



BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
March 2, 2021	Regular	Zoom Videoconference	Yes

PERSONS IN ATTENDANCE				
	Name	Officer Title(s)	Present	Absent
	BOARD DIRECTORS & OFFICERS	George Williams	Chair	✓
Kathleen Reed		Immediate Past Chair	✓	
John Rollins		Vice Chair	✓	
Harry Abell		Treasurer	✓	
Marcy Williams		Secretary	✓	
Dena Abell			✓	
Charity Barton			✓	
Jane Dixon			✓	
Dorinda Moon			✓	
Chad Payne				✓
	Name	Capacity or Organization		
	William Back	Legal counsel	✓	
COMMITTEE MEMBERS AND GUESTS	Titus Cartwright	Alliance Tourism Ambassador	✓	
	Christina Thoreson	Assistant Treasurer	✓	
	Sue Gridley	Chair, Public Arts Committee	✓	
	Josh Ingle	Interim Superintendent, Dade Schools	✓	
	Vickie McBryar	Real Living Southern Realty	✓	
	Kate Fuller	Atticus Impact Investing	✓	
	John Currie	Books Never Ending	✓	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:00 PM
Introduction of Directors and Guests	
Invocation	Harry Abell
Motion to dispense with the reading of and Approve the Meeting Minutes of February 2, 2021 as amended with addition of Membership Committee included in list of committees.	Moved by George Williams Seconded by Harry Abell All Board Directors present approved
Motion to approve the Financial Reports	Moved by John Rollins Seconded by Jane Dixon All Board Directors present approved

COMMITTEE REPORTS

Provided to all Directors in advance and attached to these minutes. The following questions raised in the reports were discussed:

Approval to print Dade County/Trenton maps. Marcy Williams moved that the board approve spending \$235 to have the Dade Sentinel (an Investor) print 500 of the newly designed Dade County and City of Trenton maps. Harry Abell seconded, and all Board Directors present approved.

Move forward with larger roadway directional signage. Harry Abell moved, and Kathleen Reed seconded, that the Signage Committee move forward with getting new, larger Welcome Center directional signs for the roadways with approval to spend up to \$750. All Board Directors present approved.

Complimentary Champion level Investor status for First Media Group (Evan Stone). George Williams moved, and Harry Abell seconded, that the Alliance grant a complimentary membership to Evan Stone for his assistance with production of Alliance Live! All Board Directors present approved.

NEW BUSINESS

Georgia Chamber of Commerce 401K Program. Titus Cartwright attended a virtual presentation about the new 401K Retirement Plan Exchange available to members of the Georgia Chamber of Commerce. He outlined the details for all Board Directors. This will be an additional benefit that the Alliance can provide to our qualifying Investors. We will send out information about the program to Investors AND potential Investors.

Public Arts Committee. Sue Gridley will chair the new Public Arts Committee. Her comments are captured in the Committee Report attached to these minutes. Kathleen Reed suggested that we install a flat screen monitor in the Welcome Center to show photos of the public art displays as well as public announcements.

ESPLOST VI. Charity Barton invited Josh Ingle, interim superintendent of Dade County School System, to inform the board about the upcoming vote on March 16th. ESPLOST VI is an extension of the current ESPLOST, which provides for a 1% sales and use tax designated for education. It is not a new tax. It is estimated that this tax will generate \$16 million in revenue for our schools. The Alliance has posted a notice about ESPLOST VI on the home page of our website with a link to a presentation done by the school system.

Election Procedure. Harry Abell developed a procedure for the Officer/Committee Chair election process within the Alliance for Dade. He moved that the board approve a minor wording change in the Bylaws and adopt the election procedure as a board policy. Kathleen Reed seconded the motion, and all board directors present approved.

