

**2017 GOALS AND OBJECTIVES**  
**Public Affairs Division**  
**Ellen Talbott, Vice Chair of the Board**

**Goal: Collaborate various viewpoints on issues and policies to improve the Bay Area’s business environment, quality of living and advocate business issues at each level of government.**

**Priorities:**

- Take a lead role in advocating for **improved beach access and waterways utilization.**
- Work with Bay Area Community Foundation and local governmental/private sector representatives to implement the **Bay County Road Map to the Future** designed to help improve the Bay Area.
- Through the Veterans Bridge Gateway Beautification Committee, **improve the visual appeal** of major entrances to the city, including implementation of ideas and plans to **improve and beautify** the one way streets (Jenny and Thomas) from I-75 to the Saginaw River to ensure a welcoming, attractive community.

**Action Items:**

- **Improve collaboration** with local government, economic development and other key organizations to improve quality of life initiatives.
- Manage and promote **Leadership Bay County**, which aims to increase the knowledge of, commitment to and involvement in Bay County’s governmental, social, and business environment while preparing participants for local board engagement.
- Work with Bay Future to **recruit new business and industry** to the Bay Area, retention and expansion of existing Bay Area companies, and development of quality new business and industrial expansion sites within the Bay Area.
- Conduct activities that **enhance the economic growth** of the community, such as providing information and/or referring people to appropriate resources about relocating to the Bay Area, demographics, business climate, and community events; conducting ribbon cutting ceremonies and working with individual organizations as requested.
- Promote and develop the region in coordination with other local Chambers of Commerce through leadership in the **Great Lakes Bay Regional Alliance.**
- Effectively represent Bay Area business on major **community development and infrastructure improvement** initiatives.
- Develop a consistent process to **endorse “pro-business” legislation.**

# 2017 GOALS AND OBJECTIVES

## Public Affairs Division

### Events:

- Sponsor, in association with the Midland, Mount Pleasant and Saginaw Chambers, the **Great Lakes Bay Regional Chamber Summit**, Partners in Growth.
- Host the Bay Area **State of the Community** luncheon featuring key government/community leaders.
- Conduct **“Bay Area...On the Go!”** bi-annually to promote increased economic development and recognize developers and businesses for outstanding new development within the Bay Area.
- Conduct **State Legislative and/or Congressional Roundtables** to review and discuss community and business issues of significance to the Bay Area.
- Host a bi- annual **State Legislative Visit** to Lansing to more effectively represent the Bay Area business community on major legislative issues that affect Bay County, such as taxation policies, health care and health insurance issues, legislation to improve public education, environmental issues and legislation to help improve competitiveness of local small business.