

# Strategic Delivery Plan

## Member Meetings:

### Priority Purpose:

1. Re-establish monthly meetings of members as part of providing networking and professional development services.

### Priority Overview:

1. Business over Breakfast for table topics and round table discussions, lunch meetings for Lunch and Learn, Business after Hours for informative sessions
2. Topics to consider:
  - i. CEB repayments, requirements. (recommended for January)
  - ii. Workforce Challenges/Housing for workers.
  - iii. Taxation of Sole Proprietor/Corporation.
  - iv. Business Development.
  - v. Breakfast with the Mayor/MPP/MP – book early in the year
  - vi. CBDC presentation for funding options and programs
  - vii. EDO presentation – Vladimir Town of Parry Sound Feb w/Daryl Glimps - re: Global shipping info session for local businesses.

### Approach:

1. Solicit ideas from Board Members.
2. Prioritize ideas
3. Solicit guest speakers early (eg. MPP, MP, etc.)
4. Plan 9 monthly meetings starting in January. No meetings June, July or August.
5. Invite members and non-members. Possible cost for non members.
6. Event survey to see what topics our members would like to see covered.

### High Level Timeline or Schedule:

1. 2023 Calendar by beginning of January 2023.

### Cost Estimates:

1. Set budget for events
2. Sponsorship opportunity for Executive members
3. Fees for non members.

### Risks or Constraints:

1. Economic health
2. COVID related concerns regarding in person events.

### Completion Criteria:

1. When new calendar of events is published

# Website:

## Priority Purpose:

1. Web page redesign to improve member and non-member experience.

## Priority Overview:

1. Enhance usability through revamp of web page design to make things more user friendly and easier to navigate.

- i. Move content to Wordpress from Squarespace to allow easier editing.
- ii. Turn off old website – find out who is hosting and if we are being charged
- iii. Things to be included in new design – ability to edit ourselves – automation of payments, direct contact with developers (local preferred)(member preferred) – members only portion w/security – ability to add on as budget allows –
- iv. Consider designs of similar sites such as DBA – Muskoka Lake CoC – North Bay CoC
- v. Integrate Constant Contact program into new site if possible.
- vi. Add Travel Program (Catherine will update when she returns)
- vii. Add monthly newsletters on website

## Approach:

1. Create steering committee
2. Finalize high priority requirements by November 21
3. Evaluate responses
4. Investigate funding sources (eg. digital grant)
5. Issue RFP
6. Choose designer

## High Level Timeline or Schedule:

1. Steering Committee to be set up at November 14 board meeting – Meet by Nov 21 – Issue RFP by Nov 28 – decide on developer by Dec 31

## Cost Estimates:

1. Issue RFP and review submissions.
2. Review options for funding sources, grants etc available
3. Impact on annual operating budget – attempt to keep similar costs

## Risks or Constraints:

- 1 Budget
- 2 Security

## Completion Criteria:

1. When new site is launched and running as desired

# Recognition:

## Priority Purpose:

1. Recognize and promote the achievements of our members.

## Priority Overview:

1. Shift focus of recognition awards to include milestones, new business openings, moves, achievements, ownership changes.
2. Upcoming events

## Approach:

1. Include in CSAT a question regarding when they joined so we can update records
2. Consider a member since certificate
3. Email blast asking members if they need a certificate
4. Rebuild member history using archived data.

## High Level Timeline or Schedule:

1. Spring 2023

## Cost Estimates:

1. Staff time

## Risks or Constraints:

1. Time required to update database.

## Completion Criteria:

1. When new certificates are issued.

# Onboarding:

## Priority Purpose:

1. New member onboarding and guidance package revamp to inform potential candidates of the responsibilities and duties of board members, to accelerate new board members' confidence in their role and activities, and to encourage members' active contribution to the success of the Chamber.

## Priority Overview:

1. When recruiting for new board members, be clear what is expected (length of meetings, when they occur, their roles in addition to periodic involvement on committees to support events or activities of the Chamber).

## Approach:

1. Create/revamp new membership package.
2. Explain what a board member does as an advisor/supporter of the Chamber team.
3. Explain the accountabilities of the committee chairperson.
4. When a Board Member is onboarded, prepare a presentation package that supplies but also distills key points of the bylaws and other relevant governance of the board.
5. Get info from new board members.
6. Distribute new membership package.

## High Level Timeline or Schedule:

1. By AGM mid to late January 2023

## Cost Estimates:

1. Staff time
2. Printing costs

## Risks or Constraints:

1. Getting done in time for AGM

## Completion Criteria:

1. When new packages are available for distribution.

# Customer CSAT:

## Priority Purpose:

1. Issue the 2022 "Information Survey".

## Priority Overview:

1. Issue customer satisfaction survey with additional questions covering members feedback on what is important to them. Open to public as well.

## Approach:

1. Use template from 2021 survey
2. Add member information at beginning of survey to help update database.
3. Include questions relative to events for next year.
4. Obtain feedback on topic areas important to them

## High Level Timeline or Schedule:

1. End of November 2022

## Cost Estimates:

1. Staff time

## Risks or Constraints:

1. None noted.

## Completion Criteria:

1. When survey is distributed