

ACTION PLANNING CHART

Area of Emphasis: **Marketing**

Goal: To establish value for holding a membership with the Carman and Community Chamber of Commerce.

ACTIVITY (What)	TASKS (How)	RESPONSIBILITY (Who)	TIMELINES (When)	RESOURCES (With What)
1. Host a dedicated Chamber website. 2. Develop a welcome package for new businesses. 3. Conduct a Carman consumers shopping pattern survey. 4. Re-evaluate the current Chamber membership fee structure.	1. Tender proposals for website development for Chamber of Commerce, utilizing a local provider. 2. Develop and deliver a Chamber package to new businesses. 3. Develop a shopping patterns survey. 4. Conduct fee review	1 1. Simon Riedstra to contact website providers. 2. The President, and Executive Director 3. Tyler King 4. Carman and Community Chamber of Commerce Executive	1. By time of the AGM. 2. Prior to the AGM. 3. Spring 2008 4. January 2008	1. Budget \$1500 2. Allocate funds for printing and materials 3. TBA