# Sparta Chamber

# Ambassadors Committee Guidelines

The Sparta Area Chamber of Commerce’s Ambassador Committee is part of the Chamber’s organizational structure. Its mission is to welcome businesses, unify the community and create possibilities. The Ambassadors serve the Chamber through goodwill representation at Chamber-sponsored events; membership recruitment, and assistance with the Chamber’s Annual Banquet.

**Participation:**

An Ambassador must be affiliated with a business or organization that is a member in good standing (or must have been upon retirement) with The Sparta Area Chamber of Commerce.

Ambassador selection will be based upon a personal commitment to attend Ambassador functions and provide volunteer support to Ambassador activities.

Current Ambassadors, The Chamber Board of Directors and Chamber staff may recommend individuals for Ambassadors’ Committee membership.

**Organization:**

The Ambassadors monthly meetings are generally on the first Tuesday of each month at 9:00am.  Locations will vary according to the selection of the committee.

Meetings:

* One week prior to committee meeting chair sends an agenda to the staff liaison.
* The staff liaison then puts the agenda into Chamber format and sends out to committee members.
* At monthly meeting the staff liaison records meeting attendance and minutes.
* Within one week of the meeting, minutes are typed and e-mailed to the Executive Director (ED) and committee members.
* Prior to Executive Committee meeting ED reviews all committee meeting minutes and determine any action items that need Board of Directors input or approval.  ED then includes this information into the ED monthly report.

There is a two year term Chair and Co-Chair of the committee. The Co-Chair assumes the position of Chair following his/her term as Co-Chair. Nominations will be accepted in November and election will be held at the December meeting with the results being announced at the December meeting. The new chair/ Co-chair will be installed at the January meeting.

Ambassadors must wear their Ambassador badge at all Chamber functions.  Those not wearing their name badge will be asked to contribute $1.00 to the kitty, all proceeds to go towards the ambassador fund.

A representative from the Board of Directors will attend the meetings on a regular basis and update the Board monthly.

 **Ambassadors Responsibilities:**

Ambassadors will assist the Chamber Staff in planning and executing new member campaigns and assisting in member retention programs.

Ambassadors will ensure the monthly “Ambassador” newsletter is prepared for mailing at the end of each month.

Ambassadors are responsible for checking and replenishing all brochure racks in the Sparta community.

Ambassadors are expected to attend:

* **50%** of all monthly meetings  (6 per calendar year)
* **25%** of all Ribbon Cuttings, Open Houses, SBA5 and/or concerts
* Participation will be evaluated with attendance sheets that are distributed at monthly meetings and reviewed thoroughly on an annual basis.  Those not meeting the minimum standard may be excused from the committee.

Ambassadors are expected to annually volunteer for at least one of the following Task Forces:

## Annual Banquet (4)

## With the assistance of the Chamber Event Coordinator, plan, organize and execute the annual banquet.

## *Cabin Fever (6)*With the assistance of a Chamber Staff person, plan, organize and execute the Cabin Fever Event.

## *Trail Opening (4)*With the assistance of a Chamber Staff person, plan, organize and execute the opening of the bike trail.

## Parade Float (4)Assist with decorating the float during the summer parade schedule.

## *4th of July (6)*With the assistance the Chamber Event Coordinator, plan, organize and execute the Old Fashion 4th of July.

## *Golf Outing (6)*With the assistance of a Chamber Staff person, plan, organize and execute the annual golf outing.

## *Fallfest (6)*With the assistance of the Chamber Event Coordinator, plan, organize and execute the Fallfest Parade.

## *Holiday Train (2)*With the assistance of a Chamber Staff person, plan, organize and execute the Holiday Train Reception.

## *Holiday Parade (8)*With the assistance of the Chamber Event Coordinator, plan, organize and execute the Holiday Parade.

### Board Involvement:

**Expectations:** The Ambassador Committee is a committee of the Chamber working in cooperation with the Board of Directors.

**Responsibilities:**The Chair of the Ambassadors will report, in person, to the Board of Directors, upon the Board’s specific request. In the absence of the Chair, the Co-Chair will give the report.

#### Development of Ambassadors Goals:

**Expectations:** Develop goals that promote the Sparta Area Chamber of Commerce within the realm of the Ambassador Committee.

**Responsibilities:**Clearly define attainable goals each year with the intent of achieving 100% participation of the Ambassadors.

**Goals of the Ambassadors Committee:**

To recruit and retain quality companies as members of The Chamber

Attend Ribbon-Cutting ceremonies, Business After Hours and Open Houses for special occasions

Host the Annual Golf Outing

Host the Annual Banquet

Assist the Chamber staff with new member campaigns and orientations.

**Ambassadors Task Force Goals:**

**Expectations:**  To distribute the workload among all active Ambassadors so that all events/functions are executed in a professional image to enhance not only the Chamber and Ambassadors, but our community as well.

**Responsibilities:** When an Ambassador accepts responsibility to a task force, the Ambassador makes a commitment to participate and contribute to the task force to the best of their abilities and to the guidelines set forth by the Ambassadors Committee.