



## **CHAMBER ADVISORY COMMITTEES ROLES & RESPONSIBILITIES**

The primary responsibilities of each advisory committee summarized below.

### **EXECUTIVE BOARD**

Headed by the Board President; the officers/executives of the Chamber serve on this committee to oversee operations of the board. Often acts on behalf of the board during on-demand activities that occur between meetings, and these acts are later presented for full board review.

#### Committee members:

Chair-Deb Parsley  
President Elect-Mark Meersman  
Treasurer: Jim Wilson  
Secretary: Dee Sherman

### **BY-LAWS AND POLICIES & PROCEDURES**

Headed by the President Elect; reviews and makes recommended changes to the Board regarding Bylaws; update and enhance organizational, office policies and procedures including assuring that the Chamber and Board has implemented all necessary documents and procedures for the protection of staff, board members and members.

### **MEMBERSHIP**

Headed by Board Secretary; develops membership plan; helps implement membership recruitment, retention, adding value to membership; how to implement services/programs to members. Works closely with Marketing Committee.

**Items for discussion:** Premium Members; Designations; Exit Survey; Educating Members; Business of the Month: improve process/better choices/actual reason announcement of; Emails to members; Proration vs yearly membership dues

### **FINANCE & BUDGET**

Headed by Board Treasurer; develops monthly financial reports, monitors sound financial management of the organization and ensures adequate financial controls and that the Chamber is in compliance with state and federal laws. Oversees development of the budget; reviews major grants.

**Items for discussion:** Bookkeeping; Reading of Financials; Review of last 3 years – where can we get revenue?

### **EVENTS**

Examines current events for their effectiveness in meeting needs of members; develops pro forma and post mortem for events to assure they continue to be financially viable. Reviews potential ideas for new events to be recommended and reviewed by the Board.

Works with the Marketing Committee to promote the Chamber's events to the community, including generating fees for those services.

**Items for discussion:** Are these events just to have an event or are they fundraisers; Candidates Forum; Golf Tournament; Bowling; Focus Groups - (dates, reason, concerns)

### **GOVERNMENT AFFAIRS**

Monitor city, county, state and national issues that affect small businesses; work with elected officials on community, state and federal issues of concern to small business. This committee also provides information from many political points of view and encourages members to become well informed on candidates and issues.

**Items for discussion:** City Council Meetings; Code Enforcement; Signage; Healthcare; Mesquite Microscope; Mesquite Means Business; Downtown Planning Meeting; Business Seminars; Business Forums; Fire Side Chat

**Planning & Economic Development** – Monitors the implementation of the Strategic Plan. Solicit opinions of community and chamber members and engage them in process. The committee will also work with local businesses and leaders on business promotion, business recruitment and retention for the community in cooperation with the Economic Development Director for the City of Mesquite.

**Items for discussion:** What is the purpose of this committee? Is it needed and if not, by-laws should be changed.

### **MARKETING**

Oversees development and implementation of the Marketing Plan, how to promote the Chamber, oversee communications including map and directory/magazine and how to promote/sell the programs and events sponsored by the Chamber. Solicit opinions of chamber members and community and engage them in process. Enhances the organization's image, including communications with the press.

**Items for discussion:** Newsletters; Website; Advertising; Map/Magazine; Luncheon Speakers

### **NOMINATING**

Implements criteria and nomination forms to be sent to all members wishing to run for board positions. The committee verifies that all applicants have met the established criteria and once this is recognized the nomination committee then forwards all applicant information to the Executive Director to distribute by ballot to all members for the voting process.

**Items for discussion:** What was learned from 2009 nominating and election process?