Dade First – Family Connection. Jane Dixon informed the board that Martha Baker from Dade First is asking the Alliance to help support the April project – Awareness of Child Abuse Prevention. April 14 will be designated as “Blue Day” in Trenton. The board agreed:

1. We will send emails to everyone on our distribution list (approximately 250 names) asking them to decorate in a blue theme on April 14th, or that entire week.
2. Jane, Harry, and Dena Abell will distribute Dade First-Family Connection produced flyers to area businesses.
3. The Alliance will purchase an Awareness of Child Abuse Prevention t-shirt (\$10), for Titus to wear in the Welcome Center on April 14th.

Invoices to former Dade County Chamber of Commerce members. Marcy Williams suggested that we send an “invoice” for 2021 dues to all former members of the Dade Chamber, along with information about Investor levels and benefits. Invoices will be emailed.

GACCE Conference 2021. Marcy Williams reviewed the training requirements for the Alliance to maintain its RVIC approved status. One option for gaining credits is for Titus to attend the 3-day virtual GACCE conference in March. Marcy moved that the board approve the \$100 registration fee for Titus. Recordings of the conference will be sent to Titus afterward, and board directors will be able to view. Kathleen seconded the motion, and all board directors present approved. Harry Abell stated that we should have a volunteer cover the Welcome Center during the conference so Titus can participate uninterrupted. Marcy will coordinate.

Dade Sports Complex Drive-Through Lights event. At last month’s board meeting, Stacy Stephens asked the Alliance to look into coordinating a month-long holiday lights display at the Dade County Sports Complex. George Williams moved, and Harry Abell seconded, that the board appoint Chad Payne to do an initial investigation into the idea to ensure that we would have full support from the county. All board directors present approved. This event would not replace the one-day Light Up Trenton event – it is supplemental.

OPEN FLOOR

Jane Dixon recapped the Trenton-Dade Optimist Club Oratorical Contest and thanked the Alliance for its help with the event.

Jane Dixon announced that she will be attending the Dade County Commission meeting on Thursday, March 4, and asked for topics to present. Directors mentioned Dade County/Trenton maps, the Child Abuse Prevention project, and the Alliance Blessing Box.

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn at 7:30 PM	Moved by Harry Abell Seconded by John Rollins All Board Directors present approved
Next Meeting	Tuesday, April 6, 2021 at 6:00 pm Zoom videoconference

ADMINISTRATIVE	
Attachments	The following documents are incorporated within these Minutes: A. Alliance for Dade February Financial Statements B. Alliance for Dade year-to-date Financial Statements C. Committee Reports D. Officer/Committee Chair Election Procedure E. “Blessing Box” update F. RVIC Training requirements
Respectfully submitted by:	Marcy Williams, Secretary



Alliance for Dade, Inc.
Balance Sheet
as of 02/28/2021

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	Checking	\$17,503.23
1010	DCCoC Checking	\$322.49
1020	Petty Cash	\$50.00
Total Current Assets		<hr/> \$17,875.72
Total Assets		<hr/> \$17,875.72
Liabilities		
Total Liabilities		<hr/> \$0.00
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$10,062.81
Total Unrestricted Net Assets		<hr/> \$10,062.81
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$5,210.62
3175	TPD (DMO) - Fund Balance	\$2,602.29
Total Restricted Net Assets		<hr/> \$7,812.91
Total Equity		<hr/> \$17,875.72
Total Liabilities + Total Equity		<hr/> <hr/> \$17,875.72



Alliance for Dade, Inc.
Income Statement
for the period of 02/01/2021 to 02/28/2021

Account Number	Account Name	Amount
Income		
Hotel - Motel Tax		
4150	TCT (RVIC)	\$909.27
4175	TPD (DMO)	\$681.95
Total Hotel - Motel Tax		\$1,591.22
Investor Payments		
4100	Investor Dues	\$626.75
Total Investor Payments		\$626.75
Other Income		
4300	Bank Account Interest	\$0.47
Total Other Income		\$0.47
Total Income		\$2,218.44
Expense		
Payroll		
5000	Net Wages - Employee	\$1,440.07
5005	Payroll Taxes - Employee	\$272.68
5006	Payroll Taxes - Employer	\$628.60
5010	Payroll Processing Fees	\$-14.00
5015	Workers' Comp Insurance	\$24.55
Total Payroll		\$2,351.90
Facility		
5100	Rent	\$250.00
5130	Telephone & Internet	\$115.55
Total Facility		\$365.55
Administrative		
5220	Credit Card Processing Fees	\$11.05
5230	Office Supplies	\$166.73
Total Administrative		\$177.78
Subscriptions & Training		
5510	Membership Dues	\$25.00
5550	Training & Education	\$0.00
5555	Mileage Reimbursement	\$33.82
Total for 5550 - Training & Education		\$33.82
Total Subscriptions & Training		\$58.82
Meetings & Events		

