

# 2020 Program of Work



This will be a very exciting year in the life of our Chamber. The focus of our chamber will be the delivery of services to our membership. Our major goal will be to operate effectively and efficiently while increasing our basic and enhanced memberships as we focus on business development and growth.

## **2020 Chairperson Judy Jones identified the following as a priority of this year:**

My goal is to increase membership and business engagement through carefully planned chamber events and skillfully applied Chamber resources. The Chamber will develop programming that will optimize opportunities for businesses and industry in our community to showcase their products and services while working to improve the quality of life for the Citizens of Kinston and Lenoir County.

The Kinston-Lenoir County Chamber of Commerce 2020 Program of Work is presented as follows:

## **Financial Affairs**

**Treasurer and Vice President of Financial Affairs: Laura Lang-Tribula, State Employees Credit Union**

**Staff: Craig Hill Executive Director, Donna Jones Finance Director**

**Committee Members include Board Chair, Judy Jones, Chair Elect, Jess Edwards, and Past Chair Tonya Adams.**

- Monitor the Chamber's growth and financial accountability practices to ensure that procedures are revised and /or added as required.
- Track the budget closely to determine if mid-year revisions are needed.
- Focus on basic and enhanced membership growth and other revenue producing programs.

## **Membership Services**

**Vice President of Membership Services: Chris Moore, Sugar Hill Pizzeria**

**Chairperson: Raine Tyndall, Western and Southern Life Insurance**

**Staff: Craig Hill, Executive Director**

- Membership Services is responsible to the Board of Directors for activities and projects that will increase the Chamber's Membership and retain its current membership.

### **Membership Services Committee:**

- Will focus on membership retention through a multi-tiered program. This program will reach out to new members and will contact existing members multiple times during the year to share membership benefits and services to increase membership and eliminate non-renewals.

### **Ambassadors:**

- We plan to build an active group of 20 to 25 active Ambassadors. Ambassadors will be paired with five businesses each to communicate with throughout the year as their Business Buddy. Each month, at the regular Ambassador meeting, each Ambassador will choose three to four renewals to visit as a courtesy call. Ambassadors will continue to assist with Ribbon Cuttings, Business Before and After Hours, and other events.

### **Membership Development:**

- Membership development is a top priority with growth and quality of membership being primary goals. The Director of Membership Services has monthly /annual goals to increase the number of new members to meet the projection in the budget. The membership steering committee will assist with the quarterly Business After Hours by inviting potential new members and encouraging existing membership to attend.

### **Membership Retention:**

- The retention program will keep all members and the public informed on the benefits of chamber membership. New strategic plans will be implemented to focus on business engagement and economic development through the implementation of a Business Expo, enhanced quarterly Business After Hours, and highlighted product and services of members. Additional touch points will be conveyed to all members throughout the year.

### **Membership Services Office Duties:**

- Enhanced directory listings will be offered to members to maximize their online presence on the Chamber's newly designed website. Online billing and payments will be implemented for maximum membership renewal effectiveness.

### **Special Projects:**

**Vice President of Special Projects: Margaret Williams, Union Bank**

**Staff: Craig Hill, Executive Director, Linda Whittington, Office Manager, Donna Jones Finance Director**

- Special Projects is responsible to the Board of Directors for activities and special projects that give Chamber members an opportunity to network with other members and make valuable new business contacts. In addition, these activities generate non-dues income for the Chamber.
- This committee oversees the Chambers larger events and ensures these events align with the mission of the Chamber. The signature events include: Annual Awards Presentations, The Member Business Expo, and the Quarterly Enhanced Business After Hours.

### **Governmental Affairs:**

**Vice President of Governmental Affairs: Linda Rouse-Sutton, Lenoir County Board of Commissioners**

**Staff: Craig Hill, Executive Director**

- Governmental Affairs is responsible to the Board of Directors for activities and projects that address public policy issues that affect the business climate and business community of Kinston and Lenoir County. In addition, these activities will inform the Chamber membership of identified public policy issues and solicit input from the Chamber membership.
- Responsible for ongoing communications with City, County, State, and Federal governmental officials to increase awareness and build relationships. The goal is to work with officials to build a better community for all.
- Identify and share policies that have either a negative or positive impact on business and economic development. These may include but are not limited to education, housing, business incentives, transportation, etc.
- Wake-Up Lenoir series offering dialogue with different groups of elected or appointed officials in government on topics of relevance to the Chamber and our business community. The 2020 focus will be on local elected and appointed officials.

- Involvement in the Eastern Alliance of Chambers and the Alliance Executive Legislative Agenda.

## **Diversity Affairs**

**Vice President of Diversity Affairs: Courtney Patterson, Kinston Community Health Center**

**Staff: Craig Hill, Executive Director**

- The Diversity Affairs Committee is responsible to the Board of Directors for activities and projects that address diversity and minority concerns with the business community. In addition, these activities should promote increased membership and participation in the chamber from this sector of the business community.
- This committee will communicate with the Human Relations Committee formed by the City and County Government to address issues promoting equal opportunity and fair treatment for all Citizens of our City and County.

## **Agri-Business**

**Vice President of Agri-Business: Tammy Kelly, Lenoir County Cooperative Extension Service**

**Staff: Craig Hill, Executive Director**

- Agri-Business is responsible to the Board of Directors for activities and projects that address Agri-Business and the Farming Business Community and associated industry. In addition, these activities should promote increased membership and participation in the chamber from this sector of the business community.
- Communicate with various agri-businesses including but not limited to Farm Bureau, Farm Credit Services, Cunningham Research Farm, etc.
- Educate public officials and business leaders and assist in the development of public policy to promote the support of local agriculture products as a part of the economic development of our community and region.
- Involvement and support of the annual Coastal Plains Livestock Show and Sale
- Communicate and be involved with the Farmers Market Season Opening Celebration, special events, Business After Hours, and year-long e-post updates and newsletter.
- Enhance the Got to Be NC involvement through collaboration with the BBQ Festival on the Neuse
- Strengthen Agri-Tourism awareness with collaboration with the Tourism Authority and [visitkinston.com](http://visitkinston.com)

## **Community Development:**

**Vice President of Community Development: Molly Taylor, Lenoir/Greene United Way**

**Staff: Craig Hill, Executive Director**

- Community Development is responsible to the Board of Directors for activities and projects, which lead towards improvement of the physical environmental elements of the community so that it will become a better and more attractive place in which to live, work, shop, and invest.
- The Chamber partners with other local partners with similar goals to work collaboratively toward positive outcomes.
- Continue the work with Lenoir 2020 on improved Housing, Transportation, Business Expansion, Technology Infrastructure, Public Safety, and Community Improvement projects.
- Provide Chamber Staff with content for the website that will highlight our local businesses and community and will make it attractive for others to become a part of our community.

## **Business and Tourism Development:**

**Vice-President of Business and Tourism Development: Patrick Holmes, Lenoir County Public Schools**

**Staff: Craig Hill, Executive Director**

- The Business and Tourism Development Committee's responsibility is to work towards improving the total economy directed toward commercial, retail, and industrial development while supporting agriculture and tourism.
- The mission of this committee will be to achieve economic growth for our community through quality of life and business development as well as tourism development.

Projects for 2020 include:

- Develop a mechanism for gathering input from local business owners on new business development and using that input, work with Pride of Kinston, Lenoir County Economic Development and the Lenoir County Committee of 100 as opportunities arise.
- Update the TLC (Think Lenoir County) program encouraging local shopping and purchasing of services and create a coalition of participating Lenoir County businesses that can, as a group, take advantage of opportunities to advertise under the TLC Banner.
- Continue the Red-Carpet Gift Card program that welcomes individuals relocating to our community by presenting them with a welcome gift card package. Expand the catalogue of participating businesses and promote this program to HR Managers, Realtors, and the public.

- Create awareness with Human Resources managers, realtors and the public about the importance of a live locally program. Work with Committee of 100 on updating the ExecuStay list of available temporary housing to be available to HR managers.

## **Manufacturing and Industry**

**Vice President of Manufacturing and Industry: Todd Frideger, Plant Manager Crown Equipment Coporation**

**Staff: Craig Hill, Executive Director**

- The Manufacturing and Industry Committee is responsible to the Board of Directors for activities and projects that address the manufacturing sector of the business community and associated industry. In addition, these activities should promote increased membership and participation in the chamber from this sector of the business community.
- Provide manufacturers a list of Chamber benefits that will inform them on how the Chamber can benefit their employees. Also provide an updated list of temporary housing for their new employees.
- Work closely with the Lenoir County Manufactures Association (LCMA).
- Offer relocation packages and the Red-Carpet program to all manufacturers.
- Communicate to HR directors the wealth of local information on the Chamber 's Website.
- Continue to work with Lenoir County Economic Development and Lenoir Committee of 100.

## **Young Professionals of Lenoir County**

**Vice President of Young Professionals of Lenoir County, Kristy Harrell. The Jessup Group**

**Chairperson:**

**Staff: Craig Hill, Executive Director**

- This Chamber-sponsored group's mission is to connect with young professionals, enrich their lives through leadership development and empower them to be leaders of tomorrow.
- The goal of the YPLC will be to cultivate a diverse leadership group that will benefit the Kinston/Lenoir County community by offering programs and activities that address professional development, social networking, personal growth, community outreach, and mentoring.
- Ignite active participation by developing a hard calendar of events that balance community service projects, professional development, team building skills, and social activities.

- Connect YPLC with Junior Leadership Lenoir, Kinston Teens & Rotaract to build a bridge of support and work together toward common goals.
- Provide the opportunity to connect with alumni business owners in the Kinston-Lenoir County community in order to provide mentorship and professional development to young professionals.
- Market and promote this group with a continued updated web presence on [www.kinstonchamber.com](http://www.kinstonchamber.com) and through various social media platforms.
- Plan and develop Leadership Lenoir for Young Professionals to be implemented in 2021.

## **Lenoir County Education Foundation**

**Chairperson: Chamber Chair-elect, Jess Edwards, Kinston Realty**

**Staff: Craig Hill, Executive Director**

- The Education Foundation Committee is a catalyst for educational excellence and an improved quality of life in Lenoir County by connecting the business community and all levels of educational community. Our purpose is to assist the education community with activities and resources that will enhance the quality of education offered in our community.
- Support and assist the Lenoir County Public Schools' vision, mission, and goals.
- Host the Adult Spelling Bee, The Super Ball Golf Tournament and a speaker luncheon event to fund the annual mini grant program.
- Support school's awareness efforts connecting to community, work force development, and businesses.
- Provide a Junior Leadership program in collaboration with all local schools.