

**Clinton Chamber of Commerce
Board of Directors Retreat Notes
04-25-08**

Present: Vicki Thompson, Jason Kalk, Lance Bierschenk, Phil Bilodeau, Candy Anderson, Mikkel Hustad, Elisa Miller, Mike Johnson, Sherryl Christie-Bierschenk, Carolyn Tamler-Facilitator

Absent: Damian Greene

Vision for Clinton Chamber (in next 12 mos)

- At least 10 new members
- At least 3 well-attended meetings
- At least one successful major project
- We are respected community resource (EDC, Tourism)
- We are visible, accessible, reachable
- Citizens contact us regularly for info
- Have home base/office (Whidbey Tel offices?)
- Business have come together as a community and support each other
- People are calling us to join
- Actively support sense of community in Clinton
- Develop business contacts through meetings and other events
- Know what to do help businesses thrive (10 things to do to make an impact)
- Strong committees doing the work
- Unite the 3 business clusters in some way (identities understood)
- We have a theme/slogan that defines
- Non-store front owners are involved in the Chamber (Identified and being contacted for membership, understand benefits)
 - Home businesses
 - Consultants
 - Professionals
- Helping Clinton develop a sense of place
- Contacts with other Chambers, on going
- Working/collaborating with Clinton Community Hall

What Exists now?

- Have a committed Board
- Have some money
- Have 20+ members
- Well-connected leaders/good diversity
- Talented members
- Clear contact point (Vicki)
- Existing web site, voice mail box, PO Box
- Established non-profit
- Have had several successful events
- Have a published newsletter

- Have window clings
- Have a logo
- We are established
- Opportunity to be involved in Kiosk
- First Board retreat
- Communication between members
- Places where Board can meet

What needs to be done? (# of dots)

- Recruit more members—face-to-face contacts (7)
- Committees are defined—leaders take responsibility, camaraderie, we help each other (7)
- Create set of short term goals (7)
- Consistent regular meetings that add value to members (7)
- Identify benefits to being a member of our Chamber (6)
- Create overall strategy (5)
- Action Plan-how and when and what (responsibilities) (2)
- Discreet, defined tasks, measurable (1)
- Project or theme around which to coalesce (1)
- Clearer working relationship with Port, other agencies, EDC, parks and Rec, schools, Island Transit, Red Cross, United Way, Rotary, Lions, social service, police/fire (1)
- Help build vision of Clinton Community (1)
- Focus and identify what can be accomplished
- Getting help from other chambers
- Market to members of other Chambers
- Create more legitimacy
- Create list of events/speakers for monthly meetings
- On-line forum

Committees

- Membership (recruitment)
 - Maintain current members
 - Identify benefits
 - Assemble new member packets
- Programs/Meetings
 - Number and type
 - Speakers
- Communications/Public Relations/Marketing
 - Web site
- Special Events/Projects
 - Funding
 - Future Search?
- Funding (later)
 - Establish contact with Port and others
 - Grant applications

Membership Committee—Vicki is Chair, Lance and Phil (the Guido brothers) as committee members

Benefits

- Cooperative advertising
 - Newsletter
 - Web site
 - Newspaper
 - Visitor kiosk
 - Slot on ferry
 - Quality programs
- Be part of building community
- Networking
- Build business
- Education/programming
- New member process
 - First lunch free
 - Mentor
 - 6 min introduction
 - Involvement on a committee

How to Market Benefits

- Website
- Packet
- Personal relationships
- Programs
- Brochure
- Newsletter
- Exciting (community) projects

Meetings/Programs—Candy is Chair, Vicki and Mike are members

- Monthly membership meetings/program
 - Networking
 - Program every other month?
 - Location
 - Hong Kong Garden
 - Progressive Hall
 - Date/Time of day; Thursday @ 5:30 pm, introduce new leadership on May 1st
 - Phone calls to invite
- After Hours—as members want, as needed
- Potential speakers/programs for meetings
 - Sheriff's Dept
 - DOT—plan for 525
 - EDC
 - The Record/Brian Kelly
 - Building a community Identity—Suzanne Suther from Issaquah

- Basic marketing-Carolyn Tamler
- Good Cheer—Kathy McLaughlin
- Candidates night with Clinton Progressive Association
- Agenda for General Meetings
 - 5:30-5:45 Networking/social
 - 5:45-6:00 Business updates and introductions
 - 6:00-6:20 Business presentations
 - 6:20-7:00 Program
- Board meetings
 - 7:30-8:30 am on Wed, 8 days before General Meeting
 - Location: WI Bank
 - Will rotate who brings goodies

Communications (internal) and Marketing—Jason is Chair, Carolyn, Mikkel and Sherryl are members

- Answer the phone (**Vicki**), pick up the mail (**Jason**)
- Build and maintain website--**Jason**
- E-mail—**Jason or Sherryl**
- Newsletter--quarterly
- News Releases (newspaper)--**Carolyn**
- Tourist publications/materials
- Marketing/PR
- Inter-communications with other chambers--**Sherryl**
- Community liaisons--**Mikkel**

Actions:

What	Who	When	√
▪ Contact Brian Kelly/Record about article/press release on our new organization and search for locations for After Hours	Jason/Carolyn		
▪ Provide goodies for first Board meeting	Mike Johnson	05-28-08	
▪ Invite new members	All of us!		
▪ Transfer voicemail to Vicki	Jason		
▪ Confirm Hong Kong Gardens location for May 1st meeting and send notice to the Record	Candy	04-26-08	
▪ Send out notes from Board Retreat	Sherryl	04-28-08	4/26
▪ Assemble new member packets	Vicki (Sherryl)	05-01-08	

Next Meeting: Wednesday, May 28, 2008 @ 7:30 am, Whidbey Island Bank