

Board of Directors Meeting

October 25, 2011

@ County Inn & Suites

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™



Board of Directors Meeting
Tuesday, October 25, 2011
8 – 9:30 a.m.
@ Country Inn & Suites

Agenda

- **Call to order, establish a quorum, and review agenda**

ITEMS TO CONSIDER

- **Consider minutes of the September 27, 2011 meeting & October 11, 2011 Special Called Board meeting**
- **Consider September 2011 Financial Statements – *Carl Holley, Treasurer***
- **Report from Election Judges – *Tim Jones, Chairman***

FULL REPORT(S)

- **ORGANIZATIONAL EXCELLENCE DIVISION – *Tim Jones, Vice Chairman & Chairman Elect (2012)***

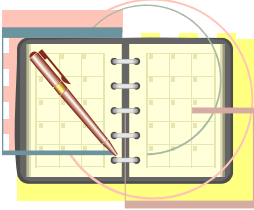
Chairman's Report – Tom Gooding

President's Report – Myrna Ballard

Meeting adjourn

To access your PowerPoint on the website click the following link <http://www.ValdostaChamber.com/about/Boardmeeting.html> or visit www.ValdostaChamber.com click on the tab "Members Area". Click "Board of Directors Meeting" and select the current meeting. To find a specific item click bookmark and scroll down to that item.

Chamber 2011 Calendar of Events



Board Meeting Day: 4th Tuesday of each month
(except for the month of Dec.)

Board Meeting Dates & Time:
8 - 11 am (Jan. 25)

8 – 9:30 am (Feb. 22, Apr. 26, May 24, July 26, Aug. 23, Oct. 25, Nov. 22)
@ Country Inn & Suites

12 - 1:30 pm (Mar. 22, June 28, Sept. 27, Dec. 13)
@ Holiday Inn Hotel

Business After Hours

5 -7:30 pm

December 8 @ Guardian Bank (701 Wildwood Plantation Dr.)

Chamber 101 Getting the most out of Chamber Membership

(First Wednesday of the following Month) 8 – 9:30 am

Nov. 2

Member Breakfasts

November 8: World Class Employee Recognition Breakfast

- **Consider Minutes of September 27, 2011 Board of Directors meeting**

Minutes of the Valdosta-Lowndes County Chamber Board of Directors meeting held Tuesday, September 27, 2011, 8 – 9:30 a.m. at Country Inn & Suites

Members Present: Myrna Ballard, Clinton Beeland, Sally Bloom, Tom Carroll, Tom Gooding, Mike Hill, Carl Holley, Tim Jones, Greg Justice, Paul Nichols, Jay Prince, Greg Reid, Phyllis Royal, Bill Simmons, Megan Smith and Baha Zeidan

Also Present: Gene Godfrey, Joe Cordova, George Bennett, James Bridges, Ray Perren, Ed Crane, Dean Brooks, Karen Reissiger, Lynn Bowen, James McGahee, Rusty Griffin, Joyce Morgan, Dr. Terry Jenkins, Sidney Morris, Andrea Schruijer, Laura Love, Emily Browning, Curtis Fowler, Gerald Scott, Lou McClendon, Jimmy Holmes, Jud Rackley, Jack Edwards, Daniel Storey, Jim Galloway, Jimmy Whatley, Bill Cason, Gayle Golden, Ladson Golden, Walt Moody, Ruth Council, Johnny Ball, John Holt, Iris Brown, Ronnie Mathis, Barbara Griffin, Nickie Godwin, Bill Sineath, Betty Morgan, Mike Stalvey, Erika Bennett, Varian Brown, ReKasa Deen, Wanda Stanley and Karil Brockington

Members Absent: Sue Cox, Jeff Fulp, Terri Lupo and Ken Ricket

Chairman Gooding called meeting to order and establish a quorum.

Consider minutes of the August 23, 2011 Board meeting and the Sept. 8, 2011 Special Called Board meeting – Carl Holley made a motion to accept the minutes as presented. Baha Zeidan seconded the motion and it passed unanimously. (see pgs. 4-6 of Board packet)

Consider August 2011 Financial statements – Carl Holley reviewed the Chamber financial statements. Megan Smith made a motion to accept the financial statements as presented. Tom Carroll seconded the motion and it passed unanimously. (see pgs. 7-16 of Board packet)

Consider renewal of Chamber line of credit – Tim Jones reported. Jay Prince motioned to accept the renewal of Chamber line of credit. Greg Justice seconded the motion. All approved.

