

Blowing Rock Chamber of Commerce Committee Plan of Work 2010



EVENTS COMMITTEE:

Chairperson: Deborah McDowell

Meetings: First Mondays at 10:00 am @ Chamber

**Vicky McLean
Pat Moser
Brittany Auten
Melissa Pickett
Pam Vines**

**Deborah McDowell
Maria Combes
Tammy Jolly
Christopher Brantley**

Mission: tbd

General Responsibilities:

- Manages public and member events produced and sponsored by the Chamber.
- Reviews and evaluates existing events and makes recommendations to the board regarding necessary or appropriate changes. Events will be evaluated as to their impact, both negative and positive, on the Blowing Rock business community and the community at large.
- Makes recommendations to Board for new events.
- Work with Total Resources Committee to develop proposed funding requests from TDA, the Town, County and other potential funding sources for current and new events, if any.

Objectives:

1. Develop Blue Ridge Heritage Days event September 18, 2010. Submit \$10000 request to TDA for marketing by April 1.
2. Develop ambassador corps for volunteering at events. Develop database for contacts.
3. Develop mission statement.

ECONOMIC DEVELOPMENT:

Chairperson: John Aldridge.

Meetings: Fourth Wednesdays at 4:00 pm @ Chamber

Dan Phillips

J. B. Lawrence

Chelsea Garrett

Jim Steele

Cobb Milner

Don Hubble

Bill Hall

Cathy Robbins

Brian Crutchfield

Doug Pegram

Betsy Collins

Suzanne Miller

John Albright

- **Mission:** Monitor and maintain the health and diversity of the retail, restaurant and lodging business in Blowing Rock.

General Responsibilities:

- Responsible for the economic development initiatives of the Chamber.
- Provide guidance and oversight of the NC Wine & Culinary Center project.

Objectives:

1. Review and evaluate current health and diversity of retail businesses in town center
2. Work with council to relax or remove parking requirements in CBD
3. Review and evaluate need for “town center”
4. Review and make recommendations on short term and long term solutions to high rent problems on Main Street.
5. Conduct proactive business recruitment for Blowing Rock
6. Develop plan for better penetration of current residential market by Blowing Rock businesses
7. Develop plan to attract additional upper end lodging to Town Center
8. Develop mentor program for small business.
9. Assess potential impact of US 321 construction on Blowing Rock businesses and develop strategy for dealing with same.
10. Sustain Farmer’s Market in Blowing Rock
11. Develop an auction event for summer.
12. Partner with BRAHM on an antique auction event to be held in March 2011.

BUSINESS SUPPORT:

Chairperson: Cindy Milner

Meetings: Fourth Thursdays at 1:00 pm @ Bistro Roca

Nancy Santay

Bill Hall

Nelda Miller

Julie Robertson

Mary Kelly Glidewell

Jim Burgess

Christopher Brantley

Amber Lynn

Mission: tbd

General Responsibilities:

This committee is responsible for the care and feeding of the Blowing Rock business community, constantly interfacing with the businesses to determine needs and how the Chamber can serve those needs. The committee will work with the Community and Government Committee in presenting the needs of the business community to the Town Council and with the Membership Committee on targeted educational programs for membership.

Objectives:

1. Develop plan for regular merchant contact and communication and for merchant feedback.
2. Make recommendations to merchants on hours of operation during events and other opportunities to extend/enhance hours. Collect winter hours of operation and post on website.
3. Conduct Loss Prevention Seminar prior to summer season.
4. Develop lost and found program
5. Conduct a second "Secret Shopper" program in spring – to include testimonials from previous participants as enticement for participation by new and repeat businesses.
6. Develop strategies for assisting businesses with the impact of US 321 construction
7. Develop a "Help us help you" plan by dividing up membership by segments and arranging focus groups to determine needs and issues.

COMMUNITY AND GOVERNMENT: Chair: Rita Davis (Local)

Meetings: Third Thursdays at 3:00 pm @ Wachovia

Dick Goosman (Federal)	Melissa Pickett (State)
Cathy Williamson	Bill Barr (County)
Mike Keibelbeck	Lisa Carlson

Mission: tbd

General responsibilities:

This committee will serve as the conduit for participation by the broader community in the affairs of the Chamber. It will receive community concerns, desires and ideas and feed them to the appropriate committee, person or organization within the Chamber and or the Town.

This committee will interface with other committees in order to present Board approved requests and recommendations from those committees to the Town council and Town Staff.

This committee will look at committee prioritizations and recommend to the board whether and when concerns of the business community shall be presented to the Town. If and when the board approves the presentation of an issue, request or concern to the town, this committee will be responsible for working with the relevant committee to prepare a thorough, detailed and professional presentation and for supporting our Executive Director in making the presentation.

This committee is also responsible for the following:

1. Manage Leadership Challenge program
2. Maximize chamber participation on Town Boards
3. Interface with N. C. Chamber
4. Interface with U. S. Chamber
5. Develop annual legislative agenda
6. Host legislative reception to meet our elected officials

Objectives:

MEMBERSHIP: Chairperson: Betsy Collins

Meetings: Third Wednesdays at 4:00 pm @ Chamber

Joelyn Gibbons
Evalyn Suddereth
Keith Neaves

Bill Hall
Montie Ratcliffe

Mission:

To design and lead new member campaigns for the Chamber, manage educational programs for membership and monitor member communications.

General responsibilities:

1. Develop and implement annually, membership campaigns for business and individual members.
2. Work with the Business Support Committee in planning and presenting Chamber sponsored educational programs.
3. Develop and implement effective and regular member communications, both informational and member recruitment purposes including:
 - *The Village Current*
 - *Chamber Connection*
 - Website
 - Marketing
 - *Visitor's Guide & Directory*
 - Member email blasts.
4. Manage the Business After Hours and Grand Opening/Ribbon Cutting events

Objectives:

FINANCE: Chairperson: Margaret Holder.

Meeting: Second Wednesdays at 4:00 pm @ Chetola

Genie Starnes

Deborah McDowell (Ex)

Linda Gilleland

Missy Watson

Greg Clark

Montie Ratcliff

Mission: To ensure the financial viability of the Chamber

General responsibilities: This committee, along with the Executive Director will develop and present the annual budget for the Chamber and budgets for all Chamber sponsored events. It will monitor fiscal operations of the Chamber on a monthly basis and report to the Board regarding Chamber finance and financial matters at each monthly meeting. This committee will develop a plan for and work toward the long-term goal of financial independence for the Chamber. The Treasurer will be a member of this Committee.

Objectives:

1. Develop policy on dues payment and collections.
2. Find grants to fund chamber projects
3. Develop the Blowing Rock Chamber Foundation, a 501(c)3
4. Sustain Total Resources / Chamber Partners program
5. Focus on event sponsorships

EXECUTIVE COMMITTEE: As provided in the bylaws.

Meetings: Fourth Tuesdays at 3:30 pm. @ Chamber