



**Reidsville Chamber of Commerce
Board of Directors Meeting
April 27, 2022, 12pm
Chamber Board Room**

-
- | | |
|-------------------------------------|-------------------------------|
| 1. Call to Order | Jessie Meador Chairwoman |
| 2. Invocation | |
| 3. Strategic Conversations (20 min) | Goal Setting & Chamber Action |

CONSENT AGENDA

The Reidsville Chamber of Commerce uses a Consent Agenda to consider items that are non-controversial and routine. The Consent Agenda is acted upon by one motion and vote of the Board. Items may be removed from the Consent Agenda and placed on the Regular Agenda at the request of a Board Member. The Consent Agenda contains the following items:

1. Approval of the March minutes (Board Retreat) (Pg. 2-3)
2. Approval of New Members and Dropped Members (Membership Reports) (Pg. 4)
3. Member of the Month – May 2022 (Pg.5)

REGULAR AGENDA

- | | |
|------------------------------|---|
| 1. City of Reidsville Report | Jeff Garstka Economic Development Director,
City of Reidsville |
| 2. Executive Board Updates | |
| a. Chairwoman's Comments | |
| b. Board Retreat Follow up | |
| c. Budget & AR | Jessie Meador Chairwoman |
| 3. Committee Reports | |
| a. Workforce Development | Jennifer Lester Business & Industry Liaison |
| 4. President's Report (Pg 9) | Diane Sawyer President & CEO |
| a. Upcoming Events | |
| i. Annual Awards | |
| 1. Nominating Process | |
| ii. Staff Appreciation | |
| iii. Business Showcase | |
| iv. Summer Events | |
| 5. Announcements & Adjourn | |



**Reidsville Chamber of Commerce
Board of Directors Retreat
Minutes
March 16, 2022
1pm, Reidsville Event Center**

Present: Jessie Meador, Robbie Citty, Robin Pegram, Kirk Smith, Judy Neal, Chad Blakley, Eden Combs, Victoria Ellis, , Morgan Moore, Donald Carter, Drew Barefoot, Jeff Garstka, Diane Sawyer

Absent: Wayne Hollowell, Patience Fairman-Evans, Jennifer Lester, Justin Dill, Beth Smith, Matthew Searce

Minutes recorded by Diane Sawyer

Call to Order, Jessie Meador at 1:10pm

CONSENT AGENDA - Motion made, Seconded, motion carried.

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1. Budget Overview (Pgs. 3-4)
2. Member of the Month (Pg. 5)
3. Membership Report (Drops) (Pg. 6)
4. Minutes from February Meeting (Pgs. 7-8)

REGULAR AGENDA

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Why are we here? <ol style="list-style-type: none"> a. What do we hope to gain? 2. Board Orientation <ol style="list-style-type: none"> a. Chamber Basics b. Mission/Vision/Value Statement c. History since 2011 (and previous) <ol style="list-style-type: none"> i. Pre 140 S Scales Era (2011-2016) ii. Visitor Center Era (2016-2020) iii. Pandemic Response (2020-present) d. Board Responsibilities <ol style="list-style-type: none"> i. Fiduciary ii. Time e. Chamber Structure & Overview <ol style="list-style-type: none"> i. Staff (Flowchart) <ol style="list-style-type: none"> 1. Staff vs Directors Responsibilities 2. Ambassadors 3. Committee Structure 4. Partnerships <ol style="list-style-type: none"> a. City of Reidsville (Visitor Center) <ol style="list-style-type: none"> i. Team Reidsville | <p>Jessie Meador Chairwoman</p>
<p>Jessie Meador Chairwoman
Drew Barefoot Chair Elect
Diane Sawyer President & CEO
Judy Neal VP of Events
Robbie Citty Past Chairman
Roy Sawyers VP Governmental Affairs
Jessie Meador Chairwoman</p>
<p>Robbie Citty Past Chairman</p>
<p>Diane Sawyer President & CEO</p>
<p>Robbie Citty Past Chairman</p> |
|---|---|

