

Brownsville Chamber of Commerce Committee Plan FY 2010-2011

MISSION

The Brownsville Chamber of Commerce is a member driven business organization whose principal mission is to advance the business interests of its members through leadership, advocacy, civic involvement, promotion and business-building initiatives.

Standing Committees

Standing committees are authorized by the Board of Directors when essential for mission accomplishment and efficient operation of the Chamber. The incoming Chairman appoints new committee chairs for the fiscal year.

I. Membership Services Division (Past Chairman)

A. Membership Development Committee

Chair: Esmeralda Villarreal
Staff POC's: Sadie Macias,
Angela R. Burton

Mission: To attract new members while providing existing members with business development programs, information and services needed to enhance their competitive edge in the marketplace and to ultimately maintain 1,000 active members.

Strategies:

1. Meet at least quarterly for the purpose of preparing a prospect list of non-members and to reevaluate membership dues. (Bylaws Article II, section 2.07)
2. Assist with the recruitment of 140 new members for fiscal year 2010-2011.
3. Provide member networking opportunities which allow members to grow their business by making contacts, develop existing business relationships, grow their professional network and generate business leads as events such as:
 - a. Business After Hours Mixers – (At least 4 “Business After Hours” Mixers to exceed 100 participants per event. (December 16, 2010, February 23, 2011, June 30, 2011, September 22, 2011)
 - b. Coffee Talk - (3rd Tuesday of each month)
 - c. Speed Networking Events - (January 13, 2011, May 5, 2011, September 1, 2011)
 - d. Networking at Noon - (November 4, 2010, March 10, 2011).
 - e. Ribbon Cuttings & Ground Breaking Ceremonies. (Held Monthly)
 - f. Annual Banquet – (Between November 2010 – May 2011)
 - g. Business to Botana Expo 2011 – (September 29, 2011)
4. Continue to market Member 2 Member Discount Program. Maintain at least 70 participants.
5. Encourage member involvement and participation through increased communication from staff and volunteers.
6. Survey needs and interest of members in June 2011.
7. Support the U.S. Chamber of Commerce Federation Program.
8. Plan, coordinate and follow a member retention plan which specifically targets member renewals.
9. Partner with members to support special events and initiatives that will benefit the membership.

B. Bienvenidos Committee

Chair: Brunilda Villarreal
Vice Chair: Crispin Garza
Staff POC: Delia Pena

Mission: To conduct groundbreaking, ribbon cutting and other ceremonies in support of Chamber membership and to function as a proactive goodwill extension of the Chamber.

Strategies:

1. Plan and conduct "Diamond Ball" (March 26, 2011) as fundraising project to offset costs of plaques, ribbons and other chamber activities.
2. Support the Chamber with special events by volunteering time for ribbon cuttings, member retention programs, business expo and business after hour's mixers.
3. Plan and conduct a minimum of 55 ribbon cuttings and/or ground breaking ceremonies for FY 10-11.

II. Economic Development Division (1st Vice Chairman)

A. Small Business Development Committee

Chair: Eva Woodfin
Staff POC: Angela Burton
Aaron Rendon

Mission: To promote and assist small business through proactive innovative programs, education, motivation, networking and other resources available to facilitate growth.

Strategies:

1. Assist new business start-ups, franchises and existing businesses by providing information, publications, resources and connections to meet the unique needs of the small businesses. Respond aggressively to inquires regarding new business opportunities.
2. Review and work with membership development committee to provide member networking opportunities which allow members to grow their business by making contacts, develop existing business relationships, grow their professional network and generate business leads as events such as:
 - a. Business After Hours Mixers – (At least 4 “Business After Hours” Mixers to exceed 100 participants per event. (December 16, 2010, February 23, 2011, June 30, 2011, September 22, 2011)
 - b. Coffee Talk - (3rd Tuesday of each month)
 - c. Speed Networking Events - (January 13, 2011, May 5, 2011, September 1, 2011)
 - d. Networking at Noon - (Tuesday, November 2, 2010, March 10, 2011).
 - e. Ribbon Cuttings & Ground Breaking Ceremonies. (Held Monthly)
 - f. Annual Banquet – (Between November 2010 – May 2011)
3. Plan, participate and promote Business to Botana Expo 2011 to exceed 100 tables - September 15, 2011.
4. Inform, educate and connect entrepreneurs and small business people through professional development and continuing education opportunities. Seminars will be developed on a monthly basis to total at least 30 per year.
5. Develop, organize and implement Bill Drury Customer Service Seminar. January or February 2011.
6. Recognize Brownsville Chamber of Commerce members who exceed the spirit and basic standards of customer service via the Customer Service Shining Star Award.
7. Promote Small Business Counselor at Brownsville Chamber of Commerce.
8. Gather data and publicize Cost of Living Index results quarterly.
9. Participate on the U.S. Small Business Administration’s Award Nomination Committee.
10. Develop small business award nominations from chamber membership.
11. Recognize Chamber members at a Small Business Week Luncheon/Dinner.
12. Develop, organize and implement in partnership with Wells Fargo the Women Entrepreneurs’ Small Business Boot Camp. (January 27, 2011 – August 11, 2011)

