

DOTHAN AREA CHAMBER OF COMMERCE

STRATEGIC PLAN 2021-2022

meeting the challenge
meeting



shaping the future
shaping

DOTHAN AREA CHAMBER OF COMMERCE



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Goal 1: Grow the economy of the Wiregrass.

ECONOMIC DEVELOPMENT COUNCIL

Chair: Bob Woodall, *Bob Woodall Air Care Systems Inc.*
Staff Coordinator: Dean Mitchell



Grow Dothan

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Objectives:

- To retain and expand existing regional companies; create new regional companies;
- To recruit companies in targeted business sectors; and
- To provide effective infrastructure for regional businesses.

Actions:

- *Retain*
 - Maintain a comprehensive business-calling program for incumbent firms;
 - Ensure businesses have the support necessary to succeed, including marketing assistance;
 - Effectively source all available federal, state and local monies to fund area programs and provide expansion and relocation incentives;
 - Provide support for mergers and acquisitions;
 - Fully market existing entrepreneurial and small business development resources to all Dothan constituencies;
 - Promote import/export through the Foreign Trade Zone program;
 - Develop additional resources for business growth;
 - Continue updating Small Business Toolkit;
 - Update Industrial Directory for 10-county area;
 - Continue updating state site and building database; and
 - Support workforce development efforts to meet industry needs.
- *Recruit*
 - Provide area developers with data to support their initiatives;
 - Target Accelerate Alabama 2.0 industrial sectors and provide needs-based proposals tailored for each project;
 - Continue the pursuit and development of new sites and buildings;
 - Work closely with surrounding communities to support development;
 - Support and market Dothan Regional Airport;
 - Expose Dothan region to international investors;
 - Participate in various industry-specific trade shows; and
 - Work closely with the city of Dothan, Houston County, Dothan Downtown Redevelopment Authority, Commercial Development Authority and Visit Dothan with redeveloping identified corridors in the city of Dothan through business redevelopment and city business incentive initiative.
- *Infrastructure*
 - Continue to develop Dothan Regional Airport infrastructure;
 - Continue working with allies to develop water, sewer, roads and other utility infrastructures;
 - Continue to add and obtain new industrial sites to enhance inventory in order to support recruitment efforts;
 - Redevelop and attract new investment on vacant properties;
 - Continue work on limited-access highway development;
 - Work closely with Florida on the Alabama-Florida Mega Site Project;
 - Support private/public partnerships to develop new speculative building industry;
 - Support Phase II of Ross Clark Circle improvements;
 - Support four-lane completion of major state highways;
 - Support the Metropolitan Planning Organization's development plan;
 - Work closely with federal, state and local entities and legislators to support goals; and
 - Support Grow Southeast Alabama regional transportation plan to support four-lane development for Alabama Highways 331 and 167 for more north/south transportation capacity into Florida and Alabama; support four-lane development of Alabama Highway 52 from Georgia state line through Alabama; and complete four-lane development of U.S. Highway 84 to I-65.
- *Grow Dothan Campaign*
 - Develop stable funding source to ensure that adequate resources are in place to execute the Economic Development Plan.

Goal 2: Develop a seamless education and workforce system.

EDUCATION AND WORKFORCE DEVELOPMENT COUNCIL

Chair: Donnie Pemberton, *The Pepi Companies*
Staff Coordinator: Linda Kelley / Dean Mitchell

Education Task Force

Staff Coordinator: Linda Kelley

Objective: To support quality educational programs in the Wiregrass and promote education as a lifelong learning process.

Actions:

- Work with the Dothan Education Foundation to enhance public education in the area and increase academic achievement;
- Work with Dothan City Schools to implement Citizen Promise program;
- Recognize teachers during National Teacher Appreciation Week;
- Support local organizations that support education (i.e., Wiregrass BEST Program);
- Provide information to Chamber members in the *Chamber Connections* to help promote positive education news;
- Support and help promote the Dothan Technology Center and Houston County Career Academy; and
- Support Alabama's First Class Pre-K program.

Workforce Development Task Force

Staff Coordinator: Steve Turkoski

Objective: To support workforce development initiatives and help businesses with workforce needs.

Actions:

- Communicate needs of business to educational institutions and service providers;
- Interface with Job Corps, Alfred Saliba Family Services Center, Houston County Jobs Task Force, Wiregrass Rehabilitation Center Inc., Dothan Area Committee on Employment of People with Disabilities and other job training programs;
- Promote area job training programs and custom-fit initiatives to industry needs through the Southeast AlabamaWorks!, Wallace Community College and Alabama Industrial Development Training;
- Participate in local Workforce Investment Board and regional workforce development council;
- Support community job fairs and Southeast WOW;
- Address business workforce needs through federal, state and local programs and educational partners; and
- Continue partnerships with the Department of Commerce/Alabama Industrial Development Training/Alabama Technology Network, Dothan Career Center, Dothan Technology Center, Houston County Career Academy, Southeast Alabama Workforce Council, Troy University, Wallace Community College and Southeast WOW.

