SL County Business Alliance:

Taylorsville City Council Meeting

September 2, 2015

Don Youngberg

Chairman

Spencer Ferguson

Vice Chairman

Kim Gilbert

Secretary/Treasurer

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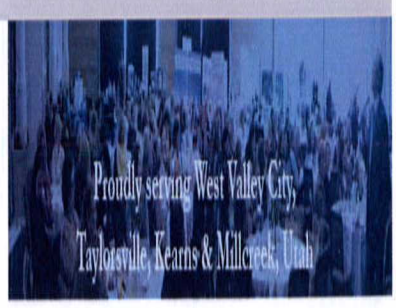

Name Change

- Decision to be made swiftly
- Survey sent to stakeholders in early August
- Names being considered:
  - Salt Lake County Chamber Alliance
  - ChamberWest
  - Salt Lake County Business Alliance
  - Valley Chamber Alliance
  - Wasatch Chamber Alliance
  - Wasatch Front Chamber Alliance

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Flexibility/Change

- What has worked in the past won't necessarily work now
- It usually gets worse before it gets better
- We all want the same thing
- Plans may not work; We will perpetually adjust

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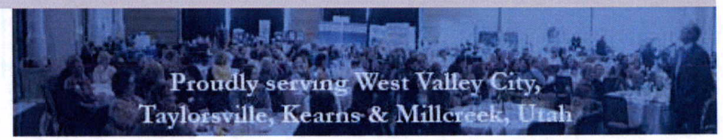

Our Core Focus

- Business Education
- Quality Events
- Networking
- Government Advocacy

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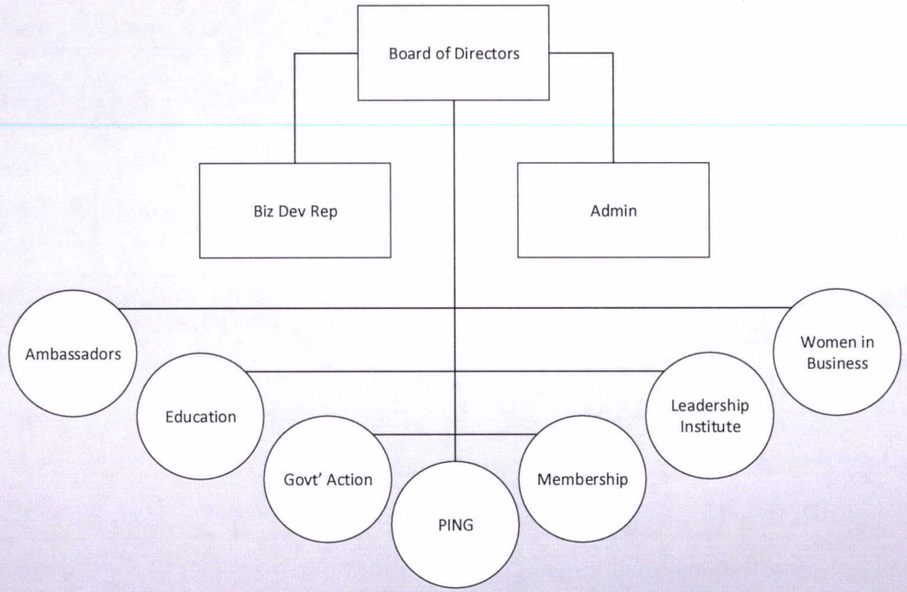
Org Chart Today



