

## **MOORESVILLE-SOUTH IREDELL CHAMBER OF COMMERCE 2009 PROGRAM OF WORK**

**Mission: To serve as the community champion and advocate for business.**

**Vision: A proactive business and community organization committed to providing education and support with an influential voice dedicated to economic success and quality of life throughout the greater Mooresville-Lake Norman area.**

Chairman of the Board, Scott Melius

- Official leader for the organization; Presides over board and membership meetings

Vice Chair of Finance, Mike North

- Custodian of chamber finances including annual budget, monthly oversight of financial activity and annual audit

### **MEMBERSHIP DIVISION**

Vice Chair, Chris Burnham

- Maintain an orientation pathway for prospective and new members
- Strengthen the membership revenue for the organization while building toward 1200 accounts
- Continue to develop a “VALUE” follow up plan with all members during the year by providing a consistent message and education on benefits
- Coordinate and host the Annual Meeting in January
- Continue to develop and expand Leads Groups to promote member-to-member business
- Enhance recognition programs through ribbon cuttings, grand openings and Business Before & After Hours events
- Develop a tracking system for member profiles and account activity

### **ECONOMIC DEVELOPMENT DIVISION**

Vice Chair, Lisa Qualls

- Continue to expand attention on workforce development related matters by including more partners and programs
- Develop an advisory committee to act as a public K-12 advocate and establish an innovative program to improve the performance of the systems, making them globally competitive
- Create an Environmental Committee to deal with safety issues, security and other workforce needs for manufacturers
- Enhance the Motorsports Task Force and continue to work with the NC Motorsports Association and area employers
- Create an Expo task force to coordinate, promote and host the annual trade show
- Host member business luncheons with targeted topics and issues
- Form a higher education task force that will work to attract a 4-year degree presence

### **SMALL BUSINESS & RETAIL DIVISION**

Vice Chair, Nancy Brody

- Enhance resources for home-based and small businesses through the Chamber’s Small Business Center, Ask the Experts program, seminars/workshops/webinars, and additional consulting services therefore building a stronger support system for entrepreneurs

- Work through the Small Business Council to coordinate the various programs and events for small business
- Develop a strong support system for youth entrepreneurship programs
- Continue working with partners such as SBA, SBTDC and Mitchell Community College
- Support the regional efforts for the Blue Chip Awards Luncheon and nominees
- Work hand-in-hand with Mooresville Downtown Development Commission and the Town of Mooresville in the efforts of strengthening economic activity in the downtown district

#### COMMUNITY DEVELOPMENT DIVISION

Vice Chair, Todd Abernathy

- Develop a task force of alumni to coordinate and facilitate the adult and Jr Leadership programs
- Expand efforts to attract and retain young (25-40 yrs) professionals
- Work to improve the entrances / gateways into Mooresville through the Gateway committee
- Create a festival task force to enhance the arts & cultural event in May and examine the potential of an additional fall festival in the area
- Continue to work with the Town of Mooresville in hosting the monthly Cruise In events (Mar-Nov)
- Partner with the town and county to improve our area parks and greenways through the Parks and Recreation committee
- Support the Iredell Cultural Consortium and their focus on the arts throughout the area
- Continue to build relationships with local organizations through the Non-profit Consortium

#### PUBLIC POLICY DIVISION

Vice Chair, Deb Hoover

- Advocate legislative issues pertaining to business at all levels of government through our Legislative committee
- Continue to enhance communications with elected officials
- Promote voter education and turnout at the polls by offering Candidate forums
- Work closely with the efforts of the NC Chamber and US Chamber
- Prioritize transportation needs and lobby NCDOT for improved infrastructure through the Transportation committee and partnering with the ICTAB
- Study options for funding of road improvements in partnership with the Town, EDC, REBIC, and LN Homebuilders Association
- Focus on water/sewer and other regional issues in cooperation with the regional Chambers

#### COMMUNICATIONS & MARKETING DIVISION

Vice Chair, Kirk Ballard

- Enhance publications and website in order to educate the various audiences about the value of the Chamber and explain the VALUE the chamber brings to the community
- Develop a consistent theme for all marketing materials; ie VOICE newsletter, Member directory, On-site displays, WSIC radio show, Images magazine, Area map and electronic communications including web site
- Coordinate all event marketing & promotions in order to spotlight sponsors and supporters
- Build awareness for the quality programs & services designed to benefit the members
- Create an outreach that assists the “greater Mooresville” community and promotes BUY LOCAL & INVEST IN YOUR COMMUNITY, encouraging doing business with Chamber members
- Continue to develop the [www.mooresvillenc.org](http://www.mooresvillenc.org) site as an interactive billboard and first choice resource
- Increase exposure on the work of chamber committees