

PROGRAM OF WORK

2019-2020



AREA PROMOTIONS DIVISION

Chair Deeann Duckworth, *Duckworth Insurance*

Vice Chair Adam Smith, *Gulf Coast Educators Federal Credit Union*

The mission of the Area Promotions Division is to promote the Chamber and the Clear Lake Area through unique events, therefore promoting tourism, enhancing the quality of life and showcasing the local community. The division strives to engage members to support retention.

The Area Promotions Division will accomplish its mission objective through a variety of activities and initiatives, including the following:

58th ANNUAL CHRISTMAS BOAT LANE PARADE ON CLEAR LAKE: DECEMBER 14, 2019

Chair Jim Christiansen, Marine Affiliate

- Coordinate a lighted Boat Parade on Clear Lake to kick off the holiday season and promote tourism and the marine industry.

35th ANNUAL EPICUREAN EVENING: JANUARY 30, 2020

Chair Matt Wev, Stuttgarden Tavern Kemah

- Present an evening of gourmet dining and entertainment designed to highlight local food and beverage establishments showcasing a taste of the Bay Area.
- Collaborate with Member Services Division to staff a booth to reach potential members.
- Continue Silent Auction with electronic bidding.

31st ANNUAL SPRING FEVER GOLF CLASSIC: MARCH 30, 2020

Chair J.P. Morris, Texas Citizens Bank

- Coordinate a golf tournament as a promotional and networking event.

27th ANNUAL “NO EXPERIENCE NECESSARY” BOWLING TOURNAMENT: June 4, 2020

Chair Glenn Ellis, Jacobs

- Coordinate a bowling tournament for Chamber members as a promotional and networking event that encourages team building.
- Possibly add a 50/50 Raffle

BUSINESS DEVELOPMENT DIVISION

Chair Ava Sloan, *Rodin Consulting Group*

Vice Chair Julia Gallagher, *Nations Reliable Lending*

The mission of the Business Development Division is to assist Chamber members in their business development initiatives by providing education, training and information as well as opportunities to network and foster business connections with fellow Chamber members.

The Business Development Division will accomplish its mission objective through a variety of activities and initiatives, including the following:

BUSINESS EDUCATION:

- Conduct monthly complimentary business seminars and half-day fee-based workshops focusing on business and professional development at Business Development Division meetings for the Chamber membership.
- Provide an application for use by members and non-members wanting to present at a monthly business seminar.
- Serve as a Full-Time office for the Small Business Development Center (SBDC) program.
- Develop an informative “e-blast” focusing on business tips and strategies for the Chamber membership.

BUY INTO BAY AREA:

- Encourage participation.
- Form a committee to develop achievable goals to improve local commerce in the Bay Area.
- Outreach to large industries in the area to help foster partnerships with the local businesses while educating members on doing business with the municipalities, government entities and large organizations.
- Utilize and promote Chamber website to include job postings, special promotions, community events and volunteerism to provide additional opportunities for employers and consumers to think local.

33rd “Buy into Bay Area” ANNUAL BUSINESS AND WELLNESS EXPO: MAY 14, 2020

TBD

- Produce an annual tradeshow to nurture and enhance commerce and our local economy.
- Continue the health care element at the EXPO to increase awareness for the medical and health care industry.
- Collaborate with Member Services Division to staff a booth to reach potential members.

TOASTMASTERS:

President Julia Gallagher, Nations Reliable Lending

- Support and promote the Clear Lake Area Chamber of Commerce Chapter of Toastmasters International, providing Chamber members the opportunity to develop communication and leadership skills.

EDUCATION DIVISION

Chair Dr. Peter Wuenschel, *Communities In Schools - Bay Area*
Vice Chair Jamieson Mackay, *Gulf Coast Educators Federal Credit Union*

The mission of the Education Division is to engage the Clear Lake Area business community in support of a strong education system (K – 16) that meets the needs of students, instructors and administrators, as well as business with respect to workforce requirements.