- b. Reidsville Downtown Corporation (Main Street) Diane Sawyer | President & CEO
- c. County Economic Development/Tourism
 - i. Business Coalition
- d. Workforce Development Partners

f. Budget Discussion and FY2022 Outlook

Robin Pegram | Treasurer

3. Program of Work for FY2022

a. Events

Judy Neal | VP of Events

- i. Chamber Events
- ii. City Events
- iii. Downtown Merchant Events

b. Programs

- i. Chamber Champions
- ii. Ambassador
- iii. Visitor Center
- iv. SCORE Chapter
- v. Leadership Rockingham

Diane Sawyer | President & CEO

Kirk Smith | VP of Business & Industry

c. Fun Committees Overview

Diane Sawyer | President & CEO

d. Goals

- i. SWOT
- ii. Criteria for Chamber Action
- iii. Small Group Discussions
 - 1. Organizational Goals
 - a.
 - 2. Financial Goals
 - a. Dues
 - b. Chamber Champions
 - c. Membership

4. President's Report

Diane Sawyer | President & CEO

5. Announcements & Adjourn. Motion Made, Seconded, Motion carried. Meeting Adjourned at 5:31

March 2022 - Membership Report

Drop Members

Company	Joined	Membership Dues	Last Payment Received	Reason
Reidsville Radio	12/3/2019	Trade		Left Area
Albaad	8/19/2013	\$1,173.00	3/1/2022	Can't Afford Dues
Mirrors Beauty	11/20/2022	\$175.00	11/23/2021	Can't Afford Dues
Offic of Patrick McHenry	12/10/2020	\$85.00	2/16/2021	Left Area
Total		\$1,433.00		
YTD Total		\$3,236.00		

New Members

Company	Joined	Membership Dues		
Triad Outlaws	3/21/2022	\$175.00		
Knowles Management and Rentals	3/24/2022	\$20.00		
Cynthia A. Bolton DDS PA	3/30/2022	\$240.00		
The Boardwalk Baker	4/5/2022	\$175.00		
Hendlee Home Care	4/11/2022	\$240.00		
Cutting Edge Tek	4/14/2022	\$20.00		
Eric Richardson/Richardson Law PLLC/ER Law	4/14/2022	\$175.00		
A Cut Above Barbershop	4/19/2022	\$175.00		
Total		\$1,220.00		
YTD Total		\$3,250.00		

Member of the Month: May 2022: The Old North State League

The Old North State League
Est. 2018

The Old North State League is the largest Summer collegiate baseball league in North Carolina. Baseball is at the very heart of the state. Over the years, baseball has evolved throughout North Carolina. In the early 1900s every rural town in the state had a "Town" team made up of mill workers. Now North Carolina is known for having some of the best College baseball teams in the country.

The Old North State League is truly a league for the players. It's a league that can help each player develop, showcase their abilities in front of scouts, while also giving them the opportunity to enjoy their Summer in the great state of North Carolina.

The League will eventually stretch to every corner of the state. This will give the players and the fans the chance to see some of the most beautiful scenery in the South. Whether that is the Mountains of the western part of the state, the Pine Trees of central North Carolina or the beaches along the Outer Banks, players will experience it all.

The Reidsville Luckies is our very own ONSL collegiate team. We are so grateful to the ONSL for bringing us this team and allowing our rich history to be on display and reinvented for the love of the game!

Reidsville Luckies details:

Mascot: Lucky Strike
Colors: Green, Red, & Tan
City: Reidsville, NC

Stadium:
Jaycee Park

125 Jaycee Park Road

Reidsville, NC 27320

The Old North State League is a small business and deserves to be recognized for their efforts to bring this team to our beautiful city!

