

**ALBERNI VALLEY CHAMBER OF COMMERCE  
ACTION PLAN 2013-2014**

Directors of the AVCOC board met Oct. 2 and 3 to review the Strategic Plan and update the goals set out in that plan. The board recognizes and appreciates the goals have that have been accomplished since they were set out in 2011. In the spirit of moving forward, new and revised goals have been developed by this group.

The participants in this planning process have also requested that the goals impact the decisions of the board and thereto the goals should be part of every general board meeting to gauge progress.

The goals are recommended as follows:

Strategic Plan Category	Goal	Time Frame	Delegated to	Outcome
MEMBERSHIP	Have more diverse chamber social/networking events to meet the needs of chamber members. Suggested events would be breakfast, cocktail party, alternating dinners/lunch.	Before AGM in 2014.	Executive Director Bill Colette.	
	Free up the Executive Director to be out in the community more, interacting with the business community.	2 years – AGM 2015.	The executive director and executive committee	
	30-50% of licensed businesses in the Alberni Valley be members of AVCOC	3-5 years	All members of the board and staff.	
RELEVANCY	Increase social media presence: facebook, website, twitter.	Immediately, with a marked increase in posting by AGM 2014. New	Staff, under ED Bill's direction.	

		website is being designed at time this goal was set.		
	Focal Point sign be dealt with. Consider raising funds and final placement plan.	Plan in place by AGM 2014.	Signage Committee	
	Shop Alberni local shopping program be implemented.	Immediately.	Business Committee	10/17/13 Christmas campaign is underway
	Better Board Meetings: keep them to 60 minutes, committees meet regularly and report back in writing to board, written reports, recommendations in agenda, attendance taken.	Immediately.	President and Executive Directors	
	City entrance welcoming sign	2 years.	Signage committee	
	Be perceived as the voice of business in the Alberni Valley	3-5 years.		
FINANCE	Form Finance Committee to address several financial issues including : separate accounting for VIC and AVCOC, review and make recommendations for improving processes with finances.	Immediately. Recommendations made before AGM 2014.	Executive Committee and Finance Committee	10/17/13 Finance Committee is: Les Toth, Cherie Williams, Jag and Bill.

	Review dues structure with a view to making them fair and attractive and to increase members and revenue.	Immediately. New structure in place for 2014 invoices.	Membership committee.	
	Explore and exploit retail opportunities in the AVCOC building.	Explore and Secure plans with Tourism Tofino as appropriate by AGM 2014.		
	Expand frequency of street fairs	Summer 2014	ED Bill and staff	
	Partnering with CFDC and others to access funds for projects.	Ongoing.		
ADVOCACY	Provide educational opportunities for education ie; Super Host, Destination BC workshops, Cruise ship opportunities, etc.	AGM 2014	ED Bill and staff	
	Active in the BC Chamber	Begin building now. Attend AGM in 2014	Civic Affairs Committee	
	Attend trade fairs to promote bringing business to the Valley.	Have a schedule and budget in place for AGM 2014.	ED Bill	
	Host a BC Chamber Meeting	2 years - 2015	ED Bill & Civic Affairs Committee	