



Committee Chair Guidelines

As a committee chairman, it is easy to get lost in your committee's activities without realizing how they impact the larger organization (the Chamber). The following guidelines should help keep everyone on track so the Chamber staff and Board of Directors can effectively support your efforts.

1. All committees and committee chairs serve at the pleasure of the Board of Directors. Committees that aren't aligned with the Chamber's mission and core values (Advocate, Promote, Inform and Connect) may be discontinued.
2. All committee chairs should identify a vice chair – life happens, and we need to ensure there is continuity when it does.
3. Committee chairs are responsible for preparation and distribution of their own meeting notices, agendas, and minutes.
4. Be respectful of staff time. Committees should, for the most part, execute on their own goals and to do items. While having the CEO take on three tasks at your meeting may not seem like much, with 14 committees those tasks can quickly become overwhelming.
5. All events must be cleared through the Chamber office (Kim Wirt) prior to scheduling. We have a wide array of meetings and events each month, and this step is critical to avoid conflicts. It also allows us to better manage demands on staff time.
6. All event registrations must be handled through the Chamber's system – that's how we know who is participating in what activities and can target them in the future, and provides our members a familiar site that they trust.
7. Committees are not authorized to obligate Chamber resources or sign contracts on behalf of the Chamber. Arrangements must be cleared with the CEO, who has authority to sign.
8. Committees who plan events are responsible for providing the Chamber office with promotional verbiage describing the event at least 6 weeks prior to the event's date. The best descriptions are 2-3 sentences long, with date, time, and location in bold above, and should have a compelling but clear event title. For instance, "Doing Business with Fort Meade" draws an audience every time, while "Support Fort Meade's Mission" does not.
9. The following publication deadlines apply:
 - a. *The Business Monthly*: Third week of the prior month, with publication on the 2nd Tuesday. Depending on event date, this deadline may require submission of information as much as 8 weeks in advance.
 - b. Chamber page in the *Crofton-West County Gazette*: Publishes the 2nd Friday of the month, deadline for submission is the 1st Friday of the month.

- c. WNAV interview with Claire: 4th Monday of the month, deadline for submission is the previous Friday.
 - d. E-News: Recommend a minimum 6-week run for all but the most targeted events, deadline is Monday for the following Friday.
 - e. Social media: same guidelines as the E-News.
10. All flyers/advertising materials should be cleared in advance by the Marketing Committee for consistency of Chamber branding. They meet on the 2nd Tuesday of the month at 10 a.m., or you can email Chairman Michele Waits at michele@ajprop.net and she can circulate your materials electronically to the rest of the committee.
 11. All funds raised by committees belong to the Chamber – we do not maintain separate accounts for committees. They contribute to the cost of running the organization and providing a support structure for organizational activities.
 - a. Military Affairs is the one exception to this rule as we specifically represent that funds raised by Military Affairs will be spent only on their mission to support the personnel and families at Fort Meade. They are also tax deductible as a charitable expense.
 12. All committee activities should be priced to cover all costs associated with that activity including but not limited to F&B charges, room rental, marketing/advertising, and signage. While staff time does not have to be specifically covered, events that generate minimal funds while requiring significant staff time are at risk of being suspended.
 13. Any event that requires sponsorships or other significant commitments must be scheduled so as not to impact the Chamber's other fundraising efforts.
 14. All committees are responsible for providing a monthly report to the Chamber's Board of Directors. Any items requiring action by the Board, such as committing resources, should be addressed separately to the CEO by email in addition to inclusion in the report. Deadline for inclusion on the Board agenda is the 2nd Tuesday of the month.
 15. When in doubt, ASK. With years of experience in the industry and this community, the Chamber team has a "feel" for what works and what doesn't.