

ANNUAL MEETING

Sponsored by:



Atrium Health
Navicent

Thursday February 21st, 2024

2023

BOARD OF DIRECTORS



Jamie Snider
Chair



John Childs
Chair Elect



Erin Andrews
Secretary



Tori Kala
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Ex-Officio



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Bruce Hood



Dr. Tatrabian Jackson



Jennifer Minshew



Kate Pope



Gil Pound



Matt Roessing



Gil Sutton Jr.



Natalie Stowe



Dr. Matthew Toth



Dr. Veronica
Womack

New to the Board



Spencer Smith

Med-Lake Laboratory



Kyle Cullars

Surcheros Fresh Mex



Camellia Hurt
Keller Williams Georgia
Communities

2023 AMBASSADORS



Amber English



Amy Loerzel



April Thompson



Atris Williamson



Chelsey Scoggins



Colin McCulley



Crystal Law



Cynthia Toskes



Heather Cook



Jeff Allbright



Jordan Norville



Joy Simpson



Kay McGiboney



Madison Reynolds



Mary Spears



Semika Roach



Tim Bradshaw



Will Peters

Ambassador of the Quarter



Joy Simpson

Jan. - March.



Mary Spears

Apr. - Jun.



Amy Loerzel

Jul. - Sept.



Cynthia Toskes

Oct. - Dec.

Thank you to the
Ambassador
sponsors:



