



Committee Descriptions - 2012

The following descriptions, responsibilities and timeframes represent the structure by which the Sebago Lakes Region Chamber of Commerce conducts its business. We ask that you take note of the timeframes as you determine your personal ability to help advance the work of the Chamber this year, but be aware that these are not set in stone. They may change once the committee comes together and determines its work plan for the year.

With our overarching goal to grow the Chamber and to stay in step with businesses in our region, it is imperative that members allocate enough time to be effective and engaged participants in committee work. Chamber Board Members are required to serve on at least one committee; two are preferred. Committees will be chaired by a Board member.

The success of our Chamber is realized by many who work together diligently as a team. You are a critically important element in the success of this Chamber, and we ask you to carefully consider the commitment you are making when you select a Committee on which to serve.

Commit with seriousness.

Commit with fortitude.

Let this be another Banner Year for our Chamber!

Operations

COMMITTEE NAME: **BUDGET**
TIMEFRAME: Year Round
DESCRIPTION: Establish and monitor annual Chamber budget. Review current year budget for ongoing criteria to meet target goals. Present upcoming year's Operational Budget to the Board of Directors in December.

Membership

COMMITTEE NAME: **MEMBER SERVICES**
TIMEFRAME: Year Round
DESCRIPTION: Responsible for coordinating membership advocacy in each town and soliciting new members for the Chamber. Committee members encourage new members to attend events and help them feel comfortable when they do by introducing them to the group and to individual members. They also aid membership retention by promoting Chamber goals and programs to existing members.

COMMITTEE NAME: **BUSINESS BREAK**
TIMEFRAME: Year Round
DESCRIPTION: This committee plans all Business Break monthly networking events with the Chamber business members who host the events on their premises. Committee members represent the Chamber at Business Breaks, greeting members and guests and selling raffle tickets.

COMMITTEE NAME: **BUSINESS EDUCATION**
TIMEFRAME: Year Round
Description: This committee plans programs for Chamber members and their staffs on topics of interest to businesses. Committee surveys members for program topic ideas; they attend the events, greet members and guests, and evaluate each event afterwards. The committee also promotes local business education, training and development. This committee also works with local Adult Education programs.

Communications (Marketing)

COMMITTEE NAME: **MEDIA MARKETING (formerly Internet & Newsletter)**
TIME FRAME: Year Round
DESCRIPTION: Review and recommend improvements to the Chamber website. Design, recommend and contribute content for quarterly newsletter; assist with information gathering by soliciting feature stories and advertising from members; contribute to bi-monthly email newsletters.

COMMITTEE NAME: **AREA GUIDE**
TIME FRAME: January - May
DESCRIPTION: Assist in the development of the Chamber's annual tourism guide.
Responsibilities include: Solicit advertising from the membership; contact members to verify ad and member data; research and verify area events, community profiles and other information. Once printed, committee members may assist with delivering guides to advertisers and retail business outlets in the region.

COMMITTEE NAME: **RETAIL MARKETING**
TIME FRAME: Year Round
DESCRIPTION: Communication and Marketing with the Chamber Retail Businesses
Responsibilities include: Contacting Chamber Retail Businesses to market local programs that will enhance the sale of goods and services in the Sebago Lakes Region.

Fundraising

COMMITTEE NAME: **GOLF TOURNAMENT**
Date of Event: 2nd Friday in June
TIME FRAME: February – June
DESCRIPTION: Responsible for the successful operation of the SLRCC Golf Tournament. Help determine the date and place of the event, attract sponsors, solicit prizes, stuff golfer goody bags, tend to other details the day before and the day of the event, and participate in post-event clean-up and evaluation.

COMMITTEE NAME: **LIVE AND SILENT AUCTION**
Date of Event: Fall
TIME FRAME: Spring - Late Fall
DESCRIPTION: Solicit and gather items to be auctioned; coordinate event details; assist in promoting the event; work the day of the event; participate in post-event clean-up and evaluation.

COMMITTEE NAME: **FUNDRAISING DEVELOPMENT & SPONSORSHIPS**
TIMEFRAME: Year Round
DESCRIPTION: "Think Tank" group assesses Chamber needs and recommends new avenues for broad-based and event-specific fundraising and business marketing opportunities. Events could include community programs such as Windham Summer Fest; Season's Greetings in the Lakes Region; and the "Bid of Christmas".