

Community Affairs

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



Ashley Chatham is an analyst in Corporate Communications/ External Affairs at **Toyota Motor Manufacturing, Kentucky, Inc. (TMMK)**, Toyota's largest manufacturing plant in the world. In this role, she is responsible for external communications, media relations, social media and advertising.

Prior to her current role, Ashley spent five years in tourism and environmental education as a member of TMMK's Visitor Center, beginning in 2007, where she led the development of TMMK's award-winning environmental education program.

She is a 2007 graduate of Georgetown College with a B.A. in Communication & Media Studies.

Chatham has served as a board member for the environmental non-profit, Bluegrass Greensource, and in 2016, served as vice president of community affairs for the Georgetown- Scott County Chamber of Commerce.

Ashley is a 2013 graduate of Leadership Lexington.

Objective: Build on success of existing events/programs

Action: Host and support traditional events, i.e.: Keeneland Spring Meet (Apr. 19) and Keeneland Fall Meet (Oct. 19), Annual Awards Banquet (May 18) at Marriott Griffin Gate, Lexington Legends Baseball Outings (May 23 and July 27), Golf Outing (Sept. 20) at Canewood Golf Club, Business After Hours, Luncheons, Community Event (TBA), etc.

Objective: Create Business Sponsorship Opportunities

Action: Introduce new awards for the annual Chamber Banquet as well as new format for the Reception.

Objective: New Community "Issue Oriented" Event

Action: Address "key" issues of Workforce, Addiction, Growth, at Chamber events; i.e., Luncheons, Special Forums, etc.

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 objectives.