

RECOMMENDATIONS FROM NLTRA RE-ORGANIZATION COMMITTEES

Board Governance Committee

Broaden representation of stakeholders to provide vision and direction to staff and committees, maximizing flexibility for inclusion of diverse industry sectors and geographic areas.

- Determine County staff's role on Board

- Consider size of Board 15-20

- Move meetings throughout area

- Consider live-streaming of meetings

- Provide a larger number of At-Large seats providing diversity of industries

- Provide greater public access of files on website

- Reconsider the current term limits, may be harming the organization

- Increase succession planning for board members

Broaden representation of stakeholders to advise staff and board on execution of strategic goals and mission, through specific expertise, geographic diversity, and industry perspective as appropriate.

- Establish a Chamber Committee

- Move meetings throughout area

- Actively manage potential conflicts of interest rather than restricting membership

- Broader notification of committee meetings and agendas

Provide an accessible, easy to understand framework of rules to govern operations and adequate information to assist with decisions that impact the organization and the community.

- Subcommittee of Board to work on full review of bylaws and supplemental operating procedures

- Simplifying Placer County Contract - extending length

- Employee handbook - to update new HR laws in California

- Streamline Board packets

Marketing Committee

- Define strategy and role for the DMO

- Include strategy for collaboration

- Evaluate the DMO spend compared with other similar destinations

- Strengthen DMO role to be more competitive

 - Identify dollars needed to do the job

 - Strategic focus on expanding alternative resources for long-term vision

- Consider TBID and/or TOT to raise additional funds

- Expand sponsorships and grants to raise funds

Chamber Committee

Strong regional Chamber is needed to represent and serve the broader business community

Funding should be driven by membership, sponsorships and some public funding, creating a diversified sustainable revenue base

Deliverables derived from this process, including the "Programmatic Priorities" should inform a broader strategic plan and next steps

The deliverables need to be further explored

Commit to collectively adopt and work with the Business Associations to work on the Shared Guiding Principles

Collaboration is key to a strong chamber, before expanding areas of service

Check in at least annually to ensure progress to the strategic plan