B. International Trade & Logistics Committee

Chair: Steve Perez, Cargo USA
Logistics
Staff POC: Angela R. Burton, Aaron
Rendon

Mission: To represent the international commerce and trade needs of chamber members and the community.

Strategies:

1. Formulate and recommend policy and programs to enhance flow of commerce and security at international ports of entry.
2. Maintain liaison with consuls, Department of Homeland Security, maquiladoras, brokers, elected and appointed officials on both sides of the border.
3. Represent Chamber on trade missions and at social functions in Mexico.
4. Promote Brownsville/Matamoros as an international business community and encourage international commerce and tourism.
5. Continue to support the BiNational Chamber of Commerce Coalition.
6. Continue to participate and support sister city initiatives between Brownsville and Mexican cities.
7. Partner with the Texas Department of Public Safety to provide quarterly carrier workshops. (August 2010, November 2010, February 2010, May 2010)

III. Community Development Division (2nd Vice Chairman)

A. Brownsville Business & Education Coalition

Chair: David Merrill
Staff POC's: Angela R. Burton

Mission: To promote programs and initiatives between businesses and schools that support high school completion rates and college/workforce readiness as well as to advocate for effective education strategies at local, state and federal levels of government.

Strategies:

1. Support the United Brownsville's Education research and development task force
2. Organize and implement Academic Leadership Alliance. (May 11-July 11) Goal: 10 Educator Interns and 10 local businesses.
3. Develop and support At-Risk initiatives by recruiting business mentors and volunteers when needed.
4. Develop and support internship programs between local businesses and educational institutions.
5. Participate as a community partner with a Postsecondary Success Planning Grant designed to develop a specific plan to improve postsecondary education and employment outcomes for low income young adults. (Written by the United Way of Southern Cameron County)
6. Support and/or apply for grants related to high school completion and college/workforce readiness.

B. Brownsville Crime Stoppers Committee

President: Diana Delaunay
Staff POC: Angela R. Burton,
Alfredo Picazo

Mission: To provide an anonymous reward program that involves the citizens, the media, and local area law enforcement in an effective crime control program. The program is designed to assist law enforcement agencies in the identification apprehension and prosecution of persons suspected of having committed a criminal act.

Strategies:

1. Assist Brownsville Crime Stoppers with administrative duties related to monthly meetings and other activities to include yearly grant to the State of Texas.
2. Plan and administer fund raising events that support the needs and expectations of the organization in order to balance the budget.
3. Ensure the Brownsville Crime Stoppers Board of Directors is representative of the community.

IV. Governmental Affairs Division (Chairman of the Board)

A. Governmental Advocacy for Business

Chair: Reba Cardenas McNair

Staff POC: Angela R. Burton

Mission: To promote awareness and take action on governmental issues of importance to chamber members at local, state and federal levels and to increase member involvement around critical issues related to voting, legislation and business advocacy.

Strategies:

1. Plan and implement a "Get the Vote Out" campaign". Elections to be held in November 2010 & 2011.
2. Identify and prioritize issues that are important to the membership.
3. Advocate for infrastructure improvements; identify, monitor and support projects of regional and local significance.
4. Work closely with and cultivate relationships with various levels of government by attending appropriate committee meetings and brief legislators on issues important to membership.
5. Support federal, state and local legislators on issues relevant to the region.
6. Keep membership informed.
7. Testify when needed.
8. Plan and organize a Public Affairs Luncheons based on local, state or federal issues or topics. – Legislative Session Debriefing – August 2011.
9. Continue to support and participate with Brownsville's Interagency group.
10. Host legislators and governmental officials when opportunities present.