The Education Division will accomplish its mission objective through a variety of activities and initiatives, including the following:

PROMOTE EDUCATIONAL EXCELLENCE

- Advocate for (K-16) education at every level of government.
- Conduct timely programs with guest speakers knowledgeable of a wide range of education opportunities and/or issues open to the general membership of the Chamber.
- Incorporate into the programs field trip visits to view first-hand a variety of education facilities highlighting new and innovative programs.
- Collaborate with Bay Area Houston Economic Partnership Education and Workforce Development Committee, Clear Creek Education Foundation, Communities In Schools - Bay Area, and other community organizations to maintain educational excellence in Clear Lake Bay Area Houston.
- Partner with the Government Affairs Division concerning local/state/federal government issues and funding for public education.
- Support a symposium on critical issues which impact education in our community.
- Maintain education excellence to improve quality of life and business success in our community.
- Partner with CCISD, San Jacinto Community College, College of the Mainland and University of Houston Clear Lake.

11th ANNUAL CCISD CANDIDATES FORUM AND RECEPTION: APRIL 2020

Chair Dr. Peter Wuenschel, Communities In Schools – Bay Area

- Conduct a Clear Creek Independent School District Board of Trustees Candidates' Forum and Reception prior to the May elections to allow the public an opportunity to hear from the candidates.

54th ANNUAL NEW TEACHERS' LUNCHEON: AUGUST 2020

Chair Jamieson Mackay, Gulf Coast Educators Federal Credit Union

- Coordinate the Annual New Teachers' Luncheon providing Chamber members the opportunity to welcome new Clear Creek Independent School District teachers to the community, as well as showcase their business to the luncheon attendees.

GOVERNMENT AFFAIRS DIVISION
Chair Randy Ashby, Waldron & Schneider, LLP
Vice Chair Brian Freedman, The Boeing Company

The mission of the Government Affairs Division is to maintain rapport with government entities on a local, state and national level, as well as improve general awareness and educate Chamber members on the government issues affecting the community and their businesses.

The Government Affairs Division will accomplish its mission objective through a variety of activities and initiatives, including the following:

ADVOCATE

- Advocate on issues related to the Coastal Spine Initiative, flood insurance and the support of K-16 Education, the NASA/Johnson Space Center, Ellington Field and other timely matters affecting the region.
- Coordinate efforts with local, state and federal government entities to guarantee the infrastructure is adequate to improve the quality of life in Clear Lake Bay Area Houston.
- Explore the possibility of enhancing the Clear Lake Bay Area Houston Day at the Capitol by inviting speakers to address the Clear Lake Area Coalition.

COLLABORATE

- Collaborate with our partners on a regional agenda to educate government officials and their staff on Chamber positions through personal visits and other forms of communications.
- Maintain coalitions with Bay Area Houston Economic Partnership, BAYTRAN, Greater Houston Partnership, Texas Association of Business, and the United States Chamber of Commerce, as well as area cities on issues of common interest.

COMMUNICATE

- Distribute communications from other organizations to update our members on public policy issues affecting business. (such as Federal, State and local elected officials, U.S. Chamber, Texas Association of Business, Texas Chamber of Commerce Executives, Gulf Coast Chamber of Commerce Executives...)
- Conduct timely meetings to educate Chamber members on government issues and provide political updates relevant to the business community.
- Encourage members to identify local, state and national issues.

MEMBER SERVICES DIVISION

Chair Jacob Bigger, *Kemah Boardwalk*

Vice Chair Brittany Green, *Advantage Business Coach*

The mission of the Member Services Division is to recruit new members and retain existing members through networking opportunities and programs of interest.