Reidsville Chamber of Commerce
A/R Aging Summary
As of April 26, 2022

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL	
Greensboro Grasshoppers	0.00	0.00	0.00	175.00	1,000.00	1,175.00	Payment Promised
Pella	0.00	0.00	0.00	0.00	828.00	828.00	
Eclectic Visions Art Co.	0.00	43.75	0.00	0.00	453.13	496.88	Making Payments
Debbie's Restaurant Ritz Gourmet Inc.	0.00	240.00	0.00	0.00	240.00	480.00	
Piedmont Triad Charitable Foundation/ Wyn	0.00	0.00	0.00	0.00	240.00	240.00	
Tractor Supply Company	0.00	0.00	0.00	0.00	240.00	240.00	
Wray's Concrete	0.00	0.00	0.00	0.00	240.00	240.00	
Harrell's Waterproofing, Inc.	0.00	0.00	0.00	0.00	230.00	230.00	Payment Promised
CDI Logistics	0.00	0.00	0.00	0.00	195.00	195.00	
Pennrose Automotive Group, LLC	0.00	0.00	0.00	0.00	195.00	195.00	Payment Promised
Downtown Dog House	0.00	0.00	0.00	0.00	175.01	175.01	Payment Promised
Amigo's Paint LLC	0.00	0.00	43.75	0.00	175.00	218.75	
Elevated Environmental Corporation	0.00	0.00	43.75	0.00	175.00	218.75	
All About Smiles	0.00	0.00	0.00	0.00	175.00	175.00	
Belmont Small Animal Hospital	0.00	0.00	0.00	0.00	175.00	175.00	
Celtic Fringe, The	0.00	0.00	0.00	0.00	175.00	175.00	
Crickit Wireless	0.00	0.00	0.00	0.00	175.00	175.00	
Days Inn by Wyndham Reidsville	0.00	0.00	0.00	0.00	175.00	175.00	
Dr. Margaret Bowen MD, PLLC	0.00	0.00	0.00	0.00	175.00	175.00	
MGA Marketing & Web Design	0.00	0.00	0.00	0.00	175.00	175.00	
Mirrors Beauty Studio	0.00	0.00	0.00	0.00	175.00	175.00	DROP
Monroeton Golf Course, Inc.	0.00	0.00	0.00	0.00	175.00	175.00	DROP
Orion Photography	0.00	0.00	0.00	0.00	175.00	175.00	
Paychex	0.00	0.00	0.00	0.00	175.00	175.00	
Pennrose Park Country Club	0.00	0.00	0.00	0.00	175.00	175.00	
RockATOP (Rockingham Apprenticeship and T	0.00	0.00	0.00	0.00	175.00	175.00	Payment Promised
Rockingham County Theater Group	0.00	0.00	0.00	0.00	175.00	175.00	
Rockingham Kidney Center	0.00	0.00	0.00	0.00	175.00	175.00	
Sanitary Cafe	0.00	0.00	0.00	0.00	175.00	175.00	
Sherwin Williams Co.	0.00	0.00	0.00	0.00	175.00	175.00	
Southern Spirits	0.00	0.00	0.00	0.00	175.00	175.00	Payment Promised
ZenBusiness	0.00	0.00	0.00	0.00	175.00	175.00	
Royalty Health & Wellness, P.C.	0.00	26.25	26.25	26.25	157.50	236.25	
Schewels Home	0.00	0.00	0.00	0.00	147.50	147.50	
Through the Looking Glass Photography by	0.00	48.75	0.00	0.00	146.25	195.00	
Sip Coffee House	0.00	43.75	0.00	0.00	86.25	130.00	Making Payments
McMichael, Kimberly	0.00	0.00	0.00	0.00	85.00	85.00	
Office of Congressman Patrick McHenry	0.00	0.00	0.00	0.00	85.00	85.00	DROP
Mumbo Jumbo Imports	0.00	20.00	20.00	20.00	80.00	140.00	
Kelly's Kitchen, LLC	0.00	43.75	0.00	0.00	75.00	118.75	Making Payments
Briar Creek Farm	0.00	0.00	0.00	43.75	56.25	100.00	
GCRF Events and Custom Creations	0.00	0.00	0.00	43.75	47.25	91.00	
The Collective Coffee and Bakery	0.00	0.00	0.00	43.75	43.75	87.50	
CTT Productions, LLC	0.00	0.00	14.59	14.58	43.75	72.92	
Linda Lou's DBA Sandy Cross General Merch	0.00	0.00	43.75	0.00	43.75	87.50	
Alpha and Omega Telecom Group, Inc.	0.00	0.00	0.00	0.00	20.00	20.00	
Simply KJ's Boutique-Krystal Jordan	0.00	0.00	0.00	0.00	20.00	20.00	
Southeastern Data Comm, Inc.	0.00	0.00	0.00	0.00	20.00	20.00	
Gabriel E. Zeller, Attorney at Law	0.00	0.00	14.59	0.00	14.59	29.18	
Pelham Transportation Corporation	0.00	240.00	0.00	375.00	0.00	615.00	
ALEF Behavioral Group, LLC (DBA NC Wellne	0.00	0.00	0.00	240.00	0.00	240.00	
Keller Williams/ McColium Realty Team	0.00	0.00	0.00	240.00	0.00	240.00	
1 of A Kind Auto Sales, LLC	0.00	0.00	0.00	175.00	0.00	175.00	
Arthur's Jewelry Inc	0.00	0.00	0.00	175.00	0.00	175.00	
Child Evangelism Fellowship of the Great	0.00	0.00	0.00	175.00	0.00	175.00	
Elizabeth's Pizza - Wentworth	0.00	0.00	0.00	175.00	0.00	175.00	
Inspire Nutrition	0.00	0.00	0.00	175.00	0.00	175.00	

