

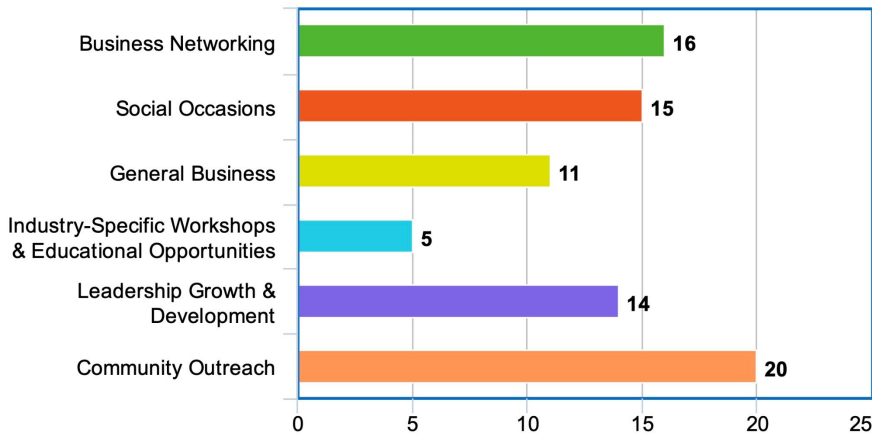


## **Member Survey Roundtable Discussion (June 27, 2023 at Rialto Theater)**

- Thank you to Jesse Jones and Rialto Theater for hosting.
- Caitlyn Hofen has been hired as the new Communications Technology Specialist to replace Emma Cline starting in August.
- Based on the Member Survey, Chamber Members would like to see more community outreach and involvement from the Alva Chamber.
- Having a system for established Chamber Members to mentor new member businesses could be very helpful for those new businesses.
- Based on the Member Survey, Chamber Members would like more training and information on social media and marketing for businesses.
- A weekly or quarterly Lunch & Learn program was discussed (to be held on a consistent basis and different day than the Community Coffee). It would be productive for members to have more networking opportunities and more chances to voice their ideas to the Chamber Board and staff. Other Chambers and communities also host after-hours mixers at various member establishments, which could be another networking opportunity if there is enough interest.
- The Chamber is interested in starting a text reminder system through Constant Contact and the response from members was positive. Members want to be sure that they will not receive an overload of texts, however. Members could opt in/out to certain topics or types of events they want to receive text reminders about.
- Retail members would like to extend the Candy Cane Cash program further into December to allow for more shopping to take place before the holidays. Members are also interested in a new/different kind of holiday retail promotion other than the Candy Cane Cash.
- The Chamber is also interested in creating a new shopping map with advertisements for Chamber Members on the back at no cost to members. The map would need to be replenished often at the places it is distributed and updated frequently.
- The Chamber is working on creating a new non-profit directory to add member benefits for our non-profit members.
- It was suggested that the Member Spotlight on social media and in the weekly newsletters include a website link to the respective member's site.
- There will be a Retail Committee Meeting in August to discuss the retail events plan for the next fiscal year.
- The Chamber will start promoting the Northwest Technology Center's monthly Executive Business Council meetings as they provide a great networking opportunity and host informative speakers.
- It was recommended by attending members that the Chamber make more frequent posts on social media to reach more people.

\*Question #4 says Financial Services for Small Businesses and Team Building/Motivational Workshops

1. What types of events and activities are most beneficial for your professional and business development?



Out of 31 responses, Community Outreach got 20 votes. Other responses included –

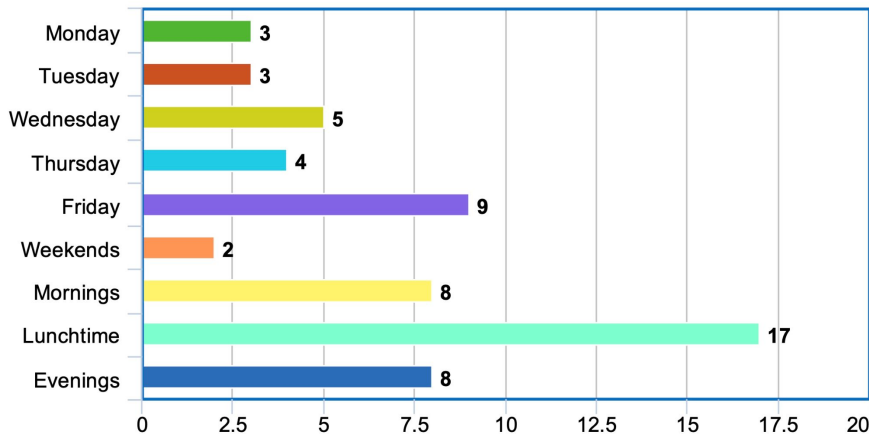
Legislative Updates.

