

**RETREAT OF THE AHCC EXECUTIVE COMMITTEE
OF THE BOARD OF DIRECTORS**

July 23, 2018

NOTES

I. Introductions and Team Panel Discussion

- Use different perspectives of the Board members. How can the Board members contribute its resources to AHCC with their individual local and national connections? Create a BOD orientation.
- A standard AHCC pitch should be given to the Board members.
- Be more strategic about what we want to ask and the message we want to spread.
- Create a women's workgroup and a women's event once a year.
- Develop a "business camp" for juniors and seniors and have a Board member as a speaker.
- Remove events that don't work. Be strategic.
- Measure results of events; data-driven/metrics.
- Diversify our financial resources. Metrics are needed to justify funding. Avoid small grants.
- What does it mean to be the Hispano Chamber? Members have a hard time understanding what we do, think they have to be Hispanic. A business does not have to be Hispanic to become a member, but they will service the Hispanic community.
- How can we include the businesses that do not have a voice?
- Tracking social media and website statistics in relation with other chambers. Monthly analytics reports are created. How can the website and social media service the members' needs?

MEMBER RETENTION:

- Online education: how rich does the platform have to be to offer value?
- Subcontract sales people and use the staff to personally cultivate relationships; requires member engagement team with processes in place.

II. Board of Directors' Engagement: Opportunities and Impact

- Succession to the Board; new/young leadership for the Board. Have a non-Hispanic Board Chair.
- Board has fiduciary duty to make sure the Chamber stays on mission
- What are Board members giving and receiving?
- Modify the Board Pledge.
- Strategic opportunities: How will the Chamber achieve these? How will the Board be engaged to help achieve this?

III. AHCC Committees

CEO should review committees annually and make recommendation. A Board member should be the chair and vice-chair of each committee, with a chamber staff liaison. There should be a committee report at the monthly Board meeting.

Committees vs. Partners:

- Small Business - Committee
- Ambassador - Committee
- Community Outreach - Committee

- Health and wellness - Committee
- Government Affairs - BOD
- Hispanic Heritage - Partner
- Impulso Red Empresarial Comite - Partner
- International Trade – C&T Partner
- Veterans - Partner
- Education (under the AHCC Foundation) - Partner

IV. Strategic Goals

- What makes the Hispano Chamber different?
- What is our point of view on state, national, world issues?
- What is our content?
- Should we be co-branding: primary, secondary, out of bounds?

BUSINESS CATEGORIES:

- Are we serving the businesses we should be serving? 85% of all businesses in NM have fewer than five employees.
- Need anchor businesses.
- Small businesses: we have to be specific in what we can/cannot do for them for a fee, by contract.
- Large members need to be serviced differently.
- Separate service, message for each tier.

GEOGRAPHY/DEMOGRAPHICS:

- SW USA and nationally across borders. What is our position in NM?
- Small chamber affiliates: webinars, has to bring money to Albuquerque, not reciprocal. AHCC can provide connections and influence, but NO support.
- Monitored under Government Affairs Committee?
- Create an annual summit for national chambers, “Best Practices Summit” (in running your chamber, state of Hispanic businesses).
- Use natural north-south conduit: Albuquerque – Las Cruces – El Paso – Border Plex; link with UNM business schools.

DIVERSE COMMUNITIES:

- Differentiation?
- Millennial/generational/women/youth/Hispanic/Latino
- Integrator of other communities.

V. The future of AHCC (3-5 years)

- 1,500 members.
- Tiered membership.
- Sustainable.
- What is capacity of members? What revenue does the Chamber want? How will the Chamber achieve this?
- New business leads: welcome to doing business in Albuquerque; one-year complimentary membership.
- Revenue sources: tiered memberships, events, Conventions and Tourism
- Geographically diverse
- Upgrade technological platform to meet broader needs. Are we technologically prepared?

- Community involvement by employees.
- External committee involvement by employees.
- Future of BEOC? What changes need to be made to attract being donors like US Bank?

VI. Conclusions

- No decisions were made.
- Discussions helped focus goals.