

# DOTHAN AREA CHAMBER OF COMMERCE STRATEGIC PLAN 2019-2020



*100 Years of Serving the Business Community*  
*#DACC100Years*

*camp*

meeting the challenge  
*meeting*



shaping the future  
*shaping*

DOTHAN AREA CHAMBER OF COMMERCE





## MISSION STATEMENT

The mission of the Dothan Area Chamber of Commerce is to serve as a catalyst for business and community development in the tri-state region.

### 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

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

#### 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.

#### Agriculture/Agribusiness Committee

Chair: Dr. Arthur Moore, *Individual Member*  
Staff Coordinator: Dean Mitchell

**Objective:** To promote and encourage strong ties between the business and agriculture community.

#### Actions:

- Provide financial and manpower support to annual Farm City Week activities; and
- Strengthen workforce development for agri-business.

### Goal 2: Develop a seamless education and workforce system.

#### EDUCATION AND WORKFORCE DEVELOPMENT COUNCIL

Chair: Steve Duebelt, *Southeast Gas*  
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.



## 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.

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

#### **COMMUNITY DEVELOPMENT COUNCIL**

Chair: Walter Hill, *Wiregrass United Way*  
Staff Coordinator: Linda Kelley

#### **Dothan Area Young Professionals Committee**

Chair: Walt Ellis, *Troy Bank & Trust*  
Staff Coordinator: Hayden Camp / Amanda Burns

**Objective:** To recruit and retain young professionals of all demographics to the Dothan region.

**Actions:**

- Continue to develop the foundation of the Dothan Area Young Professionals to enhance 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.

#### **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
- List participating organizations and projects in the *Chamber Connections*.

#### **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: Amanda Burns

**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.

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

#### **GOVERNMENTAL AFFAIRS COUNCIL**

Chair: Claudia Hall, *Southeast Health*  
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 Committee**

Chair: (Ret.) Col. Thomas P. Boyle Jr., *Individual Member*  
Staff Coordinator: Hayden Camp / Art Morris

**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: Brad Kimbro, *Wiregrass Electric Cooperative*  
Staff Coordinator: Hayden Camp

#### **Ambassador and Diplomat Committees**

Ambassador Chair: Betsey Marshall, *TownPlace Suites*  
Diplomat Chair: Lisa Baity, *Alabama Kidney Foundation*  
Staff Coordinator: Hayden Camp

**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;
- Diplomats, who have completed three years of Ambassador service, assist with membership development; and
- 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

Julie Mollohan  
Chief Financial Officer

Amanda Burns  
Director of Investor Relations

Art Morris  
Director of Aviation and Military Affairs

Hayden Camp  
Director of Membership

Susan Tatom  
Director of Information

Linda Kelley  
Director of Community Development

Dr. Steve Turkoski  
Project Manager

Melia McKean  
Director of Communications

# Southeast AlabamaWorks!

Ryan Richards  
Director of Workforce Development

Ann Marie Carr  
Workforce Development Project Manager

Katie Thomas  
Business and Industry Relations Manager



# Executive Committee



Chairman  
R. Cliff Mendheim  
Prim and Mendheim,  
LLC



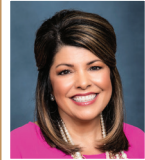
Community Development  
Council Chairman  
Walter Hill  
Wiregrass United Way



Chairman-Elect  
Delvick McKay  
City of Dothan



Education and  
Workforce Development  
Council Chairman  
Steve Duebelt  
Southeast Gas



Immediate Past Chair  
Mary Beth Maddox  
Personnel Resources



Governmental Affairs  
Council Chair  
Claudia Hall  
Southeast Health



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



Membership Development  
Council Chairman  
Brad Kimbro  
Wiregrass Electric  
Cooperative



Treasurer  
Michelle Lewis  
AAA Cooper  
Transportation

# Board of Directors

Mark Coffman  
Coffman International  
Inc.

Adam Hartzog  
Dothan Regional Airport

Donnie Pemberton  
The Papi Companies

Emily Darnell  
Flowers Hospital

Robert S. Hewes Jr.  
Coldwell Banker - Alfred  
Saliba Realty

Kevin Savoy  
Great Southern Wood  
Preserving Inc.

Jason DeVane  
Hots Deli

Sandi Hodge  
Shute Pecan Co. Inc.

Sami Shah  
Comfort Inn and Suites

J. Watson Downs  
Engineered Systems Inc.

Greg Hoffman  
Wiregrass Construction  
Co. Inc.

Melinda Sykes  
Waxing The City

Jennifer Doherty  
Southeast Alabama  
Community Theatre

Brandon Hurst  
Martin Environmental  
Services Inc.

Elaine Johnson Taylor  
RealTime, LLC

J. Watson Downs  
Engineered Systems Inc.

Turner Jones  
Dothan Warehouse

Patrick A. Thomas  
Dothan Awning and  
Exteriors

Michelle Enfinger  
Seay, Seay and Litchfield  
Inc.

David "Mit" Kirkland  
Scenic Cable Network  
and Production

Collins White  
Alabama Motor Express  
Logistics

Andy Gosselin  
Gosselin Architecture

Dr. Hejal Patel  
21st Century Oncology  
of Alabama, LLC

Dr. Linda C. Young  
Wallace Community  
College

Gina Grant  
Century 21 James Grant  
Realty



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