Account Number	Account Name	Amount
5420	Light Up Trenton	\$43.70
Total Meetings & Events		<hr/> \$43.70
Total Expense		<hr/> \$2,997.75
Net Income (Loss)		<hr/> <hr/> \$-779.31



Alliance for Dade, Inc.
Statement of Cash Flows
for the period of 02/01/2021 to 02/28/2021

Account Number	Account Name	Amount
Operating Activities		
	Net Income	\$-779.31
Adjustments to reconcile Net Income to Net Cash provided by operations:		
	Net cash provided by operating activities	\$-779.31
Investing Activities		
	Net cash provided by investing activities	\$0.00
Financing Activities		
	Net cash provided by Financing activities	\$0.00
<u>Summary</u>		
	Net cash increase for period	\$-779.31
	Cash at beginning of period	\$18,655.03
	Cash at end of period	\$17,875.72



Alliance for Dade, Inc.
Balance Sheet
as of 03/01/2021

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	Checking	\$17,503.23
1010	DCCoC Checking	\$322.49
1020	Petty Cash	\$50.00
Total Current Assets		<hr/> \$17,875.72
Total Assets		<hr/> \$17,875.72
Liabilities		
Total Liabilities		<hr/> \$0.00
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$10,062.81
Total Unrestricted Net Assets		<hr/> \$10,062.81
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$5,210.62
3175	TPD (DMO) - Fund Balance	\$2,602.29
Total Restricted Net Assets		<hr/> \$7,812.91
Total Equity		<hr/> \$17,875.72
Total Liabilities + Total Equity		<hr/> <hr/> \$17,875.72



Alliance for Dade, Inc.
Income Statement
for the period of 01/01/2021 to 03/01/2021

Account Number	Account Name	Amount
Income		
Hotel - Motel Tax		
4150	TCT (RVIC)	\$1,809.18
4175	TPD (DMO)	\$1,356.88
Total Hotel - Motel Tax		\$3,166.06
Investor Payments		
4100	Investor Dues	\$926.75
Total Investor Payments		\$926.75
Other Income		
4300	Bank Account Interest	\$1.25
Total Other Income		\$1.25
Total Income		\$4,094.06
Expense		
Payroll		
5000	Net Wages - Employee	\$2,882.57
5005	Payroll Taxes - Employee	\$545.18
5006	Payroll Taxes - Employer	\$957.60
5010	Payroll Processing Fees	\$11.00
5011	Tax Filing Fees	\$12.94
5015	Workers' Comp Insurance	\$65.23
Total Payroll		\$4,474.52
Facility		
5100	Rent	\$500.00
5120	Electric	\$168.64
5130	Telephone & Internet	\$221.90
Total Facility		\$890.54
Administrative		
5220	Credit Card Processing Fees	\$11.05
5230	Office Supplies	\$166.73
5270	Accounting & Computer Software	\$1.00
Total Administrative		\$178.78
Subscriptions & Training		
5510	Membership Dues	\$25.00
5550	Training & Education	\$0.00
5555	Mileage Reimbursement	\$33.82
Total for 5550 - Training & Education		\$33.82

Account Number	Account Name	Amount
Total Subscriptions & Training		\$58.82
Meetings & Events		
5420	Light Up Trenton	\$43.70
Total Meetings & Events		\$43.70
Marketing		
5320	Signage	\$129.40
Total Marketing		\$129.40
Total Expense		\$5,775.76
Net Income (Loss)		\$-1,681.70



