

Chamber 101 Meeting

Friday, March 1st, 2019

12:30-2:30

Camp Verde Library

Next Meeting:

Agenda Topic	Minutes & Notes	Action Items
<p>Introductions Meeting started on-time at 12:3pm with all active board members from CVBA present; Lunch provided by Moscato</p>	<p><i>In the room:</i> small business owners- some new within 2 years, building & construction, fire chief and emergency responders, new college graduate, holistic medical, utility company, entrepreneurs, food service & restaurants, multiple retirees looking for business opportunities and to see how they can contribute, food bank, building owners, corporate events, founder of the business alliance, volunteers, consultants, minister, attorney, agriculture, donors, Apache Nation Economic Development</p> <p><i>What they want:</i> more opportunities to bring in new businesses, marketing opportunities for business growth, more arts & culture, and how can they build relationships to maintain and nurture the culture while also enhancing growth. Many want to know how they can contribute to a better cohesive and collaborative effort to establish a Chamber of Commerce. All in attendance want to see the formation, establishment and implementation of a Chamber of Commerce (Camp Verde or Verde Valley wide unknown at this time). Themes included: healthy growth, more jobs, more people involved, involvement in the conversations about where the development happens, have influence on healthy growth</p>	<p><i>Opportunities for invitation to future meetings:</i> Educational Sector Criminal Justice Housing Formal Healthcare Transportation Mercantile Real Estate Recreation Dental Childcare/Daycare Hotels & Hospitality Tourism</p>
	<p><i>Projects of interest:</i> Arts and Renovation on historical areas of town Improve the visibility of Camp Verde to attract more businesses to come</p>	
<p>What is a Chamber?</p>	<p><i>Goal of the Chamber 101 workshop</i> is to engage stakeholders to lead the establishment and implementation of a Chamber of Commerce in Camp Verde (and possibly including the surrounding communities) Purpose (Directly from Powerpoint slides) <i>Creating a better understanding and appreciation of the importance of business people and a concern for their problems</i> <i>Educating the business community and discovering and correcting abuses that prevent the advancement of business expansion and community growth</i></p>	<p><i>Further discussion is needed</i> to focus the conversation to: who will be included? What does a Chamber for this community look like? Is Camp Verde very different from others</p>

	<p><i>Preventing or addressing controversies if they are detrimental to the expansion and growth of business in the community;</i></p> <p><i>Fostering business and community growth and development through economic programs designed to strengthen and expand the income potential of all businesses in the trade area</i></p> <p><i>Promoting programs of a civic, social, and cultural nature that are designed to increase the functional and aesthetic values of the community</i></p> <p>Why do we need a Chamber? (Taken directly from slides)</p> <p><i>Small businesses need the help</i></p> <p><i>Key to growing our town in the right way</i></p> <p><i>Voice & advocate for the business community</i></p> <p><i>Need data-gathering & analysis for targeted business attraction</i></p> <p><i>Chambers are a “business-magnet”</i></p> <p><i>Bring legitimacy and credibility to the community</i></p> <p><i>People will give their money to a Chamber, “but what’s a CVBA?”</i></p> <p><i>Camp Verde is growing; time for business services to grow too</i></p> <p>Discussion included feedback from Sebra Choe and Steve Ayers concerning why there is not currently a Chamber of Commerce in Camp Verde. Historically, there has been conflict between those who live outside of town farms and the shop owners and pro-growth people in Camp Verde. Now with the changes and increased growth, opportunity zones, and development, the establishment of a Chamber is crucial</p> <p>Overview: Why do we need a Chamber- all agree that a chamber will be helpful for growth and positive change for business owners, consumers and the Town of Camp Verde. It would provide a Hub for businesses and provide credibility to businesses. One person commented, “Might have to explain what a business alliance is but never need to explain what a chamber is.” Other comments included: “Creates community among business owners; Chamber promotes support and community; Need data and cohesion; helpful resource to promote collaboration; ability to share information to government as a collective voice”</p>	<p>and does the meaning of “Chamber “ mean the same to the business community here versus other places?</p>
<p>Board roles & responsibilities, code of ethics, time commitment, candidate eligibility</p>	<p>History: BJ provides an overview of the progress for two years to develop a Chamber. Four volunteers have willingly donated their time and efforts through the CVBA to conduct business as a Chamber would and now there needs to be new leadership to take on the roles to lead a Chamber. Couldn’t register Chamber until recently because name was registered by someone else. Now registered with AZ. Some members of CVBA are willing to participate and run for board membership but</p>	<p>Applications, deadlines, and information related to the new <u>Chamber Board of Directors</u> will be posted to the www.heartofcampverd</p>

