## Orinda Chamber of Commerce

## Planning for 2017

November 18, 2016

## Agenda

Welcome

What is the Orinda Chamber of Commerce?

A Brief Look Back

State of the Chamber

Membership

**Financials** 

Compliance

**Technology Enhancements** 

**History of Event Success** 

Events for 2017

Board Activities 2017

Questions and Discussion

# What is the Orinda Chamber of Commerce?

#### Purpose

A non-profit 501(c)(6) organization funded by its members to provide them marketing, communication, and advocacy services within Orinda and nearby communities

#### Mission

Promote businesses and business interests in the City of Orinda by providing information, communication, and activities that benefit and enhance the community, citizens and City of Orinda.

#### A Brief Look Back

#### 2016 Objectives

Transition to New Leadership Team with Minimum Impact

• President, Executive Director, Treasurer, Secretary, Board Members

Establish 2016 - 2018 Director Renewals

Appoint Officers: Treasurer, Secretary

Define and Select Communications Co-ordinator

Structure Partner and City Liaison Roles

Mobile App, Explore Orinda

## A Brief Look Back (cont'd)

#### Accomplishments

Hire and Transition to Executive Director, Sophie Braccini

Recruited 5 New Board Members

• Leslie Ward, Treasurer; Holly Henkel, City Liaison; Mags Doty Communications; Lindsay Pirkle, Partnerships; Susan Hurl

Board Members Not Renewing for 2017

• David Cronin, Carlos Rangel, Michael Walker, Mags Doty; continuing as Ambassadors

Newsletter Reformatted, Facebook, NextDoor

Promote Business Interests - Events, Shop Orinda, Parking Study, ULI Downtown Study

Not Accomplished: Testimonials, Increased Membership, More Ambassadors

### State of the Chamber

#### 115 Members With 22 Pending Renewal (9/30/16)

Attrition (2 years+) 38; New members (2016) 11

Last 12 Months Income: \$50k Expenses: \$50k

Total Assets as of Oct. 31, 2016: \$6300

Comedy Night 2016 Disappointing Fundraiser

Restaurant Tour 2016 earned \$1000

Office Paint and Carpet November 2016: \$1500 (est.)

Compliance

Researching Insurance Required / Recommended

Working to Reconcile Bank, QuickBooks by YE 2016

## Technology Enhancements

Accomplished in 2016

Simpler Member Renewal Process

New Mobile App, "Explore Orinda"

- Funded by Orinda Community Foundation \$2500 Grant
- Portable and Real Time for Consumers
- Improved Member Directory Search
- Provides Google Map Directions

Planned for 2017

Refurbish / Re-organize Web Site

• Untouched since 2014 "as is" replacement

Explore Orinda Home Page "Tile Skin"

• One-touch for Dining, Shopping, Web Site, Search, etc.

## History of Event Success (sales/\$)

Event	2014	2015	2016
Comedy Night	350 (est.) / \$4000	380 / \$5000	257 / \$1200
Trivia Bee	16 Tables / \$1500	16 / \$1000	10 / \$500*
Restaurant Tour	167 / \$1100	112 / \$1000	150 / \$1000
July 4th	Success	Success	700 / \$2000
Dancing with Cars	Success	Success	\$1870

<sup>\*</sup> Venue change and Organization change; survival year for the event

#### Events for 2017

February Chamber Awards Lunch

Comedy Night likely suspended for 2017

April 14 Trivia Bee (Good Friday)

April 25 or May 2 (TBD) Restaurant Tour

Tuesday, July 4th

September 8-9 Orinda Car Show

October & November Shop Orinda

Mixers – breakfast, lunch, evening

**Ribbon Cuttings** 

#### 2017 Board Activities

Improve Member Services

Revisit Value Proposition and Matrix

Refresh Marketing Materials

Grow and Retain Membership

Testimonials, Value Proposition, Mobile App

Redesign Web Site Focus

Advocate for Business Development

Joint with City and through ULI Study

St Mary's Study, Commercial Real Estate Brokers

## Questions and Discussion

What do you want:

From the Chamber?

As new businesses?

To see changed in Orinda?

To discuss?

How can we help?

Any other topics of discussion?