

**Vision:** “The Perry Chamber of Commerce promotes the businesses and citizens of Noble County and surrounding areas, enhances tourism and encourages participation in community affairs.”

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### **Business Plan 2015**

#### **Board of Directors**

**Objective:** To govern and set policy for the Chamber, make decisions representing the membership and provide direction, support and necessary resources to carry out the Chamber's Business Plan.

**Membership:** Elected by the membership and by appointment

**Meeting Date:** 3<sup>rd</sup> Thursday – 3:30 p.m., Chamber Conference Room

**Chair of the Board:** Jason Sewell-Black Bear Angus Ranch

#### **Executive Committee**

**Objective:** To act for the Board of Directors between meetings of the Board, set the agenda for meetings, oversee the Chamber's Business Plan implementation, as well as to employ and provide direction to the Chief Executive Officer of the Chamber.

**Membership:** Officers and President/CEO of the Chamber

**Meeting Date:** TBA

**Chair:** Jason Sewell-Black Bear Angus Ranch

#### **Ambassadors**

**Objective:** To recruit new partners, retain existing partners and serve as the official goodwill diplomats for the Perry Chamber of Commerce.

**Membership:** Open to any Chamber member

**Goals:**

- To help retain and recruit new partners.
- To conduct personal calls on existing partners and seek their views on how the Chamber can better serve them.
- To work with the Chamber staff to update membership contact information.
- To attend and promote participation in Chamber functions including ribbon cuttings, groundbreaking, networking sessions, seminars, and trainings.
- To support new partners by inviting them to Chamber functions.
- To co-sponsor and help coordinate Annual Chamber Partner Picnic and Chamber Partner Appreciation Day

**Meeting Date:** 2<sup>nd</sup> Tuesday-11 a.m., place TBA

**Liaison-Chamber Staff**

### Legislative Affairs

**Objective:** The overriding mission of the Legislative Affairs Program is to communicate issues that may affect the business climate in our area.

- Goals:**
- Promote the Oklahoma Prosperity Project to Chamber Members and our citizens to increase voter turnout and voter education.
  - Offer voter registration in the Chamber Office.
  - Work to increase Perry Citizen's involvement with government at all levels.
  - Co-Sponsor the Leadership Noble County Program and help organize Capitol Day in March-annually.

### **Liaison-Any Board of Director**

#### Perry Business Advocate

**Objective:** Support and enhance the Perry area business community through business development, education, communication and networking opportunities through specific programs and activities directed to the needs of business.

- Goals:**
- Plan and coordinate networking sessions and educational workshops to meet the current needs of business.
  - Recommend 12 outstanding businesses during the year to the Chamber Board.
  - Offer education on quality customer service through the PRIDE Program.
  - Promote and support the Chamber Buck Program
  - Sponsor Partner Appreciation Day and an Annual Chamber Picnic.
  - Support Ribbon Cuttings to welcome new members to the Chamber and invite them to participate as a Perry Business Advocate.

### **Liaison-Any Board of Director**

#### Tourism

**Objective:** To promote Perry attractions and events

- Goals:**
- To promote the tourism development efforts through the Chamber as economic development for Perry.
  - To increase tourism traffic to Perry at our attractions and events both individually and by motor coach.
  - To increase our marketing efforts throughout Oklahoma, Texas, Kansas, Arkansas and those traveling I-35.
  - To partner with the OTRD and Tourism Marketing Organizations for trade shows.
  - To partner with the Oklahoma Department of Tourism, Red Carpet Country, Frontier Country, and OTIA in marketing Perry.
  - Organize and enhance the Annual SpringFest Event and Hop's Car & Motorcycle Show
  - Organize and enhance the Annual Cherokee Strip Celebration-"Oklahoma's Longest Running Festival"

### **Liaison-Chamber Staff and Any Board of Director**