

# Richardson Chamber of Commerce

## Board Orientation

### WELCOME!

February 3, 2021



★★★★★ Accredited by the U. S. Chamber of Commerce



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# Vision & Mission Statements

## **VISION STATEMENT**

We will be a recognized world-class chamber that drives prosperity for our members and community.

## **MISSION STATEMENT**

We develop and provide leadership for our members and community through advocacy, alliances, economic development and education to advance economic prosperity.

## **CORE VALUES**

Collaboration, Integrity, Excellence, Leadership, Agility, Inclusiveness, Service

# 2016 – 2020 Strategic Priorities

## **Promote Business Success**

- The RCC will be a catalyst for economic development and redevelopment to foster a continually growing, renewing, diverse and vibrant Richardson business community.

## **Foster Member Engagement & Value**

- The RCC will attract, grow, and retain an engaged membership by providing programs and services that create tangible value for all chamber constituents.

## **Build Marketing and Brand Awareness**

- The RCC will build awareness to enhance the visibility of Chamber services and value to its members and the community.

## **Drive Workforce Development – new priority**

- The RCC will accelerate the attraction and development of a highly qualified workforce by playing a leadership role in enhancing partnerships between educational institutions, the business community and stakeholders.

## **Advocate Public Policy**

- The RCC will advocate for public policy priorities at the local, state and federal levels to support the Richardson business environment and the Chamber's economic development mission.

## **Lead Technology Growth**

- The RCC will embrace and augment the Telecom Corridor™ area brand with tangible initiatives that support advanced technology industry development in Richardson, and enhance the growth of the technology community across North Texas through its affiliate, Tech Titans®.

## **Ensure Financial Stewardship**

- The RCC will maintain prudent financial stewardship with transparency and integrity to support operational priorities, growth and strategic goals.

# 2021 Top Goals

## **Promote Business Success**

- Establish new connections with at least 10 large tenants and 25 small and medium businesses in the Richardson IQ and CORE districts to enhance their business, make them aware of resources, events and opportunities with an eventual goal of establishing business organizations in both districts.

## **Foster Member Value and Engagement**

- Leverage chamber members combined experience and knowledge to advance diversity and inclusion programs starting in Q1 that help the chamber, its members and the business community define policies and procedures that will advance the Diversity, Equity and Inclusion practices in Richardson.
- Be proactive in researching and developing the resources in Q1, hosting informational sessions and establishing ways the chamber may assist businesses that were economically damaged by the pandemic.
- Transition the International Concierge Committee to a broader set of services under the International Business Resource Center

# 2021 Top Goals Con't.

## **Build Marketing and Brand Awareness**

- Develop a problem-solving team to collaborate with other stakeholders to solicit, prioritize and set direction about community priorities/challenges by May 31
- Achieve 5-star reaccreditation; Set strategic priorities for 2021-2025.
- Implement 75<sup>th</sup> anniversary logo, timeline and monthly photos
- Incorporate leadership and benefit-oriented messaging throughout channels. Introduce an email campaign to support the growing salesforce prospect pipeline.
- Communicate initiatives for DEI effort
- Develop marketing material for the Chamber 501c3 foundation
- Propel adoption of Chamber member app.

## **Drive Workforce Development**

- The Chamber will expand its leadership role to attract and develop a highly qualified workforce by raising awareness with chamber members and growing partnerships between educational institutions, the business community, future employees and stakeholders through quarterly execution on a variety of engagement opportunities.

# 2021 Top Goals Con't.

## **Advocate Public Policy**

- Advocate our 2021 Texas legislative agenda to our state elected officials and gain at least 80% concurrence from our local legislative delegation on our priorities.
- Provide input to the city and support voter approval of a 2021 general obligation bond vote.
- Produce city council candidate forums

## **Lead Technology Growth**

- Promote the Richardson IQ to property owners and developers, IQ companies and prospective tenants, and the Richardson and Dallas area communities.
- Develop virtual property tours of the IQ and CORE
- Develop virtual RYP participation in other Chamber programs like Executive After Hours

## **Ensure Financial Stewardship**

- Produce positive net income for Tech Titans and the Chamber
- Avoid use of reserves for operating account shortfalls
- Establish and promote the new Chamber and Tech Titan foundations

# Board of Directors

- The Board is the governing body of the Richardson Chamber of Commerce
- The Board represents the business community.

# Board Responsibilities

- Set policy for the organization
- Establish goals
- Identify priorities
- Evaluate results of accomplishment of goals
- Provide leadership and financial support toward accomplishment of Chamber top goals
- Accept special assignments from Chairman and/or CEO if called upon.