	<p>approximately 5-7 of the active CVBA members will not continue with the Chamber development process or seek board membership. Currently, the CVBA is managing the back office operations in conjunction with Sebra and the Economic Development Office. CVBA has registered business with AZ Corp Commission and has an operations budget. Further conversation is needed to establish the details of registration, non-profit status, etc.</p> <p>Sebra provided history of her, Steve Ayers, and the Town government’s involvement with the Chamber. Some concerns were raised about whether the Town government should be involved in the process of developing the Chamber. Sebra responded that the Town has already been involved and is very invested in seeing through process to develop a sustainable Chamber and help it be successful. Until there is an active board and stakeholders to lead the Chamber, the Town (specifically the Economic Development department) will continue to aid in the development of this project</p> <p>Feedback “We want micro and small businesses to be successful but we also want bigger business that residents are not going to fear; businesses mindful of our culture” The business community has been making small money stretch and it’s time to reinvest on our businesses “Community needs to be represented by its businesses” “Business interests are underserved” The Town is invested but not willing to support something that is not formal- willing to support and even facilitate the process but the people need to invest to make the chamber happen Sebra cites Wickenberg chamber as an example Should give autonomy to the chamber to manage the money- money goes to pay for advertising and not for operations Chambers should do workshops, activities, conferences and support the business With a chamber- plenty of opportunities to draw revenue</p> <p>Roles and Board Membership Slide shared outlining CVBA roles versus Chamber roles- See Chamber 101 Slide show</p>	<p>e.com website by March 6th, 2019</p>
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<p>Sample Timeline: Elections Board Retreat & business planning Hiring part time staff Update and adopt new bylaws 501c6 application if needed Draft work plan for chamber activities</p>	<p>First steps- obtain board members (7-9 as an odd number to prevent tied votes during active business). Tentative Timeline proposed by current members (cited from slides): <i>March 25, 2019</i> <i>Elections</i> <i>New Board is seated</i> <i>April</i> <i>Secure corporate sponsors for seed funding</i> <i>Identify potential operations staff and interim committees</i> <i>May 2019: Retreat Planning</i> <i>June 21-23 2019: Board & Staff Candidates' Retreat @ Jackpot</i> <i>Working draft of strategic plan, budget, work plan</i> <i>July</i> <i>Approve Budget</i> <i>Appoint / Hire staff member(s)</i> <i>August</i> <i>Prepare and approve all required documents: articles of incorporation, bylaws, membership application</i> <i>Set date & agenda for Chamber meeting</i></p> <p><i>September: Inaugural Chamber kick-off meeting</i> <i>October: 501c3 or 501c6 Application</i> <i>November: First Chamber Mixer</i></p>	<p>Approved Board members will be required to attend Retreat held June 21st-23rd, 2019</p>