Report from Nominating Committee – Tim Jones reported. The Nominating Committee's nomination to serve on the Chamber Board of Directors for the 2012-2014 term of office is Tom Carroll, president of Sunset Farm Foods.

Appoint Election Judges – Chairman Gooding appointed the following five 2012 Election Judges: Sandra Jones (Georgia Power Company), Gretchen Fricks (Elliot, Blackburn & Gooding P.C.), Mike Foster (Crescent Inn at the Mall), Violet Sherry (Sparkles Weddings & Special Events) and Chris Nichols (Jumpin Jacks 4 Kids). (see pg. 17 of Board packet).

Minutes of September 27, 2011 Board of Directors meeting continues

FULL REPORT(S)

▪ **Report from the “Vote Yes For Our Children” Campaign Committee** – Rusty Griffin, Joyce Morgan and Dr. Terry Jenkins reported.

ABBREVIATED REPORTS Due to time restraints all abbreviated reports will be made at the Special Called Board meeting October 11, 2011. (For a printed report please visit the website www.ValdostaChamber.com)

Chairman's Report – Tom Gooding reported.

President's Report – Myrna Ballard reported.

There being no further business, the meeting was adjourned at 1:45 p.m.

To access your PowerPoint on the Web Site (www.ValdostaChamber.com) click on the tab “Members Area”. Click “Board of Directors Meeting” and select the current meeting. To find a specific item click bookmark and scroll down to that item.

Respectfully submitted,



Karil Brockington
Senior Director of Administration

- **Consider Special Called Board meeting Minutes of October 11, 2011**

**Minutes of the Valdosta-Lowndes County Chamber Board of Directors
Special Called meeting held Tuesday, October 11, 2011, 8 – 9:30 a.m.
at Country Inn & Suites**

Members Present: Myrna Ballard, Sally Bloom, Sue Cox, Tom Gooding, Jeff Hanson, Carl Holley, Greg Justice, Paul Nichols, Greg Reid, Ken Ricket, Phyllis Royal, and Baha Zeidan

Also Present: Walter Hobgood, Betty Morgan, Erika Bennett, Varian Brown, Keyara Hamilton, ReKasa Deen, Wanda Stanley and Karil Brockington

Members Absent: Clinton Beeland, Tom Carroll, Jeff Fulp, Mike Hill, Tim Jones, Terri Lupo, Jay Prince, Bill Simmons and Megan Smith

Chairman Gooding called meeting to order and establish a quorum.

Consider minutes of the September 17, 2011 meeting – (will approve at the October 25th Board Meeting.) (see pgs. 4-5 of original Board packet)

Consider Board Policy on Allowable content for Paid Ads on Chamber E-Blasts – Jeff Hanson made a motion to adopt the Chamber Board Policy on Allowable content for Paid Ads on Chamber E-Blasts. Phyllis Royal seconded the motion. All approved. (see pg. 6 of original Board packet)

FULL REPORTS

- ◆ Workforce Development & Education Division – *Greg Justice, Vice Chairman reported. (see pg. 8 of original Board packet)*
- ◆ Business Expansion Division – *Sue Cox, Vice Chairman reported. (see pgs. 10-11 of original Board packet)*
- ◆ Economic Development Division – *Wanda Stanley (TCH Coordinator) and Varian Brown (S.E.E.D.S. Coordinator) reported. (see pgs. 13-14 of original Board packet)*
- ◆ Public Affairs Division – *Jeff Hanson, Vice Chairman and Karil Brockington reported. (see pgs. 17-22 of original Board packet)*
- ◆ Member Service Division – *Greg Reid, Vice Chairman reported. (see pgs. 24-38 of original Board packet)*
- ◆ Community Development Division – *Paul Nichols, Vice Chairman and Walter Hobgood reported. (see pg. 40 of original Board packet)*

- **Consider Special Called Board meeting Minutes of October 11, 2011**

Chairman's Report – Tom Gooding reported.

President's Report – Myrna Ballard reported.

There being no further business, the meeting was adjourned at 9:55 a.m.

