



ORGANIZATIONAL MEETING
DECEMBER 5, 2016
REDDING, CA

Welcome

**Sandy Linville, PhD., President
Northern California Chamber Alliance
Northern California Chamber Partnership
and
President & CEO
Oroville Area Chamber of Commerce**

Introductions

Today

Introductions

What are the Northern California Chamber Alliance and Northern California Chamber Partnership?

How do these organizations work?

- 2017 budget
- Dues structure
- 2017 Legislative Platform
- 2017 Action Plan
- Format and frequency of future meetings

Other Business

Next Meeting

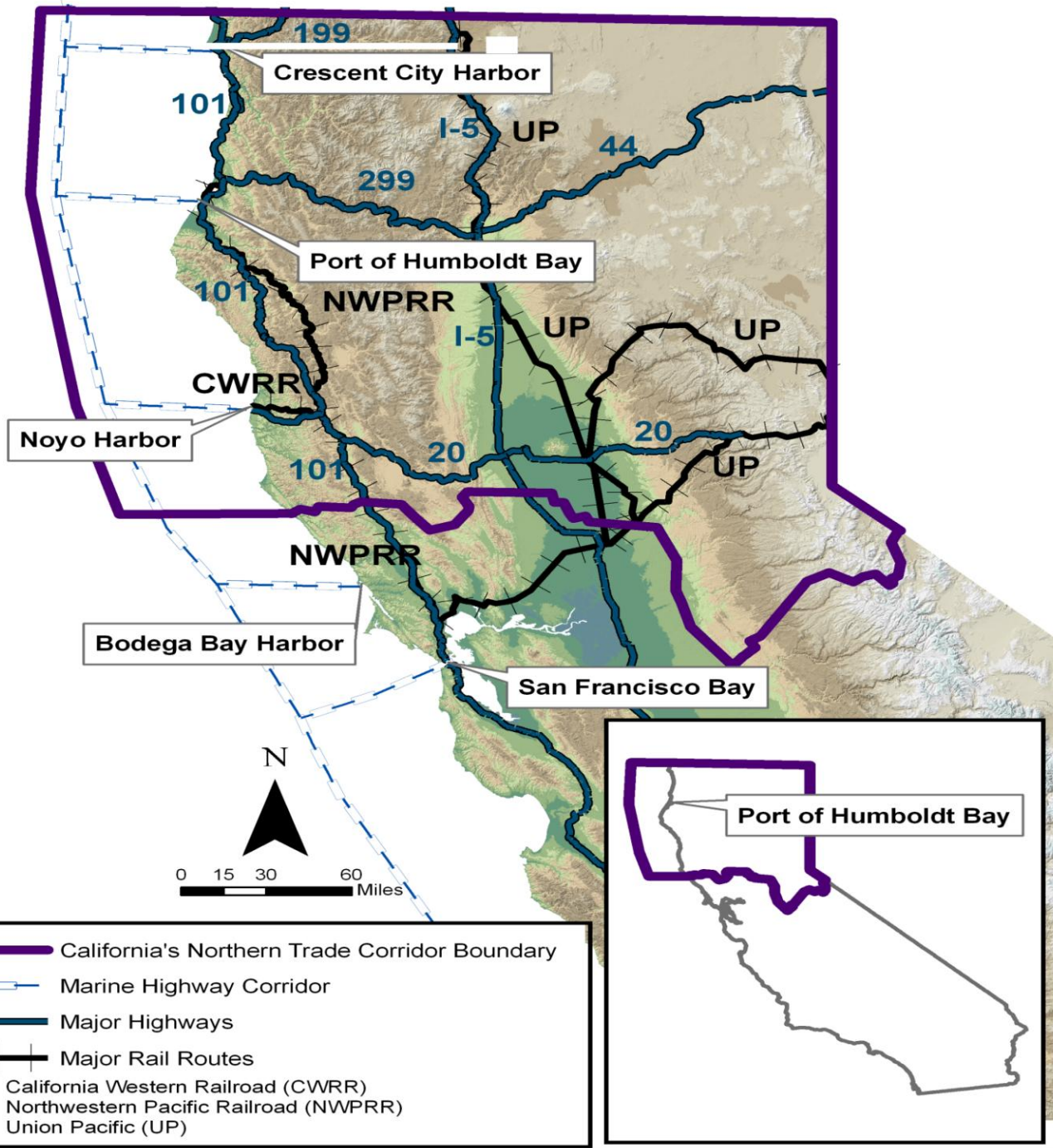
Networking lunch (12:30-2PM)

