

# menomonie area

## CHAMBER & VISITOR CENTER

# AMBASSADORS



## ABOUT THE AMBASSADOR COMMITTEE

A Chamber of Commerce Ambassador serves as a representative and liaison between the Chamber of Commerce and its investors, as well as the broader business community. The primary purpose of a Chamber of Commerce Ambassador is to promote and support the Chamber's mission and initiatives while fostering strong relationships with local businesses.

The specific roles and responsibilities of a Chamber of Commerce Ambassador include:

- 1. Member Engagement:** Ambassadors work to increase member engagement by reaching out to new and existing investors, welcoming them to the Chamber, and helping them get involved in Chamber activities.
- 2. Networking:** Ambassadors play a crucial role in facilitating networking opportunities for Chamber members. They attend events and functions to connect with investors, introduce them to other businesses, and help build mutually beneficial relationships.
- 3. Retention and Recruitment:** Ambassadors assist in retaining existing investors by ensuring they are aware of the benefits of Chamber membership and addressing any concerns they may have. They also actively seek out new businesses to join the Chamber, promoting its value and benefits.
- 4. Community Outreach:** Ambassadors may represent the Chamber at community events and other gatherings to promote the organization and raise awareness about local business opportunities.
- 5. Public Relations:** Ambassadors often act as spokespersons for the Chamber of Commerce, promoting its initiatives and advocating for the interests of the local business community to the public and other investors. The Ambassador committee lead announcements at Business After Hours, ribbon cuttings and other Chamber-hosted celebrations.
- 6. Mentorship and Support:** Ambassadors may serve as mentors or advisors to new or smaller businesses, providing guidance and support to help them grow and thrive. Ambassadors are also invited to assist with the YP mentor program.
- 7. Information Sharing:** Ambassadors help keep investors informed about Chamber events, resources, and opportunities, ensuring they stay up-to-date with relevant news and developments. Reversely, Ambassadors also help the Chamber staff stay up-to-date with relevant news and developments in the community.
- 8. Feedback Collection:** Ambassadors gather feedback and insights from investors, which can be valuable for the Chamber's leadership to improve services and tailor offerings to meet the needs of the business community. This feedback is shared with Chamber staff to help advance a strategic plan.

Overall, the role of a Chamber Ambassador is integral to building a strong business community, fostering collaboration, and promoting economic growth within the region represented by the Chamber.

## COMMITTEE APPLICATIONS

Applications to join the Ambassador committee are accepted from individuals who are employed by, or own a Chamber investor business that is in good-standing with their Chamber membership. Applications are accepted on an ongoing basis and can be found on the Chamber website, as well as at the Chamber office by request. Each application will be reviewed by the Chamber team for completeness, then forwarded to the committee chair for approval on a monthly basis.

The makeup of the Ambassador committee shall be a representation of the Chamber's membership with diverse business and industry. It is recommended that each Ambassador represent a different industry and that only one representative serve from each investor business.

## MEETING SCHEDULE

Ambassadors meet the first Thursday of each month at 8 a.m. at variable locations. Meetings typically last one hour. Each December, the Ambassadors meet over the lunch hour for a holiday-celebration.

## TIME COMMITMENT

The time commitment for each Ambassador will vary depending on engagement with sub-groups within the committee and which activities you engage in as an Ambassador representative. The minimum time commitment will be approximately 2-3 hours/month. You are encouraged to attend monthly meetings to stay informed of current and future happenings. Ambassadors with extended absences or a lack of regular participation will receive an accountability check-in from the Ambassador's executive leadership group.

Regular and active participation in Chamber-led activities is expected, however, this is a volunteer position and it is understood that personal and professional schedules will determine your participation level.

The Ambassador committee is perhaps the most visible and active committee of the Chamber. This experience offers a tremendous opportunity to position yourself and your employer business in front of a significant number of Chamber investors and other businesses in the community. If you are unable to participate the minimum recommendations for involvement, you will be asked to resign your position.

## STATEMENT OF REPRESENTATION

As a Chamber committee member, you will be asked to sign a conflict of interest statement as well as a confidentiality agreement. At times, there may be sensitive and/or confidential information discussed.

Ambassadors are endorsed as representatives of the Chamber. Committee members should conduct themselves in a professional manner to uphold the organization's image and foster positive relationships. Not only are you representing your investor business, you are also representing the Chamber.

Activities of committee members and the committee as a whole should be vetted or approved by either the Chamber's Director of Investor Relations or the CEO.

Committee members agree to provide a positive Chamber outlook to the public. Concerns or constructive feedback should be provided to the Chamber staff by way of private communication.

## COMMITTEE STRUCTURE & TERM LIMITS

The Ambassador committee is structured with an executive team that consists of a Chair, a Vice Chair, a Past Chair and a Secretary. The remaining committee members are considered Members at Large. Each position has a one-year, renewable term limit, however, the Board Chair position may commit to a three-year term for continuity purposes. Renewal for the next year's committee shall take place in October.

In addition to an executive leadership team, the Ambassador committee includes special activity Chair positions, which allows additional leadership opportunities for individuals with special interests.

A Chamber staff will be assigned as the Ambassador committee liaison and will be present for all Ambassador and executive leadership team meetings.

### **Executive Leadership Team**

It is recommended that the **executive team meet twice per year** to assist the Chamber team with goal setting for this committee. The roles and responsibilities within the executive leadership team include:

- **Chair:** Set agendas for and lead monthly meetings, provide strategic direction, report quarterly to the Chamber Board of Directors and provide general leadership to the group including individual and group accountability actions.
- **Vice Chair:** Assume Chair responsibilities during Chair's absence, provide leadership support tandem with Chair for individual and group accountability actions. A Vice Chair position does not assume succession for a future Chair position.
- **Past Chair:** Provide support to the Chair for leadership responsibilities and act as group historian to encourage consistency in practices. Assist with leadership succession planning.
- **Secretary:** Capture meeting minutes, update activity participation records, distribute calendar requests for upcoming meetings and distribute past meeting minutes to committee.

### **At-Large Ambassador Chair**

- Provide onboarding to new, at-large committee members and mentors their first-year of the Ambassador experience.
- Report updates at monthly committee meetings.
- Assist with direct activities of new committee member recruitment including emails, phone calls, etc.
- Work closely with the Director of Investor Relations on new committee member communications.

### **Business Welcome Chair**

- Aide in the coordination and delivery of welcome baskets for businesses in the community.
- Report updates at monthly committee meetings.
- Work closely with with Director of Investor Relations on investor recruitment efforts.

### **Business After Hours Chair**

- Provide communication (including a thank you) to the Business After Hours hosts (site and co-hosts) 4 weeks prior to the event. The purpose of this communication is to make sure that all host expectations are understood. A checklist for this touch point is provided by the Director of Investor Relations.
- Assist Director of Investor Relations with other Business After Hours related needs including post-event sponsor thank you cards.