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Respectfully submitted,



Karil Brockington
Senior Director of Administration

Financial Statements
September 30, 2011

See Original Board Packet for printed report



Carl Holley
(Treasurer)

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE

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- **Report from Election Judges**

This is to certify that ballots were counted on Oct. 14, 2011 by the following judges with the results of **128** votes for the slate as presented and **2** opposed: Ms. Gretchen Fricks (Elliot, Blackburn & Gooding P.C.), Ms. Sandra Jones (Georgia Power Company), Mr. Mike Foster (Crescent Inn at the Mall), and Ms. Violet Sherry (Sparkles Weddings & Special Events).



Organizational Excellence Division



**Tim Jones
(Vice Chairman)**

Organizational Excellence Division Report

October 25, 2011

Tim Jones, Vice Chairman & Chairman-Elect (2012)

1. Board Meeting Format Task Force

- **Completed**

2. Evaluation of policies, governing documents, staff and Board

- **By Laws Review:** Completed; new By-Laws adopted March 2011
- **Personnel File Review:** Completed by SmithBarnas & Associates
- **Personnel Policies & Procedures Manual Review:** Completed by Megan Smith
- **Board Policy Review:** Completed by Al Turner
- **Two new Board Policies recommended:** Executive Sessions and Whistleblower Policy
- **Reaccreditation Review:** Dr. Brian Gerber began his review in July and will complete it by the end of the year
- **Staff and Board Evaluations:**
 - **Staff Performance Review Process:** Completed by Walter Hobgood
 - **Annual Review of Chamber President:** Ongoing
 - **Board of Directors Self-Assessment:** To be determined

3. Board Leadership Development

- **GACCE Leadership Conference:** 2012 Chairman-Elect has completed; 2013 Chairman-Elect will complete in 2012
- **Leadership Development Program:** To be delivered at the 2012 Annual Planning Retreat

4. Planning for 2012

- **Tiered Dues Structure:** Anticipated roll-out in March 2012
- **Membership Survey**
- **Strategic Plan 2013-2017**
- **Centennial Celebration Events**



Membership Survey Comparisons

Number of employees in your business

	2009	2010	2011
Less than 5	34%	31%	28%
6 to 10	15%	12%	25%
11 to 20	10%	12%	15%
21 to 50	19%	19%	11%
51 to 100	3%	9%	9%
100+	20%	12%	6%

How would you rate the health of our local economy?

	2007	2008	2009	2010	2011
Very Strong	9%	1%	1%	4%	2%
Strong	54%	26%	12%	26%	9%
Average	31%	46%	54%	42%	48%
Weak	5%	27%	30%	24%	39%
Very Weak	0%	1%	4%	3%	1%

How would you rate the health of your business?

	2007	2008	2009	2010	2011
Very Strong	10%	4%	3%	6%	4%
Strong	53%	28%	25%	27%	29%
Average	32%	51%	55%	51%	51%
Weak	5%	16%	14%	14%	14%
Very Weak	0%	1%	5%	2%	2%

How do you rate Chamber meetings/events?

	2009	2010	2011
Excellent	29%	34%	25%
Above Average	47%	54%	52%
Average	22%	12%	21%
Below Average	1%	1%	1%
Poor	0%	0%	1%

How do you rate the Chamber staff?

	2009	2010	2011
Excellent	47%	46%	49%
Above Average	41%	45%	39%
Average	12%	8%	9%
Below Average	1%	1%	2%
Poor	0%	0%	1%

**Current
Chamber
Membership:**

1,537

Membership Survey Comparisons

How do you rate the Chamber leadership?

	2009	2010	2011
Excellent		44%	16%
Above Average		47%	49%
Average		9%	29%
Below Average		0%	4%
Poor		0%	2%

How do you rate the Web site?

	2009	2010	2011
Excellent	18%	34%	28%
Above Average	49%	40%	49%
Average	25%	21%	21%
Below Average	3%	5%	2%
Poor	5%	0%	0%

Overall, how well does the Chamber meet your expectations?

	2009	2010	2011
Excellent	41%	35%	23%
Above Average	34%	45%	53%
Average	18%	16%	17%
Below Average	8%	4%	5%
Poor	0%	0%	2%

Do you feel that your return is worth the amount you invest?

	2008	2009	2010	2011
Well Worth it	44%	35%	48%	34%
Worth it	41%	38%	36%	45%
Somewhat worth it	15%	15%	10%	14%
Questionable	2%	11%	6%	3%
Not worth it	0%	1%	0%	5%

How would you grade the Chamber during the past 12 months?

