



WMC Strategic Advisory Committee

Policies & Expectations

OVERVIEW

With the formation of the WMC Strategic Advisory Committee under the EDC umbrella, we move into the foundation building of its structure and function. The primary change in this format is that the fiduciary duties are no longer a focus of the Advisory Committee, therefore allowing us to dedicate our time and resources to organizational development and offerings. Financials, minutes, and other administrative tasks are not required of this committee.

Our primary goal is to develop ideas that heighten our Chamber and its membership, engagement, and efforts towards becoming a resource for our community. The Advisory Committee has a major influence on our offerings and role as we continue to develop our business community, as you are seen as the idea generators, sources of program/event feedback, and builders of membership – both new and retained.

MEMBERS

Comprised of West Metro Chamber members in good standing, the Advisory Committee is selected annually no later than December for either three-year or one-year terms. The committee is comprised of a minimum of seven members and a maximum of twenty-one.

Terms shall be staggered to ensure continuity. The Vice President of the West Metro Chamber is charged with the nomination and selection process in collaboration with current members of the Advisory Committee.

Membership is a volunteer role and can be resigned at any time. Exiting committee members may recommend a replacement from their organization, but acceptance is at the discretion of the Vice President of the WMC. Additionally, the Vice President of the WMC reserves the right to amend the committee membership based on organizational needs.

PARTICIPATION

The Advisory Committee is viewed as the face of the West Metro Chamber. As such, it is expected that the Advisory Committee be active in its participation. Additionally, this participation is essential to the work of this committee regarding feedback and future direction.

As a metric, it is fair to assume the Advisory Committee would:

- Attend/Participate in at least 2 of the 4 signature events
- Attend/Participate in at least 2 programs per month
 - Be a program(s) champion, including a commitment to bringing guests
- Attend/Participate in the monthly Advisory Committee meetings
- Drive membership through connecting potential members and nurturing relationships with current members.



SUB COMMITTEES/EFFORTS

Additionally, we understand that many of our offerings require work beyond just the monthly meetings. For that reason, we are offering the following sub committees and effort groups:

Signature Event Committees: These committees will provide ideas, feedback, and best practices about each event. Because it “has always been done this way,” is not a reason to keep doing something. We need perspective from you. Additionally, you may be asked to assist in sponsorship asks, marketing and promotion, and day of volunteer needs.

- o Celebrate Jeffco/Annual membership appreciation event
- o Taste of the West
- o Golf Tournament
- o Annual business summit

Additionally, opportunities may arise to provide feedback and ideas for current and future programs, member engagement and retention initiatives, member engagement, or other areas as needed.

MISC. POLICIES + PROCEDURES

Items for Review

- From time to time, the Advisory Committee may be asked to review additional policy and procedure items, such as trade agreements, refund policies, social media share policies, etc.
- These items will be brought to the Committee by the VP of the WMC for feedback. Your thoughts, opinions, and suggestions on these policies are critical feedback needed to develop and implement the right words and actions.
- All votes taken would be done so as a recommendation from the Committee. Anything that would require a higher level of fiduciary oversight would go to the EDC Board of Directors for required ratification.

OPPORTUNITIES TO PARTICIPATE

Monthly	Quarterly/Bi-Monthly	Varying Times
Leads Groups Ambassadors Women in Business Young Professionals Industry Roundtables Business After Hours Wine Down Wednesday	Meet Your Jeffco Chamber Maximize Your Membership	Ribbon Cuttings Lunch & Learns Other programs as created