

Headingley Regional Chamber of Commerce Strategic Priorities 2007 – 2010

PRIORITY #1: STRENGTHEN THE LEADERSHIP OF THE CHAMBER THROUGH A SUCCESSION PLANNING PROCESS.

<u>Objective/Planned Activities</u>	<u>Time Frame</u>	<u>Responsibility</u>	<u>Outcomes</u>	<u>Status</u>
Determine board needs based on recruitment matrix exercise	February	Board		
Identify potential board members and make the ask	March			
Nominations at AGM – target for a Board of 11.	April			
Orientation to Chamber	April/May			

PRIORITY #2: INCREASE MEMBERSHIP IN THE CHAMBER BY 10% EACH YEAR WITH A GOAL OF 100 by 2010.

<u>Objective/Planned Activities</u>	<u>Time Frame</u>	<u>Responsibility</u>	<u>Outcomes</u>	<u>Status</u>
Develop communication strategy re change of membership year in order to retain current 72 members.	June/July			
Implement a membership drive to expand membership base by 10%.				
Develop and conduct a membership survey for feedback on 2006 activities and indication of satisfaction with Chamber				

PRIORITY #2 continued. . .

<u>Objective/Planned Activities</u>	<u>Time Frame</u>	<u>Responsibility</u>	<u>Outcomes</u>	<u>Status</u>
Develop a professional marketing package that answers the question “Why become a chamber member?” – good corporate citizen, education and networking opportunities, insurance and health benefits – consider member testimonials		Anna, Jill, Dave, community member		

PRIORITY #3: INCREASE VISIBILITY AND PROFILE OF THE CHAMBER AND ITS MEMBERS

<u>Objective/Planned Activities</u>	<u>Time Frame</u>	<u>Responsibility</u>	<u>Outcomes</u>	<u>Status</u>
<p>Increase promotion of members such as Canstar ads, pictures of businesses on website, in displays, at Chamber events.</p> <p>Increase opportunities to meet with the RM – budget as well as a mid-year informal sharing of Chamber success.</p> <p>Work with the RM as the ‘voice’ for business on important issues – security concerns re lack of overnight policing and the new economic development committee.</p> <p>Golf Tournament</p> <p>Plan 3 or 4 activities for 2007 based on success in 2006. Continue to open them to the community.</p>	May			

<p>Incorporate different approaches for promotion – Canada Post postal codes, Hockey News, Phoenix Rec newsletters, Headliner.</p> <p>Develop and distribute an electronic newsletter (4 per year).</p>				
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PRIORITY #4: LAUNCH AN INTERACTIVE CHAMBER WEBSITE.

<u>Objective/Planned Activities</u>	<u>Time Frame</u>	<u>Responsibility</u>	<u>Outcomes</u>	<u>Status</u>

PRIORITY #5: APPLY FOR ACCREDITATION WITH THE MANITOBA CHAMBER OF COMMERCE.

<u>Objective/Planned Activities</u>	<u>Time Frame</u>	<u>Responsibility</u>	<u>Outcomes</u>	<u>Status</u>
<p>Determine outstanding requirements re accreditation submission and develop plan to complete.</p> <p>Research the benefits and promotional opportunities once accredited.</p>	February	Louise, Dawna, Dave		