	2007	2008	2009	2010	2011
A	56%	65%	56%	67%	55%
B	36%	32%	37%	26%	29%
C	6%	3%	5%	7%	9%
D	2%	0%	1%	0%	3%
F	0%	0%	0%	0%	3%

The Valdosta-Lowndes County Chamber of Commerce

- **Leading** the way in improving economic opportunities for all businesses, large and small.
- **Creating** a climate of growth and laying a foundation for success that will be strong for years to come.
- **Keeping** businesses connected to important issues that affect the economy and lifestyle of our community.
- **Providing** a platform of opportunity where individuals and businesses can make a difference.



1. Number of employees in your business?

less than 5	39
6 to 10	35
11 to 20	21
21 to 50	15
51 to 100	13
100 or more	9
No Response	8
Total	140

2. Type of Business (check one):

Financial	11	College/School	
Manufacturer	11	Utilities	1
Hotel/Motel/Apartment	2	Shopping Center	
Hospital	2	Retail	9
Real Estate/Insurance	9	Restaurant	3
Professional	37	Automotive	3
Media		All Other	44
Associate	1	No Response	7

3. How would you rate the health of our local economy?

Very Strong	3
Strong	12
Average	65
Weak	53
Very Weak	2
No Response	5
Total	140

4. How would you rate the economic health of your business?

Very Strong	5
Strong	39
Average	68
Weak	19
Very Weak	2
No Response	7
Total	140



2011 Survey Results

5. How would you rate the following Chamber programs and activities in terms of their benefit to your business (If you have not participated in a program, please skip and move to the next one):

Event/Program	Excellent	Above	Average	Below	Poor
		Average		Average	
Promotion In Motion	13	17	16	1	2
Business After Hours	41	43	23	2	0
Chamber Choice Awards	16	26	17	3	1
DRUGS DON'T WORK	26	32	16	2	0
Chamber Business Showcase	13	28	27	3	0
MetroOne	15	21	20	0	0
Valdosta Networking Professionals	8	21	30	1	1
Professionals Building Relationships	8	12	19	1	2
Triple Crown Hometowns	15	17	26	5	1
Serving on a Committee	21	24	14	3	1
World Class Recognition	17	21	13	4	1
SEEDS Center	27	24	14	1	4
Government Affairs Council	22	12	22	1	2
BC/BS Insurance	5	8	20	5	2
Supervisor Essentials Workshops	10	16	15	1	1
Red Carpet Party	16	23	16	1	0
Professional Consultants	11	10	15	3	3
Business University	10	12	14	3	0
Annual Membership Meeting	23	34	24	3	0
IMPACT 2012	17	20	17	4	2
CHOICES	8	12	12	2	2
Traffic Catcher Web Site	24	19	17	5	1
<i>Progress Magazine</i>	41	43	17	1	1
	407	505	424	55	27

6. Overall, how would you rate chamber meetings/events?

Excellent	32
Above Average	66
Average	26
Below Average	1
Poor	1
No Response	14
Total	140

7. Overall, how would you rate the facilities, locations and food?

Excellent	40
Above Average	54
Average	32
Below Average	0
Poor	0
No Response	14
Total	140



8. Overall, how would you rate the speakers?

Excellent	18
Above Average	69
Average	37
Below Average	1
Poor	
No Response	15
Total	140

9. Overall, how would you rate the Chamber staff?

Excellent	61
Above Average	48
Average	11
Below Average	3
Poor	1
No Response	16
Total	140

10. Overall, how would you rate the Chamber leadership?

Excellent	20
Above Average	61
Average	36
Below Average	5
Poor	2
No Response	16
Total	140

11. Overall, how would you rate the Chamber Web site?

Excellent	32
Above Average	56
Average	24
Below Average	2
Poor	
No Response	26
Total	140

12. Overall, how would you rate the Chamber's communication with members?

Excellent	49
Above Average	44
Average	27
Below Average	3
Poor	3
No Response	14
Total	140

13. Overall, how well does the Chamber meet your expectations?

Excellent	29
Above Average	66
Average	21
Below Average	6
Poor	2
No Response	16
Total	140

14. Choose your Top reason for joining and supporting the Chamber.

Please note responses may have chosen more than one response.

