

**Seward Chamber of Commerce
Strategic Plan
Adopted April 29, 2010**

Board of Directors President: Dan McDonald	Staff Lead: Laura Cloward
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The Board of Directors is responsible for the government of the organization, the direction of its work and the control of its property. The Board is also responsible for establishing procedure and formulating policy of the organization. To that end, the Board of Directors will:

- Restructure committees by June 30, 2010:
 - Finance Committee (Roy, McDonald, and Swiderski)
 - Marketing Committee (Altermatt, Long, and Swiderski)
 - Port Development/Promotion Committee (Long)
 - Retail Committee (Retailers invited to participate as needed by staff)
 - Building Committee (Murawsky, Roy, Olsen)
 - Government Affairs Committee (McDonald, Long)
 - Economic Development (Altermatt)
 - Events Committee (Urbach, Olsen)
 - July 4th / Mount Marathon Race® (VanBuskirk as Board Representative)
 - Seward Silver Salmon Derby® (McDonald and Urbach)
 - Halibut Tournament (Murawsky as transition lead)
- Create a “chamber on a page” by March 31, 2010
- Develop an ad hoc committee to review mission statement and report options to Board by May 30, 2010.
- Develop Board outreach plan to new volunteers by May 30, 2010
- Develop a policy and strategy for fish enhancement. Report to Board by July 15, 2010, for the purpose of appropriately marketing the Salmon Derby.
- Develop strategy for information campaigns (forums, etc.) regarding issues of interest to the business community by June 30, 2010
- Form a government affairs committee to monitor legislative issues at the city, state and federal levels; recruit three members by June 30, 2010. Have dinner with Renee in Seattle during April economic development trip.
- Develop a plan for the Halibut Tournament (supporting role, contractor ??), work through 2010 event with an eye toward creating an independent organization to manage the event. Have plan in place by September 30, 2010.
- Explore Leadership development course opportunities and present a report to the Board by September 30, 2010.
- Monitor the outcome of the economic development study and respond as appropriate.