Alliance for Dade, Inc.
Statement of Cash Flows
for the period of 01/01/2021 to 03/01/2021

Account Number	Account Name	Amount
Operating Activities		
	Net Income	\$-1,681.70
Adjustments to reconcile Net Income to Net Cash provided by operations:		
	Net cash provided by operating activities	\$-1,681.70
Investing Activities		
	Net cash provided by investing activities	\$0.00
Financing Activities		
	Net cash provided by Financing activities	\$0.00
<u>Summary</u>		
	Net cash increase for period	\$-1,681.70
	Cash at beginning of period	\$19,557.42
	Cash at end of period	\$17,875.72



Committee Reports March 2, 2021

FINANCE – Harry Abell

The Alliance has submitted the 2019 TCT (Tourism, Conventions & Trade Shows) Restricted Spending Report to the City, as required by the Georgia Department of Community Affairs (DCA). We have also submitted our annual registration with the Secretary of State for 2020 (we were assessed a late fee) and 2021. We will ensure that this is done on an annual basis from now on.

We had income from two seniors, one individual, and two businesses in February, for a total of \$475.

WEBSITE – Harry Abell

Marcy continues to make improvements in the look and feel of the site and Harry works in the background to develop new features and function. We had a brief time when a “plugin” created issues with the performance of the site.

If you wish to enter your volunteer hours you can do that now by logging in here (<https://alliancefordade.com/portal/>) If you do not have a user ID let Harry know. If you have a lot of hours and want to enter them in a form (spreadsheet) I can upload contact Harry.

MEMBERSHIP – Kathleen Reed

The Sheriff’s Department should be joining soon if they have not already. I’ve talked to 5 business owners about investing. They were all very positive.

I’ve added Tom Pounds and William to the membership committee. Not heard back from Chad. The goal is to brainstorm other people to add to the committee that are not Board members. Contemplating a plan for a membership drive

PUBLICITY – Jane Dixon

Input from board members was included to provide Marcy with a script for the March newsletter. Attendance at City and County Commissions meetings continues to keep them informed concerning Alliance growth and functions. I was contacted by Martha Lowe Baker, Director of First-Family Connection, a local agency sponsoring an awareness of child abuse. She requested that the Alliance cooperate with her agency to raise the level of awareness among local businesses. A full report will be made to the board for board consideration. (Month of April)

Many thanks again to Marcy for her major role in hosting the Trenton Dade Optimist Club Oratorical Competition for Dade County School students. Another opportunity for the Alliance to cooperate with an investor.

BUSINESS SERVICES – George Williams

Work will begin in about two weeks to interview four investor organizations for the “Alliance Live!” . “Alliance Live!” will be approximately 5-minute recorded sessions highlighting our investors. We will be working with Evan Stone at First Class Media Group to provide equipment and expertise to produce the interviews. The recorded sessions will be aired on Evan’s weekly morning show, on the Alliance for Dade Facebook page and website, and on the Dade County Facebook page to deliver the information to the Dade community.

Our plan is to record 4 interviews in one day in March and air them beginning April 1. The first interviews will be conducted with a small business, a large business, a non-profit, and another to be determined. Four more organizations will be interviewed in April to be aired in May.

For his assistance and loan of equipment, we would like to give Evan Stone a complimentary Champion level membership in the Alliance.

We are working with William Back to contact Tractor Supply to become an investor and to have a grand opening ribbon cutting event for the new store.

WELCOME CENTER & SIGNAGE – Marcy Williams

Dade County/City of Trenton maps are ready to print. They will be 11" x 17", in color, 24# paper, padded 100 per pad. I recommend we have the Dade Sentinel (an Investor) print 500 total maps at a cost of \$235. Need board approval.