Adjourn

**What are the Northern
California Chamber
Alliance and the Northern
California Chamber
Partnership?**





Evolution of a Concept

**There was the Recognition
That We Live and Work in a
Great Place and Have a Lot
Going For Us!**



**Two Class 1
railroads**

**Interstate
and State
highway
connections**

-  California's Northern Trade Corridor Boundary
-  Marine Highway Corridor
-  Major Highways
-  Major Rail Routes
- California Western Railroad (CWRR)
- Northwestern Pacific Railroad (NWPRR)
- Union Pacific (UP)



An underutilized deepwater seaport that could be used to ship Nor Cal products internationally.





Some of the most agriculturally-rich areas in the world.



Several commercial and recreational fishing facilities and small craft harbors



Abundant natural resources (timber, minerals, etc)



Tourism

And Yet.....

- **It is difficult to attract and retain businesses.**
- **We often do not compete well for state or federal grants or programs.**
- **There was no mechanism to coordinate business needs and leads throughout and between the 18 Northern California and 5 Southern Oregon counties.**

**The Original Concept of a
Northern California Chamber
Alliance was Promoted to
Develop Working
Relationships Between 45
Northern California
Chambers of Commerce.**

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.
- Collectively create a larger “voice” for regional initiatives.

Northern California Chamber Alliance Kick-off Meeting (October 8, 2015)

- **A Steering Committee was formed to make recommendations on:**
 - **Organizational structure of the Alliance**
 - **Including the Chambers of Commerce in the 5 Southernmost Oregon Counties**
 - **Size and composition of the Alliance Board**
 - **Format and frequency of future meetings**
 - **Website use and function**
 - **Format for a first-year Alliance Action Plan**
 - **How to engage political and non-political Chambers to achieve regional benefits**

Steering Committee Members

- ◎ **David Hull**, Greater Eureka Chamber
- ◎ **Sandy Linville**, Oroville Chamber
- ◎ **Don Smullin**, Greater Eureka Chamber
- ◎ **Frank Whitlach**, Arcata Chamber
- ◎ **Rikki Shaffer**, Yuba-Sutter Chamber
- ◎ **Victoria McDonald**, Yreka Chamber
- ◎ **Richard Dinges**, Dunsmuir Chamber
- ◎ **Tallulah Chiono**, Lake County, OR Chamber

Meetings to-Date

- **Kick-off Meeting – Eureka California
October 8, 2015**
- **Organizational Meeting, Oroville, CA
January 13, 2016**
- **First Board of Directors Meeting
September 16, 2016, Redding, CA**
- **Steering Committee has met 16 times
since Kick-off meeting**

Accomplishments to-date

- **Completed and Submitted Non-profit paperwork. Two Organizations now formed:**
 - **Northern California Chamber Alliance**
 - 501c6
 - **Northern California Chamber Partnership**
 - 501c3
- **Draft web site developed**

Organizational Structure

Northern California Chamber Alliance (501c6)



◎ Purpose:

- **Coordinate Legislative Agendas**
 - Unify legislative responses to legislative actions
 - Share in legislative advocacy for common issues
 - 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
 - Support for common transportation improvements to improve road, rail and maritime transportation infrastructure

Northern California Chamber Partnership (501c3)



- **Non-Political Organization**
- **Purpose:**
 - **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/Southern Oregon
 - Participate in Go-Biz Small Business Advocate Stakeholder meetings and others
 - **Coordinate Potential Solutions or Approaches to Regional Issues and Needs**
 - Through Partnership meetings and website, Chambers can ask questions of other Chambers, compare notes and post urgent action and support requests for regional issues
 - **Obtain grants to assist with:**
 - Produce and Update Nor Cal Chamber Directory
 - Produce and Update Nor Cal Chamber Events Calendar

