

TERRELL COUNTY CHAMBER OF COMMERCE

# 2016 ANNUAL REPORT



211 WEST LEE STREET  
P.O. BOX 405  
DAWSON, GA 39842  
[WWW.TERRELLCOUNTYGEORGIA.ORG](http://WWW.TERRELLCOUNTYGEORGIA.ORG)

# 2016 ANNUAL REPORT

---

TERRELL COUNTY CHAMBER OF COMMERCE

---

## **2016 Officers and Executive Committee**

Rhonda Gordon                      Chairperson                      Better Hometown Task Force

## **2016 Board of Directors**

### **Term Ending 2017**

Ann Bolton                      Individual  
Umang Patel                      Indusa Investments  
Julie Hanner                      Bank of Terrell  
Kathy Peeler                      RD Smith Insurance  
Courtney Grebel                      Insurance Market  
Mark Massey                      Massey Wholesale  
Betsy Hodges                      Short & Paulk  
Steve Highsmith                      IPM Real Estate

### **Term Ending 2018**

Ron Lee                      McCleskey Cotton  
James Driver                      Thompson Gas

### **Term Ending 2019**

Shane Bell                      Bank of Dawson  
Sandra Rowe                      State Farm Insurance  
Bob Hanner                      Environmental Protection Division  
Whitney Spurlock                      Whitney Spurlock Photography  
Haley Prescott                      Georgia Community Bank Corp.

## **Standing Members**

Brad Stafford                      Terrell County Board of Commissioners  
Lynn Trice                      City of Bronwood

Barney Parnacott	City of Dawson
Ed Wade	City of Parrott
Jim Palmer	Town of Sasser

**Chamber Staff**

London Mainor, Executive Director

**“ROLLING OUT THE RED DIRT ROAD”**

The Terrell County Chamber of Commerce is constantly evaluating its programming, events, networking opportunities, and membership to ensure that we are relevant to our community and the business economy within our region.

We are committed to providing opportunities to our membership that will allow Terrell County to grow. We are doing this by implementing new ideas and continuing the programming that our membership sees as beneficial. We do this through community and economic development.

The Terrell County Chamber of Commerce has been an institution in the community for the past 68 years. During this period, we have remained as a positive entity for Terrell County working to keep our southern heritage and small town feel while moving forward with the future. We pride ourselves on being the voice for the business community always striving to fight for the good of business.

**OUR MISSION**

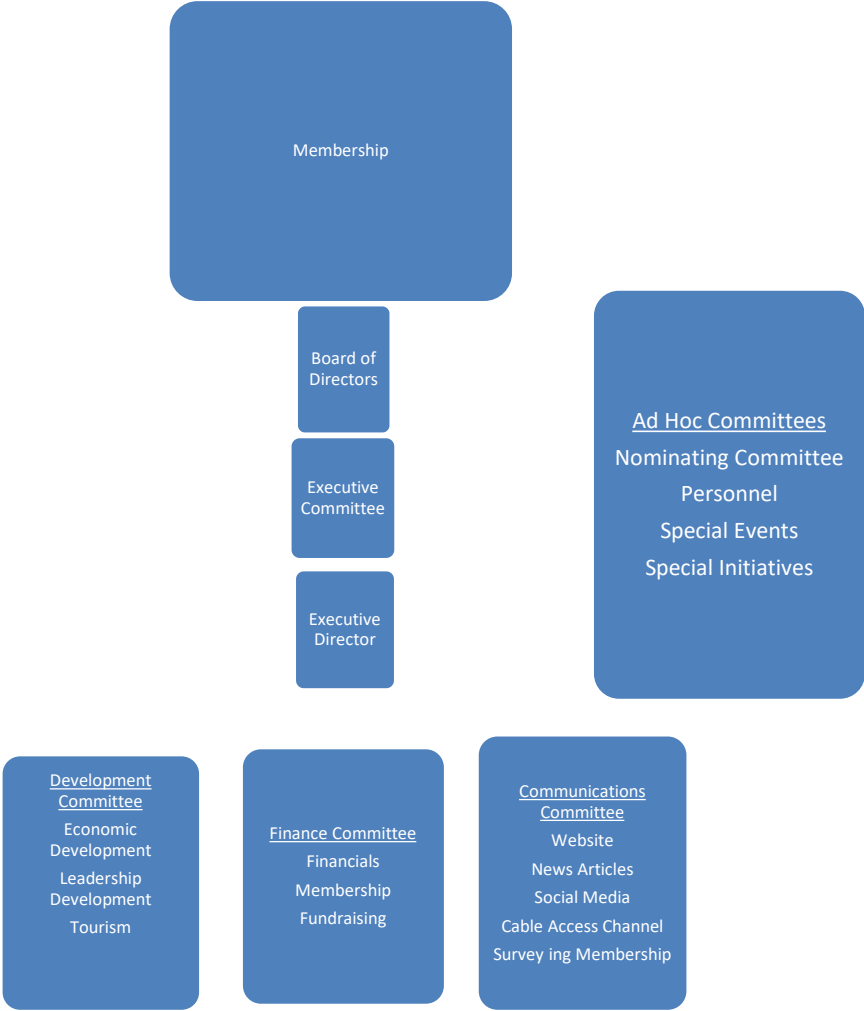
The mission of the Terrell County Chamber of Commerce is to proactively promote Terrell County’s community and businesses through the development and support of our people while emphasizing our resources.

**MEMBERSHIP QUALIFICATIONS**

Any reputable person, firm, association, partnership, corporation, or estate interested in the general welfare of Terrell County and its Cities, may subscribe to membership in the Terrell County Chamber of Commerce, Inc., subject to the approval of the Board of Directors. The Board of Directors may admit members at any regular or called meeting.

