

## **HULL CHAMBER OF COMMERCE**

***The Chamber does things that most people just think happen!***

### **OBJECTIVES**

To encourage and promote the establishment, development, and retention of industrial, manufacturing, commercial, retail and home-based business establishments in the City of Hull, Iowa; and to aid in the improvement of cultural, recreational and educational environment of the City of Hull.

### **DIRECTOR DESCRIPTION**

The Chamber Director is the administrative officer of the organization. The Director is responsible to the Board of Directors for all aspects of administration of the organization, including coordination of programs and events, organizational structure, motivation of volunteers, budgeting, income and expenditures, membership, communications and public relations, long range planning, community liaison, and fulfillment of mission statement as defined by the Board of Directors.

### **DIRECTOR RESPONSIBILITIES (20 hours a week)**

#### **Coordination of Business Activities**

##### **Monthly business meetings**

- Coordinate Executive Board meeting and lunch – 1<sup>st</sup> Monday each month (unless there is conflicts due to holidays or Chamber events), publish meeting agenda, record and publish minutes from the meetings. Exec Meetings are held in the City Office Council Room unless occupied by City Officials
- Coordinate Full Chamber Meeting – 2<sup>nd</sup> Monday each month (unless there is conflicts due to holidays or Chamber events). Organize meeting agenda, record and publish minutes with all members following the meetings. Location of these meetings rotates along with the catering schedule set when yearly dues are sent out.

##### **Ribbon Cuttings**

- Coordinate grand openings & ribbon cuttings for new businesses.
- Plants are ordered for Ribbon Cuttings from Personal Touch Designs - \$40 budget

##### **Coordination of Events**

Maintain and support existing programs by working with committees and volunteers to plan, organize and implement activities and promotional events; development of new events or promotions; attend all events.

##### **Outstanding Citizens Dinner – 2<sup>nd</sup> Monday of February**

- Planning
  - Nomination forms sent out – first week of December
  - Letters sent to school principals & counselors for Students – first week of December
  - Marketing/Advertising – Premier channel 12, Facebook
  - Reserve Community Building dining room
  - Contact Caterer – ROK Catering

### **Business & Industry Expo**

- Planning
  - Coordinate committee – first meeting in January
  - Business invites & set up – sent in January following first meeting
  - Marketing/Advertising
- Fundraising Supper
  - Coordinate with Non-Profit Organization – (EMT's in the past)

### **City Float**

- Coordinate maintenance/repair/storage.
- Communicate/coordinate with Chamber Members for participation in area parades.

### **Summer Fest**

- Planning
  - Set date annually
  - Reserve city facilities
  - Communicate with City Council/Employees
  - Coordinates the various events
  - Coordinate volunteers
  - Coordinate with committees
  - Coordinate marketing – newspaper, radio, fliers, etc.
- Week of Event
  - Available all day to coordinate events and make decisions
  - Set-up, Tear-down
- Manage budget

### **Night of Hope - October**

- Planning
  - Set the date/entertainment
  - Reserve the facility – Western Christian Auditorium
  - Coordinate with Planning Team/Vendor Coordinator
  - Contact the caterer
  - Collect and organize donations
- Day of Event
  - Set up/bring donations/be available

## **Winterfest - December**

- Planning
  - Set date annually
  - Reserve city facilities
  - Communicate with City Council/Employees
  - Coordinate with Vendor Fair committee
  - Coordinate marketing – newspaper, radio, fliers, etc
- Day of Event
  - Available all day to coordinate events and make decisions
  - Set up, Tear Down
- Manage budget

## **Celebration Event (concert, speaker, etc.)**

- Planning
  - Set the date/location/entertainment
  - Marketing/Advertising/Sponsorships
  - Communicate with talent agents
    - Needs of the entertainer – sound, staging, food, anything
  - Coordinate volunteers as needed per agents
- Day of the Event
  - Set up
    - Arrange transportation for entertainers
  - Organize volunteers
  - Be AVAILABLE

## **Organizational Structure**

Director should work to develop an organization designed to be responsive to members' needs, proactive in identifying Chamber issues of interest and efficient in dealing with Chamber and Community concerns. Director is chief administrative officer, responsible to the Executive Board.

## **Motivation of Volunteers**

Director must motivate and encourage volunteers to be active and productive in the organization & community.

## **Budgeting and Finance**

Director is responsible for preparing budgets, relating budget to organizational goals, approving expenditures, work with the Board Treasurer to pay expenses, manage deposit accounts, and bring the monthly financial statement to the Executive Board Meeting for review.

## **Membership**

Director is responsible for maintaining current membership and working to ensure current members are satisfied with Chamber services. Director should make a strong commitment to recruiting new members. To this end, the Director will develop and maintain a directory of Hull businesses, identifying current and prospective members. The Director will work with the Board to ensure that the dues structure is appropriate for the Chamber. Annually, the Director will develop and send dues notices to current members and prospective members, following up with all correspondence. Director must analyze and interpret the needs of members and recommend services or programs that would make membership more valuable. Director will consider suggestions, proposals, and requests from members and translate them into actions/plans consistent with the purpose, role and mission of the Chamber.

- Maintain Directory & Web Site
- Yearly Dues Letters
  - Includes, Dues Information, Profile Forms & Monthly Meeting Schedule
    - Monthly Meeting Schedule – contact Chamber Members with Catering to fill the lunch schedule and organize dates accordingly – 2<sup>nd</sup> Monday monthly
  - Draft and send out dues letters to current and prospective members.
  - Sent 100+ letters to current, 70+ to prospective (2015)
  - Follow-up on letters.
  - Coordinate with Treasurer, depositing dues in the current business year.

## **Chamber Cards & Welcome Packets**

Director will gather information from participating Chamber businesses to be included in the yearly Chamber Card promotion. This information will then be sent to the printer (Precision Graphics/Missy Van Egdome) & eventually distributed to all Chamber members & their employees. Cards are available for purchase to anyone for \$10

Director will compile marketing items, brochures and other informational materials from Chamber members interested in sharing information in the Welcome Packets, distributed to new residents into Hull. Bags are given out at the City Office when utilities are set up. ALL Chamber members are welcome to participate if they so desire. Bags are put together as needed.

## **Communications and Public Relations**

Director is responsible for the preparation and distribution of information, through various media, to the chamber members and to surrounding communities. This includes, but is not limited to, preparation of reports, news releases, promotional literature, newsletters and other publicity. The Director will develop/maintain/update and promote the Chamber website, Facebook and coordinate with the City Manager in promotion of Hull. The Director is expected to attend all Chamber meetings, events, and Chamber committee events, and will be responsible for coordination of new events, special meetings and receptions. The Director must strive to develop a better public understanding of the purpose and functions of the Chamber of Commerce. This includes but is not limited to attending and speaking to other local groups including Kiwanis, City Council, local schools, etc.

## **Long range Planning**

To assist in maintaining continuity and consistency in procedure and policy. Director will work with the Board of Directors to outline goals and objectives for upcoming years.

## **Community Liaison**

Promote the Chamber to the local community and nearby communities by attending and becoming involved in other community organizations. The Director is encouraged to periodically attend city council meetings, Hull Industrial Development Corporation meetings, school board meetings, as well as being a liaison with local chamber members businesses. The Director provides information regarding housing, schools, and cultural and recreational opportunities for people moving into the area or who are interested in relocating to the area.

## **Other community involvement:**

- Coalition for a Healthy Hull & Sioux County, Hull representative
  - Girls on the Run Program
- Hull Sack Pack Program Board Member
- Your Future @ Work Event – Sioux County, Hull representative
- School Involvement when available