

GATEWAY BUSINESS ALLIANCE (GBA)

PROPOSED COMMITTEE & LEADERSHIP ROLES

BUSINESS SUPPORT & DEVELOPMENT

- Identify issues businesses have
- Support businesses with educational programs
 - a. Available sources
 - b. Contacts
- Provides a source of news and information dissemination
 - a. Produce a monthly newsletter
 - b. Periodic speakers at meetings
- Promotes meetings and activities
- Encourage businesses to share experiences, problems and issues
 - a. Liaison for business needs, and concerns with third party partners
- Host networking events, business seminars and educational events that focus on business interest
- Develop GBA Meeting Agendas that will foster networking, collaboration and exchange
- Schedule ribbon cutting events
- Promote area businesses
- Be a sounding board for individual businesses
- Support businesses cutting through "red tape," e.g. permitting process
- Work with the area planning to publish opportunities for development
- Work with Ward III and other City Departments over business issues such as signage and neighborhood code and clean up problems.

MEMBERSHIP SUPPORT & DEVELOPMENT

- Maintain database of all interested parties (members and others)
- Create and maintain calendar of events, meetings, etc.
- Discounts offered to other GBA Members
- Promote Alliance and encourage membership
- Provide list of services, companies, and contacts of all businesses in area
- Encourage businesses to do business with each other (e.g. provide discounts to local businesses)
- Create ambassadors group to visit area businesses to recruit members

COMMUNICATIONS

- Establish website to provide information about the Alliance
 - a. Who we are
 - b. Organizational structure
 - c. Fees
 - d. List of members and links to their businesses
 - e. Benefits of joining Alliance
 - f. Mission statement
 - g. What the Alliance is NOT
- Formally communicate with all businesses in Alliance area
- Work on changing the media's & public's negative perception of the area through
 - a. Inform media of Alliance's activities e.g. events, parades, social events etc.
 - b. Investments (by companies, City etc.)
 - c. Inform the media & public about the Gateway Business Alliance (GBA)
- Promotes the improvement in area image by focusing on worthy people and positive activities.
- Create a form to facilitate communication of business issues

SOCIAL SUPPORT

- Create liaison committee to area neighborhood associations
- Prepare and send out press releases
- Create a community service committee to pursue charitable events.
- Establish contact with Neighborhood Associations
- Assist with neighborhood association events
- Use social activities to promote the GBA and the area
- Plan and schedule social events
 - a. Hold a street fair on Drachman and close the street between Oracle and Stone
 - b. Participate in the yearly historical tour.
- Reaches out to all area schools to support classroom needs/teachers/school events.

ALLIANCE LEADERSHIP TEAM

- Maintain good relations with Ward III, the City etc.
- Prioritize and work on implementations of key OARP recommendations
- Push the City to stabilize and beautify the area
- Schedule [regular] meetings with city officials to communicate issues
 - a. Ward III
- Facilitate meetings
- Develop bylaws

OFFICER ROLES

- PRESIDENT**
Sets Leadership Team and member meeting agendas

Spokesperson for the GBA
- SECRETARY**
Takes notes/keeps records of actions and discussions at meetings
- TREASURER**
Keeps track of all incoming and outgoing revenues.

Establish budgets for all activities.

Produces accounting statements.

Writes checks and provides accurate accounting.