MED-LAKE
LABORATORY



New 2024 Ambassadors



Alysia Jarrette



Christopher Jackson



Daniel Hawkins



Holly Blenk



Jeremy Straughan



John Gonzalez



Kayla Brownlow



LaTrina Howell



Stacey Keaton



Scott Herndon

2023 In Review

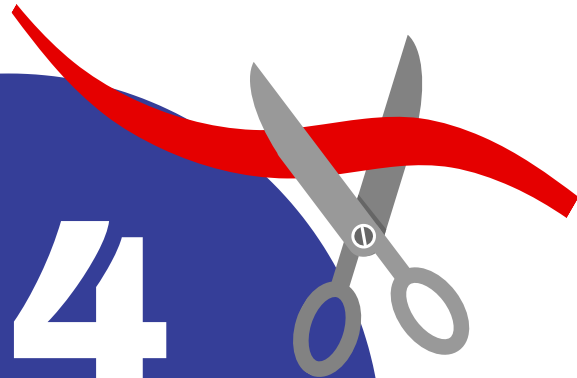
58

New
Members



34

Ribbon Cuttings &
Groundbreakings



28

Events



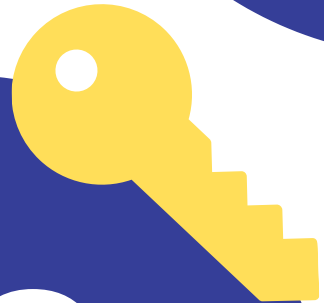
407

Total
Membership



29

Keystone
Investors



89.4%

Retention
Rate



Exceeded
By
20%
New Member
Budget



Exceeded
By
5.5%
Renewal
Budget



2023 Social Media



Facebook
Since Dec 2022

128,294
Total Reach **16.3%**
Increase

Content Interaction
97.4%
Increase

+658
Followers



Instagram
Since Dec 2022

4,105
Total Reach **13.6%**
Increase

Content Interaction
100%
Increase

+118
Followers

Tik Tok
Since Dec 2022

184
Average Views Per
Video

+44
Followers

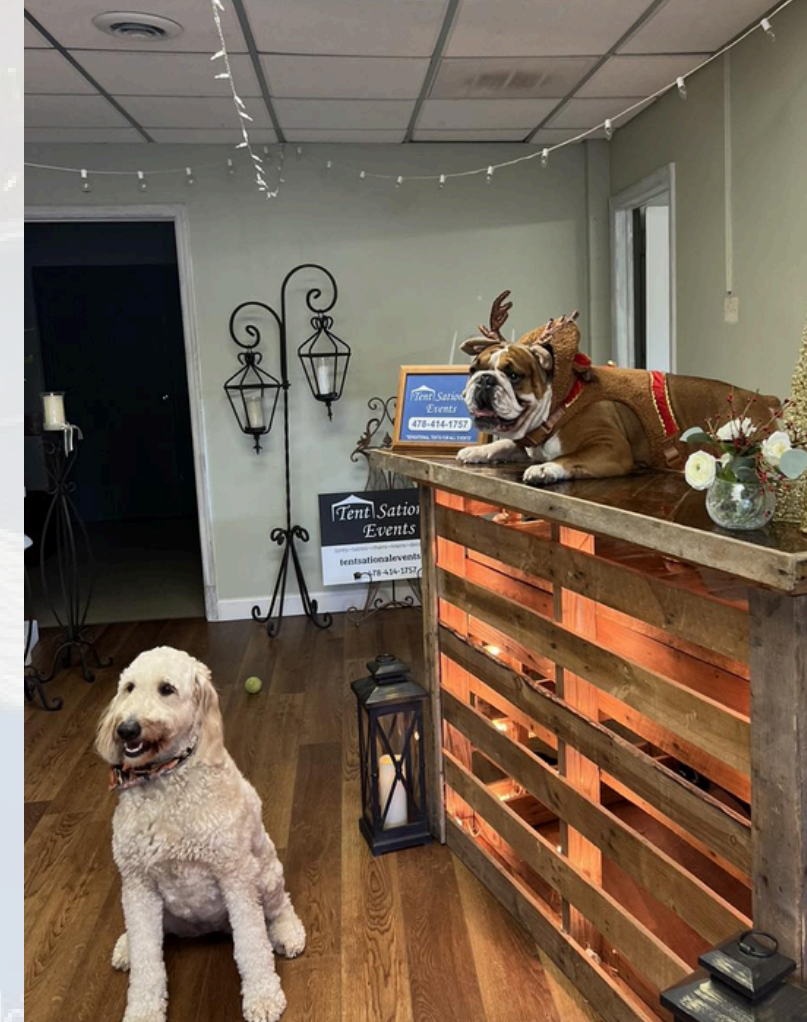


2023 Social Campaigns

Chamber TV



Blitzen



Business of the week



Thank you Thursday



Pillar 1

CULTIVATE, COLLABORATE, & CONNECT

Chamber

OBJECTIVES:

1. Build relationships, engage businesses and grow connections
2. Lead by example with newer business models for a changing economy
3. Connect business members with other similar business structures and needs

INITIATIVES:

- Revamp Ambassador Program
- Incorporate Member Buddy Program
- New Member Orientation
- Professional Headshot Event with Lifescapes Photography

Grade

A+

A

C+

A+

Community

OBJECTIVES:

1. Cultivate stronger relationships with Development Authorities
2. Connect with younger generations and provide them with opportunities to engage with community leaders and learn about the wide variety of career fields and jobs that are here in Milledgeville-Baldwin County
3. Create intergenerational connections

INITIATIVES:

- Expanded Leadership Programs
- Created 501(c)3 Foundation
- Participated in PROPEL (Planning Rural Opportunities for Prosperity and Economic Leadership)

Grade

A-

B

A+

Pillar 2

EDUCATE, EMPOWER, & ENTREPRENEURSHIP

Chamber

OBJECTIVES:

1. Enable businesses to empower employees and achieve success
2. Create opportunities to retrain and redevelop how people work and contribute after the Pandemic
3. Be the intermediary between the business community as well as primary and secondary educational institutes

INITIATIVES:

- Held Employ Baldwin with over 25 vendors and over 150 job seekers
- Partnered with GCSU School of Continuing & Professional Studies to host business workshops

Grade

A+

A+

Community

OBJECTIVES:

1. To attract, develop and retain qualified leaders and workforce for the future economic success of the business community
2. Build programs for entrepreneurship training and strategic mentorship programs
3. Create resources to help guide new businesses into the business world

INITIATIVES:

- Continue the CREATE (Cultivating Rural Entrepreneurs and Transforming Economies) Program
- Work Force Readiness
- Students in Business

Grade

A+

C+

B-

Pillar 3

PROVIDE, PROSPER, & PROTECT

Chamber

OBJECTIVES:

- 1.Ensure businesses have the tools they need to prosper locally
- 2.Provide resources, innovative technology, and economic relationships to help guide people and businesses to the business world
- 3.Be a central hub to bring the business community, primary, and secondary educational Institutes as well as Community Leaders together to ensure we continue to provide our businesses with the tools they need to be successful

INITIATIVES:

- Implemented a new Member Management system (GrowthZone)
- Updated Graphics

Grade

B

A+

Community

OBJECTIVES:

- 1.Attract students from our local educational institutions to stay in the community
- 2.Create awareness of opportunities for businesses

INITIATIVES:

- Community Guide
- Helped Revitalize Keep Milledgeville Baldwin Beautiful

Grade

A-

A+

CHAMBER & COMMUNITY ENHANCEMENT PLAN: YEAR 3

1

CULTIVATE, COLLABORATE, & CONNECT

- Apply for GACCE Chamber Recertification
- Revamp our Membership Levels & Benefits
- PROPEL Year 2
 - Workforce Summit
- 100 Visits in 100 Days