Goal 3: Enhance the Wiregrass region's quality of life.

COMMUNITY DEVELOPMENT COUNCIL

Chair: Claudia Hall, *Southeast Health*
Staff Coordinator: Linda Kelley

Dothan Area Young Professionals Committee

Chair: Martin Everett, *Carpenter, Wiggins, Jordan, Thomas & Scarborough, PC*
Staff Coordinator: Hayden Camp

Objective: To develop, educate and inspire young business professionals in the Dothan area.

Actions:

- Enhance and strengthen the foundation of the Dothan Area Young Professionals to improve the identification and creation of future leaders in the Dothan area;
- Provide members with opportunities for professional development, building social relationships and impacting the community through various community outreach events; and
- Co-host and support the Dothan Business Hall of Fame.

STRATEGY STATEMENT

To foster broad prosperity, by serving as a catalyst for business and community development, through a high-performing organization that is driven by community service, operates with a strong strategic plan, measures results and adjusts accordingly, is a creative risk-taker, builds strong alliances and networks, earns the trust and respect of its community, is efficient with funding and resources, and invests in its employees.

Leadership Dothan Steering Committee

Chair: Lori Wilcoxon, *Whatley & Associates CM&G Real Estate*
Staff Coordinator: Linda Kelley

Objective: To develop informed, committed and qualified individuals as leaders for the future of the Wiregrass.

Actions:

- Conduct Leadership Dothan Class 38 in partnership with the Dothan Area Chamber Foundation;
- Present CHOICES education program to all Dothan City and Houston County eighth-graders; and
- Promote involvement in Dothan Area Chamber and civic activities.

Youth Leadership Dothan-Houston County Steering Committee

Chair: Natalie Nelson, *Personnel Resources*
Staff Coordinator: Linda Kelley

Objective: To foster high school student interests in community and voluntary activities; and help to develop leadership skills.

Action:

- Conduct Youth Leadership Dothan-Houston County Class 28 in partnership with the Dothan Area Chamber Foundation.

Spirit of Service Task Force

Staff Coordinator: Linda Kelley

Objective: To encourage citizens to take pride in their community by participating in Spirit of Service projects.

Actions:

- Increase the number of community enhancement initiatives;
- Expand the Task Force to include representatives from all Houston County municipalities;
- Increase volunteer participation;
- Challenge Chamber members to participate in community beautification projects; and

Arts and Business Task Force

Staff Coordinator: Dean Mitchell

Objective: To strengthen the partnership between business and the arts while enhancing cultural and quality of life opportunities for local residents.

Actions:

- Work with Wiregrass Foundation and arts community on arts initiative; and
- Highlight work that arts community does to add economical value to Dothan and Wiregrass region.

Dothan Business Hall of Fame Task Force

Staff Coordinator: Dean Mitchell

Objective: To recognize the accomplishments and contributions of our area's outstanding business leaders past and present.

Actions:

- To promote and hold annual event to honor nominees and their contributions to the business community.

Wiregrass Women's Networking Group Task Force

Staff Coordinator: Hayden Camp

Objective: To build a strong community of relationship building, encouragement, education and network events for business women in the Dothan area.

Actions:

- To host luncheons, events, seminars and other community activities to provide a foundation for networking.

Goal 4: To sustain and strengthen the Wiregrass region's business policies and military foundation.

GOVERNMENTAL AFFAIRS COUNCIL

Chair: Scott Parsons, *Merrill Lynch Wealth Management*
Staff Coordinator: Dean Mitchell

Legislative Affairs Task Force

Staff Coordinator: Dean Mitchell

Objective: To influence the legislative process for the benefit of the region and to facilitate member involvement in governmental affairs.

Actions:

- Develop a state and local legislative agenda;
- Monitor issues and legislation at the federal, state and local levels in order to make policy and position recommendations to the Chamber Board of Directors on key issues impacting Dothan area businesses;
- Host annual Eggs & Issues and maintain communication with the legislative delegation and encourage their participation at legislative affairs meetings; and
- Host biennial Elected Officials Appreciation Luncheon.

Military Affairs Task Force

Staff Coordinator: Hayden Camp

Objective: To foster an ongoing heartfelt relationship with the men and women of our armed services (active, reserve and veterans), while protecting and enhancing the economic impact and long-term viability and growth of Fort Rucker and its missions.

