

**NORTHERN CALIFORNIA  
CHAMBER ALLIANCE**

**KICK-OFF MEETING**

**OCTOBER 8, 2015  
HISTORIC CARSON MANSION  
EUREKA, CA**

# **Welcome**

**Tom Schallert, Chairman  
Greater Eureka Chamber of Commerce**

# Today

**Introductions**

**How we got here**

**Purpose of the Northern California Chamber Alliance**

**Discussion on organizational structure**

**Contact info exchange/Website use and function**

**Format and frequency of future meetings**

**5:00 PM            Social Hour**

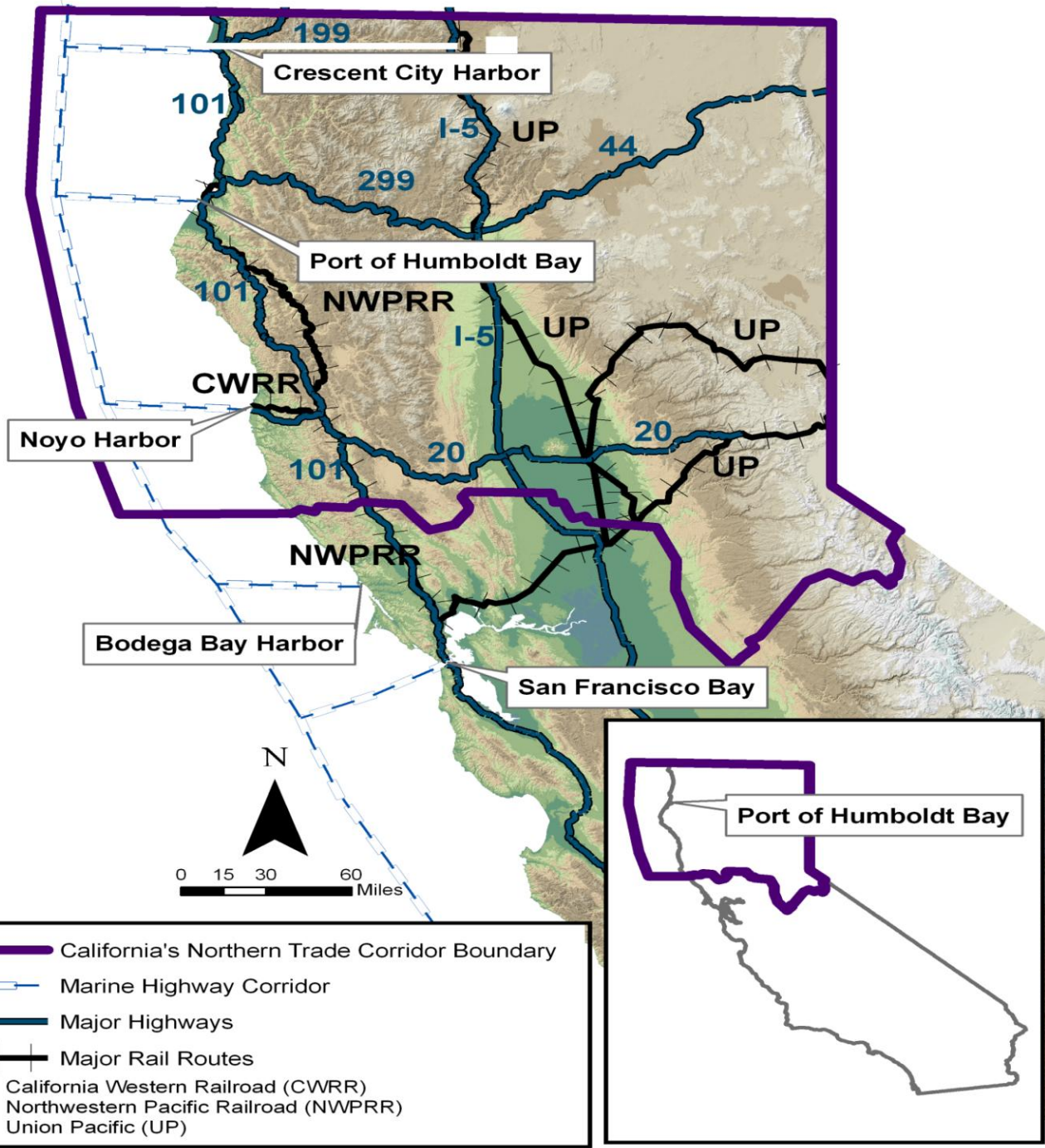
**6:00 PM            Hosted Dinner  
Followed by guided tours of the historic  
Carson Mansion**

