



Timmins Chamber of Commerce
Chambre de commerce de Timmins

MARKETING AND COMMUNICATIONS COMMITTEE ANNUAL UPDATE 2006-2007

MANDATE:

The Marketing and Communications Committee is a standing committee of the Timmins Chamber of Commerce. It provides overall guidance and direction for the Chamber's marketing and communications efforts, including publications, fundraising, sponsorship, membership services and promotional programs. The committee contributes towards the implementation and monitoring of the services and programs offered by the Chamber.

MEMBERS:

Esko Vainio, Timmins and District Hospital – Chair
Mary-Lou Pollon, Northern Credit Union Ltd. – Co-Chair
Cheryl Corbeil, Scotiabank
Debbie Brown, Clarica
Ken Petersen, Petersen Consulting
Larry Lalonde, Personal Member
Lisa Bryce, Canticle Cards
Syl Belisle, Highgrader Magazine
Art Pultz, Rogers Communications Inc. (Q92/EZ Rock)
Penny Martin, Scotiabank

2006-2007 YEAR IN REVIEW:

- Creation of the 'Member of the Month' feature to highlight various Chamber members who make a contribution to the Chamber and/or the community. (September 2006)
- Hosted a New Members Breakfast at the Days Inn - a networking event to welcome the Chamber's newest members. (October 2006)
- Hosted the Member Input Session (January 2007)
- Organized and promoted the Chamber's Annual Member Christmas Party (March 2007)
- Introduced the new Grand and Toy Affinity Program which provides office supplies at a discounted price to Chamber members (November 2006)
- Introduced new business information networking program, 'Inside Their Business', to give members a specific look at projects and developments within the City (February 2007)
- Approved the 2007-2008 Membership dues to align TCOC rates with those of similar sized OCC Chambers and to account for the continuing membership enhancement projects and initiative (March 2007)

- Hosted Small Business Trade Show (Fall 2006)
- Facilitated and monitored the distribution of both the Priorities and Satisfaction surveys so as to effectively accommodate the membership needs (April 2007)
- Through membership on the committee, provided advice and direction to the newly formed Positively Timmins Committee (throughout year)

KEY ISSUES:

- Increasing Chamber membership and networking engagement participation
- Develop methods of how to increase Chamber profile within the community
- Develop revenue-generating projects and events for TCOC's implementation
- Continue to develop the Chamber's website through accessibility, advertising, polling and user-friendly features
- Encourage and solicit membership input on Chamber initiatives