

- Choosing speakers for upcoming breakfast programs will be an important item at the July meeting. The last speaker currently scheduled is Susie Murray for August. Arnold is assembling a speaker bio for her.
- The Committee discussed the possibility of lowering the cost of Mini-Trade Fair participation from \$100 to \$75 or \$50.

## **SMALL BUSINESS ASSISTANCE COMMITTEE**

**Monday, June 2, 2003**

**11:42 a.m.-12:57 p.m.**

### **Present:**

- Peter Cook, *Chair*
- Arnold Goldberg
- Jim Hughes
- Katherine Swarts, *Secretary*
- Kevin Tucker
- Sharon Williams
- Cheryl Wise
- Trish Wise, *Chamber Staff*

### **Membership Concerns**

- Chamber membership numbers are more or less static, with an average of 8 new members (actual estimates varied from 5 to 10) and an equal number of departing members each month.
- Kevin reported that the Executive Board is working on a plan to follow up with new members after 90 days.
- Jim brought a copy of the New Member Interview (NMI) form, along with notes on 26 new member interviews conducted from January 7 to May 14. From six items on the “what do you most want from the Chamber?” list, the vast majority of new members gave high ratings to networking events, sales and marketing workshops, and business development workshops. Public relations opportunities also rated high; community involvement opportunities were mentioned less often. Almost no one expressed interest in the members-only benefits.
- Peter suggested revising the NMI form. The Committee reached no definite conclusion on this matter.
- NMI records will likely be reviewed every six months.

### **Programs and Workshops**

- Jim pointed out that “combo events” (e.g., breakfast or lunch programs) are better draws than straight seminars.
- Sharon suggested expanding the media used for upcoming events publicity. Cheryl mentioned the possibility of making an “Upcoming” poster to display at Chamber events.
- The Brown Bag program has been tentatively retitled “Business in a Bag.” Upcoming programs will feature a CPA and a lawyer.
- Arnold suggested brown bag publicity handouts (packaged in real brown bags). A set of 50 bags will be prepared as a trial run.