

Board Empowerment Task Force – Meeting #2
Friday, March 7th | 7am-8am
Systems West Engineers
725 A Street, Springfield, OR

Task Force Members: Amber, Courtney, Kenny, Matt, Debi, Ken, Stacy
Chamber Staff Support: Paige, John, Adam

Supplemental material: I requested staff distill the “Big Buckets” for us to look at the value propositions in a simplified one-page format. These Big Buckets list the strategic priorities that are supported by business memberships, impact investors, foundation donors, program sponsors, and through advertising dollars.

AGENDA

Reminder of why we’re here:

Focus Areas:

1. Creating clear and concise information for board members to share with potential impact investors.
2. Creating a collaborative space to openly share and track outreach efforts.
3. Identifying potential impact investors who have shown interest and would mutually benefit from becoming an impact investor for the purpose of empowering the board to help us reach our goal of bringing in additional impact investors!

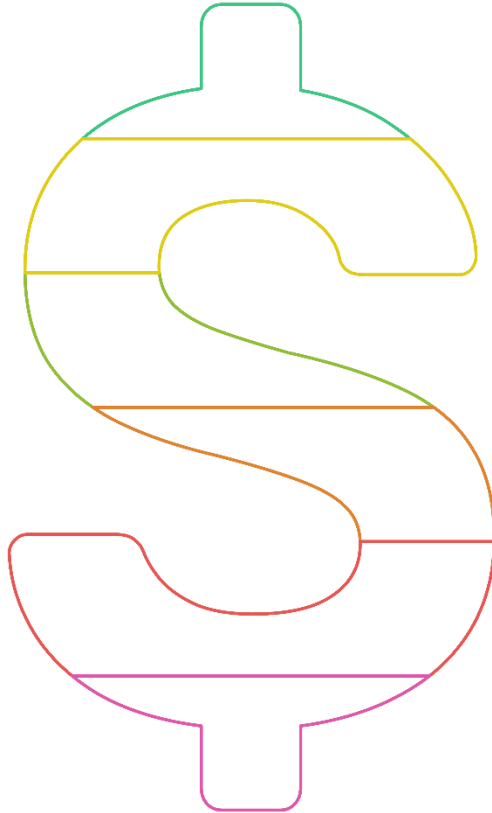
Review of Meeting #1:

- Complexity hinders board members from effectively selling investment opportunities.
 - For board members to generate warm leads, we need to have simplified “hooks” before we can make a clean pass to staff.
- Board members should be lead generators, staff need to be closers.
- Revenue Goals
 - Foundation: \$85,000
 - \$25,000 – Grant Funding (Debi Crager/Dean Huber Leading)
 - \$10,000 – Small Donor (Tammy Inglis Drew Leading)
 - \$50,000 – Large Donor (Ken Brown Leading – this large donor cultivation is where we need to align the strategy with our impact investor strategy)
 - Impact Investors:
 - Revenue Budgeted: \$70,000 / Stretch Goal \$100K
- Combined Revenue Goal Range \$155,000 - \$185,000
- Other key takeaways from group?

Today’s work session goals:

1. Success = Simplification
 - a. Clear statement for board members on revenue goals
 - b. Clear ask for board members
 - c. Clear sell – Review strategic buckets, see below.
 - i. Strategic priorities
 - ii. \$\$\$ = impact.
 - d. Using the image of the sales process below: where can the board make the biggest impact? What do we need from staff to execute on this process to drive revenue?

Comprehensive Sales Process Overview



Prospecting

Identify potential leads for Chamber



Preparation

Prepare for the Pitch



Approach

Make contact, set the "hook"



Presentation

Collaborate with staff on sales



Closing

Staff to close the deal, Board to follow up



Follow-up

Continue the relationship/check in

SPRINGFIELD AREA CHAMBER OF COMMERCE

These strategic priorities are supported by business memberships, impact investors, foundation donors, program sponsors, and through advertising dollars.

WORKFORCE & TALENT DEVELOPMENT

We invest in the future and current workforce by fostering connections between students, job seekers, and local employers while also supporting the development of the incumbent workforce. Our work includes building a strong network of workforce funding, workforce training, education, and workforce placement partners to ensure alignment between industry needs and workforce investments and programming.

- **Student Access Pass** – Engaging students with business leaders to explore career pathways.
- **Essential Skills Workshop** – Training managers and employees on professional development and leadership.
- **Career & Technical Education (CTE) Fund** – Supporting education programs that prepare students for in-demand jobs. (FOUNDATION SPECIFIC)
- **#WorkReady Digital Resources** – Online career tools connecting employers with local talent.
- **Advisory Committees** – Connecting staff and members to workforce advisory boards and committees. Local and Statewide.
- **Leadership Development** – Leadership Summit and Leadership Eugene Springfield cultivate business and community leaders.

BUSINESS ADVOCACY

We ensure that businesses have a voice in shaping policies and a strong presence in decision-making. Our advocacy extends beyond policy—we actively build relationships with decision-makers and decision-making bodies to represent business interests effectively. We continuously measure the business climate to align our advocacy efforts with opportunities that foster a more economically competitive environment.

- **Chamber Roundtable Program** – Monthly forums on issues and opportunities impacting businesses.
- **State of Business Breakfast** – Bringing our members experts in economy and business climate.
- **Policy Advocacy** – Proactive engagement with local, state, and federal officials.
- **Strategic Partnerships** – Collaborating with public and private stakeholders to drive economic progress.
- **Growing our Influence** – Mobilizing a network of informed community leaders to inform and influence policy, regulatory, and economic development priorities. (Leaders Advisory, LES Alumni)

BUSINESS GROWTH

We actively connect businesses with the tools, expertise, education, and resources they need to grow and succeed. Our programs provide vital support, visibility, and networking opportunities that help businesses scale and thrive.

- **Networking** – The number one reason members join is to create business to business connections. The Chamber provides networking programs like Business After Hours and Greeters, in addition to other B2B visibility through annual program sponsorships.
- **Visibility** – Marketing and advertising platforms for members to share their story or promote their business (The Bottom Line, Member Connect, Magazine+Directory, tabling at events).
- **Small Business Solutions Hub** – Resources and expert-led programs to support business success. The SBSH digital hub also provides opportunities for members to share their business growth resources and information with other members.