

Hardin County Chamber of Commerce Goals

Approved by the board 05/17/05

1. Forge new and improve existing relationships in our community
 - a. Continuous communication with member businesses and elected officials
 1. Ambassador visitation to members (provide feedback to guide service)
 2. Member to member contacts
 3. Newsletter, announcements, invitations to be continued
 4. Weekly member updates
 - b. Solicit Board members from among business and political leaders from outlying villages/municipalities
 1. Nominating Committee begins work mid year developing potential trustees.
 2. Current board trustee mentors new board trustee.
 - c. When appropriate, attend Council Meetings, Commissioners Meetings and political party meetings to ask for help and to provide support.
2. Expand opportunities for participation of all members in Chamber activities.
 - a. Encourage new Chamber members to participate in activities.
 1. Utilize “greeters”, “floaters”, etc. to make member feel welcome.
 2. Invite Chamber member to specific activity for a specific reason.
 3. Ambassadors make contact with new members.
 - b. Develop participation plan for all members to increase involvement.
 1. Explore “challenge” activities as part of Chamber events.
 2. Existing member “teams” with new member to initiate participation.
3. Address community and state concerns including economic issues, governance, and business climate and communicate issues to membership and community.
 - a. Establish contact points with regions of Hardin County.
 - b. Encourage Chamber membership by villages & townships.
4. Study services, benefits, operations and Chamber financial structure to determine actual cost of services to members/non-members.
 - a. Research cost of all services.
 - b. Determine appropriate balance of fund-raising: services.
 - c. Research business/personal background of potential board members to assure true representation of business, industry, political, geographic areas.
 - d. Seek expertise in “creative” balance of fiscal needs.
 - e. Research cost of complimentary services
5. Maximize all aspects of technology to improve services of Hardin County Chamber of Commerce
 - a. Develop web site
 1. Coordinate with Economic Development Council.
 2. Appoint standing Web-site Committee to create, monitor, and review activity.
 - b. Research communication technology
 1. Implement cost-effective phone-based information service.

- 2. Develop on-line communication capability.
 - c. Continually update equipment and software
 - 1. Plan for upgrades and/or replacements
- 6. Coordinate services provided by Chamber of Commerce, Economic Development Council and Tourist and Convention Bureau.
 - a. Periodic meetings to collaborate and cooperate
 - 1. Avoid duplication of service