

# Procedure Manual for Auburn Area Chamber of Commerce

## ARTICLE I –General

The Auburn Area Chamber of Commerce (AACC) operates through the following fundamentals:

- 1. Membership** – An active, working membership is essential to the Chamber in its formulating and participating in committee programs and projects.
- 2. Leadership** – Leadership derived from the Board of Directors.
- 3. Committee System** – Committees are comprised of members who have volunteered their time and abilities to serve on a committee to carry out the Program of Work. The committees are responsible to the Board of Directors and report through their respective divisional chairman appointed from the Board of Directors.
- 4. Annual Goals** – Each year a detailed assignment is adopted through input from membership which the Board of Directors and Chamber Committees pledge to carry out. It strives to meet community needs and sets goals to realize community potentials.
- 5. Adequate Income** – It is essential that the Chamber have the financial resources to implement the Program of Work and complete the tasks as mandated by the membership.

## ARTICLE II: MEMBERSHIP INVESTMENT PROCEDURES

SECTION 1: ELIGIBILITY

SECTION 2 &3: ELECTION & DUES

### **New Members and dues:**

a) New members may submit an application online at [www.auburnareachamber.org](http://www.auburnareachamber.org) or may

request an application from any board member, or may be nominated for membership by a voting member in good standing

b) The Board of Directors will review the application as soon as possible and approve or reject it.

c) If accepted, the person/committee in charge of “Welcoming” the new business should contact the new member and set up a time and location for a ribbon cutting or picture for the newspaper and webpage.

d) If rejected, a letter should be drafted by the Board of Directors stating the reason and sent to the applicant

e) Membership investment dues are established by the Board of Directors and voted on by the membership at a regular monthly meeting. Membership Investment dues should include the formula, schedule, frequency and method of payment

f) Yearly Membership dues are priced as follows:

1. Business/Organization with 5 or fewer employees \$100.00
2. Business/Organization with 6-20 employees \$150.00
3. Business/Organization with 20 or more employees \$200.00
4. Community Investor (Individual Member) \$50.00
5. Not for Profit organization (voting rights) \$75.00
6. Retired individual \$35.00

h) Treasurer shall keep record of all dues paid, Secretary shall keep similar list of all paid/active members and their contact information.

#### SECTION 4: TERMINATION

#### SECTION 5: VOTING

Voting:

a) Voting members are individuals representing corporations, commercial partnerships,

churches or businesses, and approved Chambers.

b) Non-voting members are individuals and non-profits who don't represent an organization approved as a voting member (example: a church under the North Mac Ministerial is a non-voting member unless that church individually pays a Not-for-Profit membership)

c) A Community member/volunteer shall have full voting rights and may serve on the Board of Directors if annual dues are collected from that individual

d) A non-voting member has all the privileges of voting members except the right to vote for Board of Directors and may not serve on the Board of Directors.

e) Honorary members (i.e. mayor or council representative) shall have all the privileges of members except the right to vote and shall be exempt from paying dues. The Board of Directors shall confer or revoke honorary membership by a majority vote.

## **SECTION 6: EXERCISE OF PRIVILEGES**

### **USE OF CHAMBER LOGO**

The AACC logo may be used by members to show their support of and membership in the Chamber of Commerce but cannot be used in any way that can be misconstrued or implied or otherwise interpreted by the general public as endorsement or support of any activity or business. We reserve all rights to the usage and written permission must be obtained.

### **WEBSITE LINKS**

The AACC website may be linked from a member's site upon request. We reserve all rights to the usage and written permission, or verbal permission at a regular business meeting must be obtained. Member's web link may be displayed on your chamber listing if provided

### **MEMBERSHIP DATABASE**

The AACC membership database is not to be distributed to any outside organization. Mass emails originating from the AACC will not display emails. Mailing address labels are available to members only for a fee.

### **ISSUES AND PARTISAN POLITICS**

The AACC, being the united voice in representing the business community, must and will endorse issues relative to the economic conditions of the community. The Chamber will lend

its support to all causes the Board of Directors feels are wholesome for the community life and progressive development of the area.