Membership to Alliance and/or Partnership

- Membership limited to Chambers of Commerce within the 18 Northernmost California Counties and 5 Southernmost counties in Oregon.
- To be a member, each Chamber's Board must take Board action to request membership.
- Each Chamber may be members of the Alliance or Partnership, or both.
- Each Chamber member is represented by its CEO/Executive Director/Chamber President.
- Each Chamber member will also be represented by its Board Chair as an Alternate.
- Board to meet quarterly – Annual meeting is face to face

Size and Composition of Board Membership

- Alliance and Partnership Boards shall have a minimum of 13 and a maximum of 15 Directors consisting of at least two Chambers in each of 7 geographic regions as follows:
 1. Siskiyou, Trinity, Shasta
 2. Modoc, Lassen, Lake OR
 3. Nevada, Sierra, Plumas
 4. Tehama, Butte, Glenn
 5. Yuba-Sutter, Colusa, Lake CA
 6. Humboldt, Del Norte, Mendocino
 7. Josephine, Jackson, Klamath and Curry (OR)
- Terms of Board members are three years.

Present Board of Directors and Officers

President: Sandy Linville, PhD. President & CEO Oroville Area Chamber of Commerce

Secretary: Rikki Shaffer, President & CEO Yuba-Sutter Chamber of Commerce

Treasurer: Don Smullin, President & CEO Greater Eureka Chamber of Commerce

Website Use and Function

Website Use and Function

◎ Domain name:

- norcalchamberalliance.com
- norcalchamberpartnership.org

◎ 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 “opt-in/opt-out” on support/oppose issues

2017 Budgets

Alliance/Partnership 2017 Budget

Annual Combined Expenses:

Accountant	\$0
Bookkeeper	\$0
Insurance	\$650
Stationery/Postage	\$200
Meetings	\$0
Business License	\$0
<u>Website</u>	<u>\$300</u>
TOTAL	\$1,150

OTO Formation Expense **\$1,000**

Dues Structure

◎ **Membership Dues Investment**

- **\$100 Annually per Chamber**
 - **Includes membership in Alliance and Partnership Organizations**
 - **Expenses and Revenue are split 50/50 between Alliance and Partnership**

2017 Alliance Legislative Platform

Legislative Platform

Why?

To provide a basis for the Alliance to act on local, state and federal government issues and to support a vibrant business environment.

Policy Platform Sample

- ① **Promote a Pro-Business Environment**
- ① **Promote Government Reform**
- ① **Maintain an Active and Visible Alliance Presence**

Promote a Pro-Business Environment

- ① Facilitate a market-based economy by supporting rational regulatory and tax policies, promoting incentives for business expansion and supporting the efficient operation of regulatory agencies.
- ② Support infrastructure improvements related to energy, water, air, transportation and communications.
- ③ Promote workforce development by supporting training and education.
- ④ Promote better access to civil courts.
- ⑤ Oppose state mandates that impose obligations on local agencies or businesses without providing the necessary resources to comply those obligations.
- ⑥ Reform legislation that would promote regulatory approaches or mandates that are not unduly punitive or costly as well as promote the region's competitiveness for economic development and job creation.

Promote Government Reform

- ① Support the elimination or consolidation of duplication and overlapping agencies.
- ② Promote improved communication and coordination between governing bodies.
- ③ Monitor planning, spending and the implementation and progress of government programs and infrastructure projects.