There has been some question about whether the Welcome Center directional signs that Nelson Eash ordered and installed are too small. Signs that are the size of a Speed Limit sign (24" x30") will cost approximately \$70 each, and I believe Nelson had identified 6 locations for the signs. Would the board like me to pursue ordering new, larger, aluminum signs? They would be blue with white lettering and say "Welcome Center" or "Dade Welcome Center" with a directional arrow.

TOURISM – Charity Barton

Charity discussed ideas for how to bring locals to Dade County Sports Complex - Larry Moore Park with Stacy Stephens. Some of the ideas shared were family movie nights at the park and having the Dade County Middle/High Choral program perform at large events/tournaments.

Marcy shared the idea of a Dade Tourism map and Thor said he would like to add these maps in his rental accommodations. Charity compiled a list of Dade tourism attractions based on a Google search. The committee will now begin steps towards creating a tourism map and establishing annual goals.

ECONOMIC DEVELOPMENT – John Rollins

We are watching for The Northwest Georgia Joint Development Authority to reschedule their meeting.

BLESSING BOX – Dena Abell

Mr. Howard at DCHS advised me that the Alliance For Dade Blessing Box will be their top priority. I have received approval from the owner of the property at Hwy 136/Sunset Dr. North, to place our "Alliance Blessing Box". Need to finalize a sign design.

PUBLIC ART – Sue Gridley

I am still in the planning stages, but these are thoughts I've had about Public Art.

- 1 I'd like to call this committee Public Art, not Public Sculpture. We would have more opportunity and flexibility.
- 2 TAC made proposals for sidewalk art (embedded in sidewalks as they are replaced) and murals on buildings. We can revisit some of that.
- 3 We want to have a loan program for sculpture in Trenton.
- 4 We might want to organize more exhibits and seek funding through the tax-exempt organization.
- 5 I have MANY photos of Public Art and Sculpture that I took as I travelled in the US and the world. They are in a folder that could download to a thumb drive if someone can help me. Maybe we could make a slide show and invite artists and local government and businesses to enjoy the art and get inspiration?
- 6 I suggest hosting art shows. Local residents especially would be well represented as talented artists.
- 7 We could have a *series* of shows with *themes* that promote our community. And/or it could promote different art expressions. I'd like to see written or spoken word as well, especially if it reflects our local history. I wonder how we could incorporate music sometimes?
- 8 If possible, I'd like to include regional artists, especially if they create something to represent Dade County. They can be integrated more as we grow into a known part of Chattanooga Metro.
- 9 For membership on the committee, I will reach out to the Dade County Schools, Covenant College, the arts community in Dade County, and non-profit organizations.



Board Officer Election Procedure

Currently Article V, Paragraph 2 of the Bylaws states:

Election and Term of Office. At its last Regular meeting in any given year, the Board shall nominate Officers to serve for the following calendar year. The Board shall appoint Officers at its first meeting of the next succeeding year. An Officer other than the Chair and Vice Chair need not be a Director. The Directors shall set a prescribed term of office for any given officer position. Officers shall serve from the moment of election until a successor is elected.

Recommend that be re-worded as follows:

Election and Term of Office. **Before its first Regular meeting of each calendar year,** ~~At its last Regular meeting in any given year,~~ the Board shall nominate Officers to serve for the **upcoming** following calendar year. The Board shall appoint Officers at its first meeting of the next succeeding year. An Officer other than the Chair and Vice Chair need not be a Director. The Directors shall set a prescribed term of office for any given officer position. Officers shall serve from the moment of election until a successor is elected.

Then the following procedure would be a *Board Policy* and included in the Board Book:

ELECTION PROCEDURE

At its last Regular meeting in any given year, the Board shall appoint a Nominating Committee to identify candidates for Officers for the following calendar year.

Any person wishing to be considered as a candidate for an Officer or Committee Chair position shall submit his/her name in writing (email is acceptable) to the Secretary at least **fourteen days** prior to the first meeting of the next succeeding year. The Secretary will maintain a permanent file of all requests and promptly forward all correspondence to the Nominating Committee.