**SECTION 7: ORIENTATION: BY LAWS STATE:** At regular intervals, orientation on the purposes and activities of this organization shall be conducted for the following groups: new directors, officers, and committee leaders, committees and new members. A detailed outline<sup>1</sup>

### **ARTICLE III: ANNUAL MEETING AND ADDITIONAL MEETINGS**

#### **SECTION 1: ANNUAL MEETING**

- a) Annual Meeting shall be held the 1st Tuesday of January each year.
- b) Time and place should be fixed by Board of Directors
- c) Notice of annual meeting should be sent to each member at least 10 days prior to said meeting
- d) Monthly meetings of the AACC will normally be held on the first Tuesday of each month. Special meeting may be called as defined in Section 2 of the bylaws; an agenda and minutes must be prepared for all monthly meetings detailing the following:
  - 1. Pledge
  - 2. Introductions of meeting attendees
  - 3. Minutes
  - 4. Treasurer's report
  - 5. Any Guest speaker (limited to 15 minute presentation)
  - 6. Old Business
  - 7. New Business
  - 8. Reports
  - 9. Adjourn

## **SECTION 2: ADDITIONAL MEETINGS**

Additional committee meetings may be held as needed. The Board reserves the right to call an emergency meeting of the membership if deemed necessary.

## **SECTION 3: QUORUMS**

## **SECTION 4: NOTICES, AGENDA, AND MINUTES**

- a) Preparation of the monthly agenda should be coordinated by the Secretary.
- b) Prior to distributing the agenda to the membership, the Secretary should check with other board/committee members to see if they have something that needs added to the monthly agenda
- c) Minutes for each month's meeting should be carefully taken at each meeting and within 1 week post meeting, should be sent to the other board members for corrections or additions
- d) Minutes for each month's meeting should be sent to the membership a few days prior to the monthly meeting along with the current month's agenda
- e) Special notices should be sent to membership by the Secretary as deemed necessary by the board and may also be announced on Social Media and Website.

## **ARTICLE IV – BOARD OF DIRECTORS**

### **ARTICLE V --DUTIES OF OFFICERS/COMMITTEE APPOINTEES:**

a. **President:** The President is responsible for ensuring that the Board of Directors and its members are aware of and fulfill their responsibilities in accordance with the bylaws; shall preside over each monthly meeting and any special Board meetings acting in accordance with Robert's Rules of Order, may appoint committees as deemed necessary; shall act as a tie breaker in any vote by the Board; shall appoint a nominating committee of 4 members of the Chamber in

the fourth quarter of the year and appoint the head of that committee; shall perform other duties as the need arises and/or as defined in the bylaws; shall act as a signer on the AACC bank account; term shall be for two years or until a successor is elected and shall be elected on even years

b. **Vice-President:** The Vice-President shall perform the role of the President in his/her absence and shall be willing to step into the office of President in the event he/she is unable to continue to fulfill those duties; shall perform other duties as the need arises and/or as defined in the bylaws; shall act as a signer on the AACC bank account; term shall be for two years or until a successor is elected and shall be elected on odd years

c. **Secretary:** The secretary shall keep detailed minutes of each regular meeting of the AACC and any special Board meetings; shall maintain an active chamber membership list and send annual dues notice to each member; shall work with the Board of Directors and the membership to create an agenda for each monthly meeting; shall maintain and record the minutes of each regular meeting; Shall be responsible for notifying the membership of all regular and any special meetings or events; shall maintain the post office box and forward any pertinent information to the appropriate individual; shall perform other duties as the need arises and/or as defined in the bylaws; shall act as a signer on the AACC bank account; term shall be for two years or until a successor is elected and shall be elected on odd years.

d. **Treasurer:** The treasurer shall be responsible for maintaining all financial records of the AACC; shall pay all bills in a timely manner; shall provide accurate reports to the membership at each monthly meeting; shall provide all documentation necessary to a designated individual annually for an audit as defined in the bylaws; shall perform other duties as the need arises and/or as defined in the bylaws; shall act as a signer on the AACC bank account. Term shall

be for two years or until a successor is elected and shall be elected on even years

e. **Social Media Manager:** The Social Media Manager is responsible for maintaining the AACC Facebook page and any future Social Media presence that the members decide to participate in.

**Auburn Area Chamber of Commerce Social Media Guidelines:**

The Auburn Area Chamber of Commerce (AACC) social media presence is to be used as a marketing tool for the members and to build relationships with new and existing members, and the public.

AACC Social Media Administrator

a) The AACC Social Media Administrator shall be appointed by the Board.

The following is a list of Social Media Guidelines that the Social Media Manager should adhere to:

a) The Social Media Manager shall be responsible for all interactions with the public on all social media platforms where the AACC has a presence.

b) The Social Media Manager must be mindful that all posts and responses are on behalf of the AACC.

c) Posts on the Auburn Area Chamber of Commerce Facebook page should be limited to: posts that market and promote the AACC members businesses, sharing AACC members business posts, AACC-sponsored events, notices of AACC meetings or committee meetings, welcoming new AACC members, anniversaries/announcements for member businesses, sharing newspaper articles about member businesses and AACC-sponsored events and significant weather events effecting AACC meetings or events. Local community events may also be shared from time to time in the spirit of community involvement.