2

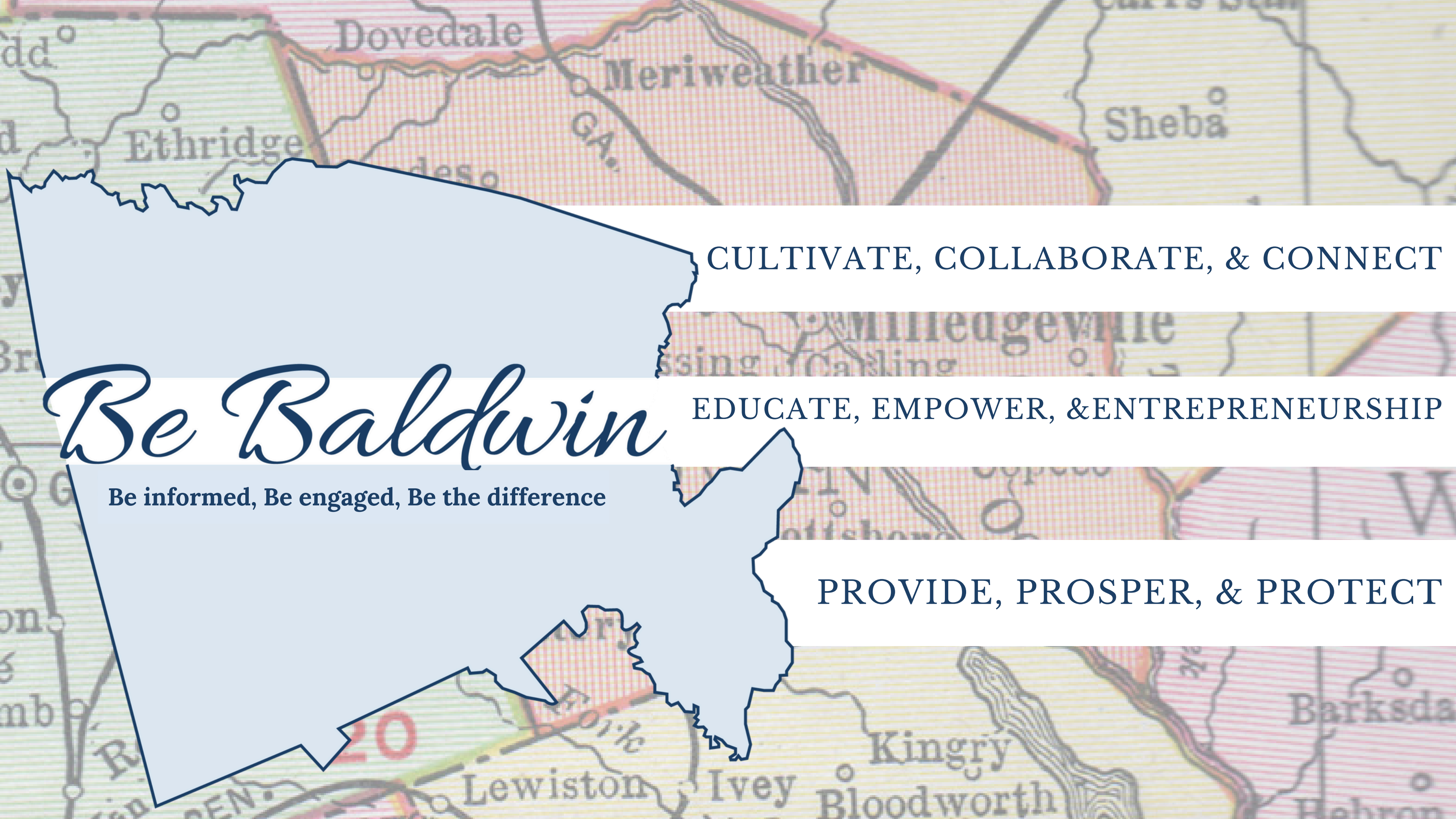
EDUCATE, EMPOWER, & ENTREPRENEURSHIP

- CREATE
 - Continue Start-up Mixer Classes
 - Engage College Students
- Implementation of Workforce Readiness Program and Students in Business

3

PROVIDE, PROSPER, & PROTECT

- Creation of Advocacy Committee
- Membership & Events Surveys
- Better utilize member database system features: GrowthZone
- Wayfinding Signage Master Plan



CULTIVATE, COLLABORATE, & CONNECT

Be Baldwin

EDUCATE, EMPOWER, & ENTREPRENEURSHIP

Be informed, Be engaged, Be the difference

PROVIDE, PROSPER, & PROTECT



THANK
YOU!

Sponsored
by:



Atrium Health
Navicent

Together we can be informed, be engaged, and be the difference.