ARC Events.

As a non-profit, providing or facilitating more opportunities for collaboration between other non-profits.

Promote tourism/visitors/downtown.

2. Are there any days and times that are more convenient for you or your employees to attend Alva Chamber of Commerce events and activities?



Out of 31 responses, Friday won the day with 9 votes and Lunchtime won the time with 17 votes.

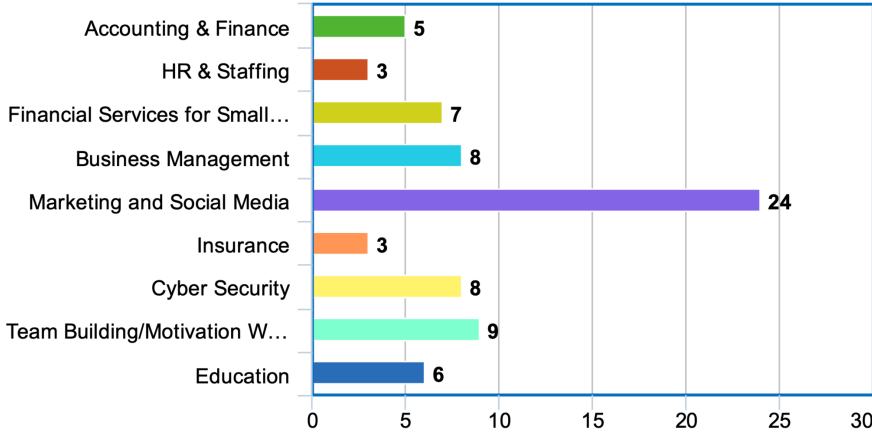
Other responses included –

3 people said no or N/A.

2 said no time would work or hard to get away.

1 said anytime would work.

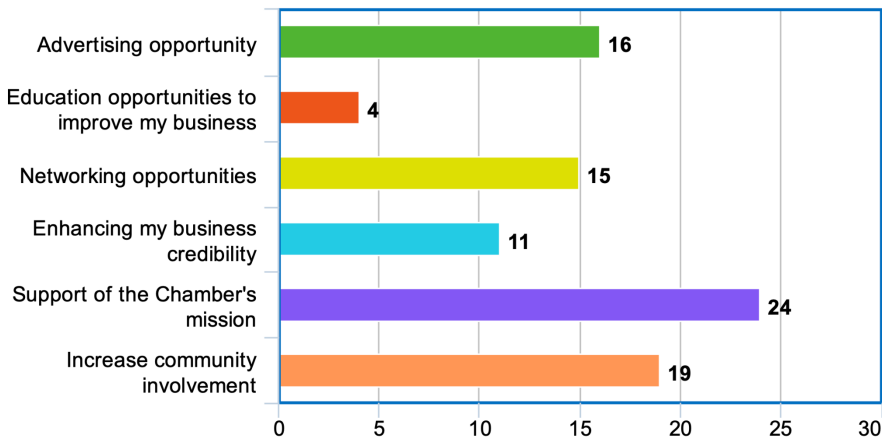
3. What topics would be of interest to you or provide value to your business?



Out of 28 responses, Marketing and Social Media got 24 votes. Other responses included –

- Solopreneur, self-employment.
- Workforce development.
- Community Engagement.
- Job board posting on website.

4. Which of the following reasons best describe your reason for becoming a Chamber Member?



Out of 32 responses, Supporting the Chamber's mission got 24 votes. Other responses included –

- Obligated.
- Support local!
- You're doing great!

5. Is there anything that can be improve upon regarding Chamber events or other enhancements that would make your experience better?

17 responses in total –

- Our level of membership has not gotten what was expected. We were told over a year ago maybe 2 now that we could have some help with our social media and that has never happened.
- Sponsoring or working with other groups to host or expand more events throughout the year.
- Improved line of communication between chamber and businesses
- Nothing I can think of. You all do a wonderful job.
- I really need help with facebook/media. In Alva book have all healthcare providers listed together unless you go by what each donates.
- More events planning -- Let everyone on board. We need to do a better job when there are activities going on (baseball tournament) state or playoff game invitation for those towns welcoming them to Alva.
- The Chamber board is seen as elite, aloof and unapproachable for some.
- The AGEF Board believes in the Chamber mission and will continue with annual membership. However, I'm not certain where an education-based non-profit fits in the whole scheme. Maybe we could have a conversation?
- Member benefits could be better!
- More community/family events. Fresh out of the box ideas for community and business engagement
- Chamber of Commerce Office must be open Monday - Friday, 9 - 4, to allow business to stop in and help tourists
- No
- Not at this time

6. What additional services, events, or outreach would you like to see the Chamber offer to better support our local businesses?

