

## Chamber invites continued dialogue, redrafts strategic plan

**(Re: Chamber members want ?accountability? in new plan)**

As Chair of the Board of Directors of the Aurora Chamber of Commerce, I would like to address comments made during the Chamber's ?Back to Business? strategic planning presentation and covered in The Auroran's February 4 article.

The January 28 meeting stimulated some engaging and challenging dialogue about the Chamber.

This discussion is necessary for growth and illustrates that the community cares about its Chamber.

We heard the message that the Chamber needs to offer relevancy, focus, accountability and action.

The Chamber is responding by delivering tangible outcomes.

First, let me address the issue of relevancy.

The definition of what makes a Chamber relevant is different for each member, but we are working first to address the most essential benefits we can give to the most members. To that end, we launched a substantial cost saving opportunity for members at the January 28 meeting. We also promised to re-introduce other partnerships that leverage the group purchasing power of the Chamber network. These programs can now be found on our website.

Secondly, with your comments in mind, we have revised the strategic plan to be more concise and manageable. We have responded to your request for a shorter list of priorities that will yield the best results for the Chamber, its members and the community. This focused, revised document will be ready on February 29.

Thirdly, I want to emphasize that the Board of Directors understands the need to be accountable to its members. This is the very reason we chose to take this approach to the strategic planning process. The goal of presenting plans in this forum was to ensure that any activities the Chamber undertakes reflect the needs of the Aurora business community. This is also the reason why, by way of similar meetings, this letter and other means, we will continue to reach out to the Aurora business community and listen carefully to your questions, comments and concerns.

I've said more than once that the business of chambers is changing. There are no easy answers but we are committed to finding them, with your help.

Finally, on behalf of the Board of Directors, I want to express my appreciation to those who joined us at the planning presentation, continue to demonstrate a commitment to the Chamber and who offer their constructive feedback. As members of the Board, we were overwhelmed by your expression of interest and especially want thank those who, since the meeting, have offered their expertise in organizational change. We need your knowledge as we chart this new path.

Those that have offered their time are invited to a discussion about volunteer opportunities at the Chamber office on a set time and date that will be communicated to you directly. By the time of this publication, you would have received the details of the meeting.

Finally, this letter is an invitation to continue this dialogue and to those who wish to share their time and knowledge with the Chamber. Join us and become part of the solution. Together we will chart an exciting future for the Aurora Chamber of Commerce.

Javed S. Khan

Chair, Board of Directors

Aurora Chamber of Commerce