
Originally adopted by the
Raytown Area Chamber of Commerce
Board of Directors on September 8, 2011
Approved: December 8, 2016

For a detailed version, contact the Chamber office.

2017 BOARD OF DIRECTORS

Officers:

Carol Baker, KCP&L—Chair

Rene Purtee, Arvest Bank — *Chair Elect*

Chiki Thompson, Raytown Water Co.

— *Secretary/Treasurer*

Michelle Williams, Mission of Hope Clinic — *Past Chair*

At Large Members:

Jeff Bethel, Dick Smith Ford

Dave Thurman, Reece Nichols

Board of Directors:

Kaylie Baker, Rok'it Advertising

Melissa Beall, Longview Funeral Home & Cemetery

Pam Clark, Clark's Appliances

Jeff Hirst, Adams Mark Hotel & Conference Center

Charlotte Melson, Bickford Assisted Living

Melvin Norrington, KCP&L

Kristina Peters, REAP

Madeline Romious, AT&T

Tamara Wheeler, United Consumer Credit Union

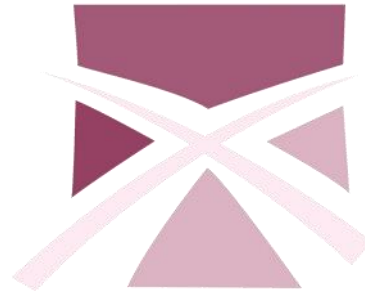
STAFF

Vicki Turnbow, *President*

Kyle Phillips, *Operations Manager*

MISSION STATEMENT

**The Raytown Area
Chamber of Commerce
supports our
business community
to enhance the quality of life
for our citizens.**



RAYTOWN AREA CHAMBER OF COMMERCE

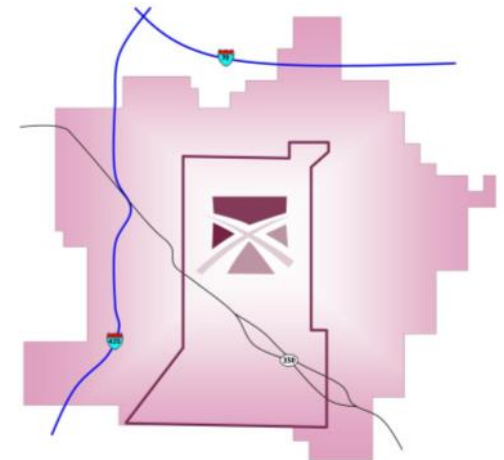
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STRATEGIC PLAN SUMMARY



SERVING THE RAYTOWN AREA SINCE 1929

RAYTOWN AREA CHAMBER OF COMMERCE STRATEGIC PLAN

MEMBERSHIP SERVICES

Membership Services

- Primary focus will be on current membership
- Service area includes the Raytown Quality School District boundaries

2017

- Strengthen the current Luncheon Program by obtaining quality speakers and providing a schedule 12 months in advance
- Continue membership contacts by various means
- Offer mentoring to all new members within their first year
- Research the need for educational programs based on members needs
- Establish at least two Lunch and Learn programs
- Work to improve networking events such as the Mega Office Party and the annual golf tournament
- Work to establish ways to positively market the Chamber
- Obtain goals from the Board of Directors as set in the annual budget

2017

YOUNG PROFESSIONALS

- Host at least two rYp functions in 2017
- Secure at least one service project
- Engaging Young Professionals in the Raytown Area
- Networking for young entrepreneurs



GOVERNMENT RELATIONS/ ADVOCACY

Have an active Government Relations/Advocacy Committee which reflects a balanced representation of the business community.

- Identify Chair & Co-Chair for Committee
- Recruit Committee members

2017

- Continue effective communication with members and public policy makers to inform them about important issues and consideration.
- Identify key issues and positions on issues to communicate to public policy makers.
- Develop a process using a variety of tools to obtain input and feedback from members and key community partners on issues to be used in developing the annual guiding public policy principles document. Input received from members and key community partners during development of annual legislative agenda.
- Develop process for obtaining timely feedback from members as issues arise.
- Position the Chamber as a respected resource for public policy makers.

Explore the opportunity to partner with other Chambers of Commerce within the area to conduct joint events for public policy makers.

COMMITTEES/TASK FORCES

- Identify Chair & Co-Chair
- Maintain a minimum of 10 active members on each committee/task force
- Obtain goals from the Board of Directors as set in the annual budget

COMMUNITY ENGAGEMENT

The following 2017 events are identified as community events. The Executive Committee on an annual basis, in July or August, will assess the current events and throughout the year may be called upon to research other ideas that are presented to the Chamber to participate in.

COMMUNITY EVENTS

RAYTOWN NIGHT/DAY AT THE ROYALS & RAYTOWN NIGHT AT THE MAVERICKS SENIOR CELEBRATION

- Work to increase involvement from the Membership by promoting volunteerism and the benefits of sponsorships
- Continue current involvement and explore more ways to increase ticket sales and community participation
- Work with community organizations throughout the year to offer guidance and suggestions to help with their own events.
- Work to promote Raytown through partnerships within the community to build upon the attendance of all community events.

GENERAL OBJECTIVES FOR ALL

- 1: Establish Structure, Sub-Committees, Chain of Succession, Metrics, and Set Goals
- 2: Analysis of previous year goals relative to growth and retention percentages. Adjust/establish new goals.
- 3: Report to the Board with recommendations
- 4: Improve Communications & Marketing