



MONTICELLO-JASPER COUNTY
CHAMBER OF COMMERCE

STRATEGIC PLANNING BOARD RETREAT

MARCH 14, 2017

Facilitation provided on behalf of



Central Georgia EMC

STRATEGIC PLANNING BOARD RETREAT
MONTICELLO-JASPER COUNTY CHAMBER OF COMMERCE
MARCH 14, 2017

Board Members of the Monticello-Jasper County Chamber of Commerce met on March 14, 2017, at Besley's Event Center in Monticello, GA. Carrie Barnes, a Community Development Consultant from Georgia EMC, facilitated the meeting on behalf of Central Georgia EMC.

PARTICIPANTS

Anthony Lewis
Dana Leach
Jeff Greeson
Katie Cannon
Leah Dumas
Linda Simmons
Mike Bentos
Mike Newton
Pam Mayer
Skip Davis
Tom Joye
Towonder Dennis
Tracey Nelson

GOAL SETTING

THINGS THE MONTICELLO-JASPER CHAMBER DOES WELL

- Deer Festival
- Events
- Marketing
- Communicates with other agencies in our community
- Networking
- Greeting visitors and promoting tourism
- Reaching out to business owners
- Promote Jasper County
- Representing local businesses
- Market on the Square

THINGS THE CHAMBER COULD DO BETTER

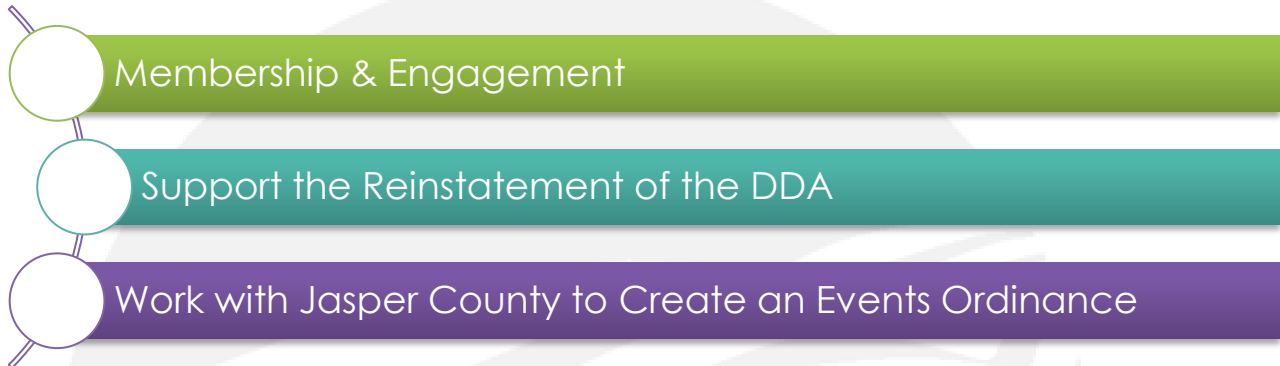
- Membership involvement
- Promote our members
- Inclusion of members with planning
- More engagement of existing and potential members
- Promotion
- Community participation
- Communicate with community
- Market on the Square and Christmas on the Square- participation
- Inclusion and transparency with the Board
- Inclusion and support of our members

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BIG IDEAS FOR THE MONTICELLO-JASPER CHAMBER COUNTY

- Support the reinstatement of the Downtown Development Authority
- Work with the County to create an events ordinance
- Create a Movie Map to create a larger draw for tourism
- Start a Daffodil Drive for a fundraiser
- Add Deer Statues on the Square
- Bring conference and events to Jasper County
- Spearhead a development project

PRIORITY GOALS FOR 2017



ACTION PLANNING

PRIORITY GOAL 1: MEMBERSHIP AND ENGAGEMENT

- **HOW DO WE GET MORE INVOLVEMENT WITH OUR MEMBERS?**
 - Members need to feel more ownership
 - Last year, we focused on recruiting volunteers but generally, we have the same 3 people volunteer
 - We had a great turn out for the Annual Meeting
 - HOW do we communicate opportunities for involvement?
 - Try to collect more email addresses for members
 - Instead of having just one point of contact for a member company, have multiple email addresses to distribute the Chamber newsletter to
 - Look into utilizing text messages for events promotion
 - Consider partnering with local Churches to promote events
 - Host a Chamber event at a local church

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- **BOARD INVOLVEMENT**
 - Provide an updated list of members and points of contact at April Board Meeting
 - **Each Board member is responsible for reaching out to 3 members about how to get involved in the Chamber**
- **HOW CAN MEMBERS GET INVOLVED?**
 - Attend monthly meetings
 - Volunteer at events
 - Attend quarterly Coffee Call
 - Attend Chamber events
 - Volunteer to Meet and Greet at the Chamber
 - Attend Ribbon Cuttings
 - Come share an oral history of Jasper County
- **ENGAGE**
 - Host an open lunch/meetup
 - Extend a personal invitation to a Chamber event
 - Host an information session prior to a big event for new members
 - Use Facebook Live at Events
 - Highlight a Business of the Month
 - One of these 12 businesses will be eligible to be named the Business of the Year at the Annual Meeting

PRIORITY GOAL 2: SUPPORT THE REINSTATEMENT OF THE DDA

Partners: Northeast Georgia Regional Commission, City of Monticello, Development Authority of Jasper County, Jasper County, local churches, Thomas Persons Hall, Business Owners

Resources: Northeast Georgia Regional Commission, Georgia Department of Community Affairs (Beth Eavenson)

Next Steps:

- Talk to the City (City Council, Doug White, Stone Workman)
- Contact NEGRC and DCA for a meeting to discuss what is required to create a DDA, what a DDA can provide and what the benefits are for the community
- Visit other communities' Downtown Development Authorities
 - City of Covington – an example of a successful downtown
 - City of Jackson – an example of another community that has recently reinstated their DDA

Task Master: Towonder Dennis

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PRIORITY GOAL 3: WORK WITH JASPER COUNTY TO CREATE AN EVENTS ORDINANCE

Partners: Board of Commissioners, County Manager, Planning and Zoning Director, Sheriff, Chamber of Commerce

Resources: Other Counties' ordinances

Next Steps:

- Special Events Permit would be required for events such as:
 - o Motor cross
 - o Weddings
 - o Reunions
 - o Fishing events
 - o Go cart track
- Potential Obstacles:
 - o Watchdogs
 - o Fee process
 - o Time management

Task Master: Tom Joye

WRAP UP & ADJOURN

Facilitator Carrie Barnes closed by telling the group she enjoyed working with them on behalf of Central Georgia EMC and looks forward to working with them in the future. There being no further business, the meeting was adjourned.