Reidsville Chamber of Commerce
A/R Aging Summary
As of April 26, 2022

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
PM Harrison Electric Company	0.00	0.00	0.00	175.00	0.00	175.00
Reidsville Rotary Club	0.00	0.00	0.00	175.00	0.00	175.00
Terowa Fashion	0.00	0.00	0.00	175.00	0.00	175.00
The Law Office of Jason Wilson	0.00	0.00	0.00	175.00	0.00	175.00
The Massage Spot	0.00	0.00	0.00	175.00	0.00	175.00
Yellow Dog Properties, LLC	0.00	0.00	0.00	175.00	0.00	175.00
Food Lion	0.00	0.00	670.00	0.00	0.00	670.00
Domino's Pizza, Reidsville	0.00	0.00	240.00	0.00	0.00	240.00
Graphic Solutions	0.00	0.00	195.00	0.00	0.00	195.00
Reidsville Luckies Batting Academy	0.00	500.00	175.00	0.00	0.00	675.00
Gill's Inn & Suites	0.00	0.00	175.00	0.00	0.00	175.00
Harvest Ridge Farm	0.00	0.00	175.00	0.00	0.00	175.00
Triad Outlaws	0.00	0.00	175.00	0.00	0.00	175.00
Wysong Parts and Service DBA Delta Phoenix	0.00	0.00	175.00	0.00	0.00	175.00
Beau La Vie Event Venue	0.00	0.00	107.50	0.00	0.00	107.50
Mary Kay Cosmetics Inc.-Irish Dickerson	0.00	350.00	99.00	0.00	0.00	449.00
B & G Glass	0.00	0.00	43.75	0.00	0.00	43.75
Warrior Nutrition	0.00	0.00	43.75	0.00	0.00	43.75
Dorada Foods	0.00	2,500.00	0.00	0.00	0.00	2,500.00
Henniges Automotive	0.00	1,584.00	0.00	0.00	0.00	1,584.00
Dr. Joe Adams DDS Caring Modern Dentistry	0.00	295.00	0.00	0.00	0.00	295.00
Tri-State Steel	0.00	240.00	0.00	0.00	0.00	240.00
Edward Jones - Geoffrey Haigler	12.00	175.00	0.00	0.00	0.00	187.00
A Cut Above Barbershop	0.00	175.00	0.00	0.00	0.00	175.00
CaterFest Inc.	0.00	175.00	0.00	0.00	0.00	175.00
Chilton Family Care Home	0.00	175.00	0.00	0.00	0.00	175.00
Eric Richardson/Richardson Law PLLC/ER La	0.00	175.00	0.00	0.00	0.00	175.00
French's Corner Store	0.00	175.00	0.00	0.00	0.00	175.00
HealthTeam Advantage	0.00	175.00	0.00	0.00	0.00	175.00
Hire Dynamics	0.00	175.00	0.00	0.00	0.00	175.00
Kona Ice of Rockingham	0.00	175.00	0.00	0.00	0.00	175.00
Slade Family Bakery	0.00	175.00	0.00	0.00	0.00	175.00
WAKG FM/Piedmont Broadcasting	0.00	175.00	0.00	0.00	0.00	175.00
Car Needs	0.00	100.00	0.00	0.00	0.00	100.00
Edward Jones/Kalynn Roland	0.00	100.00	0.00	0.00	0.00	100.00
The Boardwalk Baker	0.00	43.75	0.00	0.00	0.00	43.75
Tinsley's School of Barbering	0.00	43.75	0.00	0.00	0.00	43.75
Cafe 99	0.00	20.00	0.00	0.00	0.00	20.00
Cutting Edge Tek	0.00	20.00	0.00	0.00	0.00	20.00
Mission First	0.00	20.00	0.00	0.00	0.00	20.00 DROP
Slade Home Improvement	0.00	20.00	0.00	0.00	0.00	20.00
Wright Rental Properties, LLC	0.00	20.00	0.00	0.00	0.00	20.00
WLC Forklift Services	500.00	0.00	0.00	0.00	0.00	500.00
North Star Driving School	0.00	14.58	14.58	-6.25	0.00	22.91
TOTAL	512.00	8,502.33	2,495.26	3,140.83	8,882.98	23,533.40