# Introductions

# We Live and Work in a Great Place!

- Northern California includes:
  - An underutilized deepwater seaport that could be used to ship Nor Cal products internationally.
  - Some of the most agriculturally-rich areas in the world.
  - Abundant natural resources (timber, minerals, etc)
  - Several commercial and recreational fishing facilities and small craft harbors
  - Two Class 1 railroads
  - Interstate and State highway connections

# Northern California Trade Corridor Boundary





# The Ports of Humboldt Bay

## 7 Marine Terminals

- 6 Private

- 1 Public

Export: wood chips, logs

Import: gas/diesel; wood chips

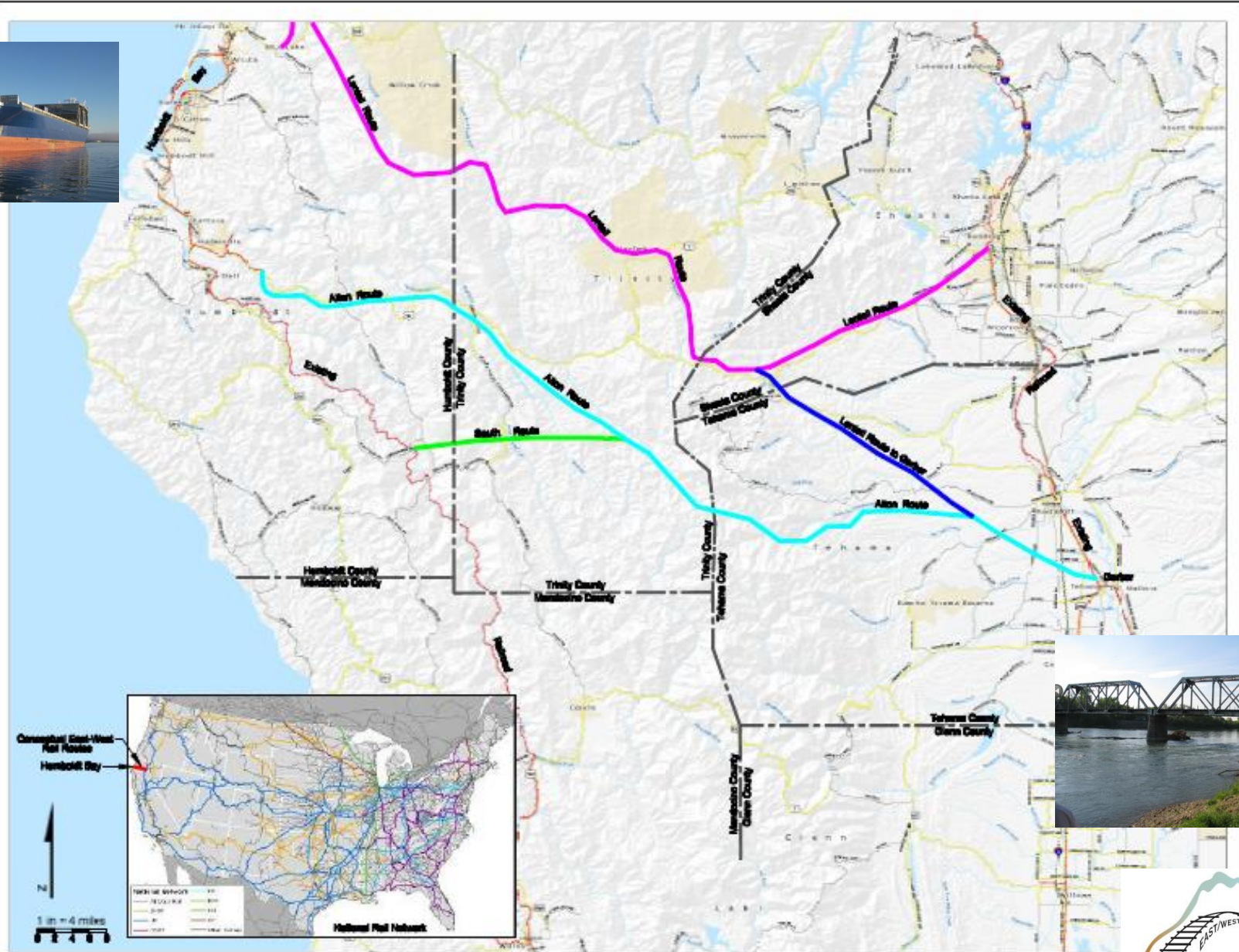


# Class I Railroads of North America





# Conceptual East-West Rail Routes







**Agriculture**



**Recreational Fishing and Boating**



**Commercial Fishing**



**Timber**



**Water**



**Mining**



**Tourism**

# And Yet.....

- **It is difficult to attract and retain businesses in Northern California.**