Maintain an Active and Visible Alliance Presence

- ① **Keep governing bodies and decision makers on local, state and federal levels informed on important regional issues.**
- ② **Build coalitions and coordinate community, business, and government support for important regional issues.**
- ③ **Regularly update members and create opportunities for their involvement and participation in the Alliance legislative activities**

2017 Alliance and Partnership Action Plans

First-Year Action Plan for Both Organizations

- ① **Develop Website(s)**
- ① **Complete 5-year Strategic Plan goals and objectives**
- ① **Complete Nor Cal Chamber Directory**
- ① **Develop Legislative Priorities for 2017 (Alliance only)**

Frequency of Future Meetings

- ⦿ At least annually, we all get together between in winter to update contact info; develop leg. priority list; etc.
- ⦿ Annual meeting to be held at a location alternating between the Coast, the Valley, Eastern CA and Southern Oregon
- ⦿ Most communication and information sharing through website and through conference calls



Final Thoughts

- ◎ **This Alliance and Partnership can only reach its maximum effectiveness to your Chamber if you participate.**
- ◎ **Please take one or both membership forms and discuss with your Board of Directors – return as soon as you can.**
- ◎ **Reach out to neighboring Chambers not here today and encourage them to join.**

Chambers in the Seven Member Regions

REGION 1: Siskiyou, Trinity, Shasta

Dunsmuir; Greater Redding; McCloud; Scott Valley; Shasta Lake; Weed; Yreka; Happy Camp; Weaverville

REGION 2: Modoc, Lassen, Lake OR

Alturas; Lake County (OR); Lassen County; Surprise Valley; Burney

REGION 3: Nevada, Sierra, Plumas

Eastern Plumas; East Sierra Valley; Fall River Valley; Greater Grass Valley; Nevada City; Quincy; West Sierra County; South Nevada County

REGION 4: Tehama, Butte, Glenn

Chico; Cottonwood; Paradise; Red Bluff; Oroville

REGION 5: Yuba-Sutter, Colusa, Lake CA

Colusa; Lake County (CA); Live Oak; Yuba-Sutter; North Valley Hispanic

REGION 6: Humboldt, Del Norte, Mendocino

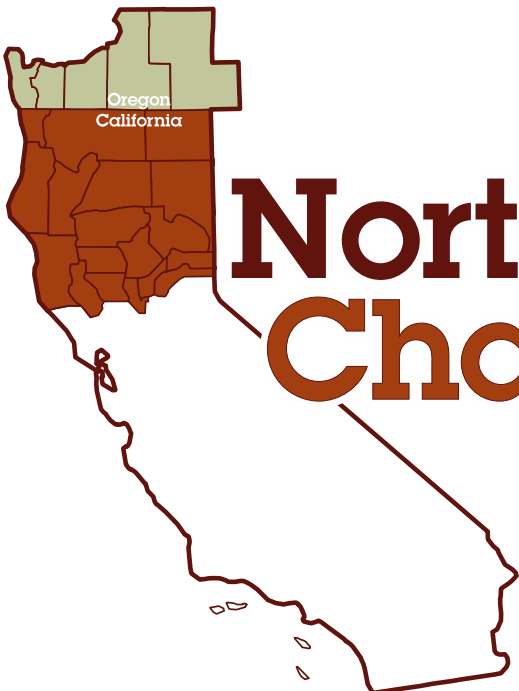
Arcata; Blue Lake; Crescent City; Ferndale; Fortuna; Garberville/Redway; Greater Ukiah; Loleta; McKinleyville; Mendocino Coast; Orick; Rio Dell/Scotia; Trinidad; Willow Creek; Greater Eureka

REGION 7: Josephine, Jackson, Klamath and Curry (OR)

Brookings; Grants pass; Medford; Ashland; Center Point; Jacksonville; Klamath Falls; Rogue River;

Member Reports

- ⦿ **2-minutes on anything you would like to pass along from your Chamber**



Northern California Chamber Alliance

Thank You!



Northern California Chamber Partnership

Northern California Chamber Alliance

The Northern California Chamber Alliance was Formed to Develop Working Relationships Between 45 Chambers of Commerce within 18 counties of Northern California. Our Objectives include:



Explore new or expanded business relationships



Coordinate legislative agendas



Improve competitiveness and agency responsiveness



Coordinate potential solutions or approaches to regional issues and needs



Getting Connected • Taking Action

Covering over 45 Chambers in 18 counties of Northern California

MEMBER CHAMBERS

On Membership

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