Reidsville Chamber of Commerce
Profit & Loss Budget vs. Actual
 January through March 2022

	Jan - Mar 22	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Revenues			
4030 · Rental Income	6,422.50	5,775.00	647.50
4010 · Membership Investments	17,387.00	16,999.98	387.02
4020 · New Member Investment	1,870.92	2,390.00	-519.08
Total Revenues	25,680.42	25,164.98	515.44
4150 · Miscellaneous Income	30.01	0.00	30.01
4180 · Visitor Center			
4181 · Visitor Center Expenses	-2,653.18	0.00	-2,653.18
4180 · Visitor Center - Other	21,998.46	0.00	21,998.46
Total 4180 · Visitor Center	19,345.28	0.00	19,345.28
7051 · Grasshoppers Night Income	825.00	0.00	825.00
7052 · Greensboro Swarm Income	500.00	0.00	500.00
7000 · Division Income			
7100 · Affinity Program Income	158.58	0.00	158.58
4170 · Chamber Champion	14,924.54	12,000.00	2,924.54
7043 · Golf Tournament	1,000.02	0.00	1,000.02
7094 · Annual Meeting	500.00	0.00	500.00
7000 · Division Income - Other	375.00	0.00	375.00
Total 7000 · Division Income	16,958.14	12,000.00	4,958.14
Total Income	63,338.85	37,164.98	26,173.87
Gross Profit	63,338.85	37,164.98	26,173.87
Expense			
Bad Debt	923.00	0.00	923.00
Insurance Expense (D&O)	261.20	900.00	-638.80
5000 · Salaries and Benefits			
5110 · Salaries			
5115 · Temporary/Part-time	262.50	0.00	262.50
5110 · Salaries - Other	24,144.76	31,406.00	-7,261.24
Total 5110 · Salaries	24,407.26	31,406.00	-6,998.74

