

## ACTION PLANNING CHART

Area of Emphasis: **Rejuvenation of the Retail Merchants Association**

Goal: **\_To build a sense of co-operation between retail businesses; to invite businesses to come together; to revive the Retail Merchants Association as members of the Carman and Community Chamber of Commerce.**

ACTIVITY (What)	TASKS (How)	RESPONSIBILITY (Who)	TIMELINES (When)	RESOURCES (With What)
<p>1<sup>st</sup> Step: Organize an initial meeting for small / retail businesses within the community.</p>	<p>Identify and make contact with retail merchants / small business to:</p> <ol style="list-style-type: none"> <li>1. Attend an initial meeting</li> <li>2. Establish leadership with regular reporting back to the Chamber</li> <li>3. Explore consolidation of bank account with the Chamber's account.</li> <li>4. Develop methods of bundling / cross-promoting products and services between businesses to improve overall business sales.</li> <li>5. Promote customer service seminars to employees.</li> </ol>	<p>EDO, Tyler King to co-ordinate an initial meeting in co-operation with key retail merchants.</p>	<p>Initial organizing between key individuals by December 31, 2007</p> <p>Plan initial meeting date by January 31, 2008</p>	<p>Tyler to champion the 1<sup>st</sup> meeting. Other resources include the Chamber e-newsletter and Midland Adult Education Centre as host for the Customer Service Seminars.</p>