

ICCE Winter Conference  
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Roundtable Discussion Notes

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## **Strategic Planning & Visioning**

### Board Retreats

- Every chamber is different.
- It is important to get the board together for PLANNING at least once per year at EVERY chamber.
- Use a facilitator.
- Don't use a facilitator.
- Future board leadership should be part of the planning process. It is important to identify future leaders.

### Community Strategic Planning & Visioning

- Your community should have a strategic plan. If yours doesn't, this is an opportunity for your chamber to provide leadership in working with local government officials and community partners.
- The chamber's annual priorities should support your community's plan.
- The chamber can offer facilitating services to other community groups and organizations to assist with THEIR planning.
- Sometimes, community visioning results in more work for the chamber! Don't despair! As long as these community priorities fit with the mission of the chamber and benefit chamber members, this is a GOOD thing. Try to make sure additional resources accompany these additional responsibilities.

### Miscellaneous

- When undertaking a large project, utilize the concept of "Scenario Planning". Map out all of the "what ifs" before embarking upon the project. On major projects this practice is well worth the time.
- To save time, consider holding "Super" board meetings instead of individual board meetings for organizations under the same umbrella (chamber, economic development, tourism, downtown). The first part of the meeting is a community update on local issues and current initiatives for each group. The groups then break up to separate business meetings for each board.
- Surveys—especially electronic surveys—are very helpful in setting direction for the chamber. When you conduct surveys, be sure to get the results back to your members.