Reidsville Chamber of Commerce
Profit & Loss Budget vs. Actual
 January through March 2022

	Jan - Mar 22	Budget	\$ Over Budget
5117 · Reimbursed Expenses	1,650.00	1,650.00	0.00
5120 · Payroll Tax Expense	1,666.32	2,765.00	-1,098.68
5139 · Staff development & Training	35.12	0.00	35.12
5140 · Retirement Plan	750.00	750.00	0.00
5160 · Staff Expenses	118.80	0.00	118.80
5170 · Travel	0.00	50.00	-50.00
5171 · Meals	31.83	50.00	-18.17
5175 · Sales Commission	4,249.45	3,500.00	749.45
5180 · Worker's Compensation Insura...	273.00	0.00	273.00
5190 · Payroll Expenses	578.93	300.00	278.93
Total 5000 · Salaries and Benefits	33,760.71	40,471.00	-6,710.29
5200 · Occupancy Expenses			
5230 · EIDL Loan	0.00	756.00	-756.00
5245 · Utilities	2,373.75	2,250.00	123.75
5210 · Rent	0.00	1,566.00	-1,566.00
5240 · Telephone	1,038.52	1,010.00	28.52
5250 · Liability Insurance	2,273.00	4,000.00	-1,727.00
Total 5200 · Occupancy Expenses	5,685.27	9,582.00	-3,896.73
5300 · Office Operations			
5310 · Office Supplies	283.47	150.00	133.47
5315 · Supplies-other	51.87	150.00	-98.13
5320 · Postage	603.84	225.00	378.84
5325 · Office support services	253.00	700.00	-447.00
5335 · Computer Expense	50.72	0.00	50.72
5370 · Lease and Service Contracts	608.77	700.00	-91.23
5220 · Maintenance agreements	24.37	400.00	-375.63
5340 · Dues and Subscriptions	540.93	400.00	140.93
5380 · Bank Service Charges	49.90	75.00	-25.10
5390 · Interest	639.10	0.00	639.10
Total 5300 · Office Operations	3,105.97	2,800.00	305.97
5400 · Membership Development			
5440 · Advertising	399.00	750.00	-351.00
5450 · Luncheons & Meetings	108.61	100.00	8.61
5490 · Website Expense	1,299.99	1,113.00	186.99
5400 · Membership Development - Oth...	2,930.87	1,371.00	1,559.87
Total 5400 · Membership Development	4,738.47	3,334.00	1,404.47
Total Expense	48,474.62	57,087.00	-8,612.38
Net Ordinary Income	14,864.23	-19,922.02	34,786.25
Net Income	14,864.23	-19,922.02	34,786.25

President's Report April 2022

Annual Report & Directory Blitz: I am pleased to say that we have completed all but about ten directory deliveries and those mostly belong to folks who know that we have them, but we just haven't been able to get with them. A lot are being handed out during the Staff Appreciation Event.

New Employee: I hired Bambi Tolbert as our new Administrative Assistant. She started on April 11th. I had hoped most of you would meet her at the board meeting/Staff Appreciation event. She comes to us from Impex Automotive and previously Wentworth Animal Hospital. We are thankful to have her customer service skills and think she will be a great asset to the Chamber, having worked for other members and lived in this area her entire life.

Building Upgrades: While phase one is complete, I would like for us to continue to look at other capital improvements. I have a list that I have shared with the Executive Board and as we are ready to look at them, we will bring before the board. Some of these were pre-approved last year, but we have struggled getting the vendors and information sorted out.

Meeting with other Chambers in the County: So thankful to have some great directors to work with right now. They are both part time, but I met with Sandra this month and we have agreed to start doing better with sharing calendars and dates so we can work better together. Debbie and I also attended WRCC Dinner at Autumn Creek and had a great time. We were recognized by Mavis as were all members in attendance.

