



**Plano Chamber of Commerce
Board of Directors Meeting
Wednesday, August 26, 2009
8:00 a.m.**

MISSION STATEMENT: The Plano Chamber of Commerce provides resources to maximize business performance through advocacy, education and networking.

MINUTES

PRESENT: Ben Harris, Mary Jo Hoch, Olin Jaye, Gray Mayes, Tammy McSwain, Kim Moore, Kelly Palmer, Michael Rhee, Jamie Schell, Scott Shanes, Camille Ussery, Terry Woods
ABSENT: Jeff Canose, Chris Darling, Joe Dwyer, Joel Mussat, Curtis Wade
STAFF: Sue Rackers, Gina Reno, Brad Shanklin, Adrienne Simmons

CALL TO ORDER

The meeting was called to order at 8:05 a.m. by Jamie Schell

MINUTES

A motion was made by Mary Jo Hoch, seconded by Terry Woods, and passed to accept the minutes of the July 24, 2009 Board of Director's meeting.

FINANCE REPORT

Terry Woods reported we started out the year very positive. We had a small profit for this past month. The new roof was installed this past month and our insurance company has reimbursed us the full amount. **The Finance Report will be filed for audit.**

Brad stated the Membership Directories will be mailed out this week. A royalty check of \$7,500 from Village Profile will be forthcoming in September.

Plano First – The Political Action Committee decided that some of their funds should be allocated to Plano First. They approved \$5,000 to go towards the program. Camille listed the sponsors for this program. They are:

ViewPoint Bank	\$2,500
Shops @ Willow Bend	\$2,500
Shops @ Legacy	\$2,500

In Kind sponsors:
Clear Channel Outdoor
Duncan Day (Logo)
Ramona Logan (Publicity)

Camille reported we have received many TV and radio publicity this past month for the Plano First program. She shared some of the marketing pieces the committee has been working on. Camille and Brad presented the program to the City Council this past month. Twelve billboards from Clear Channel will be displayed. Two-sided window clings for retailers and restaurants will be distributed the week of September 14th. Posters will be given out to display in vacant store fronts in the Shops @ Legacy and the Shops @ Willow Bend.

Ambassadors will be blitzing at area malls and strip centers to provide information about Plano First. Brad has developed website links for the program and banners will be displayed at the Balloon Festival in September.

Ambassadors will be working the information booth at the Balloon Festival distributing information about the program. Several larger companies have seen the media information and have requested signage. A flyer was also included in each member's new directory mailing. The committee will be including the Plano First flyer in the Best of Plano bags and will be handed out at BAH, PN, SIB events, and the bowling tournament.

Gray Mayes thought it would be a good idea to measure the input this program has on our city in relation to the sales tax. Camille reported a lot of excitement is building in and around this program to raise awareness to shop, eat and play in Plano. She encouraged everyone to add a link to their website regarding the Plano First Program. Brad stated he can give anyone a link to the logo if interested. Camille stated the icons on the logo will change with the season.

MEMBERSHIP UPDATE

Camille distributed the new member list (members joining the Chamber in July) for Board members to call. July had 20 new members and 62 renewals. She attributed this success to new member and retention calls. The Membership Committee agreed to focus their energy on the people/members who are close to renewing their membership to help the funds come in. Brad reported that one Chairman's Council renewal equals almost 10% of our monthly goal and that it is important we strive to retain their membership.

The Chamber is testing a texting communication option program with our Ambassadors to allow us to send text messages quickly should there be any changes for a Ribbon Cuttings or just as a reminder to attend.

Brad spoke about a software scanning program we're looking into in order to track member attendance at our various events. He is evaluating other Chambers for their success of this program. This program would help to engage the members who are not attending functions and hopefully retain those members by reaching out to them. We are hoping to secure a sponsor to help sponsor this program. Camille stated that we must understand how our members are utilizing the services the Chamber offers.

