

# South Columbia County Chamber of Commerce Semi-Annual Update

**Date:** August 16, 2023

**Reporting for:** February – July 2023

**Reporting on behalf of the Chamber:**

Jak Massey, Executive Director



## SEMI-ANNUAL MEMBERSHIP STATS

February 1, 2022 – 105 Active Members

August 1, 2022 – 114 Active Members

February 1, 2023 – 127 Active Members

August 1, 2023 – 125 Active Members



Maintaining Average over the past 6 months:

Gained 14 new memberships

5 Members have upgraded membership levels

(with 3 of the 5 moving up to the Platinum level).

## CHAMBER STAFF UPDATE (*PRO'S & CON'S, Realistic Expectations*)

"PRO" ~ May '23 promotion – encouraged & honored to accept the role of Executive Director, ready for more!

"CON" ~ Many aspirations for improving Chamber services and Member support, but limited time to initiate.

"Realistic Expectations" ~ Being the sole employee, working "less than full time" has proven to be exceptionally challenging. Managing the day-to-day Chamber operations and correspondence and meeting the needs of the Members by promoting, supporting, and facilitating events, there is little time to focus anything more. Although the goal is to provide more outreach, offer more support, make a bigger contribution to our business community and assist in keeping our business economy strong – I can't help but wonder, does this average membership reveal a realistic expectation? The Chamber is switching to a new member services program, by the next Semi-Annual Meeting we should have our answer.

## NETWORKING EVENTS



### Coffee & Commerce:

- Well attended, last month's event was the most attended with 28 guests.
- Highly requested, booked through April of 2024



### Happy Hour:

- Continues to be consistent with guest attendance (25-30)
- Members taking more interest in hosting, booked through December of 2023
- Current change for June, July & August – adjusted event time for summer (event from 5-7pm)
- Suggesting to change event day for summer months moving forward to not conflict with *13 Nights*

## MARKETING ACTIVITIES



### Newsletter:

- Continuing to publish SCC Newsletter once a month
- Doing my best to include all local events and community activities shared with the Chamber
- Including other event activities collected from publications or discussed at networking events
- Publishing SCC Bulletins or Special Announcements (with 2-4 ads/event reminders) throughout the month
- Requests from local citizens to be added as subscriber – reader review reports and feedback is positive



### Facility Use & Promotional Opportunities:

- Still using window displays & Kiosk to promote Chamber activities and Member Events
- Now including voicemail greeting to offer promotional info. – updating monthly with current events
- Chamber facility increasing usage for member events and community learning opportunities
- Chamber Building open to public for special events - Kiwanis Parade, Halloween events, etc.



### Local Media Connections:

#### *Columbia County Spotlight*

- Regularly in communication for local news and events
- Printed articles about the Chamber
- monthly 5"x10" advertising to promote each month's networking events/hosts

#### *The Chronicle*

- New reporter contact resulting in more opportunities to share local events and business promotion
- Printed articles about Chamber and local business-related topics

#### Local Radio:

Reflecting back to February Presentation and my 2 personal goals for this year

- Create a Chamber advertisement jingle – jingle has been written, due to be recorded at *Makerspace*
- Establish meeting with KOHI with request to get Chamber back on local radio – still on TO DO list



### **COMMUNITY OUTREACH & SUPPORT**

- Provided personal DJ services for Amani fundraiser at the Columbia Theatre
- Providing Letters of Support for grant funds - Port of Columbia County for Scappoose Bay Marina and the City of St. Helens for Transportation Planning (as well as the Columbia County Museum this time last year).
- Due to conflicts with family reunion each year - unable to participate in St. Helens Citizens Day in the Park



### **ANNUAL AWARDS BANQUET**

- First and foremost – a personal THANK YOU for your support and attendance!
- As this was the first large event that our Board of Directors and myself have executed, we considered the *Celebration of Excellence Awards Banquet* (held on Friday, May 5<sup>th</sup>) to be a success.
- Post event meetings offered some helpful take-aways and changes to be made moving forward.
- As noted, the funds raised from this event will be used to support the Chamber and its members ...
- Next year's event is scheduled for Saturday, March 23, 2024 with plans to be bigger and better!

### **BOARD OF DIRECTORS**



We are currently seeking to fill two Board positions. Susana Hensley and Alex Tardif have both fulfilled their 3-year term and submitted resignations. As outgoing President and Vice President, Ronda Hills has been voted in as President and Kyle Boggs as Vice President

- Our Board now sits at 5 Directors and the potential for more vacancies in the upcoming months. As this was an entirely new Board that took over in 2020, of which Hailey Iverson and Dave Wayslenko also began serving in 2020.
- Looking for a Chamber Member with experience in grant Writing as one potential Board Position to best support the Chamber and its' members.



### **BUILDING UPDATE**

- Recent issues with our A/C unit have been temporarily tended to. In consideration of those who use the building, relying on a comfortable place for which to work, meet and hold events.
- The need for a new unit and furnace has been on our radar for some time and Western Heating & Cooling has made a generous offer. With that, there's still a substantial cost involved as the offer requires replacement of both units. Currently, we are in the process of moving forward to improve our heating and cooling system as it is a much needed improvement and we can check this off our TO DO list.