

- The “market research survey” of membership demographics will be discussed in September.

**Next Meeting: Monday, September 8, 11:30 a.m.** (unless Chamber meeting room is occupied)

## **SMALL BUSINESS ASSISTANCE COMMITTEE MINUTES**

**Monday, August 4, 2003**

**11:34 a.m.-12:25 p.m.**

### **Present:**

- Dick Myers, *Acting Chair*
- Katherine Swarts, *Secretary*
- Shirley Crews Taylor
- Arnold Goldberg
- Moe Singh
- Sharon Williams
- Cheryl Wise

### **Sub-Committee Report—Publications:**

- There has been little progress on the matter of getting breakfast speakers to prepare more detailed summary handouts.
- Dick suggested starting the “how-to” booklets series with a booklet on *How to Effectively Participate in the Chamber*. Katherine will research possible sources and begin drafting the project.

### **Sub-Committee Report—Website:**

- Cheryl’s initial inquiries to the developer who specializes in Chamber of Commerce websites went unanswered. Cheryl will follow up this month.
- Cheryl suggested directing the inquiry through Chamber leadership to make us look more like a serious client (as opposed to a casual shopper). So far, no one in Chamber leadership has offered to take responsibility for the inquiry.
- J. J. Justilian and the Board are in favor of improving the website but want suggestions to be more specific.

### **Programs:**

- Cheryl will contact an advertiser (a non-member) who may be willing to speak at our next Business in a Bag. The Committee raised the possibility of composing a solicitation letter template to recruit more speakers from within Chamber membership.
- Arnold will talk to Janell Bonner about finding a speaker for the October breakfast.
- Dick suggested reviving our attempts to create a CEO Roundtable program for the Chamber.

### **Membership Concerns:**

- Committee members are talking to Chamber leadership about simplifying the weekly e-newsletter; some progress is already evident in this area.
- Jim Hughes is still working on the membership profile.