- **Northern California does not compete well for state or federal grants or programs.**
- **Presently there is no mechanism to coordinate business needs and leads throughout and between the 18 Northern California counties.**

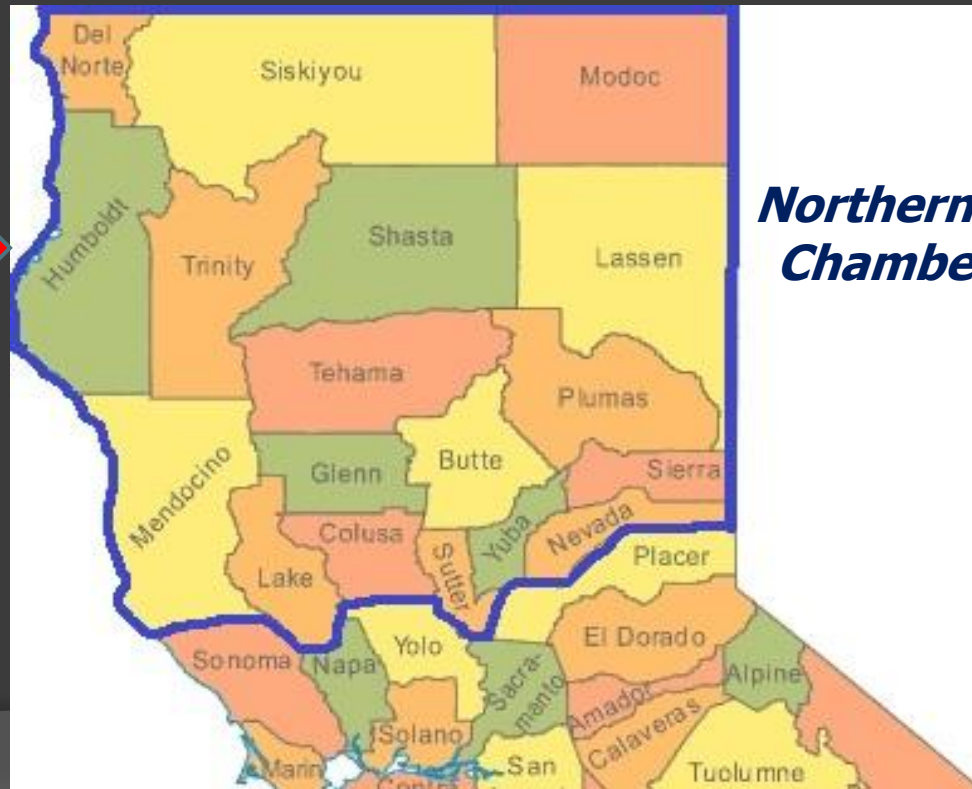
**NOW THERE IS!**

**Northern California  
Chamber Alliance**

**The Northern California  
Chamber Alliance was Formed  
to Develop Working  
Relationships Between 45  
Northern California Chambers  
of Commerce.**

# Area Covered by Northern California Chamber Alliance

- There are over 45 Chambers of Commerce in the 18 Northern California Counties.



***Northern California Chamber Alliance***



# Objectives of the Northern California Chamber Alliance

- Explore new or expanded business relationships;
- Coordinate legislative agendas;
- Improve competitiveness and agency responsiveness; and
- Coordinate potential solutions or approaches to regional issues and needs.