# Board Duties

- The Elected Board:
  - Approves the annual program of work
  - Approves membership dues
  - Approves Chamber's annual budget
  - Approves public policy positions
  - Approves Advisory Board and Executive Committee members
  - Approves a slate of candidates for the Elected Board

# Classes of Board members

- Elected Directors – elected by membership
  - Terms are 3 years
  - Limited to two terms
- Advisory Directors – non-voting members
  - Terms are 2 years
  - Limited to 2 terms

# Classes of Board (con't)

- Ex-officio (non-voting) includes:
  - Mayor of the City of Richardson
  - City Manager
  - Superintendent of RISD
  - President of Board of Trustees of RISD
  - Chairman of Tech Titans
  - General Counsel of the Chamber
  - Others as appointed by COB

## Classes of Board (con't)

- Past Chairmen of the Board (non-voting)
  - Must be members of the chamber in good standing
  - Are invited to attend board meetings
  - Are often appointed to serve on standing committees, like Nominating and Governance, and special committees and task forces, like Strategic Planning and Accreditation

## 2021 Board of Directors Executive Committee

- Chairman of the Board Eric Peltier, Prosperity Bank
- 1<sup>st</sup> Vice Chair, Economic Division Manasseh Durkin, Durkin Enterprises
- Vice Chair, Budget and Finance Darren Durrett, Truist (BB&T bank)
- Vice Chair, Member Services Division Jan Arrant, Methodist Richardson Medical Center
- Vice Chair, Community Division Monica Scott, Logotology
- Vice Chair, Business Services Division Randy Ford, National Write Your Congressman
- Immediate Past Chair Stan Bradshaw, US Freedom Capital

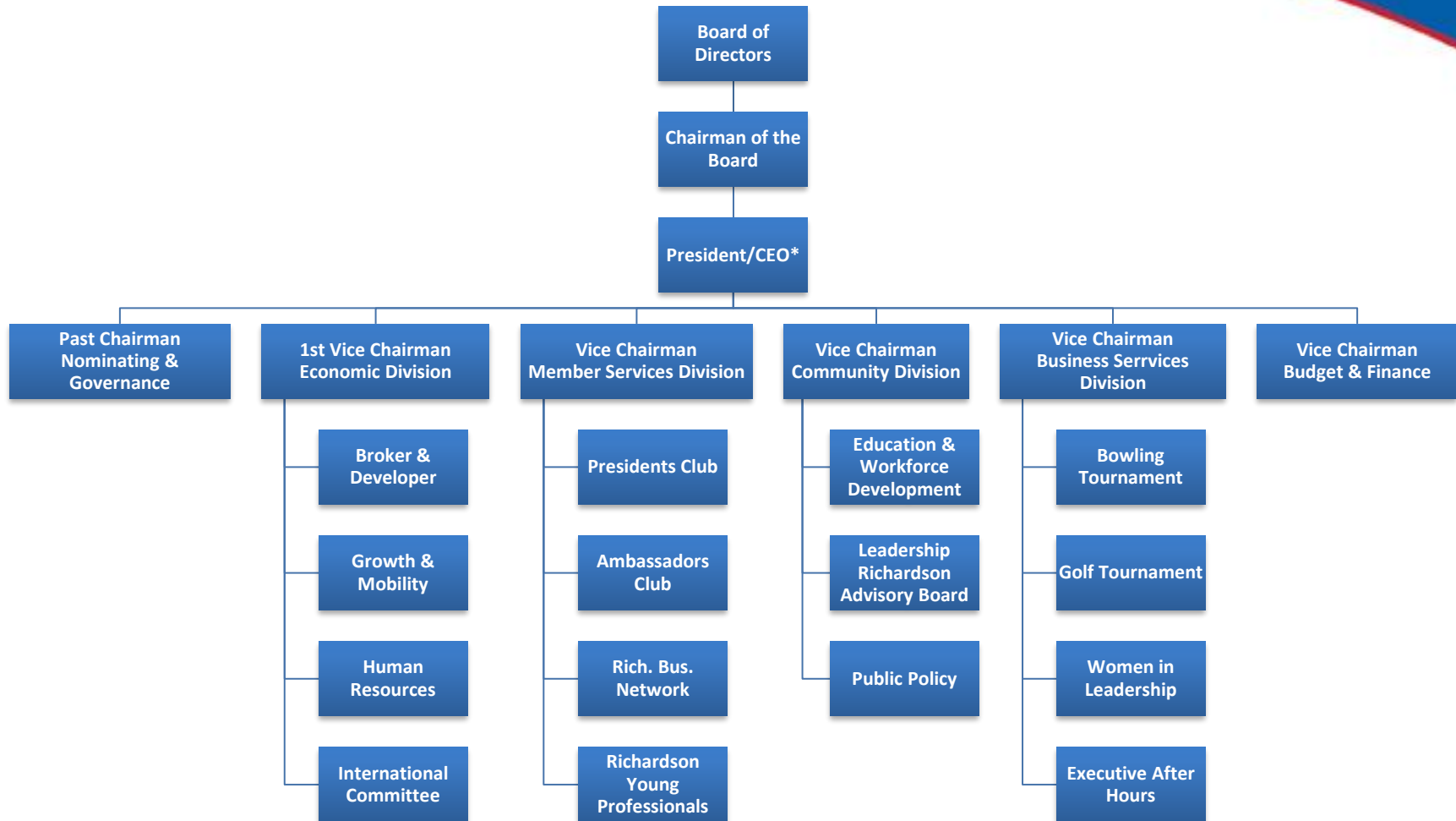
## 2021 Elected Board of Directors

- Rachel Boelter Hudson Peters Commercial Real Estate
- Brian Dunlap Texas Instruments
- Scott Flannery United Healthcare
- Jolene Hersch ARGO Data
- Raul Hinojosa UT Dallas
- Heather Hurd Frost Bank
- John Hurst Lennox International
- Johnny Lee DFW Chinatown
- Mark Parmerlee Golden Chick
- Anthony Pampillonia Pampillonia Jewelers
- Ken Presley
- Debbi Richards Richland College
- Lesley Sanders Geico
- Bill Schaid Kiwanis Club of Richardson
- Sandee Treptow Reliant Energy
- Marceen Woods Alliance Architects
- Suzanne Williamson Raytheon