ADVOCACY

Brad reported on the Health Care survey the Public Policy committee conducted with our membership. We wanted to find out what role the Chamber should take in moving forward on the Health Care issues. Brad reported he receives daily emails from the U.S. Chamber and the Texas Association of Business about health care options. Both groups are asking the Chamber to sign on to a national health care letter. We had 11.8% of our members respond to the survey. Two thirds of responses indicated that the Chamber should be involved in the health care issues. Sam Johnson is having a forum on August 31st regarding this subject. **A motion was made by Gray Mayes, seconded by Olin Jaye, and unanimously agreed upon to support the opposition to the current proposals as they are written.** The Board agreed the Health Care debate issue needs to be sent back to the Public Policy committee to consider further options of involvement. Kim Moore mentioned that Strasburger is having a Business and Law Luncheon

Forum on September 24th. The subject will be How New and Proposed Employment and Healthcare Legislation Impact Your Business. She encouraged everyone to attend.

EDUCATION

Leadership Plano – Ben Harris reported Class 27 will have 31 class members this year. They have received \$25,000 in tuition funds. The fundraising letters have been mailed out, and he will report on the success of these letters at next month's board meeting. The Leadership Plano Strategic Planning committee recently met and decided the Chair Elect of LP will serve as the chair of the Strategic Planning committee. The New Class Retreat will be held on Saturday, September 26th and Sun., Sept. 27th. Plans are underway for the October 15th New Class Reception. The LP Board is also looking into the LP graduation possibly being in conjunction with a May Chamber event.

Women's Division – Kim Moore reported that Phil Dyer was the August Women's Division Luncheon's main speaker and the program was very well received. Plans are underway for the October 22nd North Texas Women's Conference at the Garland Community Center. She spoke about the memorandum of understanding for distribution of funds from this event with the Plano, Richardson, Garland and McKinney chambers. She spoke about the fact that if another North Texas Chamber group is wanting to partner with these 4 chambers, they would have to contribute \$500 and participate for two years before hosting the event and sharing in the proceeds. There is a total of \$15,000 in their budget at the current time.

The October WD luncheon will be featuring a Health and Wellness panel. The Boy's Choir from St. Andrew's Church will perform at the December WD luncheon. The cruise on Lake Lewisville was very successful. The Lunch and Learn at the Pranaa Spa had a very good turnout, and was very successful.

YPP – Brad reported the YPP Dinner and Play at Gregory's Restaurant and Rover Dramawerks was very successful. Dione Beilgard and Brad will discuss a Strategic Plan for the YPP Program.

Business Development/Success in Business – Brad reported TXU sponsored and gave a presentation on Energy Efficiencies for your Business on August 18th. There were approximately 37 people in attendance. The Success in Business Seminar, "How to Grow Your Business" will take place on August 26th. There are 50 reservations thus far, and Jean Newman, from Wishbone Graphics, Jerry Kezhaya, The Auto Shop and My Car Wash, Keresa Richardson, Benjamin Franklin Plumbing, and Michael Egan, Ph.D, The Dallas Marketing Group, an expert in building new markets for small businesses, strategic analysis and marketing research will participate in a panel discussion.

Brad, George Dearing, and Camille will meet to discuss their plans for the upcoming year for speakers and topics. Brad reported attendance for SIB has grown.

NETWORKING

Mary Jo Hoch reported Business Interchange (BI) remains consistent with approximately 85 – 100 in attendance. The five minute commercials for BI are booked through March, 2010.

Our Business After Hours at the Credit Union of Texas was very successful. Plans for the Best of Plano event are underway and many sponsors have been secured. Our Signature Sponsor is Frost Bank. Two event sponsors and several in-kind sponsors have been secured. Invitations have gone out in the mail. A promotional video was made by Tetra Video and the award recipients will be featured in the Best of Plano section of our website. The sponsorships secured at this time represent \$21,000.

The Bowling for "Boo"sinness event will be held on October 30th at Main Event. Gina is asking for sponsors for this event.

UNFINISHED BUSINESS

Adrienne Simmons reported we have received a draft of the audit from TS/Davis & Clark. The Audit Committee is performing a detail review of the audit and a representative from the audit firm will present the final report at the September Board meeting.

NEW BUSINESS

None

The meeting adjourned at 9:10 a.m.

Recorded by:

Submitted by:

Sue Rackers

Brad Shanklin