

# Chamber 101

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Who do we want to be when  
we grow up?

March 1, 2019

**Sebra Choe**  
**Project Manager**  
**Economic Development**  
**Town of Camp Verde**

# Who's in the Room?

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Why are you here?

# Agenda

- Purpose of a Chamber?
- Are you a great candidate for the Board?
- CVBA / Chamber side-by-side comparison
- CVBA Member Feedback
- Board Activities; Retreat; Case Study
- Elections process & preparation; Board dynamics
- CVBA to Chamber transition: Merge, Parallel, Hybrid, Delete?
- What if we Fail? What if we Succeed?
- Road Ahead (and the Rear View Mirror)
- Wrap Up: Communication Plan, Survey, Next Steps

# Goal of this Workshop

Stakeholders feel inspired to help lead the Chamber forward into an exciting new era.

**Bottom Line:** potential Board Candidates understand the stakes and run for election on March 25<sup>th</sup> in order to establish momentum for CVBA-to-Chamber transition.

# Purpose of a Chamber

- Creating a better understanding and appreciation of the importance of business people and a concern for their problems
- Educating the business community and discovering and correcting abuses that prevent the advancement of business expansion and community growth
- Preventing or addressing controversies if they are detrimental to the expansion and growth of business in the community;
- 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
- Promoting programs of a civic, social, and cultural nature that are designed to increase the functional and aesthetic values of the community

# Why do you want a Chamber?

## Discussion & Stakeholder Feedback

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- Small businesses need the help
- Key to growing our town in the right way
- Voice & advocate for the business community
- Need data-gathering & analysis for targeted business attraction
- Chambers are a “business-magnet”
- Bring legitimacy and credibility to the community
- People will give their money to a Chamber, “but what’s a CVBA?”
- Camp Verde is growing; time for business services to grow too

	<b>CVBA</b>	<b>*Chamber</b>
Board	4 active members	9-12 members
Staff	Board = Staff	Board hires Staff
Paid Staff	None	Executes work plan
Members	Mostly Small Businesses	Core of small local businesses, but able to attract large, national
Advocacy	Code Issues	Committees for Issues; advocating to Town Council
Revenue	\$4000: Town MOU, Memberships	Est. \$40,000: Events, Advertising
Projects	Beautification Booths at Special Event Mixers Workshops & Training Facebook, Website	Tourism, Map, Visitor Center Business Signage Program Small Business Resource Center Cooperative Marketing Events that can fund Staff Wages
Awareness	What's CVBA?	Yes, we have a Chamber
Dues	\$50	\$50 and up

\*Chamber examples are sample ideas only.

# 30-Members' Feedback 2/25/19

- Small & micro-business as immediate priority stakeholder
- What services will chamber provide?
- Support local first; business incubation & development
- Business ethics and accountability
- Town level of \$\$\$ and engagement
- How will a Chamber be different than CVBA?
- Goals? Budget? Focus Areas? Business, Community, Tourism?
- How to address the needs of different industry sectors?
- Marketing plan & services
- Who will lead and how will it look?



# How?



## *Mike the Headless Chicken*

Sometimes, life can be strange. And "strange" can often equate to "lucrative."

Take, for example, the story of Mike the Headless Chicken. In the 1940's, in Fruita, Colorado, a farmer chopped his chicken's head off, thinking he would make a delicious meal. However, enough of the brain stem survived that the chicken continued to live — for another 18 months — without his head!

**Hustle: Make the BEST of what we have.**

# Are you a great candidate for the Board?

Respectful Team-player, Committed to the Greater Good, the Highest Ethics, and the Best Possible Version of Camp Verde.

- CVBA membership required
- 4 hours a month on average
- Respected community leaders with relevant experience
- Representative of diverse industries, perspectives, skills, personalities
- Passionate about supporting small business and improving quality of life
- Strategic, visionary, and collaborative problem-solvers
- Regulatory / Administrative: bylaws, budget, reports, recruiting, hiring, organizational structure, processes, systems

# Board Activities

## Sample Timeline

March 25, 2019

- Elections
- New Board is seated

April

- Secure corporate sponsors for seed funding
- Identify potential operations staff and interim committees

May 2019: Retreat Planning

June 21-23 2019: Board & Staff Candidates' Retreat @ Jackpot

- Working draft of strategic plan, budget, work plan

July

- Approve Budget
- Appoint / Hire staff member(s)

August

- Prepare and approve all required documents: articles of incorporation, bylaws, membership application
- Set date & agenda for Chamber meeting

September: Inaugural Chamber kick-off meeting

October: 501c3 or 501c6 Application

November: First Chamber Mixer

# Board Retreat Working Draft

- June 21-23 @ Jackpot Ranch
- Board + Staff candidates
- Local First Arizona + Wickenburg Exec. Director + Jill Valdez
- \$\$ - \$\$\$ to Register
- YAN tour & orientation by Buddy Rocha
- Chamber & Board 201
- Strategic Planning
- Budget
- Work Plan

# Sneak Peak into a Case Study

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[https://https://www.uschamber.com/sites/default/files/greater\\_burlington\\_partnership - board of directors orientation manual.pdf](https://https://www.uschamber.com/sites/default/files/greater_burlington_partnership_-_board_of_directors_orientation_manual.pdf)

# Example of Chamber Administration



# Dynamics of Board Engagement

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[https://secure.acce.org/index.php?src=directory&view=magazine\\_archive&srctype=detail&refno=142367](https://secure.acce.org/index.php?src=directory&view=magazine_archive&srctype=detail&refno=142367)

# Chamber Transition

## Continue CVBA Meetings during Transition?

Three possible options:

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1. Don't bother to continue CVBA meetings until new Board is ready to manage them.
2. **New Board takes over new meetings and runs them while transitioning CVBA to the Chamber.**
3. **New Board appoints willing members of old Board to continue meetings as scheduled until ready to transition to Chamber meetings**

Consensus of the room: Options in bold are preferred.