# Explore New or Expanded Business Relationships

- Explore trade opportunities through Chamber-to-Chamber communication
- Bring Nor Cal businesses together to take advantage of any synergies
- Create transportation and goods movement jobs in Northern California
- Improve road, rail and maritime transportation infrastructure
- Improve efficiency and reliability of goods movement
- Cut transit times and improve efficiencies of international shipments originating in Northern California
- Example: Land Bridge Pilot Project
  - The Land Bridge Pilot Project is an effort to utilize the highway transportation (Highway 299) to export Sacramento Valley commodities through Humboldt Bay's deepwater seaport
  - Land Bridge is actively connecting producers with marine terminal owners in Humboldt Bay

# Coordinate Legislative Agendas

- ① **Unify legislative responses to legislative actions**
- ② **Share in legislative advocacy for common issues**
- ③ **Annually define regional legislative priorities**

# Improve Competitiveness and Agency Responsiveness

- ⦿ **Collectively create a larger “voice” for regional initiatives.**
- ⦿ **Improve State and Federal grant competitiveness.**
- ⦿ **Coordinate standardized response to agency policies or regulations**
- ⦿ **Coordinate contacts and leads with GoBiz**
- ⦿ **Support for common transportation improvements (e.g. Hwy 299 improvements)**

# **Coordinate Potential Solutions or Approaches to Regional Issues and Needs**

- **Through Alliance meetings and website, Chambers can ask questions of other Chambers, compare notes and post urgent action and support requests for regional issues, such as:**
  - **Pursue joint marketing efforts**
  - **Coordinate Foreign Trade Zone utilization**
  - **Homeless issues and solutions**

# Questions on Alliance Objectives?



***Northern California  
Chamber Alliance***



# Discussion on Organizational Structure

- **Initiated by Greater Eureka Chamber of Commerce with assistance from Dr. Sandy Linville of the Oroville Chamber of Commerce.**

# 45 Chambers of Commerce that are Potential Alliance Members

Alturas

Chico

**Dunsmuir**

**Ferndale**

Greater Grass Valley

Lassen County

**McKinleyville**

Nevada City

Quincy

Shasta Lake

West Sierra County

**Yuba Sutter**

Anderson

Colusa

Eastern Plumas

Fortuna

Greater Redding

Live Oak

**Mendocino Coast**

Orick

**Red Bluff**

Surprise Valley

Willow Creek

**Arcata**

Cottonwood

East Sierra Valley

**Garberville/Redway**

Greater Ukiah

**Loleta**

Mt. Shasta

**Oroville**

**Rio Dell/Scotia**

**Trinidad**

Woodland

**Blue Lake**

Crescent City

Fall River Valley

**Greater Eureka**

**Lake County**

McCloud

Natomas

Paradise

Scott Valley

Weed

**Yreka**

# Discussion on Organizational Structure

## ⦿ Organizational Choices:

- **Loose association**
  - Coordinated by one chamber organization, OR
  - Coordinated by a Board of various Chambers
- **Formal 501 c(?)**



# Questions on Alliance Organizational Structure?

*Northern California  
Chamber Alliance*

# Contact Info Exchange - Website Use and Function

## ◎ Domain name:

- northerncaliforniachambers.com
- ncchamberalliance.com
- norcalchambers.com
- norcalchamberalliance.com

## ◎ Function:

- Homepage denoting the purpose of Alliance and listing members including links to each member Chamber's website
- Members Only
  - Action alerts on bills, grants etc;
  - Request for support on bills or issues;
  - Posting business needs and leads
  - Have ability to "vote" on support/oppose issues



# Questions on Use of Website?

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# Format and Frequency of Future Meetings

- Suggest at least annually we all get together – update contact info; develop leg. priority list; etc. Where next meeting?
- Most communication and information sharing through website





# Questions on Future Meetings?

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# Coming Up Tonight

**5:00 PM Social Hour**

**6:00 PM Hosted Dinner – Hosted by  
Redwood Capital Bank.**

**Followed by guided tours of  
the historic Carson Mansion.**



**Thank  
You!**

***Northern California  
Chamber Alliance***