<p>Board retreat ideas, options for dates, locations</p>	<p>Org chart idea example shared Sebra sharing what will occur at the retreat in June; working draft shared- (see slide) Important to make sure that all the parts of the pie are present meaning all stakeholders representing multiple sectors Link provided to learn all it takes to learn what a chamber does and how it grows: case study- https://www.uschamber.com/sites/default/files/greater_burlington_partnership - board of directors orientation manual.pdf Dynamics of Board Engagement https://secure.acce.org/index.php?src=directory&view=magazine_archive&srctype=detail&refno=142367</p>	
<p>Elections process & preparation</p>	<p>BJ: Since we started the chamber- it is being created by the CVBA and thus members who wish to apply for the chamber- have to also apply to the CVBA</p> <p>March 1st-March 26th they wish to have the board selected Completed packets due by March 13th</p> <p>Review complete by the end of the month</p> <p>Introductions at the 3/25 meeting, potential members will need to prepare and provide a 3 minute presentation about themselves for the March meeting</p> <p>Sign in blue ink on all documents No ballots can have corrections Ballots have to be by the 25th They can be submitted by mail, or dude will pick them up 3pm the 25th for all ballots due Reach out to Julie Brooks for guidance Board of 9-12 members is solid- want an odd number All positions up for election- no members will be grandfathered in</p>	<p>Completed Applications for Board Membership to the Chamber of Commerce are due by March 13th, 2019- If using ink, please complete all forms in blue ink</p> <p>Applicants must prepare a 3-minute speech for the March 25th Meeting</p> <p>All Ballots are due by 3pm on March 25th; either by mail or in person</p>
<p>Added Agenda Item: Transition process from CVBA to Chamber</p>	<p>CVBA Since board members will be elected to CVBA, there has to be a transition process while all formal docs are completed for the chamber There is insurance, bank account, members in good standing- basically using the 501-c3 of CVBA as the umbrella</p>	<p>Possible scheduling needed to discuss transition from CVBA to Chamber; what the process looks like and</p>

	<p>Cite the chamber transition slide listing options about whether to continue the CVBA or to transition into the Chamber only- discussion continued about the importance and role of CVBA and keeping CVBA as an advisor to the Chamber</p> <p>All 4 active members are willing to be on board as advisors but do not want to necessarily want to serve on the board- they are willing to help with logistics etc. Participants, in summary, want to continue CVBA and there to be a transition process- not do away with but formal meetings with CVBA then they are aligning with stake holders</p> <p>Discussion about what it takes to make a board successful continues... Some of all the above referenced should be included as ideas- cohesion, collaboration and so on</p> <p>For a chamber to be successful then it needs to be representative of the community It must have an “organic feel to it” It is important to include people that are not business owners but also “citizens, non-profit leaders and students” Representation from farmers and ranchers in the area will be crucial; will be difficult to agree on terms but is necessary for the advancement of the Chamber Regional with inclusion of rimrock and surrounding communities should be looked at “We want to be an honorable and respectful chamber that ensures inclusion from all voices”</p>	<p>establishing a timeline: possibly at retreat</p>
<p>Wrap up: Communication plan and next steps</p>	<p>Road Ahead: Local businesses supporting local business Bottom up leadership Look at ways of supporting small business with healthy growth What is failure: Not being able to accomplish anything from list 1 above “We tried, it didn’t work and we give up and it doesn’t happen again” Declining membership or turning away interested participants The chamber should both invite new business and protect the ones that already exist here</p> <p>To succeed: Need to do whatever it takes so that we do not see it fail because it takes cohesion People do not want people to fight; tired of the old bickering that has happened in the past</p>	

	<p>Sharing efforts and then getting met with adversity drains people’s willingness to participate The chamber itself was underserved before They discuss the budget- there needs to be a budget and money raised to support the functions of the chamber There should be more than 3 to 4 people that are supporting one another “If we fail then we will maintain the status quo” Amerigas- they travel from chamber to chamber and recommend learning from others The communication between businesses has been broken; some even fight or compete with one another. Need to inspire collaboration and partnership The original CVBA was originally formed to host and serve the businesses with a product or service only- now the description of the chamber is more like a coalition among all types of businesses</p> <p>Camp Verde has been “sitting on the bench” but now people are starting to get noticed and Camp Verde is growing We need a chamber to get in a position to be able to have influence We do not lack in passion but we lack in sustainability How will we keep up with our success? “Let’s not try to be something we are not- lets do what is possible” At the close of the meeting, most participants reported that today’s meeting was a 5/5 and that it was very useful</p> <p><i>Minutes completed by Link Duarte; Town of Camp Verde- Economic Development</i></p>	
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