili Cook-Off. The design this year features the Tilt-a-Whirl.
- ◇ The Toastmasters Club has added several participants, and has honored a number of people who have completed series of 10 speeches to earn the Competent Communicator award. Todd Ginter was named President of Toastmasters for 2010- 2011.