



The Mission of the Lake Travis Chamber of Commerce is to promote sound economic growth, assist members in business development and create awareness related to the outstanding characteristics of the unique South Lake Travis community.

# Program of Work 2009

The work of achieving the goals outlined in this Program of Work begins with a fifteen member Board of Directors.

The Board sets policy, directs the affairs of the Chamber and manages the finances. The work to carry out the Chamber's programs and projects is conducted by volunteers who serve on the nine standing committees listed in this booklet.

Government Relations .....	4
Convention & Visitors Bureau .....	4
Ambassadors / Membership .....	5
Communications Committee .....	5
Community Awards Banquet .....	6
SpringFest .....	6
Golf Classic .....	6
Nominations Committee .....	7
Finance Committee .....	7

Would you like to contribute your expertise in creating a positive impact in  
YOUR Chamber?

*Contact the Chamber office for more information:  
[info@laketravischamber.com](mailto:info@laketravischamber.com) or 512.263.5833*

# **Board of Directors**

## **Executive Committee**

### **Chairman of the Board**

**Beth Byer**

*American Bank of Texas, N.A.*

### **Chair Elect**

**John Drisdale**

*Drisdale Law Firm*

### **Treasurer**

**Dan Klopp**

*Sign Satisfaction*

### **Secretary**

**Bob Stubbs**

*Gimme's, Etc.*

### **Past Chair**

**Barker F. Keith, II**

*Lakeway Aquatic Therapy & Wellness Center*

## **Directors**

**Ben Archer**

*State Farm Insurance*

**Robyn Bagley**

*Corrective Chiropractic*

**Jamie Baillie**

*American Bank*

**Jose Garcia**

*Cabeza Advertising*

**Sharon Hanson**

*Office Keepers, Inc.*

**Jay McGee**

*Paul Gamel Associates*

**Mike Meyer**

*Prosperity Bank*

**Will Mitchell**

*Mitchell & Associates*

**Dan Vaughn**

*Law Offices of W. Daniel Vaughn*

**Donna Wesling**

*Donna Holliday Wesling CPA*

---

### **Staff**

Laura Mitchell – President

Karen Rankin – Office Manager

Mallory Prator – Member Services Coordinator

## **Government Relations Committee**

**Mission:** Identify public and private governmental agencies that directly affect the business activities of our membership. Monitor the activities of these entities and increase the awareness of our membership to these activities, so that we may coordinate a united position on the specific items that affect our members. Government entities which may have an impact on Lake Travis Chamber of Commerce member businesses include:

- **State Senator – District 14**
- **State Representative – District 47**
- **LCRA**
- **DELTA**
- **CAPMetro**
- **Travis County Commissioner – Precinct 3**
- **Lake Travis ISD**
- **City of Lakeway**
- **City of Bee Cave**
- **Village of Briarcliff**
- **Village of The Hills**
- **WCID #17**
- **Lakeway MUD and Hurst Creek MUD**

## **Convention & Visitors Bureau**

**Chair - Dan Vaughn**

**Mission:** To utilize thoughtful consensus-building and long-term planning to develop programs which promote high-quality tourism to benefit the economy and quality of life of the entire South Lake Travis community.

## **Ambassadors Committee**

**Chair – Bob Stubbs**

Co-Chairs: Jamie Baillie and Jay McGee

**Mission:** Serve as liaison between the Chamber and its members while actively pursuing the growth of membership to Businesses, Professionals, Individuals and Non-Profit Organizations in addition to promoting Chamber benefits and community events.

Goals:

- Actively pursue memberships of non-members
- Promote and participate in Chamber Functions: Ribbon Cuttings, Monthly Luncheons, Chamber Mixers, Networking and other planned Chamber events
- Deliver member packets
- Strive to improve retention levels of membership to assure growth of the Chamber
- Serve at least one year in the program to keep consistency in the program mission

## **Communications Committee**

**Chair – Jose Garcia**

**Mission:** To maximize value for Lake Travis Chamber of Commerce members by communicating the Chamber's activities and by positively positioning those activities in the mind of our members and the community.

Goals:

- Assist in the marketing & promotion the Lake Travis Chamber of Commerce and its events and programs throughout the year
- Develop and protect the Lake Travis Chamber of Commerce "brand" and marks as used by the Chamber at large and its' committees

Key projects:

- Website utilization/maximization
  - Continuously revisiting our logo/brand
- Assist event committees to effectively advertising their events

## **Community Awards Banquet Committee**

**Mission:** To honor local businesses and individuals who excel in their dedication and commitment to the Lake Travis community. Create opportunities for all members to showcase their businesses in the form of sponsorships and networking.

## **Golf Classic Committee**

**Co-Chairs – Ben Archer & Jamie Baillie**

**Mission:** To provide local businesses the forum to showcase and expose their businesses to participants and attendees, showcase the Lake Travis community to visitors and provide the Chamber an income generating event.

## **SpringFest Committee**

**Chair - Will Mitchell**

**Mission:** To create an annual family event for all ages that will attract people from Lake Travis as well as expose our community to citizens in surrounding communities and create a positive economic impact for chamber members.

## **Nominations Committee**

**Chair – Robyn Bagley**

**Mission:** To identify, evaluate and recommend to the Board of Directors potential members that are innovative community leaders to serve on the Board of Directors.

## **Finance Committee**

**Chair – Dan Klopp, Treasurer**

**Mission:** Manage internal controls to mitigate risk; present financial status and financial condition reports to the Board of Directors on a regular basis, ensuring that the official accounting records of the Lake Travis Chamber of Commerce are up-to-date and accurate; safeguard the assets of the organization to minimize risk of financial loss; and develop and maintain robust costing systems and reporting tools to provide high-quality financial information that supports the Chamber's strategic management initiatives.

“Serving Business...

...Strengthening Community”



Lake Travis Chamber of Commerce  
1415 RR 620 South, Suite 202  
Austin, Texas 78734  
512.263.5833  
[info@LakeTravisChamber.com](mailto:info@LakeTravisChamber.com)  
[www.LakeTravisChamber.com](http://www.LakeTravisChamber.com)