# What if we Fail?

## DISCUSSION

- Continue as CVBA as-is?
- Regional Chamber with Cottonwood?
- Feedback from the room:
  - “Failure is not an option”
  - “Keep trying & adapting”
  - “Key to success is the right leadership”
  - “Choose a name that is inclusive of the YAN & Verde Valley” & “stop silo’ing ourselves”
  - “Ensure diverse representation”

# What if we Succeed?

## DISCUSSION

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- Sustainability Plan
- Can we sustain an all-volunteer staff?
- Can we sustain a chamber without more revenue?

# Road Ahead

(and the Rear View Mirror)

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We are the “authors” of a new “book.”

“The New Camp Verde Chamber:  
What Right Looks Like - for Camp Verde.”

# Road Ahead

- Exciting project opportunities:
  - Shared resources: social media hub
  - Apprenticeship link with YC, NAU, ASU
  - Business incubator, data hub – CoWork Space, Link Inc.
  - Business attraction: influx of new innovative entrepreneurs
  - Workforce Housing: Smart home–Wee Hollow–VACTE-YC
- We can EVOLVE--incremental change
- We can apply lessons learned
- “Lead from the Bottom”—driven by stakeholder needs

# Communication Plan

- [HeartofCampVerde.com](http://HeartofCampVerde.com)
- [Facebook.com/VisitCampVerde](https://www.facebook.com/VisitCampVerde)
- [VisitCampVerde.com](http://VisitCampVerde.com)
  - Newsletter Sign-Up
- Email Mailing List
- Phone numbers

# Survey

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## How did we do?

- Consensus of the room: 4.5 out of 5-star rating for the overall quality of this workshop.

# Next Steps

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## Elections Process by BJ Davis

# Chamber Voting Process

Date/Time	Board Candidates
• March 1st	Attend Chamber 101, Express Interest in running for Board, Become a CVBA Member
• March 6 <sup>th</sup>	Last day to decide to run for Board, Candidate Packets available
• March 13 <sup>th</sup>	Submit completed Candidate Packets, Last Day to become a CVBA Member, Candidate Packets available for viewing
• March 25th, 6:00PM	Voting Meeting, Candidate presentations, and Q & A, Absentee ballots received by 3:00 PM
• March 26 <sup>th</sup> 5:00 PM	Ballots Talled and Published

# Chamber Ballot Process

- Ballots must be completed in ink & signed: including name; business name or association
- Ballots with corrections will not be accepted; fill out a new ballot to make corrections
- Ballots can be completed/delivered in these ways:
  1. Attend March 25th meeting and complete a ballot on site after hearing from candidates (strongly suggested)
  2. Complete a ballot after reading on-line Candidate Packets and submit absentee ballots by:
    - A. Hand deliver in a sealed envelope addressed to CVBA President to the CVBA Meeting March 25th by 3:00 PM
    - B. Submit in a sealed envelope to “CVBA President / Econ Dev” to 473 S. Main Street, Ste 102 by March 25th, 3:00 PM
    - C. Email a scanned PDF of signed ballot to [J.ScottCvbaVpres@gmail.com](mailto:J.ScottCvbaVpres@gmail.com) by 3:00 PM
    - D. Mail by March 14<sup>th</sup> to CVBA President, 522 Finnie Flat Road, Suite E179, Camp Verde, AZ 86322 to ensure it will be received by Noon on March 25th.
- Ballots received after the above deadlines will not be counted.

# Board Preparation

## Candidate Packet

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- CVBA member application; \$50
- “I have read the General Plan & Focused Future II”
- Board Application
- RSVP for June 21 - 23 Board Retreat at Jackpot Ranch (exceptions on case-by-case basis)
- Options items: Resume, bio, pitch, cover letter

# References

- **Chamber 101 Workshop materials at:** <https://www.HeartofCampVerde.com>
- **Destination Marketing at:** [Facebook.com/VisitCampVerde](https://www.facebook.com/VisitCampVerde)
- **Tourism Website:** [VisitCampVerde.com](https://www.VisitCampVerde.com)
- **Board of Directors:** <https://www.chamber101.com/1operations/BoardofDirectors/Board%20of%20Directors%20Page1/bo.htm>
- **Sample Bylaws:** <https://www.uschamber.com/your-chamber-commerce-guide-starting-and-growing-chamber-commerce/sample-bylaws>
- **CVBA:** <https://campverdebusinessalliance.org/>
- **Sample Board Orientation:**  
[https://www.uschamber.com/sites/default/files/greater\\_burlington\\_partnership\\_-\\_board\\_of\\_directors\\_orientation\\_manual.pdf](https://www.uschamber.com/sites/default/files/greater_burlington_partnership_-_board_of_directors_orientation_manual.pdf)
- **Model Engagement, Tools for Better Board Measurement:**  
[https://secure.acce.org/index.php?src=directory&view=magazine\\_archive&srctype=detail&refno=142367](https://secure.acce.org/index.php?src=directory&view=magazine_archive&srctype=detail&refno=142367)
- **General Plan on Town website:** [http://www.campverde.az.gov/?page\\_id=769](http://www.campverde.az.gov/?page_id=769)
- **General Plan PDF:** <http://www.campverde.az.gov/wp-content/uploads/2010/07/FOR-PRINT-GENERAL-PLAN.pdf>

# Questions???

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# Thank You!

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