If fewer than two persons request consideration for any position, the Nominating Committee shall do its best to contact potential candidates and encourage them to submit their names for consideration.

All candidates will be required to submit a brief bio to the Nominating Committee.

Nominations will close **four days** prior to the first meeting of the calendar year. The Secretary shall compile a list of all positions and the nominees for each (including their bios) and send the list to all Board Directors.

At the first Regular meeting of the year, the Chair shall announce each Officer and Committee Chair position and the names of the candidates for each. Each candidate will have up to two (2) minutes to state why he/she should be elected. The Chair will then call for a vote for that position.

The candidate with fifty-one percent (51%) or more of the votes shall be appointed to the office or committee chair position. If no candidate receives 51% of the votes, then the candidate with the lowest percentage is removed from the list and Board Directors re-vote. The process is repeated until one candidate receives 51% or more of the vote and is appointed to the office or chair position.

Chapter 3 of the Georgia Nonprofit Corporation Code (Code section 14-3-725(a)) states: “. . . directors are elected by a majority of the votes cast by [Directors who are] entitled to vote . . . at a meeting . . .” (A Director must be present, even if only electronically, to be “entitled to vote”.)

An abstention is not a vote. For example:

Ten Directors are present and entitled to vote at a meeting. Five Directors decide to abstain, so you have five votes cast. Three votes (out of the five voting Directors) constitute a majority of votes cast and suffice to carry a motion. This is true even if the number of “yes” votes constitute fewer than a quorum.

Notes:

I think we should leave the number of people on the Nominating Committee open and not require that it be **three**. Could be two, could be more than three! You did not say, but I assume that the Nominating Committee does NOT have to be Board Directors?

I would recommend that candidates must submit their interest at least **14 days** before the election. That gives the Nominating Committee more time to encourage others to throw their hat in the ring.

I agree that the Secretary should maintain all emails/written submissions from candidates, but not on the Google Drive. In fact, I think once the election is complete, those records should *not* be kept. Nor should there be any record kept of conversations that a Nominating Committee member encouraging someone to be a candidate. They are not part of the official minutes of any meeting.

I do not agree with posting the candidates on the website – only the Directors are allowed to vote, so they are the only people who need to see the nominees.

I added the section at the end about ABSTENTIONS after I questioned William Back and we discovered that the information supplied at the last meeting was incorrect. Abstentions do not count toward the total vote count. So when we had 5 people voting YES and 5 people abstaining, the motion was actually carried 5 to 0!

Alliance Blessing Box

Update:

Mr. Howard will advise me on funds he will need.

Location Approval has been granted. North Sunset Dr/Hwy 136



David Howard, DCHSCT, is working on the Alliance Blessing Box

Delivery time, by the end of the week

The box IS BIG



Front door is wood with two inserts that will hold our sign(s). Top insert is approximate...14 x 24

Alliance Blessing Box

Take what you need, leave what you can!

Non perishable or can goods only

Provided by your local Chamber of Commerce
and Welcome Center



12362 South Main Street
Trenton, GA 30752

706.657.4488
AllianceForDade.com

Cost and size for the sign(s) will be discussed.

Inside of box we will have a sign that states, please mark out the bar code with the black marker. I will explain at our meeting.

We will also have a spot inside the box for plastic bags for those who need one for their food.

TRAINING

To maintain our RVIC status, the Alliance for Dade must earn a minimum of 6 “credits” each year. Credits are earned in several ways:

There are three **MANDATORY TRAININGS**:

1. A 2-day Georgia Tourism conference (Aug 30 – Sept 1, 2021) at Lanier Islands. No other information available yet. (3 credits)
2. Cross-training at a State Visitor Information Center (2 credits)
3. “Sister Center” meetings at nearby counties (1 credit) Ontario Finch, our region manager, has just scheduled the first of these as a Zoom call on March 3. Titus will participate.

