



PROGRAM OF WORK 2009

Our Mission

To serve as an organization of commercial, retail, agricultural, professional and educational people working together to enhance the economic, civic and cultural interests of the Hutchinson area.

Our Vision

To be recognized as a leader for creating community growth opportunities, leading to a future of prosperity.

2009 Priorities:

- Focus continued and determined effort on the strategies and goals outlined in the 2009 Program of Work plan.
- Increase our leadership and profile in the community as it relates to issues that affect businesses and our area.
- Provide valuable services and support to our community and business members.
- Develop and promote Hutchinson as a destination.

MEMBERSHIP DEVELOPMENT FUNCTION:

Key Priorities:

1. A.R.M. Initiative

- a. Continue Membership Retention & Maintenance Efforts
- b. Develop New Member Initiatives
- c. Increase Membership Visits

2. Educational Opportunities

- a. Increase Professional Dev. Opportunities for Members (Spring, Fall)
- b. Partner & Develop Key Relationships with other community and county organizations

3. Networking Opportunities

- a. MN Chamber Opportunities
- b. Young Professionals Group
- c. Member Luncheons

COMMUNITY RELATIONSHIPS FUNCTION:

Key Priorities:

1. Committees

- a. Review committees and their work
- b. Encourage Buy Local Committee Development

2. Leadership Institute

- a. Continue development of Institute as the “premiere” leadership training resource for Hutchinson

3. Community Events and Services

- a. Evaluate involvement of Chamber CVB
- b. Re-new and expand Banner Program

4. Annual Meeting

- a. Simplify Awards – application, consolidation
- b. Create brief overview of successes

ADMINISTRATION/GOVERNANCE FUNCTION:

Key Priorities:

- 1. Fiduciary Responsibilities**
 - a. Continue strict management of budget
 - b. Review non-dues and dues related income

- 2. Create and Implement Business Procedures & Policies**
 - a. Procedures
 - i. Accounting Procedures
 - ii. ChamberMaster Navigation
 - iii. New Member Processing Procedure
 - iv. Member visits and/or phone calls
 - b. Policies
 - i. Hutch Bucks- tracking, purchase policy, accounting procedures
 - ii. Non-Discrimination Policy
 - iii. Conflict of Interest Policy
 - iv. Whistleblower Policy
 - v. Documentation Policies
 - Retention & Destruction
 - Organization & Storage

- 3. Organization Name Change**
 - a. Drop CVB title, add Tourism in its place

TOURISM & MARKETING FUNCTION:

Key Priorities:

- 1. Develop and Promote Hutchinson as a Destination**
 - a. Hospitality Partner Cooperation & Communication
 - b. Event Focus
 - c. Visitor Communication
 - d. Public Relations / Media Communications
- 2. Pursue Partnerships & Educational Opportunities**
- 3. Relocation & Traveler Assistance**
 - a. Develop a thorough relocation assistance program
 - b. Improve resources for assisting travelers