The Member Services Division will accomplish its mission objective through a variety of activities and initiatives, including the following:

MEMBERSHIP:

- Host Membership Committee Meetings to coordinate membership programs.
- Evaluate and enhance Distinguished Investor program. Create a new exclusive experience for top level investors.
- Coordinate the Annual Membership Campaign in conjunction with My Chamber Month to recruit a significant number of new members to the Chamber (May 1 – June 15).
- Partner with local Economic Development initiatives to support local businesses with supplemental dues investments and educational sessions.
- Host quarterly New Member Orientation meetings to educate members about Chamber programs, involvement, accomplishments and goals.
- Update onboarding procedures, including the implementation of an email campaign for first year members.
- Review and implement retention strategies for member beyond first year.
- Coordinate monthly Business After Hours hosted by Chamber members as an informal networking opportunity.
- Hold quarterly speed networking events in conjunction with Business After Hours to give Chamber members the opportunity to efficiently and effectively network with one another.
- Explore additional membership enhancing networking opportunities, including online referrals, mentor groups (such as Master Mind groups or Vistage groups), and industry specific programming.
- Conduct annual membership survey.

DIPLOMATS COMMITTEE:

Chair Kat Clemons, Bay Area Turning Point

- Welcome and assist members at various Chamber functions: General Membership Luncheons, Business After Hours, Grand Opening, Special Events, etc.
- Support new members by attending Ribbon Cutting Ceremonies.
- Develop Diplomat training guide to better inform new and existing Diplomats of duties & responsibilities.
- Serve as “Connectors” to first year members.

GENERAL MEMBERSHIP LUNCHEON:

Chair Sharon Proulx, Hope Village

- Host monthly General Membership Luncheons with a business and/or human-interest program to enhance membership engagement.
- Offer Chamber members the opportunity to sponsor the General Membership Luncheons, including purchasing Spotlight tables, to promote their business.

58th ANNUAL CHAIRMAN'S BALL: OCTOBER 2020

Chair Brian Freedman, The Boeing Company

- Honor the outgoing Chairman of the Board and swear-in the incoming Chairman of the Board, Officers and Board of Directors. Recognize the retiring Board of Directors, Division Chairmen, and other honorees.
- Member Services Continued:

ANNUAL HOLIDAY OPEN HOUSE: DECEMBER

- Board of Directors hosts the annual Holiday Open House for all Chamber members.

MARKETING/COMMUNICATIONS:

- Continue daily event/sponsorship/membership announcements via email/Constant Contact.
- Reformat monthly e-newsletter to be mobile responsive & digitally user-friendly. Continue to promote ribbon cuttings and new members through e-newsletter as well as integrate business development “business tip” and strategies.
- Share Chamber story as well as member accomplishments on relevant social media platforms. (ie. Facebook, Twitter, Instagram, LinkedIn)
- Promote & maintain website promotional opportunities for members.
- Maintain digital advertising through monthly e-blasts for membership.
- Create digital media content to engage membership and use as a new member sales tool.
- Produce annual Clear Lake Area Map with help from surrounding cities to ensure correct city information.
- Maintain bi-annual “Buy Into Bay Area” Membership Directory along with helping to produce a newcomer & relocation guide for the community.

TECHNOLOGY:

- Maintain quality equipment to help improve Chamber relations through technology.
- Implement a texting program to reach members.

YOUNG PROFESSIONALS DIVISION
Chair Sarah Ferguson, Texan Bank
Vice Chair Austin Jackson, Keller Williams Clear Lake

The mission of the Young Professionals Division is to foster relationships through professional and personal development while creating next generation Chamber leadership.

The Young Professionals Division will accomplish its mission objective through a variety of activities, initiatives, and volunteerism including the following:

- Identify upcoming leaders.
- Provide networking opportunities to enhance business connections and solidify the importance of membership in the Chamber.
- Hold quarterly planning Committee meetings with a select committee to plan YP events & seminars.
- Hold monthly lunch to help Young Professionals integrate into other Chamber programs, committees and events.
- Conduct quarterly programs to foster career development among Young Professionals and future Chamber Leadership.
- Coordinate Young Professionals month to create awareness about the division.
- Increase awareness by promoting the YP brand through social media.
- Explore possibility of service project with League City Elementary.

