

**Lee's Summit Chamber of Commerce  
2020 Program of Work**

**Membership Development & Services Division Debbie Stoddard, Vice Chair**

**Ambassadors – Chair: John Beaudoin**

**Staff: Cathy Young**

**Purpose:** To recruit new members to the Chamber, serve as official hosts at events and develop a positive awareness in the community of the Chamber through goodwill.

**Goals:**

- Through recruitment efforts maintain 1,050+ members.
- Continue to build mentoring program, inviting current members and Board of Directors to serve as mentors to new members.
- Improve the perception of value of member benefits; explore ways to communicate the value of membership.
- Explore other benefits and services to offer Chamber members; promote leads groups to members.
- Work to help increase attendance at all events and to build awareness of Chamber benefits.

**Membership Committee – Chair: Sidra Connell**

**Staff: Cathy Young**

**Purpose:** To enumerate the advantages of Chamber membership, to lead efforts in retaining members and to encourage members who are not current in dues payments to retain their membership with the Chamber.

**Goals:**

- Through retention efforts maintain 1,050+ members.
- Continue to build mentoring program, inviting current members and Board of Directors to serve as mentors to new members.
- The current goal set by the Board of Directors is 88%.
- Improve the perception of value of member benefits; explore ways to communicate the value of membership.
- Explore other benefits and services to offer Chamber members; promote leads groups to members.
- Work to help increase attendance at all events and to build awareness of Chamber benefits.

**Annual Gala Task Force – Chair – Candace Jennings**

**Staff: Megan Gray**

**Purpose:** To be a successful special fundraising event for the Chamber.

**Goals:**

- Create a fun event to recognize our volunteers and celebrate the year's successes
- Help choose a theme, provide feedback on entertainment and décor
- Solicit donations for the live and silent auctions and provide an appealing presentation with a goal of raising \$30,000+ in revenue
- Build committee participation and attendance at event

**Holiday Reception Task Force – Chair: Shirly Boyer**

**Staff: TBD**

**Purpose:** To provide members an exceptional networking event, as well as to provide a venue for our member restaurants, caterers, etc. to showcase their products.

**Goals:**

- Organize a successful and enjoyable event.
- Continue to support food drive for Lee's Summit Social Services.
- Increase the volume of non-perishable food items to Social Services by 10% and cash donations to a charity.

**Young Professionals Committee – Chair: Tricia Sims**

**Staff: Taylor Smith**

**Purpose:** To connect to develop and engage the next generation of leadership through professional and personal development, community service and civic involvement.

**Goals:**

- Increase attendance at all Young Professionals functions by offering enticing networking opportunities.
- Become involved in all Chamber committees.
- Create a new recruiting tool to bring new, active members to the group and maintain retention system.
- Establish a better legislative presence and contribute priorities to be included with the Chamber's priorities.
- Secure sponsorships for all networking events.
- Complete quarterly community service projects.
- Encourage Young Professionals to seek leadership opportunities with the community and area non-profits.

- Continue to establish a reputation as a group of future leaders committed to their personal and professional growth as well as the Lee's Summit community.

**Business & Economic Development Division – Tim Van Zandt, Vice Chair**

**Business Development Council – Chair: Jeremy Springer**

**Staff: Matt Baird**

**Purpose:** To monitor and promote the needs of small business and the entrepreneurial community; serve as a resource for Chamber member businesses to succeed.