Credibility	39
Contacts	48
Civic Duty	36
DDW	10
Government Affairs	25
Community Involvement	54
Other	1
No Response	16

15. Do you feel your return is worth the amount you invest each year in your Chamber membership?

Well worth it	43
Worth it	57
Somewhat worth it	18
Questionable	4
Not worth it	6
No response	12
Total	140

16. Overall, how would you grade the Chamber during the past 12 months ?

A	70
B	37
C	12
D	4
F	4
No Response	13
Total	140



Centennial Planning Committee Report

Centennial Tree Project

www.ValdostaChamber.com/CentennialTreeProject



Goal: To plant 100 trees in business gateways of Valdosta in February of 2012.

Partners: City of Valdosta and Tree Commission

Open to the entire community! Any person or business can sponsor a tree for \$500 (includes tree purchase, maintenance and planting).

Choose to honor or memorialize a loved-one or leader in your business.

Georgia Power Company- Benefactor Tree Sponsor (sponsoring 20 trees!)

***Don't wait!!! Go ahead and sponsor your tree today!
Contracts available in your packet or online.***



Centennial Brunch
Honoring Chamber Leaders, Past and Present
May 22, 2012

Presented by



The extraordinary Chamber and community we enjoy today was built on the dedication and commitment of our community's leaders. Join our community's top business, education and political leaders in this invitation-only celebration of the personification of community leadership – the past chairmen, presidents and members of the Valdosta-Lowndes County Chamber of Commerce Board of Directors. This event will host approximately 200 guests at the Valdosta Country Club.



Centennial Gala

Saturday. Sept. 8, 2012

Presented by



**Citizens
Community
Bank**

We are the Change You Want to See

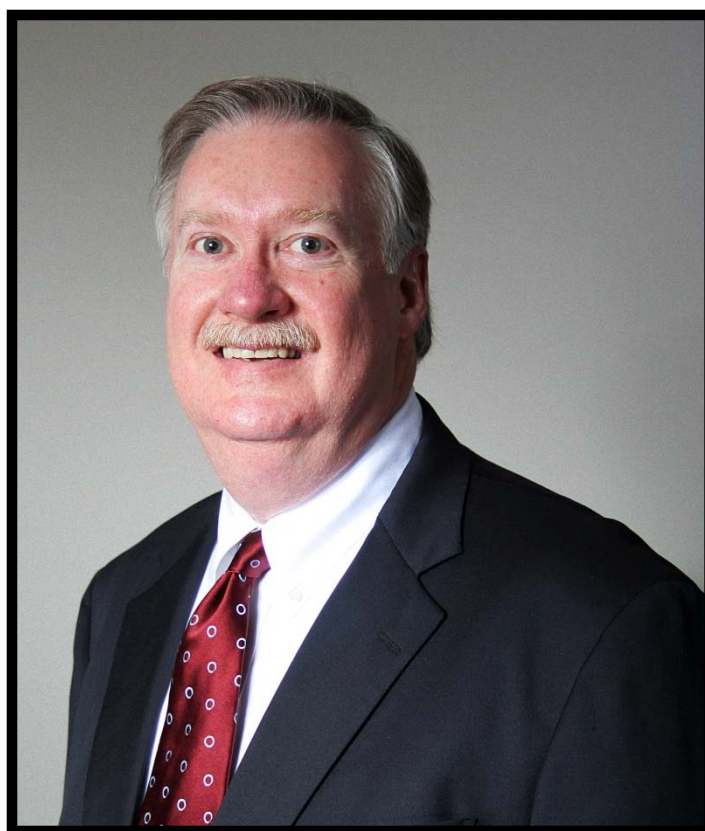
Member FDIC - Equal Housing Lender 

The Chamber event of the century!

An event the community will anticipate all year long, and won't stop talking about after it's over. Held on a Saturday night, this semi-formal cocktail reception and dance will be just for fun, and feature a live band, heavy hors d'oeuvres and drinks. Held at the conference center, it will look unlike any Chamber event you have ever attended. The ceilings will be draped with fabric complete with special lighting and eye-catching floral decorations on every table.

The entire conference center will be reserved for this event, allowing guests to mingle outside on the patio by the pond or dance the night away in the grand hall.

Chairman's Report



**Tom Gooding
(Chairman of the Board)**

President's Report



Myrna Ballard
(President)

**VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE**

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Next Meeting Date:

Tuesday, November 22, 2011

8 – 9:30 a.m.

@ Country Inn & Suites

Meeting Adjourned