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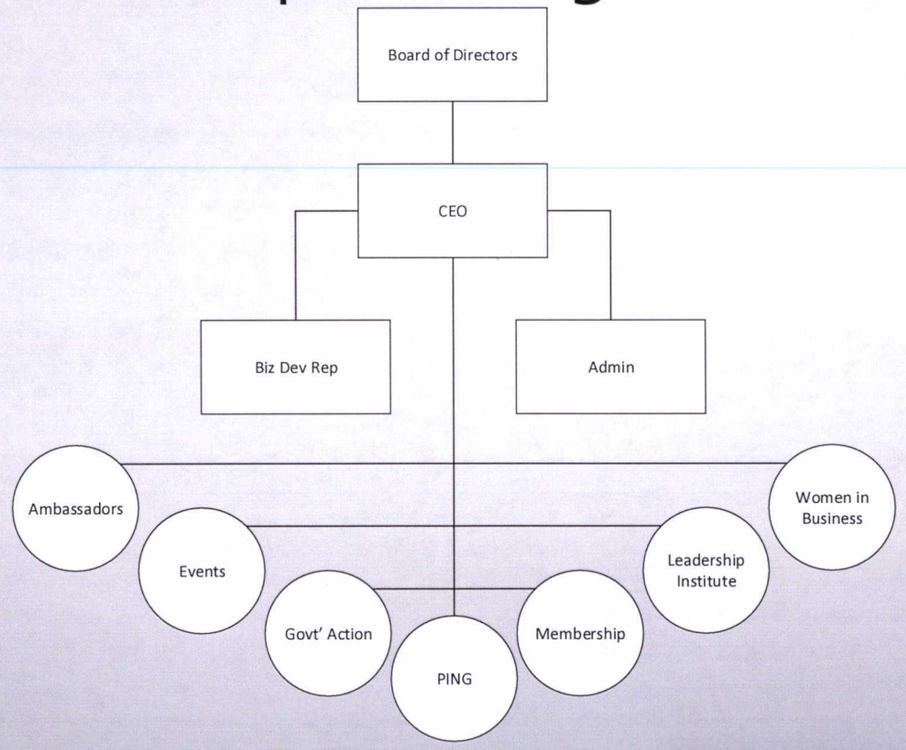
Proposed Org Chart



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Committees Changes

- Delegate
- Improve Oversight
- Improve Quality and Value
- Get Many Members Involved
- Self-Sufficiency!!!!

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Committees Today

- Ambassadors
- Education
- Government Action
- Leadership Institute
- Membership
- PiNG
- Women in Business

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Proposed Committees

- Ambassadors
  - Attend Ribbon Cuttings; Deliver New Member and Renewal Packets
- Government Action
  - Stay in Tune w/ Legislation; Inform Members and Hold Meetings as Necessary; Liaison w/ Cities/County
- Leadership Institute
  - Oversee, Manage and Promote 8 Session Leadership Training
- Events
  - Oversee, Manage and Promote Events, Excluding Those of Other Committees (Business Matters Luncheons, Golf Tournament, Gala, etc.)
- Membership
  - Assist in Growing and Retaining Membership; Oversee Member Benefits
- PiNG
  - Oversee, Manage and Promote Weekly Networking Meetings
- Women in Business
  - Oversee, Manage and Promote Bi-Monthly Events for Women in the Chamber

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Committee Makeup

- Chairman (Non-Board Member)
  - Ensure a minimum of 1 monthly committee meeting takes place
  - Oversees committee and attends all related activities
  - Attends all related activities
- Vice Chairman (Non-Board Member)
  - Attends all meetings and related activities
  - Fills in as necessary for Chairman
- Secretary (Non-Board Member)
  - Attends all meetings and related activities
  - Records meetings notes and assigned tasks
- Primary Board Sponsor
  - Attends all meetings and related activities
  - Reports to board on activities, performance of committee
- Secondary Board Sponsor
  - Attends all meetings and related activities
  - Fills in as necessary for Primary Board Sponsor
- Several Other Chamber Members

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Hiring a CEO

- Executive Committee Fills-In on Interim Basis (Including Appearances at Events, Major Decisions, etc.)
- Must be highly competent/qualified! We won't settle!
- We are willing to pay what it costs for quality
- Takes place when $30,000+ in extra cash is saved, or three consecutive months of $10,000+ in positive equity (accrual basis)

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Chamber Action Items

- Outbound calls to all new Taylorsville businesses
- Promotion of Taylorsville happenings in Chamber newsletters, social media
- Chamber representation at major events
- Ongoing visits to Taylorsville businesses; Feedback to city leaders

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City Action Items

- Ongoing annual financial support
- Supply major event information to Chamber
- Additional investment through business licenses
  - Ability for businesses to join Chamber via business license application
    - Investment = Participation = Business Growth
  - Small increase in business license fees with proceeds going to Chamber

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Discussion

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