**Goals:**

- Continue to improve the Educational Needs Survey to stay current with the needs of the membership and search for cutting-edge topics and highly competent and knowledgeable presenters. Disseminate to membership, via *Constant Contact* each October.
- Increase participation at BDC meetings by 20%. Assess marketing approaches to expanding committee membership/participation.
- Assess and expand communication approaches to alerting membership of training/educational opportunities.
- Provide value-added Recess for Success professional development series and increase participation by 25%.
- Strengthen partnerships with service providers within the metro area (i.e., *KC Sourcelink*, Mid-Continent Library, Velocity LS, SCORE, Longview CC, UCM, etc.).
- Assist with Breakfast of Champions event each November during Global Entrepreneurship Week.
- Oversee the Chamber's Innov8 program by promoting the spirit of entrepreneurship through the local public and private schools.
- Support the City of Lee's Summit's entrepreneurial committee Velocity Lee's Summit by assisting, promoting and attending monthly meetings and events.
- Develop and promote the Chamber's bi-annual business forums increasing attendance and dollars raised by 25%.
- Establish the Chamber's online Business Resource Center by the end of the 4<sup>th</sup> quarter 2019.
- Continue to highlight chamber members through the quarterly Business Field Trips.

**Governmental Relations Committee – Chair: Drew Reynolds**

**Staff: Matt Baird**

**Purpose:** To communicate business issues, needs and concerns to government officials; establish policy statements and positions and provide the forum to proactively promote the interests of business.

**Goals:**

- Establish priorities and provide information to develop position statements/white papers.
- Organize and deliver informational programming to committee members.
- Prepare documents, legislative packages, etc. Coordinate lobbying and governmental relations activities with legislative/government officials.
- Strategically advance the Chamber's 2019 Legislative Agenda and Legislative Priorities to achieve success through organized advocacy utilizing all available Chamber resources.
- Promote and participate in the Chamber's Annual Legislative Day in Jefferson City.
- Provide timely/relevant presentations on topics that meet the interests of the membership and the committee.
- Provide a venue for our elected officials to educate and inform the committee on important legislative issues consistent with the 2019 Legislative Agenda and priorities.
- Expand the participation level within the committee ranks to ensure diverse representation from the business community, other important political entities and other regional/local relevant organizations.
- Send out regular emails to legislative contingent (either Federal/State/ County/City) on specific legislative issues.
- Send letters to legislative contingent (either Federal/State/County/City) on a specific legislative issue or issues.
- Promote the LS Chamber's online Advocacy page and inform members of bills the Chamber is tracking through Trackbill.

**Legislative Committee – Chair: Vicky Cundiff**

**Staff: Matt Baird**

**Purpose:** To develop and implement the legislative priorities for the Chamber, plan the monthly topics for the Governmental Relations meetings and establish policy guidelines, statements and positions.

**Goals:**

- Update and disseminate legislative survey in September (2019).
- Review priority recommendations, preliminary position statements (framing of the issues); Develop strategies on issues, finalize priorities and prepare "draft" position statements.
- Act as liaison with Executive Committee to coordinate "Calls to Action"; issues legislative alerts and coordinate communications with membership.
- Send out monthly correspondence to legislative contingent (Federal/State/County/City) on specific issues.

- Disseminate press releases to the media throughout the year on specific legislative issues identified within the respective legislative agendas.
- Establish the monthly platform for the Governmental Relations committee.
- Implement and oversee Chamber's annual elected officials breakfast and or dinner to be held in spring/fall.
- Promote and participate at a minimum of one advocacy trip to Jefferson City during each Legislative session and highlight the Chamber's legislative priorities to the state's elected officials.

**Military Affairs Committee – Chair: Joey Zarrillo**

**Staff: Matt Baird**

**Purpose:** To disseminate valuable information to community members so they can better understand the impact of the base – both economically and emotionally. This will allow the MAC to facilitate interactions like volunteer opportunities for the squadron and networking for LS businesses.

**Goals**

- Meet monthly to discuss opportunities to build upon the relationship with the Lee's Summit community and Whiteman AFB.
- Actively participate with the 509 CES by attending celebrations, holiday events, deployments, collecting donations, Whiteman AFB business connections, etc...
- Join and actively participate monthly with the Base Community Council at Whiteman AFB.
- Invite and encourage the 509 CES community to be engaged with the LS Chamber events (Golf Tournament, Oktoberfest, parades, etc...)
- Establish a "buy local" plan with the 509 CES that encourages airmen to shop and invest in Lee's Summit.
- Engage with local military veterans entering the civilian workforce by finding jobs in Lee's Summit and the KC region.

