



Williams-Grand Canyon
Chamber of Commerce
PROGRAM OF WORK 2008

*Facilitated by Dave Maurer, Prescott Chamber CEO
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Williams – Grand Canyon Chamber of Commerce 2008 Plan of Work

- 396** Collective number of years that Board and staff have lived in or worked in Williams.

- 18** Average number of years that each member has lived or worked in Williams.

Williams-Grand Canyon Chamber of Commerce Plan of Work 2008

Ambassadors

Carol Glassburn - Chair

1. This committee will continue to do the things they normally do: mixers, ribbon-cuttings, 50/50 drawings, Ambassador Welcome Posse, volunteers for community events, and others. Consideration will be given to having 50/50 proceeds go to the Ambassadors twice a year. Ideas were also suggested for improving the mixers, such as having a donation jar to help cover mixer costs, and requiring the mixer host to provide non-alcoholic beverages.
2. The Chamber will budget an additional \$500 to enhance Junior Ambassadors' program in 2008. A corporate sponsor for the Junior Ambassadors' tee-shirts was also suggested. Arizona's tax credit for school programs was also suggested as a way to fund these activities.

Responsibility: Pimi to include information about the tax credit in weekly e-mail before end of year.

3. More awareness for the Junior Ambassadors was discussed with ideas such as announcements at schools, bulletin board notices, meeting with school officials, and creating a list of volunteer opportunities.
4. The idea of a monthly article in the newspaper listing all volunteer opportunities for the coming month was suggested.
5. Williams will host the April 2008 State Ambassadors' conference.

Responsibility: Donna to talk with Jennie Coke at Lake Havasu Chamber about the conference.

Notes on Progress:

Williams-Grand Canyon Chamber of Commerce Plan of Work 2008

Education

Connie Freson - Chair

- 1. The application and selection process for a student scholarship will be refined in 2008.

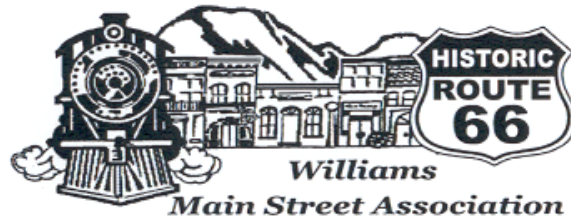
Responsibility: Committee with deadline of Feb. – March.

- 2. The committee will help educate youth on what the Chamber does. One idea is to work closer with Future Business Leaders of America, Student Council, National Honor Society and the Junior Ambassadors, stressing the importance of community involvement. Coordinate with the Ambassadors for community service opportunities.
- 3. An outreach program to the new president of Coconino Community College was also suggested as a committee activity.

Notes on Progress:



Williams-Grand Canyon Chamber of Commerce Plan of Work 2008



Main Street Association

Donna Eastman Liddle – Manager

(See Actual Work Program Under Committee Reports)

1. The committee wants to improve the organizational structure to improve effectiveness by utilizing ad hoc committees as needed, restructuring the newsletter and having less frequent board meetings.
2. They want to continue to protect the character and integrity of the Main Street District.
3. They have a goal to improve the way-finding system to assist visitors.
4. The committee will work with the Chamber to promote the historic downtown area and will form a sub-committee to begin planning the 2009 "25th Anniversary of the By-pass" event.
5. A promotional plan for the retailers downtown will be developed.
6. Main Street wants to be a "go-to group" for future business development and property acquisition downtown.
7. Main Street will also improve communication networks to educate everyone about the value of the Main Street program.

Notes on Progress:

Williams-Grand Canyon Chamber of Commerce Plan of Work 2008

Tourism

Donna Eastman Liddle – Tourism Director

1. There will be branding opportunities with the new logo and new ads utilizing the new logo. It was also suggested that Board members have new shirts with the logo.
2. Susan Schepman (Schepman and Associates) is now handling the advertising and public relations for Williams. A list of writers who are familiar with Williams will be sent to Susan.

Responsibility: Donna

3. Chamber will use a mailing fulfillment company (Direct Impressions) to handle all tourism packet mailings. Heather will provide information on charging for tourism packets, based on her experience with the Grand Canyon.
4. A suggestion was made to use recycled paper whenever possible.

Notes on Progress



Williams-Grand Canyon Chamber of Commerce Plan of Work 2008

Chamber Organizational Goals

Membership A goal of increasing membership to 250 in 2008 was discussed. Although membership retention is strong and similar to other chambers of this size, efforts will still be made to improve communications with members. Every effort will be made to ask members why they are not renewing their membership, so the Board can address any trends. Weekly e-mail blasts will be continued and more visits to members will be made. Surveys will also be used to keep members engaged with the Chamber.

Membership Benefits The membership application will be updated. Website advertising opportunities will be implemented.

New programs will include SCF worker's compensation insurance association plan and a possible health insurance program.

Banquet Fundraiser It was suggested that some new ideas be considered for the Chamber's main fundraising event.

Responsibility: Dan Barnes will chair the committee to consider options.

Community Awareness Businesses should be reminded to refer visitors to the Visitor Center for complete information.

More signs for the Chamber were suggested.

The new street map will be published in early 2008 and the Chamber will write a letter to the editor, clarifying that the new map and the existing Discovery map will both be distributed by the Chamber and Visitor Center, to avoid any confusion over the two maps.

Notes on Progress:
