

2016 PROGRAM OF WORK



GEORGETOWN/SCOTT COUNTY CHAMBER OF COMMERCE

A KENTUCKY TREASURE

“Creating Opportunities For Community Success!”

Mission Statement

“To promote the economic growth of our businesses, maintain and enhance the quality of life of our community and to encourage community involvement of our membership”



David Boggs
Vice President

Objective: Workforce Development

Action: Continue efforts with BCTC and the Scott County School system to further work based learning opportunities through internships, co-op employment and apprenticeship opportunities.

Action: Work with BCTC and the Scott County School system to create a manufacturing class at the High School and new Advanced Manufacturing Center(FAME).

Objective: Retention/Expansion/Location

Action: Continue to validate the importance of retention and expansion of manufacturing in the community.

Action: Support the ongoing efforts of Scott County United and their economic development responsibilities and activities.

Action: Support implementation of Phase II construction at the Lanes Run Business Park.

Action: Incorporate Vision 2020 in the new Scott County Comprehensive Plan update.

Objective: Support workshops and seminars by the KY Small Business Development Center and others.

Action: Define areas of focus for workshops and seminars; assure that topics are of interest within the Chamber and business community.

Action: Partner with Communications and Marketing committee to support all aspects of the objective.

Objective: Achieve "Work Ready" Community Designation

Action: Develop an educational task force sub-committee to complete comprehensive plan/pipeline from High School to Adult Education to Work Ready.

Action: Utilize the new Workforce Innovation Opportunity Act (WIOA) to assure Work Ready meets guidelines of designation.

Action: Cooperate with Mayor's office to implement employment training.

Objective: Implementation of Customized Employment in Scott County

Action: Continue to collaborate with the University of Kentucky WORK program and initiate opportunities for the employment of those with disabilities throughout the Chamber membership community.

Community Affairs

Establish presence of Chamber of Commerce within Georgetown/Scott County community through programs/events/activities and encourage membership involvement.

Objective: Build on success of existing events/programs

Action: Host and support traditional and new events, i.e.: Spring @ Keeneland (April 8th) and Fall @ Keeneland (October 7th), Annual Awards Banquet (April 15th), Golf Tournament (Sept 15th), Business After Hours, community events and other opportunities.

Action: Evaluate success/value of all events (via attendance/input/revenue) for future application.

Action: Explore joint/collaborative Chamber event in mid-summer, September "cookout" and Fall community concert/expo.

Objective: Increase participation at Chamber events

Action: Promote Chamber Board member and committee member participation at "all" Chamber sponsored events including cities of Sadieville and Stamping Ground.

Action: Partner with Communications & Marketing and Membership Committees to achieve joint collaborative objectives.



Ashley Chatham
Vice President

Membership

Execute recruitment engagement and recruitment strategies to grow the organization and meet budgetary goals.

Objective: Recruit a minimum of 75 new members

Action: Create new membership events w/other Chamber Committees including a "family oriented" event.

Action: Implement a "Membership Blitz/Drive".

Objective: Develop new networking opportunities

Action: Attempt "speed networking", themed BAH's, etc.

Action: Consider a "New Member" event.

Action: Identify new ways to engage "young professionals".

Action: Evaluate current events to determine if they are beneficial to members.

Objective: Develop an Ambassador Program

Action: Create a Chamber subcommittee to investigate program.

Action: Develop "incentive" program for retention of membership.

Action: Find new and innovative ways to maintain investors.



Kim Durrum
Vice President



Mark Manuel
Vice President

Objective: Keep the Chamber apprised of local, state and national governmental legislative and business issues that may affect our Chamber members

Action: Ensure that information is communicated to the membership including Website and Newsletter. Increase presence on website of current and future events.

Action: Continue "State of the City, County, College and Scott County School" addresses at monthly Chamber luncheons.

Action: Host two 2016 Legislative Breakfasts on Saturday, February 20th and March 12th.

Objective: Engage local Plan Commission (staff and Board) in Governmental Affairs Committee to examine and enhance comprehensive plan update

Action: Include monthly updates on the Comprehensive Plan and related issues.

Action: Develop one page executive summary (including Vision2020 and Plan update).

Action: Communicate to membership important planning and zoning updates; include additional "column" in Newsletter and Website to highlight.

Action: Dedicate one committee meeting for "focus group" session.

Action: Add Comprehensive Plan update to monthly agenda.

Objective: Be proactive in improving and sustaining intergovernmental communication and cooperation

Action: Review and monitor activities of Georgetown, Sadieville, Stamping Ground, and Scott County inter-local agreements (including code enforcement).

Action: Explore local government endorsement of Vision2020.

Objective: Continue to advocate for workforce development at ALL government levels

Action: Ensure new Scott County School Superintendent is issued invitation to join Committee and address Chamber membership in September or October.

Action: Evaluate minimum wage increase for applicable internships, etc. opportunities.

Objective: Establish a mid-year assessment of the program of work.

Action: Host a mid-year breakfast at committee location to review Comprehensive Plan update.

Action: Restructure Committee agenda for meetings to include Program of Work objectives.

Leadership Development

To assist already established programs and develop innovative, professional, leadership opportunities for members of our community.

Objective: Provide oversight of Leadership Scott County (LSC) Program

Action: Introduce and recognize Leadership Development committee.

Action: Work with and support the LSC Steering Committee.

Action: Review current LSC Manual for updates and/or modifications.

Action: Benchmark other Leadership programs in contiguous and statewide counties.

Objective: Promote Leadership Scott County (LSC)

Action: Highlight the current LSC Class, activities, class project, and monthly class locations via the Chamber website, Facebook page, Twitter, LinkedIn, Newsletter, Georgetown News-Graphic and monthly luncheons.

Action: Cultivate attendance of LSC Class at Chamber events and committees.

Action: Identify twenty (20) businesses for LSC participation; recruiting one from each business and one from other Chamber committees.

Action: Collaborate with Membership and Communications & Marketing to publicize, communicate, and support the value and initiatives of LSC.

Objective: Maintain networking capabilities with alumni and current classmates of LSC to the community

Action: Provide Chamber e-communication to all LSC members and alumni.

Action: Educate LSC members and alumni of diverse opportunities to serve in leadership capacities within the community through Chamber committees, Community boards, Advisory teams, and with City/County government.

Objective: Promote Leadership Central Kentucky and Leadership Kentucky Programs

Action: Assist Chamber with recruiting annual Scott County class members.

Action: Host Leadership Central Kentucky annually.

Action: Investigate hosting Leadership Kentucky in 2016 or 2017.



Lori Saunders
Vice President



Bridget Foster
Vice President

Objective: Website Upgrade

- Action: Develop business resource guide to include all advertising opportunities including fee schedule.
- Action: Utilize Google analytics to enhance membership benefits of advertising.
- Action: Implement online payment system for “all” member usage; i.e., ads, investments, etc.
- Action: Enhance membership use of website: addition of member logos, availability of employees to join the Chamber and easier access to update information for individual businesses.
- Action: Add pages for each committee (Communications & Marketing, Community Affairs, Economic Affairs, Governmental Affairs, Leadership Development and Membership.)

Objective: Strengthen Chamber Brand through Digital Presence

- Action: Develop and implement Style Guide for Chamber member usage.
- Action: Offer “medallions” to all Chamber members for their website within Style Guide criteria.
- Action: Introduce new Georgetown/Scott County community video at annual Awards Banquet (April 15th) and market its’ use.
- Action: Review all communications material for consistency of brand.

Objective: Implement Social Media Strategy

- Action: Incorporate newly-developed community video into Web and social media.
- Action: Further educate membership on social media utilization.
- Action: Utilize Facebook, LinkedIn, and Twitter for communication to membership. Determine if any of these social media platforms can solicit talent for membership benefit.

Objective: Develop New Sponsorships (with Requisite fee schedule) Chamber Learning Opportunities

- Action: Create email sponsorships with appropriate criteria parameters.
- Action: Explore future Lunch & Learn opportunities featuring social media, LinkedIn, Chamber website benefits and Chamber video.
- Action: Utilize “Swivel” to enhance membership access to events.

2016 Georgetown/Scott County Chamber of Commerce Executive Committee



William Haugh
President,
Georgetown
Community Hospital

President-Elect

Mark S. Smith

Past President

Joe Arnold, Whitaker Bank

Treasurer

Kimberly Hay, United Bank

VP Governmental Affairs

Mark Manuel, BCTC

VP Leadership Development

Lori Saunders, Tourism Commission

VP Membership

Kim Durrum, Commonwealth Credit Union

VP Communications & Marketing

Bridget Foster, Georgetown Community Hospital

VP Community Affairs

Ashley Chatham, Toyota

VP Economic Affairs

David Boggs, Lexington Manufacturing Center (OWL)

Board of Directors:

Lee Carter

Meredith Moody, Hospice of the Bluegrass

Michelle Nichols, Elkhorn Crossing School

Jason Obermeyer, Attorney at Law

Todd Oser, Oser Paint and Flooring

Katy Prather, Prather Team of Keller Williams

Phillip Pratt, Pratt’s Lawn and Landscape

Dr. Todd Rasberry, Georgetown College

Christie Robinson

David Sloane

Sandra Whelan, City of Sadieville

Resa Wright-Browning, Seeds and Saplings

Staff

Executive Director: John A. Conner