d) When there is a question as to whether something fits these guidelines, the content shall

be submitted to the AACC Board for approval prior to being posted.

e) Each AACC member should have equal marketing time on the platform with the exception of special events and extra mentions posted and shared by the AACC members.

f) The Social Media Administrator is responsible for monitoring all AACC posts for responses and reactions by the public and must use best judgment in handling negative comments. The AACC page is not the place for consumers to vent about members businesses, bad experiences or negative opinions. The Social Media Administrator must address these posts immediately by removing the negative feedback. The individual making said negative comments may be contacted directly and in a professional manner by the Social Media Administrator if the complaint seems to be that of which the consumer might want to contact the business directly. It is not the Social Media Administrators place, in this type of situation, to respond on behalf of the business but to keep in mind the AACC Facebook page is to be used only for promoting the businesses. If a consumer continues to post negative comments the Social Media Administrator must block them from the AACC Facebook page.

g) The security on the AACC page must be locked so all page posts made by the public must be reviewed and approved before being posted on the AACC page. The administrator shall determine whether the post is relevant, positive and productive.

#### Other Platforms

a) Most of the information in the guidelines addresses Facebook specifically, but the concepts shall also be applied to any other social media platform, such as Twitter, Instagram, Pinterest etc., that the AACC may set up accounts on in the future.

#### **Content of posts**

- a) Use correct spelling, grammar, and sentence structure.
- b) Whenever possible, avoid using abbreviations or social media shorthand. If character restrictions are an issue, choose your cuts wisely. Use an image or video to convey what you can't in 140 characters or less.
- c) When taking and selecting photos or videos, comply with appropriate privacy policies. For example: use crowd shots; avoid using pictures of children; obtain written permission for pictures of individual adults or minors.
- d) Only use quality video, which includes good audio. Do not post videos of a published performance of music if you don't have the broadcast rights to them.
- e) Always support a video or group picture with a caption or description and list names of individuals pictured when possible.
- f) From time to time the Social Media Administrator may be asked to create original content for a business or event. These posts must be approved by the business or member requesting the art work before being posted.

### **Growing the Pages Audience**

a) The Social Media Administrator should monitor the number of page "likes", this number determines the pages audience. The more page "likes" the more people see the posts the more marketing power the page has. Facebook has another app called "Pages" for monitoring page growth etc. From this app you can invite people who do not already "like" the page to "like" it. The Social Media Administrator can use this tool and any new social media tools when managing the AACC Facebook page. In order to stay ahead of the constant changes with algorithms on Facebook and the internet in general is also suggested to stay familiar with new social media platforms and research current information on Social Media Management.

## **Event Coordinator Job Description**

**A)** Organize, plan and develop projects and events hosted by the Auburn Chamber of Commerce. Annually, these events include, but not limited to, networking events, professional seminars, Ribbon Cuttings.

b) In collaboration with the board, write, design and edit material (programs, tickets, email blasts, etc.) for Chamber events.

c) Ensure the needs of event details are met and properly prepared.

d) Prepare and comply with the constraints of the event budgets.

e) Survey and record suggestions from the membership to ensure that Chamber events are meeting member's needs.

f) Ensure the event sponsorship packages and agreements are being fulfilled.

g) Coordinates the Ambassador Program including the scheduling, marketing, and promotion of Ambassador events.

h) Prepares event press releases and other information to the appropriate media channels as necessary.

i) Other duties as assigned but not listed.

## **ARTICLE VII FINANCES:**

### **SECTION 1: FUNDS**

Fundraiser procedure put on by or for the benefit of any AACC event:

a) Fundraiser, date, and event designation should be discussed and voted on at a regular

monthly business meeting of the AACC before the fundraiser occurs.

- b) All money raised at event should be given to AACC treasurer within 72 hours of the event to be deposited to the General Fund
- c) Money designated to a certain purpose, may be kept within the general fund, but clearly designated within the Treasurer's report
- d) Funds that remain in a designated fund for no longer than 5 years must be disbursed for designated purpose or moved to the general fund.

### **SECTION 2 BUDGET**

- a) Treasurer should prepare a budget based on previous year's expenses, and presenting that budget at the January meeting.
- b) The Treasurer shall keep the membership informed of budget overrides throughout the year through monthly reports
- c) A year-end report should be prepared indicating expenses to each budgeted item

### **SECTION 3 AUDIT---BY LAWS STATE**

The accounts of the Chamber of

Commerce shall be audited annually as of the close of business on December 31 (end of fiscal year) by a committee or individual appointed by the Board of Directors. The audit shall at all times be available to members of the organization with the offices of the Chamber

- a) A written report shall be submitted by the auditor at a first quarter business meeting to be approved by the voting membership

Procedure manual last review date\_\_\_\_\_

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