## 2021 RCC Advisory Board

- Darrell Beckett
  - Stephen Crawford
  - Rick Currey
  - Nabil El-horr
  - Marta Frey
  - Kortney Gibson
  - Alicia Makaye
  - Javier Mazon
  - Sammy O'Brien
  - Cindy Shafer
  - Grant Tonne
  - Jen Royal
  - Jeff Tuthill
- Blue Cross and Blue Shield of Texas  
Halff Associates  
Fobare Commercial  
Afrah Mediterranean Restaurant  
Collin College  
BAL Global  
GXA  
Group Lamerica  
Digital Realty  
Network of Community Ministries  
J Grant Insurance  
State Farm  
Ryan LLC

# RCC Leadership Organizational Chart



\* The Chairman of the Board is an ex officio Board member of Tech Titans, the affiliate organization of the Richardson Chamber of Commerce. The Chamber President/CEO also serves as the President/CEO of the Richardson Economic Development Partnership and Tech Titans.



## Accreditation from U. S. Chamber of Commerce

- The Richardson Chamber of Commerce is a 5-star accredited Chamber, which is a highest level.
- Only 214 Chambers are currently accredited in the U.S, the top 3%. Of those, only 125 have the top ranking of 5 stars. There are only seventeen 5-star chambers in TX.
- The Richardson Chamber of Commerce achieved 5-star ranking on the first attempt and was awarded a 5-star ranking for a second time in June, 2016.
- We will apply for reaccreditation by August 2021

## **Richardson Economic Development Partnership (REDP)**

- Established 1984 – 37 years
- A model city-chamber partnership
- Roles
  - City sets broad goals and objectives
  - Chamber executes marketing and relationship management
- Operations
  - Weekly prospect/activity review meetings
  - Quarterly reports to City Council
  - Coordinated actions

## ECONOMIC DEVELOPMENT PROGRAMS

- Broker and Developer Committee
- Growth and Mobility Committee
- Human Resources Committee
- EDGE Awards
- International Business Resource Committee

## MEMBER SERVICES

- Ambassadors
- Richardson Business Network
- Richardson Health and Wellness Expo
- Richardson Young Professionals
- Ribbon Cuttings
- Shop/Dine Local Campaign
- Marketing and Communications
- DiscoverRichardson.com

## **PUBLIC POLICY/LEGISLATIVE ADVOCACY**

The Richardson Chamber works to advocate and promote important policies and legislation to further advance the opportunities, competitiveness, and economic growth for our members and the business community.

- Legislative Advocacy
- Speakers on timely and topical issues
- Richardson's Legislative Day in Austin & Washington DC
- Propose resolutions in support of issues important to business community and to Chamber
- Monitors state legislation
- Drafts Chamber's Legislative Agenda according to interests of business community
- Hosts Candidate Forums
- Maintain current issues on legislative advocacy website pages
- Development of "grassroots" network for communicating important legislative notices/announcements

## EDUCATION & WORKFORCE

Chamber Education & Workforce initiatives:

- Mayor's Summer Internship Program
- Produce iDream Program for 7<sup>th</sup> graders
- Facilitate the collaboration between educational institutions and the business community to create partnerships that support the creation and availability of a quality workforce in Richardson.
- Education Hero Award
- State of the District/Higher Ed programs

## LEADERSHIP RICHARDSON

A community leadership development program designed to identify, develop, and promote civic and business leaders.

- Created in 1985
- Over 1,100 Graduates
- Currently on Class XXXVI
- Class meets 1x/month, September thru May
- Applications accepted in the spring of each year

## BUSINESS SERVICES

- Women in Leadership
- Bowling Tournament
- Golf Classic Tournament
- Executives After Hours Networking Events



## ANNUAL AWARDS

- Citizen of the Year
- Small Business of the Year
- Volunteer of the Year
- Ambassador of the Year
- Rookie of the Year
- Committee of the Year
- EDGE Awards
- International Business Award
- Education Hero Award

## Tech Titans®

- A membership affiliate of the Chamber for technology companies in North Texas. The members of Tech Titans® are technically a different class of members of the Chamber with their own dues structure, Board, budget, programs and identify.
- Tech Titans® has 5 key pillars:
  - Talent & Workforce Development (science, technology, engineering & math - STEM)
  - Innovation, commercialization & entrepreneurship
  - Educational programs and networking
  - Legislative advocacy
  - Branding and recognition – annual awards gala

# *Questions & Comments*