

Board of Directors Subcommittee Meeting Summary

Monday, January 26, 2015 9:15 a.m.

Attendees: Carmen Gumina, John Cahill, Greg Chambery,
Ginny Nancy, Tim Mason, Bill Horeth, Matt Chatfield

A small subcommittee of the Board met on December 4, 2014 and January 26, 2015 to discuss how WCCED could better communicate its mission and value to the community at-large, while increasing the visibility and impact of the organization. The discussions continuously identified a need to better define the roles and responsibilities of WCCED by building off of the four R's concept: Relationships; Resources; Retention; and Recruitment.

The following represent the recommendations of the subcommittee:

1. *Refine the Organizational Mission and Vision to include the 4 R's, with a focus on the retention and growth of existing businesses.*

The (organization) works to make Webster a sought after location to live, invest and play through the promotion of the following:

- The **retention** of existing business and other community resources whose presence serves to support our schools, local government and overall quality of life for people choosing to live in Webster.
- The **recruitment** of appropriate new businesses and investment to support the slow, steady and sustained growth of the tax base.
- The development and expansion of **relationships** between local and regional organizations, business and residents.
- The support of existing and potential businesses and Webster residents with information and **resources** about government and private assistance to promote and further economic growth and quality of life in Webster.

2. *Change the name of the organization to improve recognition and better reflect its purpose and role within the community.*

The terms 'partnership' or 'alliance' were identified as having a greater positive association than 'coalition.' Also, the length of the current name makes it difficult to remember, recite verbally, and provides a potentially negative-sounding acronym – WCCED – 'wicked'. Alternatives include:

- Webster Business Alliance
- Webster Alliance for Community Development
- Webster Community Development Partnership /OR Alliance
- Webster Economic Development Alliance

3. *Advance the organization's staffing commitment towards a full-time, Executive Director position.*

There is a common agreement amongst subcommittee members that the roles and the responsibilities of the organization's staff as outlined above exceed what is capable of being accomplished through a part-time position. The subcommittee supported increasing staffing commitment to the greatest extent practicable given available resources. In addition, there was support for changing the position title to Executive Director to increase its visibility as the go-to resource within the organization.

Respectfully Submitted,

A handwritten signature in black ink that reads "Matt Chatfield". The signature is written in a cursive, flowing style.

Matt Chatfield