16 responses in total –

- From feedback from other merchants that are not downtown, the outreach is maybe needed to brainstorm to see how to make everyone feel included in our chamber. The weekly recognition is nice, but would it help if all the businesses were listed by the level of membership or sponsorship, and then the general membership could be seen by another click of the button, every business is important. OR each week a business from each level is recognized which would make the higher levels get more signage in a year. Each member should be recognized each year.
- Working with Main Street Program or similar programs to enhance and improve business in downtown Alva.
- Share information: report back from events and trainings attended by staff or board, share labor market or demographic reports, provide access to trends information and other info we aren't even aware you have!
- Scheduling events that promote increased business ideas and collaboration
- Maybe a business fair.
- Good
- Cookouts, social networking, fundraisers
- Include everyone
- Events -- Scheduling -- including all members
- More social network -- everywhere Instagram, Facebook, Twitter etc.
- The periodic focus on different businesses on social media is very positive.
- Not at this time
- Better communication about member benefits!
- Advertising, promotion
- More shopping promotions
- None

## 7. What can the Chamber do better serve you and your business?

16 responses in total –

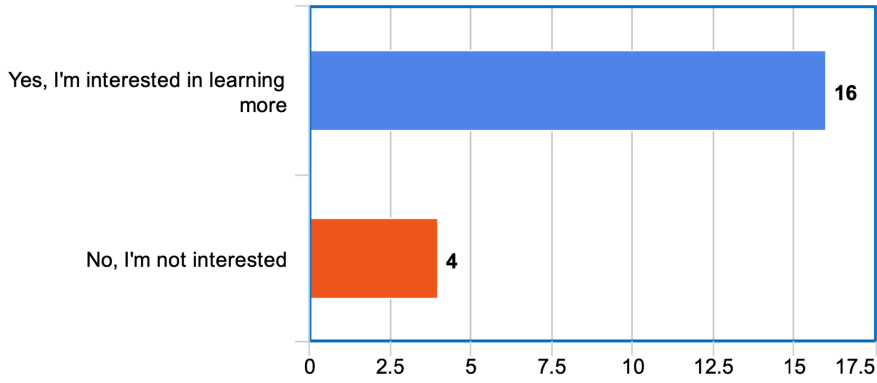
- follow through with what is promised. On another issue the help received with the Chamber brochure was extremely helpful and very much appreciated.
- Continued support and promotion of the Alva business community.
- You are doing great!
- Good
- Promote local business highlight a certain business every month.
- Do what they say they are going to do and be fair about it.
- Free coffee daily
- Be more visible --
- Expanding, advertising
- Very simple outreach to remind me to submit our items for monthly Chamber calendar (Irrichey@outlook.com)
- Things are better
- The Chamber has shown amazing improvement the last couple years. You have become an important part of this community. Continue your focused work on helping grow and connect businesses and this community.
- Suggestion: Possible flyers for people visiting that list all chamber members and places to shop/eat
- Keep up strong communication and keep brainstorming new ideas
- Work with organizations and business to promote cooperation
- None

8. Are you satisfied with the Chamber's current lineup of events and programs (i.e. **Candy Cane Cash Giveaway, Citizens Choice Awards Gala, Crazy Days, Chamber Bucks, etc.**)? Is there anything you would like to see changed or improved upon?

20 responses in total –

- Yes
- Satisfied
- we were never contacted about the candy cane cash giveaway this last Christmas to have a box in our office.
- Would like to see more chamber (or joint chamber) events and more opportunities for community involvement and leadership.
- Yes I am satisfied
- Golf tournament, host baseball softball tournaments at Rec Park
- Never approached for candy cane. We have been waiting for 3 years for Emma to help us with our facebook.
- All of the above, maybe need new events.
- No one picked up Candy Cane Cash box
- These are all wonderful efforts! Great job :)
- Yes, satisfied. Continue growth of all of them.
- State Christmas promotion earlier and let it go later into December.
- Better social media promotions
- We enjoy all of the Chamber events
- These are great events
- Crazy Days, need more businesses to take part
- Yes. Not that I can think of

9. Would your business be interested in participating in our Chamber Board Liaison program where we designate a Chamber Board Member to act as a liaison to your business to better communicate events, needs, and collaboration?



Out of 29 responses, Yes got 16 votes.

Other responses included –

Someone signed named Schuessler.

Thanks so much! Elizabeth Richey, Alva Goldbug Education Foundation.

Don't need this, just promote business on social media and websites.