Lee's Summit Chamber of Commerce

2020 Program of Work

Membership Development & Services Division Debbie Stoddard, Vice Chair

Ambassadors – Chair: John Beaudoin

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

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

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+
- Build committee participation and attendance at event

Holiday Reception Task Force – Chair: Shirly Boyer

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

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-Continet 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 4th 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

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

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.
• Invite new/additional groups to enter their events on the Community Calendar

Education Committee – Chair: Charles Brooks

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 workforce.

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

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 30th 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.