Leadership Rockingham: I met with Kim Pryor of the RCC Foundation to discuss getting Leadership Rockingham going again. At one point, the seed money from Duke Energy was given to them and they would prefer to have less of a lead role in the process. Mostly, it came from the past with the continuing education that graduates received. I think that now that this is not in place, it makes it a bit easier. I am going to gather the other two directors and see where we go from there.

Merchants Meetings: Meeting on 4th Thursday of the month. Super pleased with this group and how well they are working together. We attend as the Chamber/Visitor Center and offer support and sometimes participate/partner on events.

RDC Updates: Working on several events including the summer series, the FAB Festival, and other projects with the city staff. Jill Weston resigned and has been gone a few weeks, they will name her replacement soon. The streetscape project downtown has been approved and has been given the green light. We will see that start to come to fruition over the summer and it will be finished next year sometime.

Member Advocacy: We continue to advocate for different members on different issues with all sorts of entities. These are not things we report on, but I am always happy to discuss with board member the things that are going on behind the scenes to help our members.

Upcoming Events: We have many upcoming events, due to the slowing of them during the pandemic protocols. Please make every effort to attend, or send someone to attend.

Chamber Coffee Thursday, May 5th at 9am – Covington Wesleyan Church

Reidsville Night at the Grasshoppers Friday, May 6th at 6:30pm

Ribbon Cutting: A Cut Above Wednesday, May 11th at 12pm

2nd Downtown Friday, May 13th 5:30-8:30 at Market Square

Reidsville City Council Meeting Tuesday, May 17th at 6pm

Annual Awards Wednesday, May 18th at 11:30am

Ribbon Cutting: Annie Penn – Chapel, Dedication to Patricia Wright. Monday, May 23rd at 2pm

Ribbon Cutting: Hendlee Home Care – Thursday, May 26th at 12pm

Next Board Meeting; May 25th at 12pm

SWOT Analysis from March 16, 2022 Board Retreat

Strengths

Partnerships

Leadership

Common goals

Community Based

Team Reidsville

Strong Current Board Members & Executive President, Awesome former Chair

Fulltime Chamber Staff & Executive

Strong membership 400+

Community Support

Strong Financials

Board Diversity

Networking Opportunities

Weaknesses

Executive Membership Chamber Function

Communicating Value

Maintaining Strong Board membership

Lack of Community Awareness and Value

Marketing Testimonials Membership Development

Access to Resources- Clear Communication

Entrepreneur Opportunity and Support

Recruitment of Ambassadors

Apathy of the Mission

Learning curve for board members and volunteers

Lack of ethnic diversity on board

Opportunities

Business Community Growth = More Chamber Growth

More house opens housing for more work in community

Engaging in existing members for referrals

Diversity in board = more opportunities

Continue to promote Reidsville

Social Media Planning/Usage/Marking

Educational Programs for Ambassadors

Threats

Lower revenues lead to companies “cutting membership as unnecessary expense” (COVID19)

Lack of volunteers – COVID19

If Reidsville economy declines, Chamber suffers

Business growing faster than population

Workforce issues force company leaders to run the cash register rather than attend events or serve the chamber

County partnership can be lacking-need easy access to info and resources

Red tape/Processes getting in the way of new or developing businesses

Fear: the Future – COVID19, etc

Not being a good steward of resources (not an issue now, but need to focus on this)

Goal Setting for the Reidsville Chamber of Commerce

Board Member Worksheet

SMART Goals:

Simple and Specific

Measurable

Attainable

Responsible

Time established

Organizational Goals: (Anything related to goals for the organization. Membership, Events, Programs, Staff, Board, Volunteers, i.e.)

Example: To increase the membership by 10% by FY end 2023.

My organizational goal for the chamber would be: _____

Financial Goals: (Anything related to the finances of the chamber. Increase revenue, specific line items goals, repayment of liabilities, financial data/tracking)

Example: To increase Chamber Champions Sponsorship by \$5,000 by program year end 2023 (July 1, 2023)

My financial goal for the chamber would be: _____

