



# CHAMBER NEWS

DECEMBER 2023

## Chamber Changes

*Merry Christmas, Members!* As we wrap up 2023 chamber activities it has become clear that it is time to re-evaluate the chamber's functions and make some needed changes. We have always been blessed to have an organization of loyal members, and over the years chamber officers have made sure chamber events take place. But we have seen a steady decrease in the number of members who have the time or desire to actively participate. Attendance at events is decreasing as well. No surprise--everything changes.

With these trends in mind, some ideas for restructuring chamber activities were discussed at our December membership meeting. The following changes will be implemented in 2024:

- Membership meetings will be held quarterly. Officers will make decisions on routine expenditures and operations, and we will report on them at quarterly meetings. Member newsletters are coming back!
- The chamber will ask other organizations to manage events, and the chamber will serve as a partner to provide financial and marketing support where appropriate. Some events may be discontinued if there is not enough interest. Currently the priorities will be 4<sup>th</sup> of July, Christmas, and chamber giveaway drawings.
- The chamber will focus on promoting members, business, and community through social media, digital, and print marketing. The budget will be revised to direct more member dues toward this goal.

Of course, our organization only exists because of our members. We welcome your input and questions. If you are interested in being involved in event planning and member promotion that is great! Let me know. Also, if you know of local groups that would be interested in picking up the management of an event be sure to tell me. For reference, our 2023 event schedule is listed on page two. I am happy to provide any resources we have available.

Your membership dues will continue to be used for events and business promotions, just as they always have been. The chamber has always been, and will continue to be, managed by volunteers from within our community.

I wish each of you joy this holiday season and a happy, healthy, and prosperous New Year! *Mary Beth*

### BUSINESS ANNIVERSARIES

Changes are coming to the chamber newsletter for 2024. Business Anniversaries will be back, but we are still missing this information for some of our members. We want all our businesses to be included.

**When you receive your renewal form for 2024, please make sure your anniversary is there, and your email address.** These are very important as we move forward toward our goal of promoting members and keeping members informed.

### Sheila, Thank You!

Since 1985 there has rarely been a chamber meeting or event where you didn't see Sheila Blankenship. She has dedicated her time and talent to the chamber in various officer positions through the years, filling whatever role was needed. But that will change in 2024, as Sheila has decided it's time to take a break from her chamber responsibilities. We will certainly miss her guidance and willingness to help, but we wish her all the best as she takes more time for herself. When you see her, be sure to say thank you for all she does for our community.

# 2024 Membership Drive

In our November meeting we briefly discussed our 2024 membership dues. No changes have been recommended, and the levels will remain the same. We encourage you to take advantage of the benefits included in your chosen membership level. The chamber can help with marketing messages, membership emails and event promotions. Membership renewals with a description of the benefits offered for each level will be mailed in January. Be sure to discuss any needs you may have or services you would like us to offer and let us know if we can help.

## No Chamber Banquet Planned for 2024

For the past several years our banquets too have fallen victim to the lack of free time on our members' calendars. As of this writing, we do not plan to have a banquet in 2024. Any needed membership votes or notifications will be handled through email or mail-in vote. We will, however, keep a lookout for opportunities that may become available to bring in informative speakers or seminars on topics we feel would benefit our members.

## Membership Meetings

Our new quarterly meeting schedule will be announced soon. Membership meetings are for you, and we would like to hear from those of you who are interested in being more involved. What is the best day of the week and the best time of day? Does breakfast work better, maybe lunch, or even happy hour? Your involvement in the chamber is vital to keeping the organization strong, and this is the perfect time for us to try something new. Let us know if we can make meetings more available to you.

### Hooker Chamber of Commerce

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### 2023 Chamber Officers:

Mary Beth Puyear, President  
Brenda Romero, Vice President  
Craig Adams, Treasurer  
Sheila Blankenship, Secretary

## 2023 Chamber Events

Events are subject to change and updates will be made as needed.

January 28	Chamber Banquet
April 1	Easter Egg Hunt
July 4	4 <sup>th</sup> of July Celebration
September 9	Hooker Car Show by Hooker Car Club
September 30	Chamber Golf Tournament
October 31	Halloween Trunk or Treat
December 2	Christmas Parade
December 7	Christmas Cookie Crawl



## Member Business Promotion

Gold and Silver Chamber members are eligible for 2 promotions per year on our website and member communications. For more info, contact Mary Beth at (580) 522-1655 or [mail@hookerokcofc.net](mailto:mail@hookerokcofc.net)

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CHAMBER COMMERCE CASH IS AVAILABLE FOR PURCHASE THROUGHOUT THE YEAR FOR GIFTS, PRIZES AND AWARDS. GIVE A GIFT THAT PROMOTES SHOPPING LOCALLY! SEE FIRST NATIONAL BANK OF HOOKER TO PURCHASE. NO PURCHASE FEES. ALL CHAMBER MEMBERS CAN ACCEPT COMMERCE CASH.