

2013 Board Strategic Plan

Membership	Action Plan	Year	Budget	Responsibility	Reporting
OIB	To Join as a 4 th Community	2013		Myers Bennett	ASAP
Media Relations	Create and circulate press releases Refer to the calendar for press releases	2013	\$0	Holly Plante/April Goldade	Monthly
Business Promoting Business	Find costs of advertising in Oliver Chronicle, Osoyoos Times, Skaha Matters, Okanagan Sun, Oliver Daily News 10 months Speakers National Park Jail Social Media Buy Local Transportation	2013	?	Bonnie Board	Monthly Monthly
Member Visits	Board will each visit 25 members over the course of the year. Start with Survey Results and have the calendar for information updates	2013		Board	Monthly
Non Member Visits	Board will visit 10 Non member business over the course of the year.	2013		Board	Monthly
Events Signage	Recommend to OTA, DO and ED in Ok Falls	2013		Bonnie	ASAP
Luncheon Speakers	PST Business Planning	2013		Bonnie Bonnie	Feb 21, 2013 Table topics evening event
Communication/Marketing					

	Survey Results Answers 5 & 6 to members	2013		Bonnie Dancey	End of February
	Membership Lists to members quarterly include company names and contact names	2013		Bonnie Dancey	Quarterly
	Social Media – Get administration to Board so they can put relevant info on facebook, twitter etc.	2013		Board	Daily
	2 minute elevator speech	2013		Board	March meeting
	Web Site – Bonnie to send links to Board	2013		Board Approval	March meeting
Advocacy	Invite local governments to meet regarding WED grants for Wifi & regional economic development	2013	?	Bonnie Dancey	End of March
	National Park. Keep on the Radar Find out if OIB has completed their study	2013		Bonnie Dancey	On Radar
	Attend OK Falls Business Forum in March	2013		Board	April OK Falls ED does not want to include Chamber at this time.
	Arrange All Candidates forum for Provincial Election	2013	\$200	Chris Scheuren Petra Veintimilla	April
	Osoyoos Airport	2013		Robert Linttell	On Radar
	Restaurant Liquor Laws Policy to BC Chamber	2013		Holly Plante April Goldade Payam Sanai	March 30, 2013
	District Municipalities Host forum for residents in the area	2013		Board	Dec 31, 2013

	Casino – Find out where OIB stands	2013		Myers Bennett	June 2013
	Municipal Development Permit Policy BC Chamber AGM	2013		Jim King Holly Plante Bonnie Dancey	March 30, 2013
	Marijuana Policy	2013		Board	On Radar
	OK Falls Traffic Light Have Robert Linttell speak to Corrie	2013		Corrie Corfield	ASAP
Board of Directors	Self Evaluation	2013		Board of Directors	Nov Board Meeting
	All board members to attend BC Chamber's Governance 101 Bonnie to find out date	2013	\$500	Board of Directors	?
	Community Patnerships Penticton, Princeton & Keremeos	2013	?	Board of Directors	March 30, 2013
	Review of Bylaws	2013		Myers Bennett &	December 2013
	Business Promoting Business Events – Board to Attend as many as possible	2012		Board of Directors	
Events	Organize Festival of the Grape	2013	?	Linda Sheehy-Brownstein	Oct 6, 2013
	Organize Other Event	2013	?	Holly Plante Payam Sanai Jim King April Goldade Brian Highley	May 31, 2013
	Awards – Board not allowed to nominate themselves or each other. Market criteria for selection to members	2014		Jim King	January 2014

	Party in the Park – Ok FALLS See if there is an opportunity to partner	2013	?	Corrie Corfield Brian Highly	?
	Kids Triathlon – Corrie to get needs info to Board	2013		Corrie Corfield	ASAP
	Mexican Rodeo – Jim to follow up	2013		Jim King	?
Management/Operations	Evaluate manager yearly	2013		Holly Plante Jim King	March 30, 2014
	Prepare committee reports	2013		Bonnie Dancey	Quarterly
	OTA Contract – Start talks with OTA in September	2013		Holly Plante, Jim King	Dec 31, 2013
	Find staff person – grants, contracts etc.	2013		Bonnie Dancey	ASAP
	Office Location	20132		Bonnie Dancey	On Radar