

Yellow Springs Chamber Board Meeting 1.11.24



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PART 1 - OUR IDENTITY

While the chamber already has an existing Mission on its website, we came up with the following ideas as a group to be accomplished within the next 3 years.

Team Goals

- To have a full-time executive director.
- The Board should be oversight- and committee-driven while avoiding burnout.

Services we will provide within 3 years

1. Members (internal) - Be an advocate for and provide good benefits/resources to our members.
2. Economic Development (external) - support economic development within the community.
3. Events (fun) - social and networking events for our members.
4. Street Fair

Words that currently describe us

1. commitment
2. consistency
3. proactive
4. value-driven
5. adaptable

Sample mission statement

Our mission is to support our local business community with a commitment to a value-driven, proactive, consistent message to our community.

PART 2 - OUR STRATEGY

What are the Chamber's *Internal Strengths*?

1. We really like our community
2. We are good at putting on events due to relationships
3. We are good with internal city management relationships
4. The Board has diverse skill sets; an opportunity to leverage those skillsets
5. Diverse business locations and types
6. Low membership fees
7. Insurance benefits

What are the Chamber's *Internal Weaknesses*?

1. Lack of time
2. Lack of diversity on the Board
3. Taking positions and stances on issues
4. Overextending ourselves
5. Lack of staff - Exec Director
6. Communication with members and member outreach
7. Low revenues based on time
8. Lack of clarity around the mission

What are the Chamber's *Outside Opportunities*?

1. Increase advocacy
2. Leverage the street fair better
3. Training events
4. Growing partnerships with local and larger entities

What are the Chamber's *Outside Threats*?

1. Open discussions
2. Membership Disengagement

PART 2 - STRATEGIC IMPROVEMENT PROJECTS

1. **Target Market (Customers, marketing, branding, etc.)**
 1. Target regional marketing
 2. Improve Tourism Marketing- celebrities, shopping, uniqueness
2. **Quality (Product / Services)**
 1. Need more opportunities for explaining member benefits.
 2. Add educational events
 3. Add networking events
 4. Printing for members needs to be addressed.
3. **Scale of Operation (How big do you want to grow?)**
 1. 240 members
4. **Reputation**
 1. Need a public relations person (activism)
5. **Points of Difference (What separates you from the competition?)**
 1. YS bubble.
6. **Culture & Employees**
 1. We need an executive director who can also help facilitate the Board
7. **Systems & Processes**
 1. We need to educate members on how to use Growthzone
 2. The website needs to be revamped
8. **Financial Goals**
 1. We need to find a way to be profitable without the street fair

2. Research membership prices for possible increases.
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Lance's Recommendations

1. Using the **Strategic Improvement Projects** list from above, pick the ones that are the highest priority or quick wins.
2. Only work on 1-3 at a time to avoid burnout and slow, demoralizing progress.
3. Designate a "lead" for each project.
4. Set 30-day goals within each project for quick, motivating "wins."