**Visitors Council – Chair: Liesl Hays**

**Staff: Jordan Straight**

**Purpose:** To identify and promote attractions in and around Lee's Summit and to assist in developing combined community efforts to inform and welcome visitors to the Lee's Summit area.

**Goals:**

- Develop a detailed marketing plan with specifics on priorities, messaging and measuring (when possible).
- Continue to update tourism social media sites. Content/contests to be discussed at meetings.
- Create daytrip packages that could be used when soliciting visitors. Trips can also be used for contest give-a-ways.
- Review of websites that promote activities in KC metro. Determine how to get event info on those sites.
- Continue to help implement the community branding efforts.
- Visitors Guide printed and distributed. Check for additional locations to distribute.
- Invite new/additional groups to enter their events on the Community Calendar

**Education Committee – Chair: Charles Brooks**

**Staff: Megan Gray**

**Purpose:** To strengthen and support relationships between all levels of public and private education with the business community, recognizing the connection between a quality education, lifelong learning and a quality work force.

**Goals:**

- Continue to support and enhance excellence in teaching.
- Promote and award scholarships to high school seniors.
- Encourage businesses to identify ways to cooperate with all educational institutions to produce a quality workforce.
- Support opportunities for Chamber member involvement in educational events and partnerships.
- Encourage lifelong learning and professional development among Chamber members.

**Community Development & Events Division – Kristi Johnson-Ware, Vice Chair**

**Health & Human Services Committee – Chair: Jeffrey Williams**

**Staff: Cathy Young**

**Purpose:** To educate and create opportunities within the Chamber of Commerce that support the community's growing health and wellness services and leverage these resources to benefit and attract businesses.

**Goals:**

- Utilize information from Jackson County Public Health to determine if additional strategies need to be undertaken.
- Connect with area health foundations and the City of Lee's Summit's Health & Human Services Commission for collaboration and strategy alignment.
- Promote and support City of Lee's Summit Parks and Recreation's health and wellness campaign to the members.

- Keep up to date with and inform the Legislative Affairs Committee's health and human services related advocacy efforts
- Develop a healthy workplace certification program
- Continue to promote and provide a Community Health Fair in conjunction with a community event.
- Continue to provide and support the comprehensive Health Care Directory to the community.

**Golf Classic Task Force – Chair: Drew Reynolds**

**Staff: Megan Gray**

**Purpose:** To plan and coordinate a successful Golf Classic in summer of 2019

**Goals:**

- Plan a fun networking activity for Lee's Summit Chamber members. Build attendance to hold another sold-out event.
- Obtain sponsorships and prizes to enhance the players' experience.
- Promote and publicize the event to Chamber members; evaluate the program, its revenue and resources to determine future events.

**Oktoberfest – Chair: Lynn Hinkle**

**Staff: Megan Gray**

**Purpose:** To plan a successful, enjoyable Oktoberfest for the Lee's Summit community as the major fundraiser for the Chamber.

**Goals:**

- Continue to build sponsorships and enhance opportunities for involvement.
- Promote and publicize the event and its activities.
- Continue to build committee participation and explore ways to recruit more volunteers.
- Brainstorm new activities or elements that can be incorporated into the festival in recognition of the 30<sup>th</sup> anniversary
- Evaluate and revamp the crafter application process and selection

**Leadership Lee's Summit – coordinators: Brian Austerman, Kelsie Fell, Lynn Hinkle, Amberlynn Isaacs**

**Staff: Matt Baird**

**Purpose:** Organize a successful program to further develop and educate future leaders of Lee's Summit

**Goals:**

- Encourage participation in the program and increase active engagement among attendees.
- Structure sessions that offer each participant the opportunity to acquire knowledge to lead the community.
- Expose the class to city officials, business executives, community leaders and nonprofit organizations.
- Provide professional development and leadership skills and encourage participants to become future community leaders.