

## **Business Development Committee Charter**

This is to document and authorize the creation of a Business Development Committee under the auspices and control of the Clayton Business and Community Association (CBCA). The committees function will be to promote activities and policies which seek to improve the business climate and grow new business in the City of Clayton.

### **Mission Statement**

This mission of the Business Development Committee is to identify and initiate activities that will:

- Attract new businesses to Clayton
- Attract more customers to Clayton businesses
- Unify Clayton businesses toward the common goal of improving the welfare of all businesses in town

### **Approach**

The Business Development Committee will work with City officials, CBCA board and other businesses to identify activities and initiatives that will encourage new investment in Clayton.

### **Action Steps**

The committee will undertake the following action steps to build its ranks and ensure a comprehensive and inclusive set of goals and objectives

#### **CBCA items**

- Present charter and mission to CBCA Board for guidance and authorization
- Seek modest budget and attendant expense guidelines to cover out of pocket expenses such as postage and printing of promotional materials
- Seek representation on CBCA board for progress discussions and future guidance.
- Develop promotional materials which facilitate business investment in Clayton.

#### **City of Clayton items**

- Review CBCA-approved mission statement with City officials to seek additional guidance and refine Committee goals and objectives
- Establish ongoing line of communication with City designates which will enable mutually beneficial relationship between the committee and the city.

#### **Clayton Business Forum**

- The committee will seek to create a Clayton Business Forum with the goal of promoting its mission and incorporating the needs of Forum members in committee goals and objectives.

Forum membership should be open to all Clayton businesses. CBCA membership will be encouraged but not required to join the Forum.

- Work with Oakhurst Country Club to determine how the business forum can interact with the Oakhurst business forum.
- Forum will meet on a regular basis to collect input and seek promote open discussion of common business interests and actions directed toward enhancing business opportunities and customer preferences toward Clayton businesses.
- Provide feedback to City officials and CBCA board through written and verbal communication or direct participation in Forum meetings to advance to goals and objectives defined by the Forum.

#### **Committee items**

- After initial contacts with the entities listed above, finalize the mission statement and prepare a goals and objectives document which can be reviewed and approved by participants.
- Prepare a list of action items for prioritization and approval. Identify cost and time requirements for each to facilitate review and authorization
- Seek participation from Forum members and CBCA as needed to complete approved actions.