

San Benito County Chamber of Commerce Strategic Business Plan 2009

The San Benito County Chamber of Commerce is organized for the purpose of creating, promoting, and celebrating economic vitality within San Benito County by providing resources to businesses and individuals.

At the Chamber, we:

CREATE *a strong local economy*

PROMOTE *the community*

PROVIDE *networking opportunities*

REPRESENT *the interests of business with government*

BUILD *community-wide leadership*

2009 Board of Directors and Staff:

Chairman- Scott Fuller, San Juan Oaks

Vice Chairman- Jeana Arnold, Precision Laser Engraving

Finance Chairman-Bette Grace, Grace & Associates, CPA's

Secretary- Sylvia Perez, CalStar

Jim West, Graniterock

Rosemary Bridwell, Landscape Design

Cesar Flores, San Benito County Art's Council

Kathy Carlson, San Benito Bank

Terri Rovella, AAA

Paul Rovella, Lombardo & Gilles

Dr. Ron Crates, Hollister School District

Katherine Vais-Bedolla, Bishop Lusink Insurance

Gretchen Blatter, Casa de Fruita

Jessica French, President/CEO

Michele Diaz, Member Relations Manager

Bryn Calderon, Administrative Assistant

MEMBERSHIP DEVELOPMENT

OBJECTIVE: Increase retention of members and expand positive membership relations, contacts, and value-added services.

STRATEGIES:

- **Continue to fill the staff role of Member Relations Manager to meet all members' needs on a daily basis.**
- **Continue to utilize member feedback by regularly surveying our membership and by receiving member testimonials.**
- **Enhance and expand Ambassador Program.**
- **Hold scheduled membership networking opportunities; such as, monthly mixers, Lunch with Leaders and Business Seminars that provide and comfortable environment for membership communications and expanded participation.**
- **Promote Chamber employees involvement in the community.**



New Members August 2008



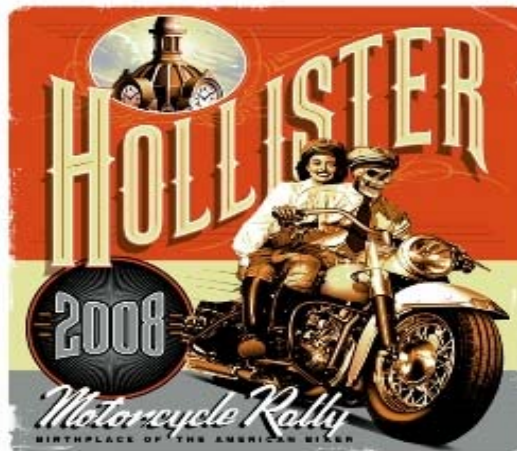
K&S Properties/Presidential Protective Services
June 2008 Business of the Month

TRAVEL AND TOURISM

OBJECTIVE: Promote responsible tourism that stimulates the local economy, improves our quality of life and works to sustain the unique character of San Benito County.

STRATEGIES:

- Continue to work with the Hollister City Council and Horsepower Promotions to develop a plan for revenue generating Hollister Motorcycle Rally.



- Promote our local attractions; such as, Pinnacles National Monument, Hollister Hills SVRA, Cienega Valley Wine Trial, Mission San Juan Bautista and countless others, via our website, phone inquiries, office visitors, and the media.
- Continue to host the Saddle Horse Parade and Fiesta in downtown Hollister.
- Regular Tourism Committee meetings.
- Support events with staff time and Tourism income like the Condor Classic.
- Continue working on the Local's First Campaign during the holiday season.



BUSINESS ADVOCACY

OBJECTIVE: Implement and sustain a consistent issues management system that enhances the Chamber's role in representing the interests of members and the business community which influences public policy.

STRATEGIES:

- Create a Governmental Affairs Committee as the primary coordination point for the Chamber's issues management role, communications, and governmental relations initiatives.
 - Establish the committee's role as a task force to review, assess, and make recommendations to the Board of Directors that enhance and improve a "business friendly" environment.
 - Establish regular quarterly meetings for the committee.
 - Establish an issues management system that gives the committee structure in their review process based on the Chamber's mission statement.
 - Continue to work closely with county and city government officials and other business advocacy groups; such as, the Business Council and Hollister Downtown Association.
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Serving San Benito County since 1921