

Cooperstown Chamber of Commerce

Strategic Planning Committee Meeting Minutes

Thursday, April 7, 2010

In Attendance

Deb Taylor, Gina Reeves, Jason Tabor

The meeting was called to order at 8:51 am at Wilber Bank rte 28, Cooperstown

The meeting began by reviewing the current Strategic Plan, identifying the role of the Strategic Planning Committee and reviewing history as Gina and Jason are both new to the committee. It was clear that a great deal of work has been done to bring the plan to this point.

A discussion regarding the role of fund development and how it falls under the Strategic Planning Committee occurred. Gina indicated that she could not be part of fund development efforts as this would be a conflict of interest professionally.

The Strategic Plan outlines each committee's tasks and goals. We discussed how the Strategic Planning Committee should help facilitate these tasks and goals. We also had hoped to identify committee vice-chairs for future continuity. Initial observations indicated that the Membership and Marketing Committees seemed to be following the Strategic Plan closely.

A discussion ensued about what is the role of the Strategic Plan as it pertains to the Strategic Plan Committee and the following weaknesses were identified:

- Some goals seemed unattainable
- Some of the charges of the strategic planning committee are unachievable
- Some of the committee's roles are unclear
- Development should be a separate entity and not part of the Strategic Planning Committee

In defining our role we want to approach the Chamber Board to ask if they would like us to re-create a new plan or implement the current plan. What does the Board want us to be? We all determined that we should review the Chamber's Mission.

Gina volunteered to contact each Chamber Committee Chair to find out where they stand on meeting their goals and taking actions for their parts of the plan.

We also would like the input of the Strategic Planning Meeting Members who were absent from this meeting.

The meeting was adjourned at 9:40 am.

The next Strategic Planning Committee Meeting is scheduled for Thursday, May 5th at 8:45 am at Community Bank, rte 28 in Cooperstown.