OPTIONAL TRAININGS that make sense for us include:

1. GACCE Conference – see below
2. Georgia On My Mind Day
3. Governor’s Tourism Conference (September)

2021 GACCE Staff Development Conference – *designed for chamber execs and your entire staff*
Wednesday-Friday, March 24 – 26, 2021

VIRTUAL EVENT

Registration Fee: \$100 first participant, \$25 each additional participant

See Conference Agenda below

I recommend we register Titus Cartwright. Any board members?

GACCE Staff Development Conference 2021

The **GACCE Staff Development Conference** is an opportunity for chamber executives and staff members to meet and exchange ideas in order to promote and support their communities. This event provides information relevant to all chamber employees and to the everyday operation of the chamber.

AGENDA

Wednesday, March 24, 2021

- 2:00PM – **2021 Chamber of Commerce Survey Results** – GrowthZone/ChamberMaster
 - *Each year, GrowthZone’s Chamber of Commerce Survey Results Report is one of the chamber industry’s most anticipated resources. This presentation will address chamber trends for renewal rates, engagement, non-dues revenue, and more, as well as the impact of COVID regarding events and operations.*
- 3:00PM – **From Calm to Crisis: Tips and Tools for Marketing & Communications** – 365 Degree Total Marketing
 - *This session will teach you how to build an effective content strategy, as well as other issues: Who are your audiences? What are your goals? Focus on relieving pain points. Social Media 101. Which platforms should you use?*
- 4:00PM – **Small Chamber, Big Impact** – YGM Total Resource Campaigns
 - *Small chambers live in different worlds than big chambers and require different approaches. Small chambers can also make a really big impact on their communities. This interactive session will discuss real, tactical ways in which chamber professionals*

can identify opportunities to create organizational relevancy, funding programs, and leadership development.

Thursday, March 25, 2021

- 2:00PM – **Leading Through Change: Understanding Your Organization’s Life Cycle** – J.W. Fanning Institute for Leadership Development
 - *Organizations are not static entities, but are instead vibrant, organic entities that evolve and change over time. What works today may not work tomorrow, but by understanding how organizations evolve, you can adapt as a leader to meet whatever needs your chamber has at that time and establish a strong organizational foundation.*
- 3:00PM – **Understanding Member Engagement** – DelPhi Communications
 - *Build your strategies for effective communication and marketing by understanding the health of events, initiatives, and connections with members. Quantifying engagement leads to building a stronger relationship with members and retention.*
- 4:00PM – **Chamber and EDOs Can and Should Play in the Same Sandbox** – Georgia Power
 - *Whether your organization is the lead economic development “go to” entity or not, your chamber has a critical role in community and economic development. This session will offer a few tried and tested ideas to strengthen collaboration but more importantly opportunities for ideas exchange. This session will offer a facilitated opportunity to share of “Best Practices” and real solutions to strengthening local partnerships with EDOs, elected officials, and other community stakeholders for all participants.*

Friday, March 26, 2021

- 9:00AM – **Managing and Leading a Multigenerational Workforce** – Melissa Furman, Career Potential, LLC
 - *Managers and organizational leaders are increasingly challenged with managing generational diversity in their workforces due to differing mindsets, work styles, and communication preferences. This interactive, engaging session will provide recommendations and strategies for creating a work environment that aligns with the unique characteristics of the multiple generations. Upon completion of this webinar, participants will be able to:*
 - *Identify, describe, and differentiate generational characteristics, communication, and work styles.*
 - *Discuss challenges experienced when working with employees from multiple generations.*
 - *Apply strategies to maximize engagement, productivity, and satisfaction across multiple generations.*
- 10:00AM – **Show Me the Money!** – POWER 10
 - *POWER 10 will provide an overview of the various revenue models chambers utilize, with a focus on “Making the Ask” to secure significant funding for initiatives aimed at solving major community challenges.*
- 11:00AM – **You Make a Difference** – Hodge Consulting Services
 - *Interactive discussion with participation from attendees – specific examples embedded so they can bring back to their Chamber good ideas while reaffirming the Chamber as a career choice. How their Chamber can continue to rise to the occasion – especially during these times, but not dwelling on the pandemic.*