# THE CHAMBER ORGANIZATION

The Board of Directors, the government of the Chamber, the direction of its work, and the control of its property shall be vested in a Board consisting of the following: fifteen members elected from any of the active members, one third of whom shall be elected annually for a term of three years; two to six members appointed by the Board immediately following the annual election; the titular head of all elected municipal and county governing bodies in Terrell County.



## **MEMBERSHIP BENEFITS**

Members of the Terrell County Chamber of Commerce have certain benefits available to them, including the following:

- Member Only Referrals - We refer only Chamber members to the 1,000's of visitors we see and speak to each year.
- FREE assistance with Grand Openings/ Ribbon Cuttings
- Networking Opportunities: Business After Hours
- FREE Link to YOUR Business on the Chamber's Website.
- FREE display space for your cards and advertisements in our front office.
- FREE Subscription to the Chamber Chatter Email Newsletter
- Opportunity for FREE advertising to subscribers of the Chamber Chatter Newsletter
- Discounts on insurance premiums for businesses with 2 to 50 employees
- Market your business to 100s of local business folks! We can provide you with FREE mailing labels for all chamber members. Or, use our FREE e-mailing service to send out a membership-wide announcement about your promotion or event!
- You will be mentioned as our newest member in our weekly article in the Dawson News and featured on our Facebook page!
- Opportunity to serve your community through our various committees.
- ENJOY the resources of the Chamber office through pamphlets, demographic and historical information.
- Credibility: Membership in the Terrell County Chamber of Commerce automatically identifies you as a committed business leader.
- Join the voice of over 100 businesses and individuals in making a difference in your community!
- NEW! Free job listing opportunities on [terrellcountygeorgia.org](http://terrellcountygeorgia.org) website!

## **INQUIRIES AND REFERRALS**

The chamber serves an information resource center for Terrell County by providing information to inquiries from new residents, visitors, and businesses. The Chamber serves as a distribution point for information also.

The Chamber makes a strong effort to make referrals to inquiries for Chamber Members when possible.

## **TERRELL COUNTY CHAMBER OF COMMERCE**

### **2017 PROGRAM OF WORK**

On Wednesday, January 25, 2017, board members of the Terrell County Chamber of Commerce met at the Partridge Pea Plantation in Dawson, Georgia to conduct a planning session to develop a program of work for the Chamber of Commerce. Scott Purvis, Regional Project Manager, Georgia Power, facilitated the strategic planning session.

Mr. Purvis lead a discussion with the Board members concerning issues and challenges that faced both the Board and the Chamber. He led the Board on a facilitated exercise to show how individuals and organizations react and solve issues that they are confronted with. Based on this exercise, he asked the participants to list the Issues and Challenges that the Chamber of Commerce and the Board of Directors are currently faced with. From the responses given about the Issues and Challengers, he asked the Board members to respond to the following question:

- ❖ “What are the top three products and services that the Terrell County Chamber of Commerce offers?” Once the responses were gathered they were put grouped into the categories of:

- Economic Development
- Information
- Communication and Outreach

Based on the responses to the Products and Services that the Chamber offers, Mr. Purvis then asked the Board members to answer the following question:

- ❖ “What are the top three things that the Terrell County Chamber of Commerce should be doing every day?”

Mr. Purvis asked each participant to write down their top three items. Once they completed this task, the responses were arranged under a theme or subject. The following were the Board’s responses:

- Promotion
- Leadership
- Operations
- Communications

## **Committee Work and Reports**

The Committees of the Terrell County Chamber of Commerce were then assigned a theme or subject. Each committee was tasked with goals and action items for each. The committees then gave a report on their work. The following is the 2017 Work Plan for the Terrell County Chamber of Commerce.

### **2017 Work Plan for the Terrell County Chamber of Commerce Board**

#### **Development Committee:**

**Chairperson-Julie Hanner; Ann Bolton, Rhonda Gordon, Bob Hanner, Mark Massey, Ron Lee, Kathy Peeler and Ed Wade.**

- **ISSUE: TRAIN LEADERS**
  - Goal: Continue the Leadership Terrell Program  
Action Steps:
    - 1) Establish Schedule – Worked well in the afternoons
    - 2) Combine some of the topics into one session
    - 3) Define time
    - 4) Have the graduates become leadership board members to conduct the next Leadership Class
- **ISSUE: PROMOTE**
  - Goal:  
Action Steps:
    - 1) Building code/ regulations
    - 2) Visual curb appeal where presented
    - 3) Electronic sign – possible fund raiser
- **ISSUE: COMMUNITY EVENTS**
  - Goal: Bring Community together “Fun-Run”  
Action Steps:
    - 1) Find Partners – Recreation Department – Quest for Change
    - 2) Develop a Theme

#### **Communications Committee**

**Chairperson-Haley Prescott; Shane Bell, Jim Palmer, Steve Highsmith, James Driver and Whitney Spurlock.**

- **ISSUE: REACHING COMMUNITY EFFECTIVELY**
  - Goal: To reach all age members to increase community and chamber involvement  
Action Steps:
    - 1) Television – Video presentation
    - 2) Newsletter on website
    - 3) Social media
    - 4) Website
- **ISSUE: NEEDS ASSESSMENT**
  - Goal: Provide specific needs of current/ potential members  
Action Steps:
    - 1) Gather or partner with regional areas to promote tourism or share ideas on membership meeting attendance or comparison of dues

#### **Finance Committee**

**Chairperson- Sandra Rowe; Betsy Hodges, Umang Patel, Courtney Grebel and Lynn Trice.**

- **ISSUE: FUND RAISING**
  - Goal: Have Four Fundraisers

Action Steps:

- 1) Rifle Raffle
- 2) Chicken/ BBQ Sandwich
- 3) Golf Tournament
- 4) Fun Run/5k