LEADERSHIP CLEAR LAKE:

Dean J.P. Morris, Texas Citizen's Bank

- Develop individuals that are dedicated to the future of our community through the chamber, non-profit organizations, the school district and city governments.
- Maintain planning committee for next class.
- Conduct a nine-month biennial leadership and community development program designed to educate and equip our young professionals on leadership skills to strengthen and transform the community.
 - Curriculum includes personal development, community study and class participation.
 - Travel to Austin during the Legislative session to tour the State Capitol and meet with Legislators to see government leaders in action.
- Hold a graduation ceremony for Leadership Clear Lake participants at the May 2021 General Membership Luncheon.
- Sponsor and host Young Professionals Lunch and Learn incorporating class alumni to promote awareness of program.

AEROSPACE

Industry Liaison David Whitlock, *Jacobs*

Vice Liaison Brian Freedman, *The Boeing Company*

The mission of the Aerospace Affiliate is to increase public awareness and support for the space industry.

The Aerospace Affiliate will accomplish its mission objective through a variety of activities and initiatives, including the following:

OTHER SERVICES:

- Provide information to Chamber leadership on current aerospace developments and the economic impact on the local economy.
- Support Buy Into Bay Area through collaboration with aerospace volunteer community and area organizations.
- Advocacy

HEALTHCARE

Industry Liaison Rebecca Lilley, *Memorial Hermann*

Vice Liaison Sherry Camacho, *HCA Houston Healthcare Clear Lake*

The mission of the Healthcare Affiliate is to increase public awareness of the excellent Healthcare system in the Clear Lake Bay Area Houston Region.

The Healthcare Affiliate will accomplish its mission objective through a variety of activities and initiatives, including the following:

OTHER SERVICES:

- Collaborate with the Business & Wellness EXPO.
- Provide monthly updates to the Board of Directors regarding the healthcare industry and healthcare related legislation.
- Explore developing industry specific roundtable.
- Survey healthcare provider members regarding programing needs.

MARINE

Industry Liaison Patrick McAndrew, *True North Marine*
Vice Liaison Jim Christiansen

The mission of the Marine Affiliate is to increase public awareness of the excellent marine businesses, services and water activities available on Clear Lake and Galveston Bay, as well as promote marine related events, water safety, boating education and environmental awareness.

The Marine Affiliate will accomplish its mission objective through a variety of activities and initiatives, including the following:

OTHER SERVICES:

- Promote government policy that benefits the boating industry.
- Assist in the planning for the annual Christmas Boat Lane Parade.
- Identify Clear Lake Area Marine Associations and create a rapport to develop a marine symposium.
- Explore the possibility of hosting a marine symposium for marine and boating organizations including U.S. Coast Guard, Texas Navy, Texas Parks & Wildlife, San Jacinto College Maritime Program and Galveston Bay Foundation.
- Support Buy Into Bay Area by connecting with marine related businesses and organizations.
- Explore the process to gather support for the dredging of Clear Lake

TOURISM

Industry Liaison Shawna Reid, *Bay Area Houston Conventions & Visitors Bureau*
Vice Liaison Chance Sanford, *Space Center Houston*

The mission of the Tourism Affiliate is to promote tourism that widely impacts the local economy, while partnering with the Bay Area Houston Convention & Visitors Bureau and area tourism attractions.

The Tourism Affiliate will accomplish its mission objective through a variety of activities and initiatives, including the following:

ANNUAL "TOURISM" GENERAL MEMBERSHIP LUNCHEON: APRIL 2020

- Continue to host a tourism update with the Bay Area Houston Convention & Visitors Bureau and the Visit Houston organization.

OTHER SERVICES:

- Refer visitors to www.clearlakearea.com and www.visitbayareahouston.com.
- Display visitor information in the Chamber lobby on area events and attractions.
- Host a link on the Chamber's home page to the Bay Area Houston Convention & Visitors Bureau events calendar.
- Support Buy Into Bay Area by increasing awareness of special events, attractions and accommodations unique to our community.
- Partner to help promote the Christmas Boat Lane Parade.
- Promote Annual State of the Bay tourism address.
- Explore the possibility of developing an Infographic to educate the impact tourism has on the local economy.