

Involvement

Education

Providing the Power of Connection

Advocacy

Marketing



Board of Directors Handbook

The Seneca Area Chamber and Downtown Impact is a combination of two organizations: The Seneca Area Chamber of Commerce (a 501c6 organization) and the Seneca Downtown Impact (a 501c3 organization). The Seneca Downtown Impact is a Main Street America Accredited Program. As such we are recognized as a leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. While we maintain both organizations for tax purposes the day-to-day is handled as if we were a single organization. We have one board, one director, and one set of members.



Our Mission Statement: The Seneca Area Chamber and Downtown Impact is dedicated to promoting, encouraging and improving the business, civic, historical and cultural vitality for the Seneca area; to create a vibrant, thriving, environmentally sound and economically strong community.

"So what do we do?"

We promote the community as a whole, which encourages people to conduct their business within our community. We also promote our individual business members both through referrals (phone calls to the office) and through events that we hold.

We are a non-profit business and community organization, governed by a Board of Directors that is made up of representatives of our members.

The Seneca Area Chamber and Downtown Impact responds to inquiries.

Everyday, we receive calls from individuals (both local and out of town), with inquiries about the community. Some are interested in relocating, some will be visiting, and some are looking for specific data or resources. The Chamber sends out packets of information consisting of any or all of the following: real estate, churches, historic sites, restaurants, schools, businesses, local organizations, events, lodging, activities, and many other individually specific requests.

The Seneca Area Chamber and Downtown Impact answers questions about community events.

We respond to numerous calls requesting dates, time, and places for specific events in the Seneca area. In addition, to putting on and planning a large amount of events throughout the year people know they can call us to be kept informed most events around the area. We try to partner with other organizations so we can have that information at the ready to share with locals and prospective tourists alike!

The Seneca Area Chamber and Downtown Impact creates publications about the community.

We create current brochures and make sure those are available. Listings of restaurants, shops, and lodging, calendar of events, organizations, services, and industry are some of the areas covered.

The Seneca Area Chamber and Downtown Impact supports its members.

We sponsors activities for members, such as golf outings and ribbon cuttings as well as host other events that spotlight member businesses. We also produces a bimonthly email newsletter to keep members and the community informed about community-wide activities.

The Seneca Area Chamber and Downtown Impact offers committee involvement.

In addition to the board of directors we have several committees with which members may become involved.

The Seneca Area Chamber and Downtown Impact is truly a service organization, dedicated to its members and the community it serves.

Board Members at a glance

Individual board members need to understand what is expected of them. As a board member you will need to:

Participate with your knowledge, time, and connections.

Attend monthly board meetings and activity assignments.

Understand the mission of our program and actively promote its goals.

Share your opinions at board meetings and then support the board's decisions as they are made.

Learn all that you can at educational sessions.

The Board of the Seneca Area Chamber and Downtown Impact may be as large as 12 members but never smaller than 7.

Two of those 12 board spots are reserved for two student representatives (a junior and a senior) whose terms are 2 years.

All other board members serve 3 year terms with no limit to the number of terms they may serve.

Board meetings are the third Tuesday of each month at 7:45am in the Seneca Area Chamber and Downtown Impact Office (523 Main Street)

Annual Events:

2nd Saturday of February- Wine About Winter

Mid March - Annual Meeting/Mixer (*volunteers needed*)

First Weekend in June - Spring City Wide Garage Sales

Last Saturday of July - Cruise Night (*volunteers needed*)

Last Sunday of July - Fair Parade (*volunteers needed*)

Last Friday in August - Chamber/SDI Golf Tournament

Third Weekend of September - Highway 36 Treasure Hunt/City Wide Garage Sales

Second Saturday of October - Oktoberfest (*volunteers needed*)

Saturday before Halloween - Seneca Spooktacular (*volunteers needed*)

Second Saturday of November- Ladies Night Out 4pm - 11pm

Friday After Thanksgiving - Santa Claus Comes To Town (*volunteers needed*)

Saturday After Thanksgiving - Small Business Saturday

2nd Saturday of December - Kids' Movie Matinée

The Ultimate Resource for Your Business

Education: **Get in the Know**

Advocacy: **Get Problems Solved**

Marketing: **Get More Visibility**

Involvement: **Get Better Connected**

Special Events: We host 12+ community events throughout the year to generate foot traffic and bring thousands of locals and out of town people to our community. Our goal is to showcase our business community and bring customers through our businesses' doors.

Member Training, Seminars & Workshops: We also host several trainings, seminars and workshop sessions for our business members. We often collaborate with the Washburn Small Business Development Center to provide several free or reduced cost trainings, seminars and workshops aimed at keeping our members informed about current issues and trends. From webinars to small business events, we are here to help our business community succeed and have future growth.

Weekly/Monthly Emails: We send to all people in our contact base, approximately 500 people, announcing upcoming events, promotions, sales and special announcements.

Chamber/SDI Gift Certificate Program: Designed to promote Chamber/SDI member businesses and encourage people to patronize them. This incredibly successful program sold nearly \$57,000 last year. This means that \$57,000 was spent at our local Area Chamber/SDI businesses!

Web Site: We help maintain the City of Seneca website, www.senecakansas.com, which has listing of all our members' businesses, special events and information for visitors. This is the main site for almost everything in Seneca.

Networking: We offer a number of networking opportunities, from trainings, seminars and workshops to our Annual Meeting and annual Golf Tournament. These events help members become familiar with each other personally and with the products and services available locally.

Business Referrals: We receive many calls from residents and nonresidents wanting recommendations for everything from car repair to catering. We refer our members!

Free Advertising in the Chamber office: Members are encouraged to bring business cards, brochures, etc. to the Chamber/SDI office. We are usually the first stop when people are looking for a recommendation.

Ribbon Cutting: New businesses receive free ribbon cutting and publicity announcing the opening.