Actions:

- Support Friends of Fort Rucker and encourage membership in AUSA;
- Keep abreast of the pending BRAC initiatives;
- Encourage positive military and civilian relationships and networking opportunities, while supporting all branches of the armed forces; and
- Host Fort Rucker Command Reception and Cadet of the Year Leadership Awards program for area JROTC students.

Goal 5: Grow membership and provide resources necessary for business people to create, sustain and expand regional companies.

MEMBERSHIP DEVELOPMENT COUNCIL

Chair: Gina Grant, *Century 21 James Grant Realty*
Staff Coordinator: Hayden Camp

Ambassador and Diplomat Committees

Chair: Betsey Marshall
Staff Coordinator: Madison Kimbro

Objective: To act as goodwill ambassadors for the Chamber.

Actions:

- Provide staffing assistance for Chamber events;
- Enhance the member retention program, with particular emphasis on engaging new members;
- Engage existing members in Chamber events and committees;
- Recognize monthly the top performing team and individual(s).

Small Business Task Force

Staff Coordinator: Hayden Camp

Objective: To help coordinate small business events.

Actions:

- Develop calendar of events for Small Business Week;
- Plan annual Spotlight on Business Trade Show;
- Plan quarterly General Membership and Business Exchange events; and
- Plan quarterly small business development seminar series.

Entrepreneur Business Task Force

Staff Coordinator: Steve Turkoski

Objective: To provide resources for entrepreneurs and small business individuals.

Actions:

- Provide Troy University Small Business Development Center counseling for prospective and current small business owners and entrepreneurs;
- Work with the Entrepreneurship Council to coordinate business development workshops and/or symposiums;
- Promote the Chamber's Small Business Toolkit;
- Provide business counseling, seminars, library and online-resource support; and
- Collaborate with local incubators and provide training assistance as needed.

Chamber Staff

Matt Parker
President



Dean Mitchell
Executive Director

Suzanne Barrick
Membership Sales

Melia McKean
Director of Communications

Hayden Camp
Director of Membership

Lori Mock
Director of Finance

Colton Cureton
Director of Retail and Redevelopment

Susan Tatom
Director of Information

Linda Kelley
Director of Community Development

Dr. Steve Turkoski
Project Manager

Madison Kimbro
Director of Special Projects

Genie Turner
Membership Sales



2021 - 2025



ALABAMA ACCREDITED
CHAMBER OF COMMERCE

Southeast AlabamaWorks!

Ann Marie Carr
Executive Director

Melanie Hill
Education and Training Initiatives Coordinator

Celina Lawhorn
Special Projects Coordinator

Katie Thomas
Business and Industry Relations Manager



Executive Committee



Chairman
Brad Kimbro
Wiregrass Electric
Cooperative



Community Development
Council Chair
Claudia Hall
Southeast Health



Chair-Elect
Michelle Lewis
AAA Cooper
Transportation



Education and
Workforce Development
Council Chairman
Donnie Pemberton
The Papi Companies



Immediate Past
Chairman
Delvick McKay
City of Dothan



Governmental Affairs
Council Chairman
Scott Parsons
Merrill Lynch Wealth
Management



Grow Dothan Chairman
Bob Woodall
Bob Woodall Air Care
Systems Inc.



Membership Development
Council Chair
Gina Grant
Century 21 James Grant
Realty



Treasurer
Walter Hill
Wiregrass United Way

Board of Directors

Joey Arroyo
Gresco Utility Supply Inc.

Mark Fellows
Eastern Technologies

David Mosley
David's Performance
Factory

Deavours Clark
DSI Security Services

Troy Fountain
Wiregrass Foundation

Elri Parker
Golden Corral

Samuel P. Crawford
Housing Authority of the
City of Dothan, AL

Andy Gosselin
Gosselin Architecture

Tammie Potter
Breakfast & Lunch at
Tammie's

Lan Darty
Lan Darty Real Estate &
Development

Adam Hartzog
Dothan Regional Airport

Kevin Savoy
Great Southern Wood
Preserving Inc.

Rachel Davidson
Brightway Insurance, The
Rachel Davidson Agency

Sandi Hodge
Shute Pecan Co. Inc.

Elaine Johnson Taylor
RealTime, LLC

Chris Suddarth
TriState Graphics Inc.

Jason DeVane
Hots Deli

Turner Jones
Dothan Warehouse
Freezer Storage

Adam Thomas
Wiregrass Wealth
Management

Jennifer Doherty
Southeast Alabama
Community Theatre

Karen Keith
MidSouth Bank

Dr. Linda C. Young
Wallace Community
College

Walt Ellis
Troy Bank & Trust

Melody Lee
Like Mind Marketing

Monty Weigel
SunSouth Bank



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